

## PRESS RELEASE

### **SMARTRAC 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 SMARTRAC's global sales network**

Amsterdam, October 30, 2007 – The Dutch company SMARTRAC N.V. has opened a sales office in Seoul, South Korea. The South Korean RFID market offers interesting and additional prospects for SMARTRAC. From its Korean office, local customers' demands will be addressed effectively and sales of the full range of SMARTRAC'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 SMARTRAC. “We are convinced that this market will continue to lead the way in Asia also with respect to contactless banking cards and ePassports. SMARTRAC will support its South Korean customers in all of these areas.”

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



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#### **On SMARTRAC N.V.**

SMARTRAC is a leading supplier of RFID (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, SMARTRAC is the global leader in high-quality RFID inlays for passports with integrated contactless chips (ePassports) and contactless credit cards (ePayment). SMARTRAC 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.