



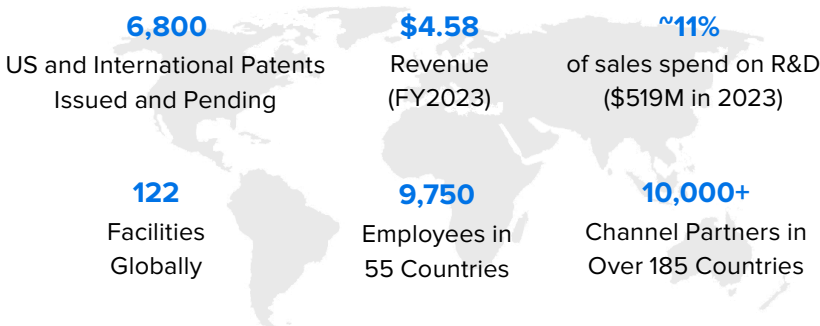
## Fact Sheet

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

- **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 Zimmermann, 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:
  - #591 in 2023
- Products and Solutions:
  - Specialty Printing and Supplies
  - Barcode Scanning
  - Mobile Computing and Rugged Tablets
  - RFID and Real-Time Location Systems (RTLS)
  - Intelligent Workforce Management and Execution Solutions
  - Data Services and Prescriptive Analytics
  - Support, Managed and Professional Services
  - Intelligent Automation Systems



# A History of Innovation

|   |   |   |  |  |   |   |   |   |   |   |
|---|---|---|--|--|---|---|---|---|---|---|
| 1969  | 1979  | 1982  | 1986   | 1991   | 1997  | 2004  |   |   |   |   |
|  |  |  |           |  |  |  |   |   |   |   |
| Founded as Data Specialties by Ed Kaplan and Gerhard Cless                        | First handheld laser barcode scanner  | First barcode printer   | First thermal printer for on-demand barcode labeling; changed name to Zebra Technologies   | First laser-scannable 2D barcode   | First wearable computer   | First rugged RFID handheld and first enterprise digital assistant                   |   |   |   |   |
| 2008  | 2014  | 2015  | 2016   | 2017   |   |   |   |   |   |   |
|  |  |  |           |   |  |  |   |   |   |   |
| First rugged enterprise digital assistant; first mobile RFID printing solutions   | Motorola Solutions' Enterprise Business 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                                    |   |   |   |   |
| 2018  | 2019  | 2020  | 2021   | 2022   |   |   |   |   |   |   |
|   |  |  |           |   |    |   |  |  |  |          |
| 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 |

## 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.

## 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.

## Industry Recognition









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



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