

Corporate Fact Sheet



Company Overview

Zebra Technologies Corporation (**NASDAQ: ZBRA**) helps customers put the right asset in the right place at the right time. Serving more than 90 percent of Global Fortune 500 companies in more than 100 countries around the world, Zebra offers the broadest range of innovative technology solutions to identify, track, and manage the deployment of critical assets for improved business efficiency.

Zebra designs and sells specialty printing devices that print variable information, bar coded labels, RFID tags, receipts, and ID cards on-demand at the point of issuance. These devices are used worldwide by our customers in manufacturing, retail, healthcare, service organizations and governments for automatic identification, data collection and personal identification in applications that improve productivity, deliver better customer service and provide more effective security.

Zebra extends their reach beyond passive RFID by employing market-tested solutions to locate, track, manage, and optimize high-value assets, equipment and people across the world's largest supply chains. Whether optimizing parts for manufacturing, or protecting visitors and personnel through safety automation, the real-time asset management solutions provide improved visibility and velocity to gain measurable operational efficiency.

Vital Statistics

Locations:	Employees in more than 50 locations across more than 20 countries
Employees:	Approximately 2500
Research Coverage:	9 Firms
Stock Symbol:	ZBRA
Stock Market:	NASDAQ
Market Capitalization:	\$2.14 billion (2/15/11)

Competitive Advantages

- ❖ Broadest range of innovative technology solutions to identify, track, and manage critical assets, people and transactions
- ❖ Industry's most comprehensive go-to-market channel network of value-add resellers, integrators, independent software vendors, distributors, original equipment manufacturers, and direct to user
- ❖ Global coverage
- ❖ Financial strength
 - High cash reserves
 - No debt
 - High profitability
 - Strong cash flow

Financial Summary (Year End 2010)

Cash and Investments	\$ 260 million
Total Assets	\$ 878.9 million
Total Stockholders' Equity	\$ 730 million
Net Sales	\$ 956.8 million
Gross Profit	\$ 460.9 million
Gross Profit Margin	48.2%
Operating Income	\$ 143.9 million
Operating Profit Margin	15.0%
Net Income	\$ 101.8 million
Diluted EPS	\$ 1.77



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Product Innovation

Zebra Technologies leads in meeting customer business needs with next-generation products and services that deliver superior value and expand the range of applications served.

- ❖ Localized products that meet unique regional needs
- ❖ Complete solutions to meet business process enhancements
- ❖ Complementary and advanced products that meet specific industry needs
- ❖ Real-time identification and location solutions through emerging technologies in RFID and UWB



Contact Information

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Executive Management Team

Anders Gustafsson
Chief Executive Officer

Michael C. Smiley
Chief Financial Officer

Hugh K. Gagnier
Senior Vice President, Operations

Philip Gerskovich
Senior Vice President, Corporate Development

Jim Kaput
Senior Vice President,
General Counsel and Secretary

Todd R. Naughton
Vice President, Finance

Don O'Shea
Chief Information Officer

Michael H. Terzich
Senior Vice President, Global Sales and Marketing

Joanne Townsend
Vice President, Human Resources

Worldwide Locations

Zebra Technologies has more than 50 strategically-located offices around the world to support our international customers and partners.

Corporate Headquarters

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Zebra Technologies Offerings

Bar Code Printing Solutions

Zebra Technologies is a leading global provider of rugged and reliable specialty bar code printing solutions. Bar code printing improves data management and accessibility, reduces costs and increases productivity for companies globally. This easy-to-implement technology allows companies to utilize bar codes for unlimited identification and tracking applications. Zebra offers a broad selection of printers to choose from: high-performance, midrange, desk-top, mobile and wristband printers.

Card Printers

Zebra card printers, such as the ZXP Series 8™ retransfer printer, provide businesses enhanced security and access control, increased productivity, and improved image quality. Card printers create customized secure and cost-effective cards on-demand for a variety of applications such as IDs, licenses, and gift and loyalty cards. Cards can be printed in full color or monochrome and can be encoded through features such as bar codes, magnetic stripe or radio frequency identification (RFID). Other printer feature options include Ethernet connectivity and lamination for higher security and card durability.

Kiosk Printers

Zebra's family of embedded/kiosk printers, such as the Zebra® TTP 2000™ series printers, allow for cost effectively printing tickets and receipts from unattended, self-serve kiosks. All Zebra kiosk receipt printers use a looping presenter mechanism which releases receipts to the visitor only after printing and cutting are complete, therefore minimizing paper jams.

Mobile Printing Solutions

Zebra mobile solutions increase employee productivity and accuracy by enabling printing on-site and on-demand. Zebra's broad range of mobile printers like the RW 420™ help businesses on the go, improve efficiencies in warehouses, shipping/receiving processes, shelf merchandising, payment processing and field workforce processes.

Supplies, Accessories and Software

Zebra's comprehensive range of specialty supplies consists of self-adhesive labels, ribbons, card supplies, batteries and software for label design and printer network management.

RFID Printing and Encoding

Radio frequency identification (RFID) printer/encoders by Zebra assist in the implementation of instant, measurable improvements in operating efficiency, accuracy and supply chain visibility. Zebra RFID printers/encoders, including the mobile RP4T™ and tabletop RXi4™, allow customers to create smart labels to corroborate printed data, ensuring accuracy and safety, and offering overall operational improvements.

Scalable RTLS (Real Time Locating Systems) Technologies

Utilizing products that are based on ISO/IEC 24730-2, Cisco CCX Wi-Fi, precision GPS, and UWB technologies, Zebra offers a broad range of location solutions that can be "application matched" from high resolution X-Y-Z coordinate positioning and tracking to basic presence detection.

Professional Services

Zebra offers value-added services that simplify and support the seamless integration of a Zebra printer into a business environment. Service offerings include custom printer and software solutions to increase throughput and simplify printer integration and operation; Wireless connectivity and roll-out assistance; and Technical training agreements and technical support.

Supplies

Zebra's Supplies R&D team carefully selects materials by conducting extensive tests to ensure consistent, high-quality cards, paper, labels and ribbon. We manufacture each supplies product using the same material every time to ensure crisp, readable and scannable output without needing to adjust the printer darkness setting between rolls, reducing downtime and increasing productivity.