



## 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\*

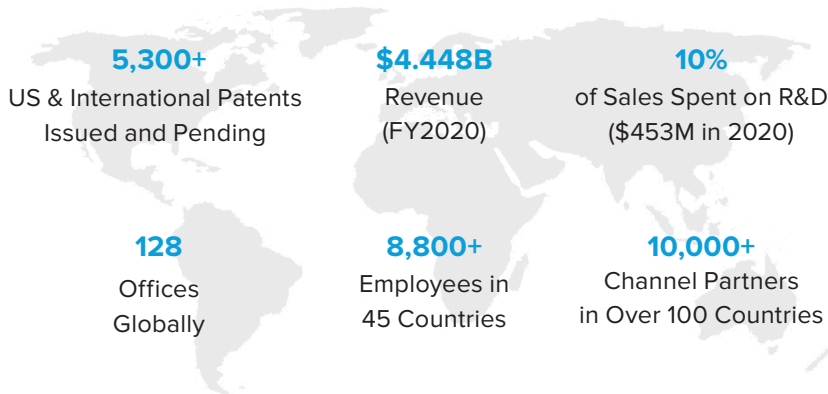


A Leader in Workforce Management\*\*



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

## Our Global Reach and Leadership



## Recent Acquisitions

- **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.

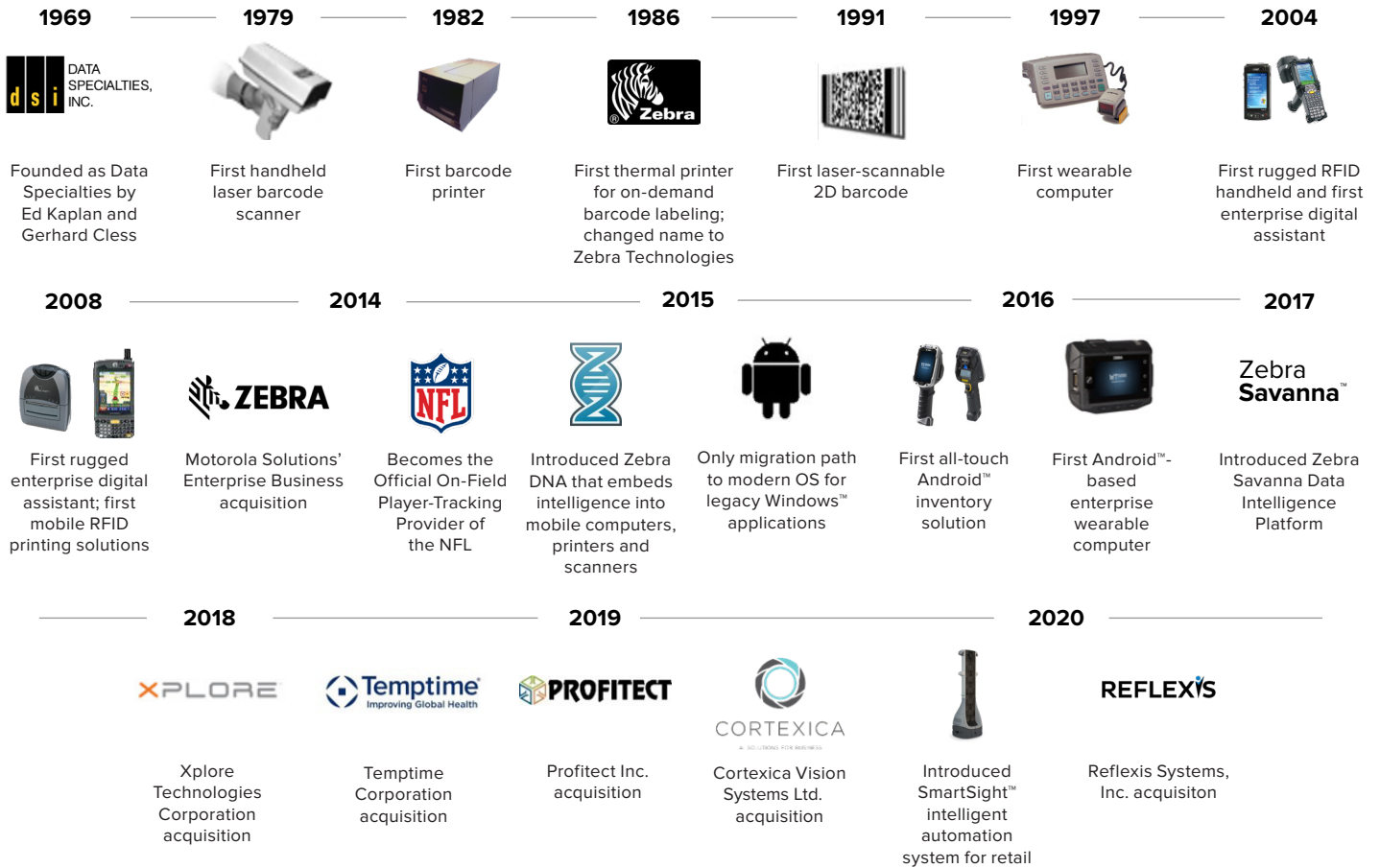
\*\*\*Gartner, Inc., "Magic Quadrant Indoor Location Services, Global," Tim Zimmerman, Annette Zimmermann, 15 February 2021 (A Leader).

## Quick Facts

- Headquarters: Lincolnshire, Illinois, USA
- Stock Symbol: ZBRA (NASDAQ)
- Index listings: S&P 500 and ROBO Global Robotics and Automation
- Fortune 1000 Ranking:
  - #596 in 2020
  - #607 in 2019
  - #628 in 2018
- 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



## Commitment to Operating Responsibly

Our Corporate Social Responsibility (CSR) 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, and EDGE (Empowering Dynamic Generational Employees), geared toward our Millennial and Gen Z early careers professionals.

## Industry Recognition



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



**NA and Corporate Headquarters**  
 +1 847 634 6700  
[inquiry4@zebra.com](mailto:inquiry4@zebra.com)

**Asia-Pacific Headquarters**  
 +65 6858 0722  
[contact.apac@zebra.com](mailto:contact.apac@zebra.com)

**EMEA Headquarters**  
 +44 1628 556000  
[contact.emea@zebra.com](mailto:contact.emea@zebra.com)

**Latin America Headquarters**  
 +1 754 900 4050  
[la.contactme@zebra.com](mailto:la.contactme@zebra.com)