



# 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 the following segments:



#1 Enterprise Mobile Computing\*



#1 Barcode Scanning\*



#1 Specialty Printing\*



#1 RFID Reader & RFID Printing\*

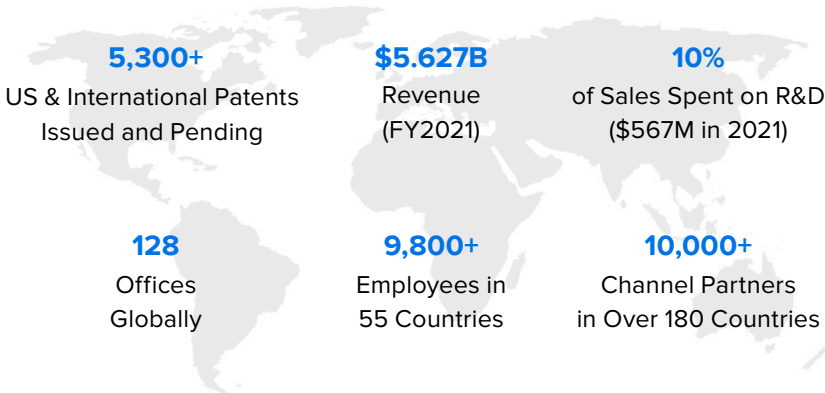


A Leader in Workforce Management\*\*



A leader in Magic Quadrant for Indoor Location Services – Global\*\*\*

## Our Global Reach and Leadership



## Recent Acquisitions

- **Matrox Imaging** (2022)
- **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 Indices ROBO Global Robotics and Automation
- Fortune 1000 Ranking:
  - #553 in 2022
  - #558 in 2021
  - #596 in 2020
  - #607 in 2019
- Products & 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	2015	2016	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	2020	2021	2021	2022
						
Xplore Technologies Corporation acquisition	Temptime Corporation acquisition	Profitect Inc. acquisition	Cortexica Vision Systems Ltd. acquisition	Introduced SmartSight™ intelligent automation system for retail	Reflexis Systems, Inc. acquisition	Adaptive Vision Sp. z o.o. acquisition
						
Fetch Robotics, Inc. acquisition	Matrox Imaging acquisition					

## 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 Millennial and Gen Z early careers professionals, Zebras of All Abilities (ZoAA), and the Asian Inclusion Network also known as A2Z.

## Industry Recognition








To learn more about how Zebra delivers a performance edge to the front line of business visit [zebra.com](https://zebra.com)



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