

PRESS RELEASE

Appointment of Gregory O'Hara as Director A of SMARTRAC N.V. will not be put to the vote at the extraordinary shareholders' meeting to be held on 29 October 2012

Amsterdam, October 29, 2012 – SMARTRAC N.V. announces that item 2 of the agenda for the extraordinary shareholders' meeting of the Company to be held on 29 October 2012 that provides for the appointment of Gregory O'Hara as Director A of the Company until its annual general shareholders' meeting in 2014 will not be put to the vote. Gregory O'Hara has informed SMARTRAC that there are items that require clarification in advance before he would be in a position to take the personal decision to be available as Director A and subsequently as chairman of the management board and CEO of SMARTRAC.

Moreover, SMARTRAC N.V. announces that Christopher von Hugo resigned from the SMARTRAC N.V. Supervisory Board as of October 22, 2012, and Charles Scharf resigned from the SMARTRAC N.V. Supervisory Board as of October 25, 2012.

About SMARTRAC:

SMARTRAC is the leading developer, manufacturer, and supplier of RFID and NFC transponders and inlays. The company produces both ready-made and customized transponders and inlays used in access control, animal identification, automated fare collection, border control, RFID-based car immobilizers, contactless payment cards, electronic product identification, industry, libraries and media management, laundry, logistics, mobile and smart media, public transport, retail, and many more.

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 4,000 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:

All forward-looking statements contained in this press release 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.