



## Fact Sheet

Zebra Technologies is an innovator at the edge of the enterprise with solutions and partners that enable businesses to gain a performance edge. Zebra's products, software, services, analytics and solutions are used to intelligently connect people, assets and data to help our customers in a number of industries make business-critical decisions. These industries include:

- Retail and E-commerce
- Manufacturing
- Transportation and Logistics
- Banking
- Healthcare
- Public Sector
- Hospitality

With a rich history of innovation, Zebra is recognized as an industry leader in **Enterprise Mobile Computing, Barcode Scanning, Specialty Printing, RFID Reader and RFID Printing, Workforce Management\*\* and Magic Quadrant for Indoor Location Services-Global\*\*\***

### Our Global Reach and Leadership



### Acquisitions

- Photoneo (2025)—3D Machine Vision Solutions
- Matrox Imaging (2022)—Machine vision solutions
- Antuit.ai (2021)—AI powered Software-as-a-Service (SaaS) solutions
- Fetch Robotics (2021)—Intelligent industrial automation
- Adaptive Vision (2021)—Machine vision software
- Reflexis Systems (2020)—Intelligent workforce management and execution solutions
- Cortexica (2019)—Computer vision solutions
- Temptime (2019)—Time-temperature monitoring solutions
- Profitect (2019)—Prescriptive analytics
- Xplore (2018)—Rugged tablets
- Motorola Solutions Enterprise Business (2014)

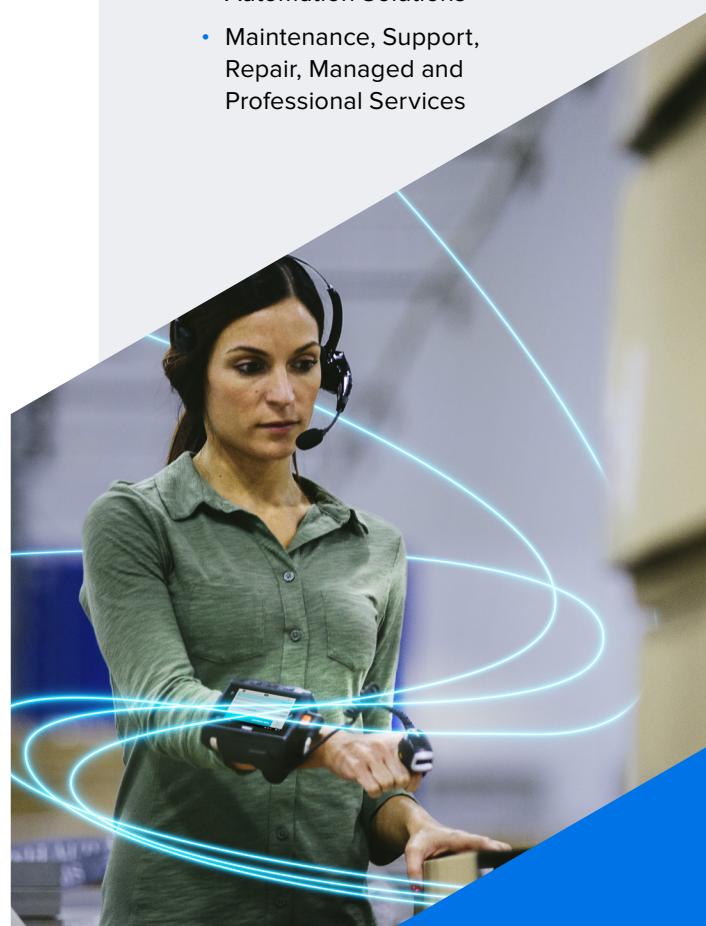
\*Sources: VDC Research and Zebra analysis (#1 by market share), Specialty printing: barcode label, card, RFID tag and wristband printers (2019).

\*\*Nucleus Research's 2020 Workforce Management (WFM) Technology Value Matrix.

\*\*\*Gartner, Inc., "Magic Quadrant Indoor Location Services, Global," Tim Zimmerman, Annette Zimmerman, 23 February 2022 (A Leader).

### Quick Facts

- Headquarters: Lincolnshire, Illinois, USA
- Stock Symbol: ZBRA (NASDAQ)
- Index listings:
  - S&P 500 Information Technology and ESG Indexes
  - ROBO Global Robotics and Automation
- Fortune 1000 Ranking:
  - #680 in 2024
- Products and Solutions:
  - Mobile Computing and Rugged Tablets
  - Barcode Scanners and Imagers
  - Specialty Printing and Supplies
  - RFID readers and real-time location systems ("RTLS")
  - WorkCloud Workforce Optimization and Enterprise Collaboration Solutions
  - Machine Vision and Robotics Automation Solutions
  - Maintenance, Support, Repair, Managed and Professional Services



## A History of Innovation

1969	1979	1982	1986	1991	1997	2004	2008										
 DATA SPECIALTIES, INC.																	
Founded as Data Specialties by Ed Kaplan and Gerhard Cless								2014	2015	2016	2017	2018	2019				
Becomes the Official On-Field Player-Tracking Provider of the NFL	Introduced Zebra DNA that embeds intelligence into mobile computers, printers and scanners	Only migration path to modern OS for legacy Windows® applications	First all-touch Android™ inventory solution	First Android-based enterprise-wearable computer	Zebra Savanna™	Xplore Technologies Corporation acquisition	Temptime Corporation acquisition	 Becomes the Official On-Field Player-Tracking Provider of the NFL	 Introduced Zebra DNA that embeds intelligence into mobile computers, printers and scanners	 Only migration path to modern OS for legacy Windows® applications	 First all-touch Android™ inventory solution	 First Android-based enterprise-wearable computer	 Introduced Zebra Savanna Data Intelligence Platform	  Xplore Technologies Corporation acquisition	 Temptime Corporation acquisition	 Profitect Inc. acquisition	 Cortexica Vision Systems Ltd. acquisition
Reflexis Systems, Inc. acquisition	Zebra launches portfolio of Machine Vision and Fixed Industrial Scanners	Adaptive Vision acquisition	Fetch Robotics, Inc. acquisition	antuit.ai acquisition	Matrox Imaging acquisition	Zebra's first tablet dedicated for healthcare environments with disinfectant ready plastics	Zebra Workcloud™	 Reflexis Systems, Inc. acquisition	 Zebra launches portfolio of Machine Vision and Fixed Industrial Scanners	 Adaptive Vision acquisition	 Fetch Robotics, Inc. acquisition	 antuit.ai acquisition	 Matrox Imaging acquisition	 Zebra's first tablet dedicated for healthcare environments with disinfectant ready plastics	 Unveiled Zebra Workcloud—it's purpose-built suite of enterprise software applications, primarily serving the retail, banking and healthcare industries.	 Zebra introduced WS50 powered by Workcloud, the first wearable Android touch Computer	 Bill Burns becomes CEO, succeeding Anders Gustafsson who transitions to Executive Chairman
2020	2021	2022	2023														

## Commitment to Operating Responsibly

Our Corporate Social Responsibility Program focuses on environmental, social and governance initiatives prioritized based on commitments to our stakeholders. These initiatives include performing business reviews with our suppliers, protecting and developing our employees, and investing in the communities where we live and work.

## Industry Recognition



## Creating a Diverse Workforce and an Inclusive Workplace

Zebra values the diversity of our employees, customers, partners and suppliers. We promote an inclusive culture to help all employees feel heard, seen, valued and respected. To foster a more inclusive workplace, Zebra supports employee-driven, volunteer-based affinity groups including the Women's Inclusion Network (WIN), the Veterans' Inclusion Network (VETZ), Zebras of African Descent (ZAD), the LGBTQ+ Inclusion Network also known as the Zebra Equality Alliance (ZEAL), the Hispanic and Latinx Inclusion Network also known as Unidoz, EDGE (Empowering Dynamic Generational Employees), geared toward our early careers professionals, Zebras of All Abilities (ZoAA), the Asian Inclusion Network also known as A2Z and The Green Herd, Zebra's employee network focused on sustainability.

For more information, visit [www.zebra.com](http://www.zebra.com)



NA and Corporate Headquarters  
+1 847 634 6700  
inquiry4@zebra.com

Asia-Pacific Headquarters  
+65 6858 0722  
contact.apac@zebra.com

EMEA Headquarters  
zebra.com/locations  
contact.emea@zebra.com

Latin America Headquarters  
zebra.com/locations  
la.contactme@zebra.com