

# Bridge to Excellence

 DATALOGIC™

Calderara di Reno (BO), March 9, 2007

Dear Customer:

“Day One” for the new Datalogic will take place in just a few days; on April 2nd our Transformation will be effective and the three autonomous divisions which will support a product- and market-focused business model will begin operations.

Datalogic Scanning, Datalogic Mobile and Datalogic Automation will be ready to deliver you dedicated services and quality products through a more focused and Customer-oriented organization.

There could be no better sign to start such a new venture than share with you the exceptional results that we have achieved, thanks to you, our loyal Customers. Datalogic’s performance in 2006 was the best ever, with consolidated revenue of € 381.6 million; that is an 85% increase over € 205.9 million in the previous year. With respect to profitability, EBITDA results were € 38.2 million, a 21% improvement over € 31.5 million in 2005.

What we see in these figures is the effect of our on-going integration with PSC and the basis for the next step of our Transformation.

Since the start of the Transformation project on December 2006, our goal has always been to be “business as usual”, keeping the transition as seamless and transparent as possible. We believe that we have accomplished this goal so far and sales results to date confirm that you are maintaining your trust in us. We thank you for your continuing trust.

In the next few days, the last days prior to “Day One” April 2nd , you will receive additional, more detailed information to make your business experience with the new Datalogic Scanning, Datalogic Mobile, Datalogic Automation mutually successful. We are changing to better serve you; we have been committed to a positive change since we began the Transformation project.

Should you have any questions or concerns please feel free to contact me, Bill Parnell, Gian Paolo Fedrigo or your current Account Manager.

Thank you again for your continued business, belief, and support in our relationship.

Roberto Tunioli  
Vice Chairman and CEO Datalogic S.p.A.



# Bridge to Excellence

 DATALOGIC™

Calderara di Reno (BO), February 5, 2007

Dear Valued Customer:

As you know from my previous letter, dated December 11, 2006, Datalogic announced our decision to move toward an autonomous divisional operating structure that supports a product- and market-focused business model. This new structure will serve as a 'bridge' for our operations for the next three to five years and "Bridge to Excellence" is the name we gave to our Transformation Project.

The next evolution of our business will take place April 2, 2007. On that date, the PSC company name and brand name will be retired. We will re-align Datalogic into three new autonomous divisional operating structures. PSC products will be re-branded under the Datalogic brand name, as Datalogic Magellan, Datalogic PowerScan, Datalogic QuickScan and Datalogic Falcon. This re-branding will allow us to foster the brand equity at the product level.

I have the pleasure to inform you that "Bridge to Excellence" is currently on-track: all teams report that the transformation project is well underway. The integration process with PSC is proceeding well and with great enthusiasm by everyone involved.

And the first, visible sign of this integration with PSC is the new logo that we are launching today: the star we added to the Datalogic logo represents the PSC legacy. This star will add further light to our future.

We believe that "Bridge to Excellence" will increase our value and effectiveness, and help us to be able to better serve our Customers through a more focused, dedicated, and specialized business unit structure. The planning work we do now is designed to ensure a smooth and seamless transition; our topmost priorities are our Customers, Partners, and Vendors.

For over 30 years the distinctive hallmark of Datalogic products has been their cutting-edge technology, meticulous design, and great reliability. We look forward to the opportunity to enhancing our ability to provide you with an unrivalled portfolio of products and services.

Should you have any questions or concerns please feel free to contact me, Bill Parnell, Gian Paolo Fedrigo or your current Account Manager.

I sincerely thank you for your continued support and for choosing Datalogic as your provider of choice.

Best Regards,

Roberto Tunioli  
Vice Chairman and CEO Datalogic S.p.A.



Calderara di Reno (BO), December 11, 2006

Dear Valued Customer:

I have the pleasure to inform you that the Board of Directors of DATALOGIC S.p.A. today approved the strategic guidelines of the organizational change of the Group which will evolve toward an autonomous divisional operating structure that supports a product and market focused business model.

The company is re-structuring itself into three strategic operating divisions:

- Datalogic Scanning, headquartered in USA, will be comprised of two business units – Hand Held Readers and Stationary Readers - Retail. This will result in the consolidation of the two hand held reader product lines of the Group, which will be harmonized into a cohesive offering. The current line of stationary readers for retail applications will continue as a core offering.
- Datalogic Automation, headquartered in Italy, will be comprised of three business units – Unattended Scanning Systems - Industrial, Marking and RFID. This allows Datalogic to leverage its field infrastructure for three businesses which share a common market and customer focus.
- Datalogic Mobile, headquartered in Italy, will be comprised of one business unit – Mobile Computers. This results in the consolidation of the two mobile computing product lines of the Group, which will also be harmonized into a cohesive offering.

In addition to the creation of these strategic operating divisions, the Business Development Unit will continue to be chartered with the organic development of new business platforms within the Group as well as the investigation of M&A opportunities.

The overriding corporate entity, Datalogic S.p.A., will continue to be headquartered in Bologna, Italy and will be chartered to provide vision and strategy, values, policies and control of financial assets for the Group and its companies.

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In our transformation we have tried to have as our final goal the attention to our Customers, offering them the excellence of focused product and service. I want to thank you all for your continued support and confidence in our relationship.

To execute our transformation plan we have formed an integration team consisting of an Integration Management Office (IMO), as well as operating teams, all with representation from all Divisions. I personally lead the IMO together with our Datalogic Group CFO, Marco Rondelli, and our Divisional Leaders, Gian Paolo Fedrigo and Bill Parnell.

For over 30 years the distinctive hallmark of Datalogic products has been their cutting-edge technology, meticulous design, and great reliability. We look forward to the opportunity to enhancing our ability to provide you with an unrivalled portfolio of products and services.

Should you have any questions or concerns please feel free to contact me, Bill Parnell, Gian Paolo Fedrigo or your current Account Manager.

I sincerely thank you for your continued support and for choosing Datalogic as your provider of choice.

Best Regards,

Roberto Tunioli  
Vice Chairman & CEO Datalogic S.p.A.