

# **Press Release**

# SKIDATA AG opens new subsidiary in Spain

- Reinforcement of local presence reflects SKIDATA's worldwide growth strategy
- New subsidiary to strengthen local market presence
- Increased focus on Spanish clientele with portfolio of tailored access solutions

**Salzburg/Madrid, 22 January 2008** – Austrian-based SKIDATA AG, a member of the Swiss Kudelski Group and leading international physical access control specialist, establishes a local subsidiary in Spain. As of January 1, 2008, SKIDATA Ibérica has taken over the business activities of SIATRON S.L., SKIDATA's distribution partner for the Spanish market since 1995. SKIDATA will hold the majority stake in the new company; the remaining stake will be held by Spanish-based security and traffic solution specialist Tradesegur.

This move underscores the ongoing worldwide expansion of SKIDATA in its core markets and reflects the company's growth strategy, combining organic growth and M&A activities. "Strengthening our local presence will bring us even closer to our Spanish clientele and help us to further develop this strategically important market. It is a great opportunity to leverage our technological synergies for ultimate brand impact." says Charles Egli, CEO of SKIDATA AG. This sentiment is affirmed by the founder of SIATRON S.L., Christian Liesau: "After well over a decade of successful cooperation, we are very happy to join forces under the SKIDATA brand. This will allow us to serve our Spanish clients with an even wider range of tailored solutions and services".



## About SKIDATA

Headquartered in Groedig/Salzburg (Austria) and represented on all continents, SKIDATA AG (www.skidata.com) is an international market leader in access management and ticketing solutions for controlled access of persons and vehicles to buildings and venues. Reference clients include renowned ski resorts, international airports, sports venues, and leisure parks. Currently around 5,000 SKI-DATA applications are in operation worldwide.

SKIDATA is a member of Swiss-based Kudelski Group (SWX: KUD.VX, www.nagra.com), a world leader in digital security technology.

### About Tradesegur, Siatron

Tradesegur, SIAISA Group is a Spanish-based group of companies and leader in law enforcement systems with over six decades of experience in providing proven leading-edge technology to the police, security forces, and traffic authorities. The main business lines of Tradesegur include electronic surveillance, traffic safety, shooting ranges, and communication monitoring.

With a staff of more than 75 employees, Tradesegur maintains offices in Madrid, Bilbao and Barcelona to provide full national coverage. For more information, visit <u>www.tradesegur.com</u>.

Siatron S.L. was established in 1990 as a subsidiary of SIAISA Group for the parking technology sector. Acting exclusively as distribution partner for SKIDATA since 1995, Siatron S.L. has evolved into a highly successful premium service provider for parking operators, shopping centres, hotels and building companies in the Spanish market.

### If you have further questions, please contact:

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