A View of Retail at Zebra
Investor Presentation
January 12, 2015
Agenda

Zebra’s Expanded Retail Solution Offering

• Anders Gustafsson, Chief Executive Officer

Mega Trends in Retail Driving the Need for Increased Visibility

• Girish Rishi, Senior Vice President, Enterprise Visibility and Mobility

Why Zebra Wins with Enterprise Design

• Curt Croley, Senior Director, Innovation & Design

Q&A and Booth Tour
Forward Looking Statement

Statements made in this presentation which are not statements of historical fact are forward-looking statements and are subject to the safe harbor provisions created by the Private Securities Litigation Reform Act of 1995. Actual results may differ from those expressed or implied in the company’s forward-looking statements. Zebra is under no obligation to (and specifically disclaims any obligation to) update or alter Zebra’s forward-looking statement whether as a result of new information, future events or otherwise.

These forward-looking statements are based on current expectations, forecasts and assumptions and are subject to the risks and uncertainties inherent in Zebra’s industry, market conditions, general domestic and international economic conditions, and other factors. These factors include the successful integration of the Enterprise Business operations with and into the Zebra legacy business, and Zebra’s ability to implement plans, forecasts and other expectations with respect to the Enterprise Business. Customer acceptance of Zebra’s products and solutions and competitors’ product offerings, and the potential effects of technological changes are inherent risks associated with the combined business. Foreign exchange rates and uncertainty over future global economic conditions will have an effect on financial results. The continued uncertainty over future global economic conditions, the availability of credit, capital markets volatility, may have adverse effects on Zebra, its suppliers and its customers. In addition, a disruption in Zebra’s ability to obtain products from vendors as a result of supply chain constraints, natural disasters or other circumstances could restrict sales and negatively affect customer relationships. These and other factors could have an adverse effect on Zebra’s sales, gross profit margins and results of operations. Descriptions of the risks, uncertainties and other factors that could affect the company’s future operations and results can be found in Zebra’s filings with the Securities and Exchange Commission. In particular, please refer to Zebra’s latest filing of its Form 10-K.
Guidelines

We will be discussing…

- Trends driving the need for increased visibility and asset intelligence
- The company’s innovative engineering and design capabilities

We will **NOT** be discussing…

- Quarterly or full year guidance
- Questions on financial modeling
- Topics related to cost synergies or operating expenses
Anders Gustafsson

Zebra’s Expanded Retail Solution Offering
Zebra makes businesses as smart and connected as the world we live in

Implements customer business performance.

Enables visibility into the extended supply chain.

Provide intelligence of assets, transactions and people.
Combination of Two Leading Businesses

$3.5 billion in combined annual sales

**ZEBRA**
- Global leader in specialty printing, RFID and location & motion tracking solutions
- Enabling businesses to translate the physical into digital insights
- Culture of innovation

**ENTERPRISE**
- Established leader in mobile enterprise computing, data capture, RFID and Wireless LAN
- Strong services component
- Scale in procurement, manufacturing and logistics
- Strong and broad global partner network

CIO's first call for enterprise asset intelligence

Solutions for the smart enterprise

Riding well-defined secular growth waves
Creating New Value For Customers

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<th>Suite of Product Offer</th>
<th>Zebra</th>
<th>Enterprise</th>
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Zebra’s End-to-End Retail Solution

Used by retailers with over **70,000** retail stores in the US
Enterprise Asset Intelligence (EAI)

Enabling real-time operational visibility into people & things

Driving real-time actions and collaboration anytime, anywhere

Delivering actionable insights to drive real-time decisions
Positioned for Growth

1. Computing Everywhere
2. Risk-Based Security and Self-Protection
3. Cloud/Client Computing
4. Software Defined Applications and Infrastructure
5. Context-Rich Systems
6. The Internet of Things
7. Advanced, Pervasive and Invisible Analytics
8. Web Scale IT
9. Smart Machines
10. 3D Printing

Source: Gartner’s 2015 Top 10 Technology Trends
Visibility Matters More Than Ever

Visibility captures business critical insight which leads to:

- Better information
- Better decisions
- Better outcomes and efficiencies

Zebra provides the tools to enhance visibility and yield:

- Customer satisfaction
- Employee engagement
- Workflow optimization
Girish Rishi

Mega Trends in Retail Driving the Need for Increased Visibility
The Experience is Everything

EMPOWER IT
- When IT doesn't have to do everything, they can do anything

ENABLE ASSOCIATES
- You ask associates to do more than ever. With the right tools, they can

CONNECT WITH SHOPPERS
- Know what your shoppers want, before they do
2015 – A Different NRF

From concepts to reality / From pilots to deployments

- LARGE ANDROID DEPLOYMENTS
- CHECKOUT GAME CHANGER
- GUEST & LOCATION SERVICES
- RFID – ITEM LEVEL DEPLOYMENTS
- SOFTWARE & SENSING

Establishing new use cases
Enabling omni-channel
Achieving customer loyalty
Pursuing an Omni-Channel Strategy

Consistent
- Consistent product, price and service across all touchpoints
- Customer experience must resonate with brand

Convenient
- Accommodate the shopper’s expectations
- Provide product where, when and how the customers wants it

Accessible
- Accurate inventory data and timely availability

ALL WHILE BALANCING OPERATIONS AND COSTS
Continued Retail Product Leadership

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Transition from Passive to Active Engagement

Technology within retail historically seen solely as a productivity tool

- Store inventory
- Back office applications
- Shelf labeling
- Product mark downs

Retailers now appreciate the additional value of enhancing the shopping experience

- Heighten brand awareness
- Directly connect at the point-of-purchase
- Increase customer satisfaction and spending
Clear Trend Towards Mobility

Mobile coupons

- Increase frequency and spending of visits
- Helps build customer loyalty

Interactive kiosks

- Places information at customers fingertips
- Makes purchasing decision more informed
- Delivers a personalized experience

Beacons

- Directly engage shoppers with messaging and product offers
- Real-time location services support in-store mapping
Customer loyalty

- Exhibited capability and experience in delivering complex solutions
- Established customer intimacy, role as trusted advisor
- Android KitKat, Mx, VoIP, Web apps, full touch
Store Operations / Efficient Checkout

From laser-based to imager-based bioptic scanners / scales

- Performance - Drove an 8% productivity gain in pilot store
- Green - Energy savings of $500K
Guest Access / Analytics

Comprehensive WLAN / management integration services

- Comprehensive solution
- Guest WIFI and analytics positioned for the future
- 4 years services and software support

AP6532
NX9500
Retail Field Service Operations

Productivity improvement

• 13K employees, 12K retail merchandisers and 1,500 territory supervisors
• Productivity improvement and customer service with more efficient, consistent and secure communications
From Web Order to Product Delivery

Inventory management / customer satisfaction

- Faster process
- Decreased labor and shipping costs
- Increased fulfill rate from 70% to 90%
Retailers View IoT Investments as Strategic

Results of the Forrester retail study commissioned by Zebra

- Nearly 96 percent of retail decision makers are ready to make changes required to adopt IoT
- 67 percent of respondents already have done some implementation of IoT and another 26 percent are planning to deploy within a year
- Expected benefits of IoT solutions include improved operational and actionable data, the creation of new revenue streams and an enhanced customer experience
- Real-time locating systems (RTLS), mobile computing and barcoding cited as the most important technologies for enabling IoT implementations
Curt Croley

Why Zebra Wins with Enterprise Design
Diversity of Customers and Needs

Our customers’ businesses are getting more complex

- Supply chain implications of “Same Day Delivery”
- New levels of customer service, value and performance
“Performance Design” Philosophy

Deep customer understanding is our focus

• Understanding what values are important to our customers and delivering value from these insights via design

• This commitment helps our customers achieve new levels of employee productivity and performance

• “Trusted advisor” status achieved through close customer relationships and co-creation

• Serving more than 95 percent of all Fortune 500 companies
Our Mobile Devices Deliver…

Enterprise performance and scalability

- High-performance data capture and imaging
- Sensing, RFID and RFID scale points
- Security, manageability, deployment and fast boot
- Device management solutions

Differentiated design and engineering

- Deep customer research delivers unique insights
- Innovative performance-oriented design
- Scalability and system-thinking protect customer investments
- Engineered for the most rugged environments
Enterprise DNA, With a Distinct Design Edge
Our System and Solution Thinking
Rugged, Scalable Design Approach

Accessory hot shoe
Enhancing Customers’ Brand
Where Do We See Things Going?

Leveraging our IoT and locationing strategies, new potentials…

Opportunities for directed picking, guided training, and optimization of device inputs. New levels of business intelligence possibilities.

Minimizing device inputs via geo-location and virtual real time tag updates.
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Thank You