



## PRESS RELEASE

### **SMARTRAC Appoints Ivan Plajh as Head of Product Line NFC**

Amsterdam, October 26, 2011 – SMARTRAC N.V., a leading developer, manufacturer, and supplier of RFID transponders, announced that the company has appointed Ivan Plajh as Head of Product Line NFC. In his function, he will manage the company's global NFC strategy and product offering. SMARTRAC is ready to supply a complete collection of near field communication (NFC) enabled transponders such as inlays for labels, tickets, and cards as well as complete tags.

Ivan Plajh joins SMARTRAC from NXP, where he most recently held the position of International Product Marketing Manager for smart paper ticketing and NFC Tags. With NXP, he has gathered professional experience in marketing and product management of the Automatic Fare Collection systems, eGovernment identification solutions and security documents, JavaCard and GlobalPlatform smart card solutions and NFC technology in general.

Ivan Plajh is a graduate engineer and holds two master degrees in industrial electronics and biometrics from the Faculty of Electrical Engineering and Computing at University of Zagreb, Croatia.

"We are very pleased to have Ivan on Board to drive our NFC business worldwide. Based on his extensive technical, product management and business development experience in an international context, he is the perfect fit for this new and growing business segment", said Dr. Christian Fischer, CEO of SMARTRAC.

#### **About SMARTRAC:**

SMARTRAC is a leading developer, manufacturer, and supplier of RFID components for a broad range of applications in all current frequency standards. The company produces both ready-made and 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 transportation 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, SMARTTRAC N.V. does not assume any responsibility relating to forward-looking statements contained in this press release. Furthermore, SMARTTRAC N.V. does not assume any obligation to update the forward-looking statements contained in this press release.