PRESS RELEASE

SMARTTRAC opens sales office in South Korea

- South Korea plays a leading role in introduction of RFID applications
- Interesting prospects for the full range of RFID applications
- Office in Seoul further strengthens SMARTTRAC’s global sales network

Amsterdam, October 30, 2007 – The Dutch company SMARTTRAC N.V. has opened a sales office in Seoul, South Korea. The South Korean RFID market offers interesting and additional prospects for SMARTTRAC. From its Korean office, local customers’ demands will be addressed effectively and sales of the full range of SMARTTRAC’s RFID components will be supported. This will bring the company in an ideal position in order to tap the full potential of the RFID market in South Korea.

“Historically, South Korea has played a leading role in the introduction of contactless payment,” says Wolfgang Schneider, Chief Sales Officer of SMARTTRAC. “We are convinced that this market will continue to lead the way in Asia also with respect to contactless banking cards and ePassports. SMARTTRAC will support its South Korean customers in all of these areas.”

SMARTTRAC has sales offices in Singapore, Germany, India and North America. With the new South Korean sales office in a strategic relevant spot, SMARTTRAC is further strengthening its global sales network.

For more information, please contact:
Stephan Öri
Media Relations SMARTTRAC N.V
Phone: +31 20 30 50 150
Email: stephan.oeri@smartrac-group.com
Internet: www.smartrac-group.com

On SMARTTRAC N.V.
SMARTTRAC is a leading supplier of RIFD (Radio Frequency Identification) components for Standard and High Security product segments. In the Standard segment, the company produces ready-made components for RFID applications in public transport, access control and logistics. In the High Security segment, SMARTTRAC is the global leader in high-quality RIFD inlays for passports with integrated contactless chips (ePassports) and contactless credit cards (ePayment). SMARTTRAC was founded in 2000 and since going public in July 2006 has been trading as a stock corporation under Dutch law with its registered office in Amsterdam. At the end of June 2007, the company employed 2,330 employees around the globe.