

# DATALOGIC INTO THE UHF-RFID TECHNOLOGY

Datalogic buys 20% of CAEN RFID Srl, a company specialized in UHF-RFID technology

Bologna, 10<sup>th</sup> December 2015 – The Board of Directors of Datalogic S.p.A. (Borsa Italiana S.p.A.: DAL), a company listed in the STAR Segment of the Italian Stock Exchange managed by Borsa Italiana S.p.A. (“Datalogic”) and a global leader in Automatic Data Capture and Industrial Automation markets, and world-class producer of bar code readers, mobile computers, sensors for detection, measurement and safety, vision systems and laser marking equipment, announced the signature of an agreement for the acquisition of 20% of CAEN RFID Srl, a Tuscan company at the forefront of RFID (Radio Frequency Identification) in the UHF (Ultra High Frequency) band.

Datalogic will become a shareholder of CAEN RFID through a capital increase of 550,000 Euro, with the purpose of company development and growth. The operation, which Datalogic financed with own funds, is also enhanced by a commercial agreement between the two companies that includes, among others, the combined development of new products, the use of CAEN RFID’s components by Datalogic for the manufacturing of its products and the distribution of CAEN RFID’s products with Datalogic brand.

The technology developed by CAEN RFID, the first European company, founded in 2003, to design, manufacture and market UHF RFID readers, is currently among one of the most advanced companies in the RFID Ultra High Frequency (UHF) sector. This acquisition enables Datalogic to widen its product offering, above all in the Retail (non food) segment, in warehousing and in the T&L segment, through the co-development of new products and managing new application areas with a high growth rate.

The Chairman and CEO of the Datalogic Group, Romano Volta commented: “With this operation Datalogic confirms its strong focus on technology, with a wide vision. Indeed, thanks to this agreement with CAEN RFID, Datalogic can extend its offer with the development of complementary technology products, improve its competitive position and expand its presence in a highly innovative market with a strong potential for growth. The Datalogic Group can offer its partners and customers the best solutions in all the sectors in which it operates, while keeping a watchful eye on new business opportunities and innovative technology”.

Marcello Givoletti, CEO of the CAEN Group S.p.A., commented: “We are proud of Datalogic's decision to participate in our growth project. Thanks to Datalogic's experience and CAEN RFID's leadership in the Radio Frequency Identification (RFID) sector, we are confident that together we will succeed in developing new solutions in the RFID sector where there is huge potential. With this synergy between the two companies, CAEN RFID's current offer, which already covers all the typical areas of application of the technology, can be widened and improved. I would also like to recall the fact that CAEN RFID was one of the first partners of EPCglobal (Electronic Product Code), the consortium that defined the standards that are now globally recognized and accepted”.