

# Corporate Fact Sheet

Spring 2019



## About Zebra

Zebra (NASDAQ: ZBRA) empowers the front line of business in retail/ecommerce, manufacturing, transportation and logistics, healthcare and other industries to achieve a performance edge. We deliver industry-tailored, end-to-end solutions that intelligently connect people, assets and data to help our customers make business-critical decisions. Our market-leading solutions elevate the shopping experience, track and manage inventory as well as improve supply chain efficiency and patient care. Ranked on Forbes' list of America's Best Employers for the last three years, Zebra helps our customers capture their edge. For more information, visit [www.zebra.com](http://www.zebra.com).

## Promise

Our promise is to deliver a performance edge to the front line of business.

## Vision

Our vision, Enterprise Asset Intelligence, is to have every asset and worker on the edge visible, connected and optimally utilized.

## Vital Statistics

### Global Presence

7,400 employees in 100+ offices across 45 countries.

### A Resilient Business

Founded in 1969, Zebra has provided 50 years of technology expertise, leadership and innovation; traded on NASDAQ: ZBRA since 1991.

### Customer Base

Thousands of customers, including many of the world's top companies, as well as 10,000 channel partners in more than 100 countries.

### R&D

Zebra has 2X the R&D of our nearest competitors\*—seven regional innovation and design centers; more than 4,200 U.S. and international patents issued and pending.

\*as a percentage of sales

### Market Leadership

- #1 in Mobile Computing
- #1 in Data Capture
- #1 in Barcode Printing
- #1 in Mobile RFID

Source: VDC Research and Zebra analysis

## Financial Summary

(As of 31 December 2018)

<b>Cash and Investments</b>	\$44 million
<b>Total Assets</b>	\$4,339 million
<b>Total Stockholders' Equity</b>	\$1,335 million
<b>Net Sales (TTM)</b>	\$4,218 million
<b>Gross Profit (TTM)</b>	\$1,981 million
<b>Gross Profit Margin (TTM)</b>	47.0%
<b>Adjusted EBITDA* (TTM)</b>	\$873 million

For a reconciliation of these non-GAAP measures to similar GAAP measures, please see [Zebra's Q4 2018 press release](#).

## Competitive Advantages

Our portfolio of intelligent edge solutions and devices is designed to deliver a performance edge wherever the front line may be. Devices that have the reliability, ruggedness and ease of use that front-line users demand. Dynamic and responsive systems that link teams, assets and information in real time to deliver best-action guidance for business-critical decisions. And solutions, delivered in collaboration with a specialized ecosystem of partners, that enable customers to create smart environments and optimize operations through connected, collaborative workflows.

# History

Fifth season as Official On-Field Player Tracking Provider of the NFL, enabling the collection of real-time location, speed and ball rotation data

Founded as Data Specialties by Ed Kaplan and Gary Cless

First barcode printer

First laser-scannable two-dimensional barcode

First rugged RFID handheld; first enterprise digital assistant

Launched first mobile RFID printing solutions

Agreement to purchase Motorola Solutions' Enterprise Business

1969

1980

1982

1986

1991

1997

2004

2007

2008

2013

2014

2016

2018

First handheld laser barcode scanner

First thermal printer for on-demand barcode labeling

First wearable computer

First rugged enterprise digital assistant

First smart environment for thermal printers

First IoT platform for enterprise applications

First all-touch Android™ inventory solution

First Android-based enterprise wearable computer

## Executive Management Team

**Anders Gustafsson**, Chief Executive Officer

**Olivier Leonetti**, Chief Financial Officer

**Bill Burns**, SVP, Chief Product and Solutions Officer

**Michael Cho**, SVP, Corporate Development

**Joachim Heel**, SVP, Global Sales

**Cristen Kogl**, SVP, General Counsel and Secretary

**Jeff Schmitz**, SVP, Chief Marketing Officer

**Michael H. Terzich**, SVP, Chief Administrative Officer

**Stephen E. Williams**, SVP, Chief Supply Chain Officer

**Tom Bianculli**, Chief Technology Officer

**Deepak Kaul**, Chief Information Officer

## Contact Information

### General

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# Portfolio of Intelligent Edge Solutions, Platform, and Devices



## 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

Our data-intelligence platform aggregates and analyzes data from edge devices to reveal actionable workflow insights, powers next-gen applications and solutions that deliver best-action guidance, and integrates with existing hardware, software and data ecosystems to give you a more complete picture of your business.



## 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.



## Signature Services

Disruptive market conditions, emerging technologies, and rising customer expectations mean investing in edge-data solutions is now mainstream. Yet it's not always easy to integrate these technologies — those that Zebra calls "intelligent edge solutions" — into existing IT environments and workflows. Signature Services solve this issue by accelerating the speed with which businesses can introduce new intelligent edge solutions to operate more productively.

# Awards and Locations

## Product Design and Company Awards



Fourth Consecutive Award for Innovative Approach to Product Design



Named to Forbes' Best Employer List for Third Consecutive Year



5-Star Rating for Partner Program Guide for Second Consecutive Year



Ranked Among the Fastest-growing Companies in Chicago Area

## Worldwide Locations

Zebra has nearly 100+ 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 delivers a performance edge to the front line of business, visit [www.zebra.com](http://www.zebra.com)



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