

Zebra Corporate Fact Sheet

FALL 2017



About Zebra

With the unparalleled visibility Zebra (NASDAQ: ZBRA) provides, enterprises become as smart and connected as the world we live in. Real-time information – gleaned from visionary solutions including hardware, software and services – gives organizations the competitive edge they need to simplify operations, know more about their businesses and customers, and empower their mobile workers to succeed in today's data-centric world. For more information, visit www.zebra.com.

Promise

Zebra makes businesses as smart and connected as the world we live in

Vision

Together, with partners, create a smarter, more connected global business community

VITAL STATISTICS

Global Presence

Approximately 6,500 employees in nearly 120 offices across more than 40 countries

A Resilient Business

Founded in 1969, Zebra has provided more than 45 years of technology expertise, leadership and innovation; traded on NASDAQ: ZBRA since 1991

Customer Base

Thousands of customers including more than 95 percent of all Fortune 500 companies; nearly 10,000 channel partners in more than 100 countries

R&D

Seven regional innovation and design centers; more than 4,600 U.S. and international patents issued and pending

FINANCIAL SUMMARY

(As of 1 July 2017)

Cash and Investments	\$95 million
Total Assets	\$4,445 million
Total Stockholders' Equity	\$812 million
Net Sales (TTM)	\$3,607 million
Gross Profit (TTM)	\$1,721 million
Gross Profit Margin (TTM)	47.7%
Adjusted EBITDA* (TTM)	\$656 million

*Non-GAAP financial measure; see our [website](#) for definition and reconciliation to reported results

COMPETITIVE ADVANTAGES

Zebra offers customers a complete end-to-end solution — from mobile computers and scanners to specialty printers, RFID, software and services — for identifying, tracking and managing critical assets, people and transactions. Zebra's broad range of differentiated products, deep understanding of our customers and productive R&D ensure that we offer highly relevant solutions globally that help customers take advantage of key technology trends. Zebra has the industry's most comprehensive go-to-market channel network of value-added resellers, integrators, independent software vendors, distributors, original equipment manufacturers and sales to end users.

History



Founded as Data Specialties by Ed Kaplan and Gary Cless



World's first thermal printer for on-demand barcode labeling; changed company name to Zebra Technologies



Merged with Eltron International, a provider of desktop and photo ID card printers



Anders Gustafsson appointed CEO; acquired WhereNet (which helped pioneer player tracking in 1994)



Announced agreement to purchase the Motorola Solutions' Enterprise Business

1969

1982

1986

1991

1998

2000

2007

2013

2014

2015

First barcode printer; changed focus to specialty, on-demand labeling ticketing systems



Transitioned manufacturing from Asia to the U.S.; opened European sales office; initial public offering (NASDAQ-ZBRA)

Acquired Comtec Information Systems, a leading provider of wireless mobile printers



Introduced Zatar IoT platform and the Zebra Sports solution; acquired Hart Systems



Announced the acquisition of ITR Mobility and its mobile platform iFactr

Launched new brand as combined company



EXECUTIVE MANAGEMENT TEAM

Anders Gustafsson, Chief Executive Officer

Olivier Leonetti, Chief Financial Officer

Tom Bianculli, Chief Technology Officer

Jeff Schmitz, Chief Marketing Officer

Michael H. Terzich, Chief Administrative Officer

Deepak Kaul, Chief Information Officer

Bill Burns, SVP, Enterprise Visibility and Mobility

Michael Cho, SVP, Corporate Development

Hugh K. Gagnier, SVP, Asset Identification and Tracking

Joachim Heel, SVP, Global Sales

Jim Kaput, SVP, General Counsel and Secretary

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Product and Solution Overview



MOBILE COMPUTING

Zebra's mobile computing solutions capture real-time data and increase the productivity of an on-the-go workforce. Our versatile integrated voice and data mobile computing products allow organizations to capture and exchange information specific to their enterprises' demands.



PRINTING

Zebra is a leading global provider of rugged and reliable thermal printers. Barcode printing improves data management and accessibility, reduces costs and increases productivity for companies globally. We offer a broad selection of printers, including industrial, desktop, mobile and wristband, to meet a wide variety of needs.



DATA CAPTURE

Zebra's barcode scanning solutions help organizations quickly and accurately capture data. Zebra has an extensive range of barcode scanners for a number of industries and applications — from mobile point of sale payments to inventory management to medication tracking.



RFID

Radio frequency identification (RFID) printer / encoders / readers by Zebra assist in the implementation of instant, measurable improvements in operating efficiency, accuracy and supply chain visibility. Our RFID fixed and mobile readers allow organizations to automatically identify, track and store inventory.



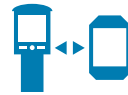
SERVICES

Zebra Services' portfolio of offerings help organizations plan and design mobile strategy; implement new networks, devices, and applications; and train employees to adopt the technology. We also help customers run their mobility operations and provide advanced technical and repair service.



SUPPLIES

Our comprehensive range of specialty supplies include labels, receipt paper, wristbands, ribbons and custom supplies. Before any material gets the Zebra name, it goes through stringent testing to ensure it will perform well in Zebra printers and customers' applications.



SOFTWARE

The intelligence that powers Zebra® solutions is the software. Our suite of software offerings allow businesses to integrate, configure and manage devices, extend device capability with voice, implement retail mobile payment and enable IoT strategy.



LOCATION SOLUTIONS

Zebra's portfolio of location solution products along with our real-time locating system (RTLS) software, work together to provide a digital view of physical operations. With Zebra's Sports Solution platform, which leverages Zebra's RTLS expertise, sports organizations can capture and share real-time performance data, converting it into usable player statistics.



ZATAR

Zebra's Zatar® platform, a cloud-based software service, is the world's first IoT platform for enterprise applications. With Zatar, businesses can connect sensors and devices embedded in their operations and gain access to accurate, real-time data. With visibility to the location, movement and condition of assets and devices, organizations can make informed decisions from anywhere in the world.

Awards and Locations

2016 Awards

- International Design Excellence Awards (IDEA) 2016 Gold — TC8000 touch mobile computer
- Best Channel Vendor Award from Business Solutions Magazine (8th consecutive year)
- Fast Company's Most Innovative Companies for 2016
- iF Design Award for Design Excellence — TC70 rugged handheld computer
- 2016 Red Dot Award for Product Design — DS3600 scanner series, TC8000 touch mobile computer, ZD410 compact desktop printer, TC70 touch computer
- Named one of "America's Best Employers" by Forbes for ongoing dedication to company culture and employee relations
- SiriusDecisions Return on Integration (ROI) Award (Product / Solution Marketing category) for overhaul of product lifecycle management process
- Top 10 Most Influential International Brands — Recognized for contribution to the Chinese RFID industry at China's IoT Star Annual Awards
- CRN 2016 Mobility 100: 25 Coolest Mobile Hardware Vendors for mobile computer, mobile printer and barcode scanner portfolio

Worldwide Locations

Zebra has nearly 120 strategically located offices around the world to support our international customers and partners.

Corporate Headquarters

Zebra Technologies Corporation
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To learn more about how Zebra makes businesses as smart and connected as the world we live in, visit www.zebra.com



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