



PRESS RELEASE

SMARTRAC further enlarges Business Unit eID Management Team

Dr. Margit Sarstedt appointed as Head of Technology Business Unit eID

Amsterdam, February 8, 2011 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, today announced that it has further enlarged the Management Team of the Business Unit eID. Dr. Margit Sarstedt has been appointed as Head of Technology Business Unit eID effective February 1, 2011.

The appointment of Dr. Sarstedt is another step to further strengthen SMARTRAC's market leading position as manufacturer and supplier of high security RFID transponders for government identification documents.

Prior to her current promotion, Dr. Sarstedt held the position as Head of Operations eID Production Germany and was responsible for operations and management of SMARTRAC's German eID production site. She joined SMARTRAC in March 2010.

Dr. Sarstedt has comprehensive leadership experience from various management positions in production, development and business administration. Prior to joining SMARTRAC, she was Managing Director of a manufacturing company and responsible for operations and management as well as restructuring of the company. Dr. Sarstedt has 16 years of professional experience in which she gained comprehensive expertise with the specific requirements of manufacturing and volume production processes, also including extensive experience from the Semiconductor Industry. Holding a Doctor of Physics (Dr. phil. nat.) from Johann Wolfgang Goethe-University in Frankfurt on the Main, Germany, Dr. Sarstedt combines both technical and operational skills.

"Running a high security RFID transponder production facility is a complex and challenging task which Margit has managed outstandingly. As Member of the Management Team of the Business Unit eID, her comprehensive manufacturing expertise and operations experience will prove beneficial for the further production excellence of our global high security production network in total," said Martin Kuschewski, Head of Business Unit e-ID and Member of the Group Executive Team at SMARTRAC.

Based on technical and operating experience from more than 150 million e-ID products manufactured and supplied to more than 40 e-ID projects worldwide, SMARTRAC is the global market leader for high quality RFID inlays for e-Passports and National ID Cards. The appointment of Dr. Sarstedt will further strengthen the overall operations and manufacturing excellence of SMARTRAC's network of high security production facilities in Asia, Europe and North America.

About SMARTRAC:

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

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