



Kudelski IoT Expands Customer Base With Redtree Solutions

Redtree Solutions will represent Kudelski IoT security services and technologies across Europe, Middle East and Africa to expand and scale secure IoT ecosystems

Cheseaux-sur-Lausanne, Switzerland, Phoenix (AZ), USA and Preston Bissett, United Kingdom – September 21, 2021 – Kudelski IoT, a division of the Kudelski Group (SIX: KUD.S), the world leader in digital security and IoT solutions, today announced an agreement with Redtree Solutions Ltd. to represent its portfolio of IoT security services and solutions to Redtree's customers in Europe, the Middle East and Africa.

With growing demand for secure and reliable IoT solutions, Redtree will help semiconductor and connected product companies evaluate the security of their existing products as well as architect, define, and design future products with the right level of security for their target markets with Kudelski IoT services and technologies. In addition, Redtree will help their customers expand their security knowledge by offering Kudelski IoT's 3-day Security Workshop for device and solution creators, providing them with the foundational knowledge and hands-on experience required to incorporate the appropriate security into their own products and solutions.

For more than 20 years, Kudelski's labs have been conducting security research, security assessments and security certifications of digital systems. Through thousands of evaluations, the labs have developed a wide range of evaluation techniques and capabilities in order to test both against current hacking methods as well as exceed the abilities of hackers by always being on the cutting edge. This ensures Kudelski's clients release products that are secure and launch with security that is sustainable over the lifetime of the product.

"Our innovative customers are leaders in the creation of connected ecosystems across many different industries, and they realize that to succeed, they must secure their products against a wide variety of current and future threats," said Jean-Marie Houillon, VP Strategic Marketing & Alliances for Redtree. "Kudelski IoT offers an unmatched portfolio of IoT security services and technologies to help the IoT value chain develop solutions that are secure by design. By working with Kudelski, we can create new value for our customers, no matter what phase of the IoT product lifecycle they are in."

Redtree will also sell Kudelski's Secure IP for semiconductor manufacturers through its ASIC, Foundry & Services division, giving them a robust, unique identity that enables functions like late provisioning, zero-touch onboarding and secure FOTA, as well as the Kudelski IoT keySTREAM system, which builds on top of its Secure IP to provide end-to-end data and device protection from chip to cloud.

"We're pleased to be working with Redtree to extend our sales reach into their extensive network of customers and partners," said Sean Gately, Head of IoT Sales for Kudelski IoT. "By working with Redtree, we are creating scale and accelerating our business by leveraging their local market knowledge and relationships, technology skills and partner ecosystem to establish new relationships with the companies who will benefit the most from our expertise in IoT security."

About Kudelski IOT

Kudelski IoT is the Internet of Things division of Kudelski Group and provides end-to-end IoT solutions, IoT product design, and full-lifecycle services to IoT device manufacturers, ecosystem creators and end-user companies. These solutions and services leverage the group's 30+ years of innovation in digital business model creation; hardware, software and ecosystem design and testing; state-of-the-art security lifecycle management technologies and services and managed operation of complex systems. For more information about Kudelski IOT, please visit www.kudelski-iot.com.

About Kudelski Group

The Kudelski Group (SIX: KUD.S) is a world leader in digital business enablement technologies that encompass digital content security, public access, cybersecurity, and IoT.

NAGRA provides end-to-end convergent media solutions to the digital entertainment industry including services and applications requiring access control and rights management to secure the revenue in digital television, internet, mobile and interactive applications.

SKIDATA is the world market leader in public access and visitor management with over 10,000 installations in over 100 countries, providing fast and safe access for people and vehicles.

Kudelski Security is an innovative, independent provider of tailored cybersecurity solutions to help enterprises and public sector institutions assess risks and vulnerabilities and protect their data and systems.

Kudelski IoT provides end-to-end solutions, IoT product design, and full-lifecycle services to IoT device manufacturers, ecosystem creators and end-user companies.

The Kudelski Group is headquartered in Cheseaux-sur-Lausanne, Switzerland and Phoenix (AZ), USA with offices in 32 countries around the world. For more information, please visit www.nagra.com.

About Redtree Solutions Ltd.

Redtree Solutions is the largest Pan-European Representative company in the Semiconductor Industry. Redtree has greater than 40 people, speaking local languages and covering 19 countries with more than 500 active customers. Redtree invests in next generation technologies for the benefit of its customers and their success. The Redtree applications team is devoted to help its customers find most optimized architecture for their Electronic systems, with the help of its partners' solutions and expertise. For more information, visit <https://redtree-solutions.com/>

Media contacts

Christopher Schouten

Kudelski IoT

Marketing Director

+1 (480) 819-5781

christopher.schouten@nagra.com

Cédric Alber

Kudelski Group

Director Corporate Communications & Media Relations

+41 79 647 61 71

+1 (415) 962-5005

cedric.alber@nagra.com

Jean-Marie Houillon

Redtree Solutions Ltd

VP Strategic Marketing & Alliances

+33 (0)6 86 86 78 44

jmhouillon@redtree-solutions.com