

DATALOGIC ACQUIRES DATEMA RETAIL AB, STRENGTHENING ITS LEADERSHIP IN RETAIL SELF-SHOPPING WITH STATE-OF-THE-ART “EASYSHOP” SOFTWARE

Bologna, 29 April 2025 - Datalogic S.p.A. (Borsa Italiana S.p.A.: DAL), a listed company on Euronext STAR Milan Segment of the Italian Stock Exchange managed by Borsa Italiana S.p.A. and a global leader in the automatic data capture and industrial automation segments, announces the acquisition of 100% of the share capital of Datema Retail Solutions AB (Datema), a Stockholm-based company renowned for its “EasyShop” software solution – a hardware-agnostic self-scanning platform adopted by leading retailers across Europe.

This strategic acquisition strengthens Datalogic's role as the leading European provider of comprehensive retail self-shopping solutions, aligning perfectly with the Group's vision to lead innovation in this rapidly evolving sector and to grow its software solutions offering. The combined experience of both Datalogic and Datema Retail, each with more than two decades of expertise in self-scanning technologies, creates a powerful synergy of capabilities, technology, and market knowledge.

A key strength of the acquisition is Datalogic's commitment to providing a self-shopping approach that allows customers to combine the hardware and software that best meet their needs. The EasyShop solution will maintain its open ecosystem approach, supporting a wide range of hardware platforms – including both dedicated scanners and smartphone-based applications – ensuring flexibility for retailers and seamless integration with their existing infrastructure.

Valentina Volta, CEO of Datalogic Group, commented: "This acquisition marks a significant milestone in our strategic journey to become the industry reference for self-shopping solutions in retail. As a high-tech company driven by innovation, we consider the addition of state-of-the-art software essential to the evolution of our offering. By combining Datema's expertise with our own, we're creating an unparalleled solution that provides retailers with the flexibility and performance they need in today's competitive landscape.

The geographically complementary customer bases across Europe create immediate benefits, while the integration of EasyShop into our ecosystem further enhances our comprehensive solution portfolio. As the undisputed global leader in fixed retail scanners for checkout, Datalogic is now positioned to lead the self-shopping and self-checkout space as well, adding to its most advanced purpose-built self-shopping device, the Joya™ Touch, and its existing and renewed self-shopping software, Shopevolution™, also the most optimal hardware-agnostic software EasyShop.

We are delighted to welcome a team of experts and software developers who will accelerate our journey toward delivering exceptional value to retailers seeking cutting-edge self-shopping solutions.”

Fredrik Englund, Managing Director of Datema, commented: “This is an exciting step for us and our solution. Together with Datalogic’s knowledge and experience, we will be able to further enhance our

self-scanning software more rapidly than ever before. With both companies having over 25 years of expertise in the self-scanning space, the combination creates a formidable force in shaping the future of retail.”

The transaction value was agreed at around Euro 3 million, with the provision of an earn-out connected to Datema’s future results.

The signing and closing of the transaction took place simultaneously on April 29th, 2025.