

## Datalogic

### Upbeat 1H10 leads us to raise 2010 estimates

Datalogic's 1H10 results were once again well above our estimates and consensus numbers. In 2010 and 2011, we expect the stabilization of the reference market coupled with the restructuring program launched by the management in 2009 to allow Datalogic to achieve strong top-line growth (we forecast 19.3% yoy growth for the current year and 7% for next year) and increase profitability to pre-crisis levels (we forecast EBITDA to reach EUR 48mn in 2010 and EUR 54mn in 2011). We confirm our Buy rating and EUR 4.7 12M target price.

■ **Buy rating and TP of EUR 4.7 confirmed.** We reiterate our positive stance on Datalogic with a Buy rating and confirm our 12M target price of EUR 4.7 based on a REP ratio and peer group multiples methodologies. Given the good visibility on 2010 numbers, we believe investors should now focus on 2011, which should see the stabilization of the reference market and also good momentum for Datalogic, thanks to the Vietnamese plant that we expect to play an important role in the recovery of the group's profitability.

■ **Signs of improvement in 1H10 lead us to raise our 2010 estimates.** 1H10 showed growth trends in line with those seen in 1Q10 and 4Q09. Moreover, the company's focus on efficiency and cost cutting has helped increase profitability dramatically compared with 2009, which we believe can be considered Datalogic's bottom of the cycle. We increase our 2010 estimate for EBITDA by around 15% (i.e. from EUR 42mn to EUR 48mn) and for the EBITDA margin to ca. 13% (from ca. 12%). Moreover, we raise our 2010 net profit estimate by roughly 36% (to EUR 16mn from EUR 12mn).

	2008	2009	2010E	2011E	2012E
Sales (EUR mn)	379.8	312.0	372.2	398.1	416.8
EBITDA (EUR mn)	47.8	19.6	47.9	53.6	58.2
EBIT (EUR mn)	30.7	-5.6	30.0	35.1	39.4
Group Net Profit (EUR mn)	17.8	-12.2	15.7	19.3	22.7
EPS Reported (EUR)	0.31	-0.21	0.27	0.33	0.39
DPS (EUR)	0.04	0.00	0.08	0.10	0.12
After tax ROIC (%)	8.3	n.m.	9.2	10.1	11.3
P/E (x)	16.1	n.m.	15.6	12.7	10.8
P/CF (x)	n.a.	n.a.	7.2	7.2	6.5
EV/EBITDA (x)	8.4	17.5	7.4	6.4	5.5
EV/EBIT (x)	13.1	n.m.	11.8	9.8	8.1
Free cash flow yield (%)	n.m.	3.3	0.5	7.6	11.5
Dividend yield (%)	0.7	0.0	1.9	2.4	2.8

Source: Datalogic, UniCredit Research estimates

## Buy (prev. Buy)

Price on 27 September 2010	EUR 4.27
Target price (prev. EUR 4.70)	EUR 4.70
Upside to TP	10.0%
Cost of equity	8.8%
High/Low (12M)	4.50/2.98

### INVESTMENT HIGHLIGHTS

One of the major players worldwide in the automatic data capture (ADC) market

2010 should witness a cycle recovery for Datalogic

### STOCK TRIGGERS

2009 can be considered the 'annus horribilis' for the company; visibility increased dramatically and management expects double-digit top-line growth in 2010

Ongoing restructuring and efficiency program should allow Datalogic to achieve margin recovery

Vietnamese factory should increase profitability as early as 2010

### STOCK DATA

Reuters/Bloomberg	DAL.MI/DAL IM
Average daily volume (tds.)	18.4
Free float (%)	21.1
Market capitalization (EUR bn)	0.23
No. of shares in issue (mn)	58.4
Shareholders	Hydra SpA 67% Tamburi Investment Partners SpA 6.4% Own shares 5.5%

### UPCOMING EVENTS

9M/Q3	8 Nov 2010
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### STOCK PERFORMANCE (% CHG.)

	1M	3M	6M
absolute	17.0	-1.0	-5.0
rel. to FTSE Italia	14.0	11.0	7.0
rel. to ES Insurance	16.8	-0.6	-10.6

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## Change in estimates to factor in a better-than-expected 1H10

### Reference market is recovering and margins are increasing

Datalogic's very strong set of 1H10 numbers were above our and consensus estimates. In the first half, the company continued to register the same growth trend and profitability recovery seen in the last few quarters. It is worth mentioning that 2Q10 revenues showed a return to pre-crisis levels, but we highlight that the increase in profitability is also the result of the management's focus on efficiency and control of structural costs.

All operating divisions and areas achieved impressive growth in both 1H10 and in 2Q10 in terms of sales and profitability, showing acceleration in 2Q10.

#### DATALOGIC – 1H10 VERSUS 1H09 REVENUES BY DIVISION

EUR mn	% of total revenues	1H09	1H10	chg. (%)
Datalogic Mobile	22	30.9	41.9	35.7
Datalogic Automation	23	32.5	43.4	33.5
Datalogic Scanning	47	71.5	89.3	24.9
Informatics	9	14.6	16.6	13.8
Datalogic S.p.A.	4	6.6	6.9	5.1
Adjustments	-4	-6.9	-7.2	5.0
<b>Total</b>		<b>149.1</b>	<b>190.8</b>	<b>28.0</b>

Source: Datalogic

#### DATALOGIC – 1H10 VERSUS 1H09 REVENUES BY AREA

EUR mn	% of total revenues	1H09	1H10	chg. (%)
Italy	11	20.1	21.6	7.5
Europe	37	57.4	69.7	21.5
North America	27	44.3	52.3	18.1
Asia Pacific	12	14.0	22.9	63.5
RoW	13	13.4	24.3	82.1
<b>Total</b>		<b>149.1</b>	<b>190.8</b>	<b>28.0</b>

Source: Datalogic

As already highlighted, the results confirm the soundness of the efficiency and cost cutting program implemented by the management as well as the recovery in the reference market.

In light of the company's very strong 1H10 results, we have increased our estimates significantly (see table below).

#### DATALOGIC – OUR NEW AND OLD ESTIMATES (FY10, FY11 AND FY12)

EUR mn	FY10	FY10	New /	FY11	FY11	New /	FY12	FY12	New /
	New	Old	Old	New	Old	Old	New	Old	Old
Sales	372	354	5.1	398	379	5.1	417	405	2.9
yoy chg. (%)	19.3	13.5	-	7.0	7.0	-	4.7	7.0	-
EBITDA	48	42	14.6	54	50	7.7	58	56	3.3
yoy % chg	144.0	112.9	-	11.9	19.1	-	8.5	13.1	-
EBITDA margin (%)	12.9	11.8	-	13.5	13.1	-	14.0	13.9	-
Net profit	16	12	35.9	19	16	18.1	23	21	8.2
yoy chg. (%)	n.m.	n.m.	-	22.8	41.2	-	17.5	28.3	-

Source: UniCredit Research estimates

Our estimates are now above consensus numbers: we believe consensus estimates may be increased further, especially at the profitability and net profit levels.

**DATALOGIC – OUR ESTIMATES VERSUS CONSENSUS (FY10, FY11 AND FY12)**

EUR mn	FY10	FY10	Est. /	FY11	FY11	Est. /	FY12	FY12	Est. /
	Est.	Cons.	Cons.	Est.	Cons.	Cons.	Est.	Cons.	Cons.
Sales	372	362	2.8	398	383	3.9	417	408	2.3
yoy chg. (%)	19.3	16.0	-	7.0	5.8	-	4.7	6.4	-
EBITDA	48	42	14.1	54	50	7.2	58	56	4.8
yoy chg. (%)	144.0	113.9	-	11.9	19.0	-	8.5	11.0	-
EBITDA margin (%)	12.9	11.6	-	13.5	13.1	-	14.0	13.6	-
Net profit	16	14	12.4	19	18	7.3	23	21	8.1
yoy chg. (%)	n.m.	n.m.	-	22.8	28.6	-	17.5	16.7	-

Source: FactSet, UniCredit Research estimates

## Financial statements

### Growth in 2010 driven by market recovery

As highlighted previously, 1H10 results showed healthy signs of growth, in trend with 1Q10 results. In our opinion, the reference market will continue to stabilize in 2H10: we forecast yoy top-line sales of about 20%, with Informatics posting the strongest growth (i.e. around 20% yoy).

As far as profitability is concerned, we expect the 2010 EBITDA margin to reach ca. 13% (or EUR 48mn) from 6.3% in 2009, thanks to the top-line increase and the cost-cutting and efficiency programs implemented in 2009. This boost in margin would translate into a net profit of EUR 16mn: it is worth mentioning that our assumed tax rate of 30% (or –EUR 7mn of taxes) could however turn out to be overly pessimistic, given that Datalogic posted a loss of around EUR 12mn in 2009 and could carry some losses forward, thereby lowering its tax rate.

For 2011 onwards, we expect Datalogic's profitability to increase further thanks both to its new factory in Vietnam and its cost efficiency programs, which should allow the company to enjoy a lower cost base going forward.

The following table summarizes our profit and loss estimates for Datalogic.

**DATALOGIC – 2005-2013E PROFIT AND LOSS**

EUR mn	2005	2006	2007	2008	2009	2010E	2011E	2012E	2013E
<b>Net Sales</b>	<b>206</b>	<b>382</b>	<b>404</b>	<b>380</b>	<b>312</b>	<b>372</b>	<b>398</b>	<b>417</b>	<b>432</b>
<b>Yoy growth (%)</b>	<b>40.8</b>	<b>85.3</b>	<b>5.9</b>	<b>-6.0</b>	<b>-17.9</b>	<b>19.3</b>	<b>7.0</b>	<b>4.7</b>	<b>3.7</b>
Cost of Sales	-107	-215	-224	-212	-182	-201	-214	-223	-227
<b>Gross profit</b>	<b>99</b>	<b>167</b>	<b>180</b>	<b>168</b>	<b>130</b>	<b>171</b>	<b>184</b>	<b>193</b>	<b>205</b>
<b>% of sales</b>	<b>48.3</b>	<b>43.8</b>	<b>44.5</b>	<b>44.2</b>	<b>41.8</b>	<b>46.0</b>	<b>46.3</b>	<b>46.4</b>	<b>47.5</b>
Other revenues	3	3	2	10	2	4	4	4	4
Research and development expenses	-15	-26	-25	-25	-25	-25	-27	-28	-29
Distribution expenses	-36	-84	-78	-77	-68	-76	-82	-85	-89
General and administrative expenses	-24	-29	-38	-39	-30	-33	-34	-33	-35
Other operating costs	-2	-5	-3	-2	-4	-6	-6	-6	-6
<b>Total operating costs and other costs</b>	<b>-75</b>	<b>-141</b>	<b>-142</b>	<b>-133</b>	<b>-124</b>	<b>-137</b>	<b>-144</b>	<b>-149</b>	<b>-155</b>
<b>% of sales</b>	<b>-36.2</b>	<b>-37.0</b>	<b>-35.1</b>	<b>-34.9</b>	<b>-39.8</b>	<b>-36.8</b>	<b>-36.3</b>	<b>-35.8</b>	<b>-35.8</b>
EBIT before non-recurring costs/revenues	25	26	38	35	6	34	40	44	51
<b>% of sales</b>	<b>12.0</b>	<b>6.8</b>	<b>9.4</b>	<b>9.3</b>	<b>2.0</b>	<b>9.3</b>	<b>10.0</b>	<b>10.7</b>	<b>11.8</b>
Non-recurring costs and revenues	-5	-6	-3	-1	-8	-1	-1	-1	-1
Depreciation and amortization due to acquisitions		-4	-4	-4	-4	-4	-4	-4	-4
<b>EBIT</b>	<b>20</b>	<b>15</b>	<b>31</b>	<b>31</b>	<b>-6</b>	<b>30</b>	<b>35</b>	<b>39</b>	<b>46</b>
<b>% of sales</b>	<b>9.8</b>	<b>4.0</b>	<b>7.7</b>	<b>8.1</b>	<b>-1.8</b>	<b>8.1</b>	<b>8.8</b>	<b>9.5</b>	<b>10.6</b>
Finance income/expenses	2	-5	-5	-6	-6	-6	-6	-6	-5
Subsidiaries' earnings/losses	0	0	0	0	0	0	0	0	0
Foreign exchange earnings/losses	0	-1	0	1	-1	-1	-1	-1	-1
Net income before taxes	23	9	27	26	-13	22	28	32	40
Taxes	-10	-5	-9	-8	1	-7	-8	-10	-12
<b>Tax rate (%)</b>	<b>-41.9</b>	<b>-52.8</b>	<b>-32.1</b>	<b>-31.1</b>	<b>-5.2</b>	<b>-30.0</b>	<b>-30.0</b>	<b>-30.0</b>	<b>-30.0</b>
Net income after taxes	13	4	18	18	-12	16	19	23	28
Minorities	0	0	0	0	0	0	0	0	0
<b>Net profit</b>	<b>13</b>	<b>4</b>	<b>18</b>	<b>18</b>	<b>-12</b>	<b>16</b>	<b>19</b>	<b>23</b>	<b>28</b>
<b>% of sales</b>	<b>6.4</b>	<b>1.1</b>	<b>4.5</b>	<b>4.7</b>	<b>-3.9</b>	<b>4.2</b>	<b>4.9</b>	<b>5.4</b>	<b>6.4</b>
Depreciation and write-downs of property plant and equipment	-5	-8	-8	-8	-9	-9	-9	-9	-9
Amortization and write-downs of intangible assets	-2	-4	-5	-4	-5	-5	-5	-5	-5
<b>EBITDA</b>	<b>32</b>	<b>38</b>	<b>50</b>	<b>48</b>	<b>20</b>	<b>48</b>	<b>54</b>	<b>58</b>	<b>65</b>
<b>% of sales</b>	<b>15.3</b>	<b>10.0</b>	<b>12.4</b>	<b>12.6</b>	<b>6.3</b>	<b>12.9</b>	<b>13.5</b>	<b>14.0</b>	<b>15.0</b>

Source: Datalogic, UniCredit Research estimates

## 2010 net debt to increase mainly due to the acquisition

Thanks to the good performance we expect Datalogic to post in 2010, we forecast that the company's 2010E net financial position should be substantially in line with 2009. We highlight that the deterioration we expect at the net financial position level is mainly due to the acquisition completed at the beginning of July 2010: this was funded with debt and resulted in an increase of intangibles and debt, leaving all other factors unchanged. Finally, in 2H10, we expect Datalogic's management to focus on working capital management, which we estimate to be in line with 2009 (i.e. around EUR 40mn).

**DATALOGIC – 2005-2013E BALANCE SHEET**

EUR mn	2005	2006	2007	2008	2009	2010E	2011E	2012E	2013E
Working Capital	59	59	62	58	41	46	54	55	59
Fixed Assets	50	50	49	53	51	49	47	46	44
Intangibles	197	154	137	139	127	142	138	134	130
Other Assets and Financial Assets	9	24	21	26	26	26	26	26	26
<b>Capital Employed</b>	<b>315</b>	<b>286</b>	<b>269</b>	<b>275</b>	<b>244</b>	<b>264</b>	<b>265</b>	<b>261</b>	<b>259</b>
Other LT Liabilities	-42	-27	-21	-19	-17	-17	-17	-17	-17
Employee benefits liability	-7	-8	-7	-8	-8	-8	-8	-8	-8
Risk Funds	-5	-6	-6	-6	-4	-4	-4	-4	-4
Total long term liabilities	-53	-41	-34	-33	-30	-30	-30	-30	-30
<b>Net Capital Required</b>	<b>261</b>	<b>246</b>	<b>236</b>	<b>241</b>	<b>214</b>	<b>233</b>	<b>235</b>	<b>231</b>	<b>229</b>
Cash & securities	30	33	55	52	72	72	72	72	72
Short-term Debt	-149	-10	-26	-65	-123	-124	-121	-116	-110
Long-term Debt	-12	-82	-91	-92	-47	-49	-40	-24	-6
<b>Net Cash (Debt) at Y/E</b>	<b>-131</b>	<b>-59</b>	<b>-62</b>	<b>-105</b>	<b>-98</b>	<b>-101</b>	<b>-88</b>	<b>-67</b>	<b>-44</b>
Share Capital	26	33	33	30	30	30	30	30	30
Reserves	104	154	140	105	86	102	117	134	155
Shareholders' Funds	130	187	173	136	117	132	147	164	185

Source: Datalogic, UniCredit Research estimates

**DATALOGIC – 2005-2013E CASH FLOW STATEMENT**

EUR mn	2005	2006	2007	2008	2009	2010E	2011E	2012E	2013E
Net Profit	13	4	18	18	-12	16	19	23	28
Depreciations and Amortizations	7	12	12	12	13	13	14	14	14
<b>Cash Flow from Operations</b>	<b>20</b>	<b>16</b>	<b>30</b>	<b>30</b>	<b>1</b>	<b>29</b>	<b>33</b>	<b>36</b>	<b>42</b>
Capex & Acquisitions	-188	16	8	-22	0	-27	-8	-8	-8
Capex/Sales (%)	-91.4	4.2	2.0	-5.8	-0.1	-7.2	-2.0	-1.9	-1.9
Dividends Paid	-3	-4	-4	-2	0	-5	-6	-7	-8
Working Capital	-24	0	-4	5	17	-6	-7	-1	-4
Others	30	36	-43	-58	-10	5	1	1	2
<b>Net Free Cash Flow</b>	<b>-166.4</b>	<b>65.0</b>	<b>-12.4</b>	<b>-47.0</b>	<b>7.8</b>	<b>-3.5</b>	<b>12.9</b>	<b>21.3</b>	<b>23.2</b>
Cash at Y/E	30	33	55	52	72	72	72	72	72
Short-term Debt at Y/E	-149	-10	-26	-65	-123	-124	-121	-116	-110
Long-term Debt at Y/E	-12	-82	-91	-92	-47	-49	-40	-24	-6
<b>Net Cash (Debt) at Y/E</b>	<b>-131</b>	<b>-59</b>	<b>-62</b>	<b>-105</b>	<b>-98</b>	<b>-101</b>	<b>-88</b>	<b>-67</b>	<b>-44</b>

Source: Datalogic, UniCredit Research estimates

## Valuation: Buy rating and EUR 4.7 TP confirmed

Our valuation is based on REP ratios and peer group multiples: as highlighted in the following paragraphs both methodologies point at a value of around EUR 4.7 per Datalogic share. We highlight that our REP-ratio valuation is focused on 2011, while our comps analysis takes into account 2010E and 2011E multiples, on the latter Datalogic trades at a higher discount compared to current year multiples.

### REP ratio and peer comparison point to FV of EUR 4.7 p.s.

Our REP ratio-based valuation gives a fair value of EUR 4.7 per share when applying a WACC of 6.7% based on our 2011 estimates. The REP ratio addresses the relationship between returns over cost of capital and the market value of the enterprise to capital employed, and offers a reasonable indication of the appropriateness of current market valuations, taking the correct relationship between EV/CE and ROCE/WACC to be 1.0x.

In our opinion, as highlighted before, 1H10 results were a reflection of the stabilization of Datalogic's reference market to pre-crisis levels and the restructuring program implemented by the management in 2009, which has allowed the company to achieve higher profitability.

Thanks to the positive momentum and high visibility on 2010 numbers, we believe investors should now focus on 2011 numbers. We believe the reference market is set to grow still further next year, even if at a slower pace than in 2010, which has been characterized by 20%-plus growth rates mainly thanks to an easy comparison base.

The table below summarizes the assumptions factored into our REP ratio valuation methodology.

#### DATALOGIC – REP RATIO VALUATION

EUR mn	2010E	2011E	2012E
Treasury shares	14	14	14
Net capital employed (yearly average)	254	264	263
Net capital employed less treasury shares	240	251	250
EBIT	30	35	39
<i>EBIT margin (%)</i>	8.1	8.8	9.5
NOPAT	21	25	28
Asset rotation	1.5	1.6	1.7
<i>ROCE (%)</i>	12.5	14.0	15.8
<i>ROCE post tax (%)</i>	8.7	9.8	11.1
ROCE / WACC (x)	1.8	2.0	2.1
ROCE post tax / WACC (x)	1.3	1.4	1.5
EV / CE (x)	1.3	1.2	1.2
<b>REP ratio target (EUR)</b>	<b>3.9</b>	<b>4.7</b>	<b>5.4</b>

Source: UniCredit Research estimates

While we have used a REP ratio methodology to value the stock, we have also carried out a peer analysis in order to better understand the main differences across the sector in terms of multiples. This said, given the peculiarity of the sector and the fact that Datalogic is an Italian small cap engineering company, we have also included a multiples analysis of other small cap stocks which we consider comparable with the company.

**DATALOGIC – COMPARABLES ANALYSIS**

Company	Price	Curr.	Mcap (mn)	EV/EBIT (x)			EV/EBITDA (x)			P/E (x)			EBITDA CAGR (%)	EBIT CAGR (%)	Net profit CAGR (%)
				2009	2010E	2011E	2009	2010E	2011E	2009	2010E	2011E	2011/2008E	2011/2008E	2011/2009E
NCR Corp.	13.0	USD	2,086	10.6	13.3	7.7	5.3	6.2	4.1	21.7	27.1	16.1	-7.3	-17.8	-17.1
Metrologic Group	30.3	EUR	121	5.1	5.8	5.3	4.7	5.7	5.1	15.7	14.6	14.0	-5.4	-4.6	-7.3
Cognex	21.5	USD	851	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	n.m.	19.7	20.7	18.2	29.8	16.1
Intermec	11.8	USD	726	n.m.	n.m.	9.3	n.m.	12.1	7.5	n.m.	n.m.	19.6	-3.0	2.3	-2.7
<b>Avg. ref. mkts comps</b>				<b>7.9</b>	<b>9.6</b>	<b>7.4</b>	<b>5.0</b>	<b>8.0</b>	<b>5.6</b>	<b>18.7</b>	<b>20.5</b>	<b>17.6</b>	<b>0.6</b>	<b>2.4</b>	<b>-2.8</b>
<b>Datalogic</b>	<b>3.8</b>	<b>EUR</b>	<b>222</b>	<b>n.m.</b>	<b>11.8</b>	<b>9.8</b>	<b>17.5</b>	<b>7.4</b>	<b>6.4</b>	<b>n.m.</b>	<b>15.6</b>	<b>12.7</b>	<b>3.9</b>	<b>4.5</b>	<b>2.7</b>
Biesse	5.8	EUR	158	n.m.	n.m.	15.0	n.m.	15.0	6.4	n.m.	n.m.	n.m.	-20.7	-29.9	-35.7
Interpump	3.7	EUR	355	19.3	13.6	9.5	12.0	9.2	7.1	24.5	17.9	12.2	-6.7	-10.8	-10.3
SABAF	16.8	EUR	193	12.8	8.9	7.6	7.3	5.9	5.2	16.6	13.2	11.2	4.7	7.1	3.2
Landi Renzo	3.0	EUR	337	13.5	8.9	7.7	10.4	7.0	6.2	15.3	12.5	11.2	6.4	3.4	5.8
Krones	41.5	EUR	1,311	n.m.	19.3	10.6	n.m.	10.4	7.1	n.m.	26.6	15.1	-4.9	-8.9	-7.9
Heidelberger Druckmaschinen	6.0	EUR	468	n.m.	n.m.	11.6	n.m.	9.8	6.1	n.m.	n.m.	n.m.	-224.2	-183.9	-140.9
Carraro	2.4	EUR	112	n.m.	19.6	18.8	n.m.	7.1	6.8	n.m.	17.0	15.3	-11.9	-19.5	-16.3
IMA	14.5	EUR	496	7.8	8.5	7.6	6.4	7.2	6.6	13.4	12.8	11.5	0.8	2.7	1.0
<b>Avg Italian eng. co's</b>				<b>13.3</b>	<b>13.1</b>	<b>11.1</b>	<b>9.0</b>	<b>9.0</b>	<b>6.4</b>	<b>17.4</b>	<b>16.7</b>	<b>12.8</b>	<b>-32.1</b>	<b>-30.0</b>	<b>-25.1</b>
<b>Datalogic</b>	<b>3.8</b>	<b>EUR</b>	<b>222</b>	<b>n.m.</b>	<b>11.8</b>	<b>9.8</b>	<b>17.5</b>	<b>7.4</b>	<b>6.4</b>	<b>n.m.</b>	<b>15.6</b>	<b>12.7</b>	<b>3.9</b>	<b>4.5</b>	<b>2.7</b>
<b>Avg Sample</b>				<b>11.5</b>	<b>12.2</b>	<b>10.1</b>	<b>7.7</b>	<b>8.7</b>	<b>6.2</b>	<b>17.9</b>	<b>17.9</b>	<b>14.7</b>	<b>-21.2</b>	<b>-19.2</b>	<b>-17.7</b>
<b>Datalogic</b>	<b>3.8</b>	<b>EUR</b>	<b>222</b>	<b>n.m.</b>	<b>11.8</b>	<b>9.8</b>	<b>17.5</b>	<b>7.4</b>	<b>6.4</b>	<b>n.m.</b>	<b>15.6</b>	<b>12.7</b>	<b>3.9</b>	<b>4.5</b>	<b>2.7</b>

NB: Market data as of 23 September 2010.

Source: FactSet, UniCredit Research estimates

As shown in the table above, the whole sample, whether considering sector peers or companies within the engineering universe, has been severely hit by the economic crisis. However, we highlight that the effects of Datalogic's turnaround are reflected in our expectations of higher growth rates for the company going forward.

It is worth mentioning that the different D&A policies due to different sub-sectors and countries make it difficult to compare Datalogic with its comps on the EV/EBIT multiple. Moreover, as far as 2011 is concerned, we believe that consensus could increase Datalogic estimates, to factor in the market recovery and the company's 2010 performance, which should also have a positive impact on the following year.

**DATALOGIC – KEY DATA**

EUR mn	2007	2008	2009	2010E	2011E	2012E
<b>Market data</b>						
Price ord. (EUR)	6.2	4.9	4.1	4.2	4.2	4.2
No. issued shares	63.9	58.4	58.4	58.4	58.4	58.4
Total market cap	393.2	287.9	237.7	245.5	245.5	245.5
<b>P&amp;L</b>						
Group net sales	404.0	379.8	312.0	372.2	398.1	416.8
Change yoy (%)	5.9	n.m.	n.m.	19.3	7.0	4.7
EBITDA	50.1	47.8	19.6	47.9	53.6	58.2
EBITDA margin (%)	12.4	12.6	6.3	12.9	13.5	14.0
EBIT	31.1	30.7	-5.6	30.0	35.1	39.4
EBIT margin (%)	7.7	8.1	n.m.	8.1	8.8	9.5
Pretax	26.6	25.9	-12.8	22.5	27.6	32.4
Group net profit	18.1	17.8	-12.2	15.7	19.3	22.7
Net profit margin (%)	4.5	4.7	n.m.	4.2	4.9	5.4
Adj. group net profit	18.1	17.8	-12.2	15.7	19.3	22.7
Adj. EBITDA	50.1	47.8	19.6	47.9	53.6	58.2
<b>Balance sheet</b>						
Net fixed assets	207.4	217.0	203.9	217.3	211.6	205.9
Net working capital	62.1	57.5	40.5	46.2	53.6	55.0
Long term liabs. and TFR	-33.5	-33.4	-30.1	-30.1	-30.1	-30.1
Net capital required	235.9	241.2	214.3	233.5	235.1	230.8
Shareholders' equity	173.5	135.8	116.7	132.4	147.0	163.9
Net financial debt (Cash)	62.4	105.4	97.6	101.1	88.1	66.8
<b>Cash flow statement</b>						
Operating cash flow	-16.0	-22.8	8.1	28.2	26.8	36.2
Capex	8.0	-22.1	-0.3	-26.9	-8.1	-8.1
Dividends	-4.5	-2.0	0.0	-4.7	-5.8	-6.8
Change in net financial position	-3.5	-42.9	7.8	-3.5	12.9	21.3
<b>Leverage (x)</b>						
Debt/Equity	0.4	0.8	0.8	0.8	0.6	0.4
Debt/EBITDA	1.2	2.2	5.0	2.1	1.6	1.1
EBITDA interest coverage	10.9	8.5	3.1	7.4	8.5	10.0
<b>EV ratios</b>						
EV (EUR mn)	462.2	401.7	343.7	355.0	342.0	320.7
EV/sales (x)	1.1	1.1	1.1	1.0	0.9	0.8
EV/EBITDA (x)	9.2	8.4	17.5	7.4	6.4	5.5
EV/EBIT (x)	14.9	13.1	n.m.	11.8	9.8	8.1
[EV/CE]/[ROCE/WACC] (x)	1.6	1.2	n.a.	1.0	0.9	0.8
<b>Per share data (EUR)</b>						
EPS	0.28	0.31	-0.21	0.27	0.33	0.39
Adj. EPS	0.28	0.31	-0.21	0.27	0.33	0.39
Free CFPS	n.m.	n.m.	0.13	0.02	0.32	0.48
BVPS	2.72	2.32	2.00	2.27	2.52	2.80
DPS ord.	0.07	0.04	0	0.08	0.10	0.12
<b>Valuation ratios</b>						
P/E ord. (x)	21.7	16.1	n.m.	15.6	12.7	10.8
Adj. P/E ord. (x)	21.7	16.1	n.m.	15.6	12.7	10.8
Free cash flow yield (%)	n.m.	n.m.	3.3	0.5	7.6	11.5
Div. yield ord. (%)	1.1	0.7	0	1.9	2.4	2.8

Source: Datalogic, UniCredit Research estimates

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Datalogic	-

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Company	Date	Rating	Currency	Target price
Datalogic	12/07/2010	BUY	EUR	4.70
Datalogic	25/11/2009	BUY	EUR	4.60

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