



Bologna – November 18th, 2016

Dear Customer,

At Datalogic we continuously strive to improve our people, our technologies, our products. This direction has allowed us to grow for over 40 years into a global technology leader in automatic data capture and industrial automation. We are ever growing, changing, and evolving to better serve our end users and partners.

Over the years, we served the market through two divisions, Industrial Automation Division and Automatic Data Capture Division. Today, I am delighted to inform you that these two Divisions will merge into “One Datalogic”, evolving our operative model into a more customer-centric company with an industry-dedicated structure.

The 4 main industry units that we are focusing on are:

- Retail
- Manufacturing
- Transportation & Logistics
- Healthcare

They will be supported by a global Group Channel organization to ensure a consistent approach to partners and continue to develop the most competent, committed and motivated partner network.

This new structure will help us to connect more closely with our customers and provide you with an enriched and innovative portfolio of products and solutions, taking advantage of a tighter connection between the field and our engineering resources. Each Industry Unit leader will drive his resources to define and deploy new and powerful industry-focused solutions.

We are working to launch the new Customer-centric model on next January 1st, committed to minimize any impact on business operations and ensure constant support to our customers. Moreover, there will be no changes to our facilities and

our workforce worldwide.

Datalogic has prospered from organic growth for many years and I am sure that our new structure will allow us to improve our service level and our ability to listen, to anticipate and to satisfy your needs.

I thank you in advance for your support and look forward to further expanding our business relationship.

In the next weeks, your Datalogic sales representative will contact you for more details on this transformation and answer any potential questions.

Meanwhile, feel free to reach out to our dedicated customer-service account in your region.

Best regards,

Romano Volta

Chairman and Group CEO

Tripod customer-service accounts:

info.tripod_emea@datalogic.com

info.tripod_americas@datalogic.com

info.tripod_apac@datalogic.com

