

Corporate Fact Sheet



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Company Overview

February 2012

Zebra Technologies Corporation (**NASDAQ: ZBRA**) is a global leader respected for innovation and reliability. Zebra provides enabling technologies that allow customers to take smarter actions. Zebra's extensive portfolio of bar code, receipt, card, kiosk and RFID printers and supplies, as well as real-time location solutions, give a digital voice to assets, people and transactions that provides greater visibility into mission-critical information.

Zebra designs, manufactures and sells printing devices that print variable information on demand at the point of issuance. These printers are used worldwide by manufacturers, service organizations and governments for automatic identification, data collection and personal identification in applications that allow organizations to see more and do more.

Today, Zebra's printers are used across a myriad of industries to do everything from improving patient safety in hospitals with barcoded wristbands and bedside specimen collection; to allowing for mobile printing in field service applications; to creating a better customer service in retail stores with loyalty cards and self-service kiosks; and to track and trace mission-critical resources for the Federal government.

Zebra additionally provides a wide range of scalable Real Time Locating Systems (RTLS) technologies that are used to generate accurate, on-demand information about the physical location and status of assets. With this level of visibility into their operations, organizations are able to make smarter decisions regarding their supply chain and manufacturing functions and improve safety and security throughout their logistics operations.

Vital Statistics

Locations:	Employees in more than 50 locations across more than 20 countries
Employees:	Approximately 2,200
Research Coverage:	9 Firms
Stock Symbol:	ZBRA
Stock Market:	NASDAQ
Market Capitalization:	\$1.97 billion (1/30/12)

Competitive Advantages

- Broadest range of innovative printing and real-time location solutions to identify, track, and manage critical assets, people and transactions
- 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
- Global coverage
- Financial strength
 - High cash reserves
 - No debt
 - High profitability
 - Strong cash flow

Financial Summary (Year End 2011)

Cash and Investments	\$ 326.7 million
Total Assets	\$ 899.0 million
Total Stockholders' Equity	\$ 776.9 million
Net Sales	\$ 983.5 million
Gross Profit	\$ 486.8 million
Gross Profit Margin	49.5%
Operating Income	\$ 182.0 million
Operating Profit Margin	18.5%
Income from Continuing Operations	\$ 130.3 million
Diluted EPS from Continuing Operations	\$ 2.41

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.

- ❖ 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

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Chief Financial Officer

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Philip Gerskovich

Senior Vice President, New Growth Platforms

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, desktop, 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.