



## PRESS RELEASE

### **Laurent Schwarz joins SMARTRAC as Head of Product Line Bio & Animal**

Amsterdam, February 2, 2011 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, today announced that Laurent Schwarz joined SMARTRAC on January 3, 2011 as Head of Product Line Bio & Animal. Based at SMARTRAC's European Competence Centre in Reichshof-Wehnrath, Germany, Schwarz took over responsibility for the further development of the company's products and sales in the growing bio and animal identification market worldwide.

Laurent Schwarz succeeds Jean-Miguel Robadey who left the company in fall 2010 to pursue further career opportunities. Prior to joining SMARTRAC, Laurent Schwarz was Key Account Director at an RFID manufacturer where he was responsible for the Industry & Logistics and Animal ID sales team in EMEA. In addition, he established worldwide product management strategy for identification and was involved with all aspects of sales and marketing including training, technical support and promotion.

"We are very pleased to have Laurent on board to further drive our bio and animal identification business worldwide. Based on his extensive scientific, technical and sales experience in an international context he is the perfect fit to fully support our customers in solving their challenges and help them grow their business", said Markus Spreng, Head of Business Unit Industry & Logistics and Member of the Group Executive Team at SMARTRAC.

Schwarz is an RFID specialist with 12 years sales experience in an international context. He holds a degree in applied biology from Dijon University, France, a diploma from ESV Business School in Mulhouse, France, and a MPM marketing diploma from Business School Lausanne, Switzerland.

SMARTRAC has extensive technical and operating experience and a proven track record that amounts to more than 1.5 billion RFID transponders. What also adds to SMARTRAC's manufacturing expertise is its broad intellectual property from more than 300 patents and patent applications as well as its extensive knowledge and experience in processing technologies such as module packaging capabilities, and antenna-chip connecting technologies.

Based on a production network in Asia, Europe, North and South America as well as a technically well-versed and highly motivated global sales team, the appointment of Laurent Schwarz will further strengthen the company's product development and sales activities in the bio and animal identification market.

**About SMARTRAC N.V.**

SMARTRAC is a leading developer, manufacturer, and supplier of RFID components for a broad bandwidth of applications in all current frequency standards. The company produces ready-made as well as customized transponders for public transport, access control, RFID-based car immobilizers, animal identification, libraries, industry, and logistics.

SMARTRAC is the global market leader in high-quality RFID inlays for electronic passports (e-Passports) and contactless credit cards (e-Payment) as well as for RFID transponders for public transport applications. 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 some 3,300 employees and maintains a global research and development, production, and sales network.

**If you have any questions, please contact:**

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**Forward-looking statements**

To the extent that this press release contains forward-looking statements, such statements 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.