

PRESS RELEASE

SMARTRAC to Appoint Clemens J. Joos as New CEO

Amsterdam, April 25, 2013 – SMARTRAC N.V., the leading developer, manufacturer, and supplier of RFID transponders and inlays, today announced that Clemens J. Joos shall be appointed Chief Executive Officer (CEO) and Chairman of the Management Board. The Supervisory Board has decided to propose the formal appointment as Director A and Member of the Management Board at the SMARTRAC Annual General Meeting of Shareholders to be held on June 18, 2013.

Clemens Joos has a profound resume in the industry equipment, healthcare, and consumer electronics areas, having served in international executive and senior-level roles in Asia, Europe, and the United States. His wide-ranging experience gives him a well-rounded view in competitive, innovative, and rapidly changing market environments. He holds a diploma in business administration from the University of Applied Science in Offenburg and a master in organizational psychology from the University of Applied Science Erding, Germany.

Prof. Dr. Fahrholz, Chairman of the Supervisory Board, stated: “We are very grateful that during the now ending transition phase Christian Uhl and Nigel Sealey have managed and lead the company successfully as Co-Chairmen in addition to their roles as CFO and COO respectively. Clemens Joos has an impressive background with deep international leadership experience in sales, marketing, and innovation management. We are very pleased to propose his appointment to the general meeting and we are very confident that he has both the competence and experience needed to lead SMARTRAC in the next corporate phase.”

“The Management Board highly welcomes the appointment of Clemens Joos,” said current Co-Chairmen of the Management Board Christian Uhl and Nigel Sealey. “We look forward to supporting him in further strengthening the company’s market position, innovative character, and focus on its customer’s needs.”

About SMARTRAC:

SMARTRAC is the leading developer, manufacturer, and supplier of RFID and NFC transponders and inlays. The company produces both ready-made and customized transponders and inlays used in access control, animal identification, automated fare collection, border control, RFID-based car immobilizers, contactless payment cards, electronic product identification, industry, libraries and media management, laundry, logistics, mobile and smart media, public transport, retail, and many more.

SMARTRAC was founded in 2000, went public in July 2006, and trades as a stock corporation under Dutch law with its registered headquarters in Amsterdam. The company currently employs approximately 3,600 employees and maintains a global research and development, production, and sales network.

If you have any questions, please contact:

Tanja Moehler

Head of Corporate Communications & Marketing

SMARTRAC N.V.

Phone: +31 20 30 50 157

Email: tanja.moehler@smartrac-group.com

Internet: www.smartrac-group.com

Twitter: www.twitter.com/SMARTRAC_NV

Forward-looking statements:

All forward-looking statements contained in this press release are based on assumptions, planning, and forecasts at the time of publication of this press release. Forward-looking statements always involve uncertainties. Business and economic risks and developments, the conduct of competitors, political decisions, and other factors may cause the actual results to be materially different from the assumptions, planning, and forecasts at the time of publication of this press release. Therefore, SMARTRAC N.V. does not assume any responsibility relating to forward-looking statements contained in this press release. Furthermore, SMARTRAC N.V. does not assume any obligation to update the forward-looking statements contained in this press release.