

2011  
SEPTEMBER

Investor

PRESENTATION



Zebra improves customers' business performance through products and solutions that

**identify, track and manage**

assets transactions and people.

THE RIGHT ASSET. IN THE RIGHT PLACE. AT THE RIGHT TIME

# Competitive Advantages

- Industry-leading brand of specialty printers and locating technologies
- Broadest product line
- Largest installed base
- Global reach to serve customers' worldwide needs
- Loyal customers and channel partners
- Breadth of channel
- Industry's highest ranked channel program
- High-quality customer service with 24/7 global presence

# Attractive Global Trends

- Globalization of the world economy
- Increased focus on gaining efficiencies and cost reductions in supply chains
- Greater safety and security concerns
- Greater demand for asset information
  - What is it?
  - Where is it?
  - When is it going to arrive?
  - How is it?
- Growing “voice” of assets
- Convergence of the physical and digital

# The Right Strategic Focus

1. Expand presence in emerging geographic regions with high-growth potential
2. Grow in new verticals, applications and strategic accounts
3. Out-innovate the competition with better products and solutions

# 1. Expand Presence

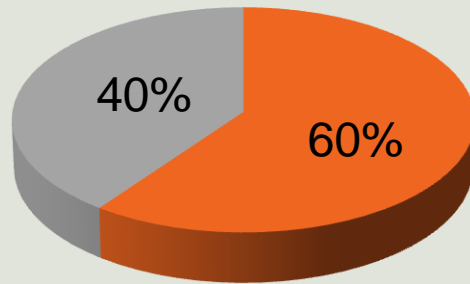
- Developing market economies offer above average growth business opportunities
- Proven low-risk, high-return activity
- Build on 2010 investments with additions in 2011
  - China, India, Russia, SE Asia
- Reach targeted verticals



# Global Expansion Success Story

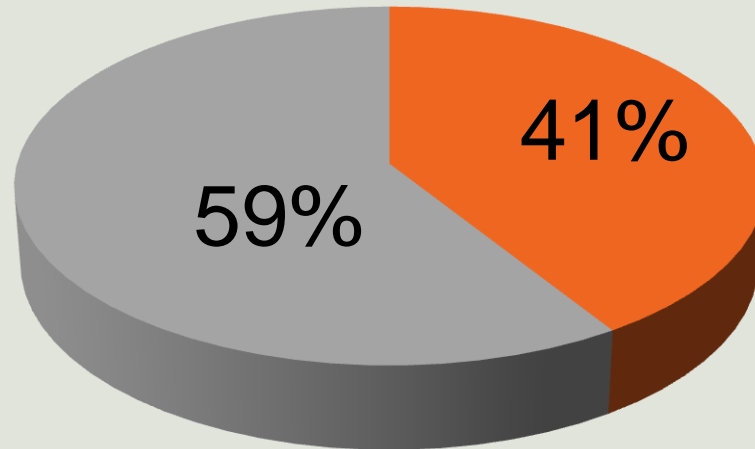
**2000 Revenue**

**\$481.6 million**



**2010 Revenue**

**\$894.4 million**



■ International

■ Domestic

## 2. Stronger Channel Relationships

- Continue to expand global network of value-added resellers
- Recruit, manage and support systems integrators
  - Partners who can work across the breadth of Zebra products and solutions
  - Opportunities with customers with complex supply chains
- Expand comprehensive ISV program
  - Facilitates Zebra printer integration into partner application software
  - Enables collaboration to drive solution creation



### 3. Out-Innovate the Competition

- Improved cadence of new product introductions
  - Rationalized product line
  - Developed new platforms
  - Introducing a common architecture
  - Greater focus on innovation
- New design center opened in China in 2010
- Introduced six new printer-related products



QLn320 Mobile Printer

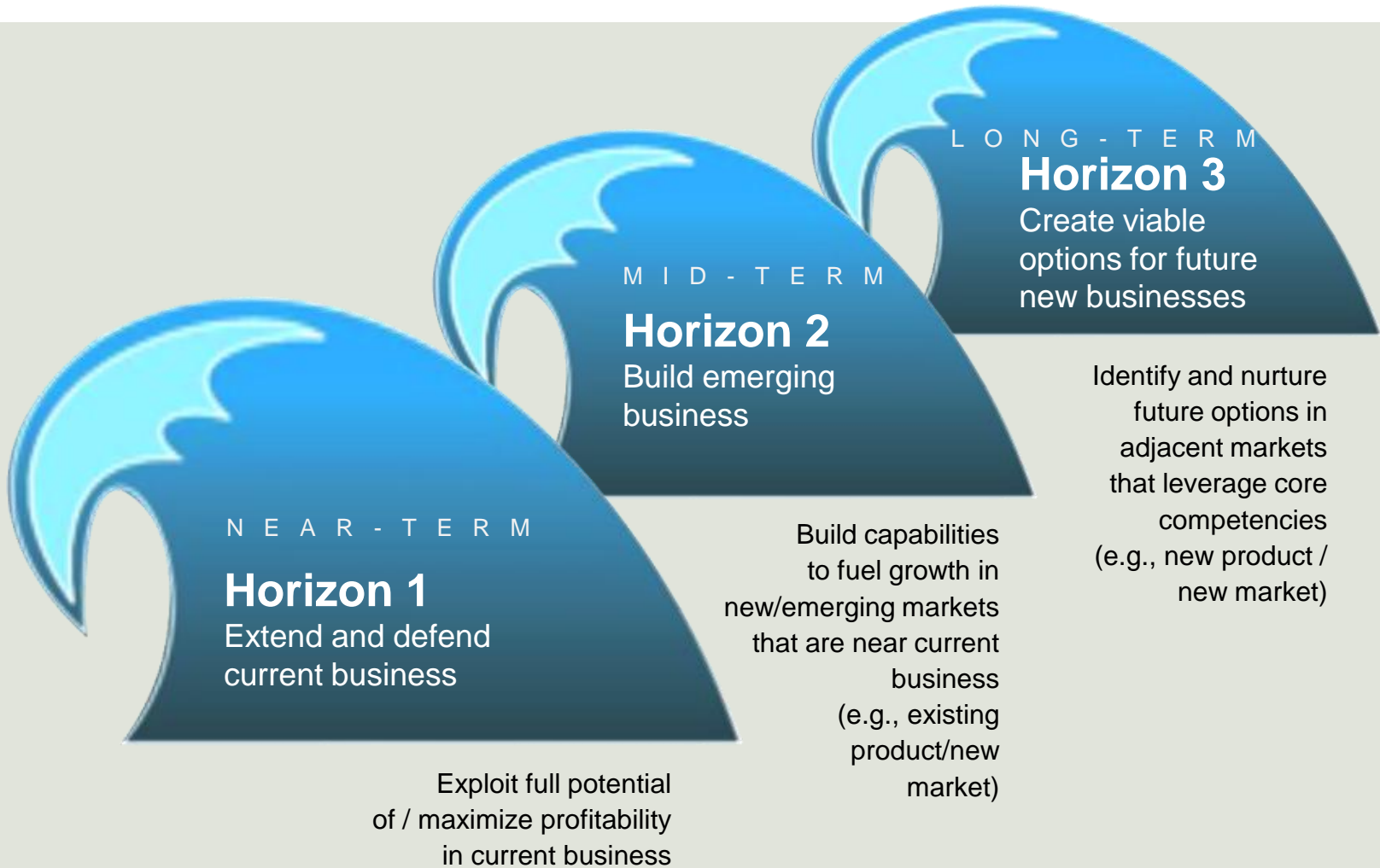


Zxp Series 3 Printer



Rw420 Route Pallet

# Catching the Next Big Wave



EXPANDING CAPABILITIES / SOURCES OF COMPETITIVE ADVANTAGE



# Financial Highlights

# Operating Leverage and Record Results in 2Q11



54% eps growth on 12% increase in sales

# Recent Developments

- Completed divestiture of Navis in 1Q11
  - A good business but not strategic to core
  - Sold for \$190 million to Cargotec
  - \$67 million pretax gain on sale recognized in 1Q11
- ERP implementation progressing
  - Completed go-live in EMEA in January
  - Current work focused on North America

# Capital Deployment

- \$343M in cash and investments
- Spent \$82M to buy back 2.1M shares in 1H11
- Invest in highest risk-adjusted returning activities



# Positioned for Growth and Higher Returns

- Opportunity for further operating leverage
  - Maintain high gross margins
  - Manage growth in operating expenses
  - Consolidate Location Solutions product line
- Growing impact of investments made in 2010
- Further investments in high-return activities
  - Geographic expansion
  - New products
  - Channel expansion
- Share buybacks

