

# Zebra Corporate Fact Sheet

SPRING 2018



## 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](http://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

7,000 employees in 115 offices across 50 countries

### A Resilient Business

Founded in 1969, Zebra has provided nearly 50 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 4,200 U.S. and international patents issued and pending

## FINANCIAL SUMMARY

(As of 31 December 2017)

<b>Cash and Investments</b>	\$62 million
<b>Total Assets</b>	\$4,275 million
<b>Total Stockholders' Equity</b>	\$834 million
<b>Net Sales (TTM)</b>	\$3,722 million
<b>Gross Profit (TTM)</b>	\$1,710 million
<b>Gross Profit Margin (TTM)</b>	45.9%
<b>Adjusted EBITDA* (TTM)</b>	\$692 million

For a reconciliation of these non-GAAP measures to similar GAAP measures, please see [Zebra's 4Q 2017 press release](#).

## 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

## CONTACT INFORMATION

### General

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# Products, Solutions and Services



## 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. Our broad selection of printers – including industrial, desktop, mobile and wristband – meet a wide variety of needs, helping organizations improve data management and accessibility, reduce costs and increase productivity.



## 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) readers, antennas and printers from Zebra help organizations capture, move and manage critical information to and from every point of business activity for maximum visibility into enterprise assets, improving efficiency and accuracy.



## LOCATION SOLUTIONS

Zebra's location solution products and real-time locating system (RTLS) software work together to provide a digital view of physical operations. Our Sports Solution platform delivers real-time analytics that improve the fan experience – and give teams insights that lead to victories.



## SAVANNA

Combining Internet of Things (IoT) end-point connectivity, configuration management, data transport, data storage, analytics and machine learning into one platform, Savanna™ turns raw data from devices and sensors into actionable intelligence — empowering enterprises to make the best decisions.



## 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.



## 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.



## 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.

# Awards and Locations

## Product Design and Company Awards

- Best Channel Vendor from Business Solutions Magazine (9th consecutive year)
- iF Design Award 2017 for Design Excellence — TC5 Series touch mobile computer, TC8000 touch mobile computer, DS3600 Series ultra-rugged scanner and Total Wearable Solution (WT6000 wearable computer and RS6000 ring scanner)
- 2017 Red Dot Award for Product Design — TC5 Series touch mobile computer, DS8100 Series scanner and Total Wearable Solution (WT6000 wearable computer and RS6000 ring scanner)
- A'Design Award 2017 — TC5 Series touch mobile computer and DS8100 Series scanner
- 2017 Good Design Award for DS3600 Series ultra-rugged scanner
- Named #87 on Forbes' 2017 list of "Best Midsize Employers" for commitment to company culture and employee engagement
- Top 10 Most Influential International Brands — Recognized for contribution to the Chinese RFID industry at China's 2017 IoT Star Annual Awards
- CRN 2017 Mobility 100: 25 Coolest Mobile Hardware Vendors
- Fast Company's Most Innovative Companies for 2016

## Worldwide Locations

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

### Corporate Headquarters

Zebra Technologies Corporation  
3 Overlook Point  
Lincolnshire, IL 60069  
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### Regional Headquarters

#### Asia-Pacific

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#### Latin America

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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](http://www.zebra.com)



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