

PRESS RELEASE

SMARTRAC Appoints Dr. Goetz Moeller as New CFO

Amsterdam (The Netherlands), 17 July 2015 – RFID pacesetter SMARTRAC today announced the appointment of Dr. Goetz Moeller as Chief Financial Officer. He takes over the role from Christian Uhl, who became the company’s Chief Executive Officer in November 2014 and has carried on as acting CFO since that time.

“With his blend of administrative and managerial skills, international experience, versatility, and of course strong expertise in corporate finance, we are very excited to welcome Goetz to our Management Board. His strong background complements our long-term growth objectives to further expand our leading RFID position worldwide”, said Christian Uhl, CEO & Chairman of the Management Board.

Born in 1966, Goetz Moeller holds a PhD in Physics and a Masters degree in Business Administration, and has a long track record as a top-level management consultant and Board Member in companies with diverse ownership structures. “I am excited to join the superb team at SMARTRAC. In addition to overseeing Corporate Finance and IT at the company, I look forward to further expanding the company’s visibility in the RFID and Internet of Things marketplace, as well as evaluating, structuring and assimilating new opportunities in this rapidly growing industry”, Goetz Moeller said.

About SMARTRAC

SMARTRAC is the leading RFID technology company in the production of both ready-made and customized products and services. SMARTRAC makes products smart, and enables businesses to identify, authenticate, track and complement product offerings. The company’s portfolio is used in a wide array of applications: access control, animal identification, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more. Leveraging its global R&D, production and sales network, SMARTRAC’s solutions combine physical products with digitally based services to empower the ecosystem of connected things. SMARTRAC has its registered headquarters in Amsterdam, the Netherlands. For more information, visit www.smartrac-group.com and follow us on Twitter: www.twitter.com/SMARTRAC_NV

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