

## PRESS RELEASE

### NEW CEO APPOINTED AT SKIDATA

#### ***Christian Dreyer appointed CEO of SKIDATA AG as of May 1<sup>st</sup>, 2004***

Cheseaux, March 3<sup>rd</sup>, 2004 – The Kudelski Group announces the appointment of Christian Dreyer as the new CEO of SKIDATA AG effective May 1<sup>st</sup>, 2004. Paul Reutlinger, who has been CEO *ad interim* since October 2003, will resume his function of Chairman of the Supervisory Board of SKIDATA.

Christian Dreyer brings to SKIDATA his experience as managing director of a leading provider of electronic and electrical equipment in Munich. Under his leadership, German-based Hansen Group evolved from a firm with some 40 employees to an enterprise with a workforce of around 300 staff.

Commenting on his appointment, Christian Dreyer said, "I am very much looking forward to this challenging position at SKIDATA, one of Austria's leading technological innovators. As a native of Salzburg, I find the combination of the company's international flair and its location close to my home quite intriguing. My priorities, apart from our well-established ski segment, will be the consistent expansion of our other segments, namely 'Parking' – currently the one with the greatest sales volume – and 'Event.' In view of that, I'd like to bolster our strategic expansion in the U.S. and Asia."

"SKIDATA is a company with great untapped potential. We are confident that Christian Dreyer will confirm the recent positive trend at SKIDATA and enable the company to extend its market leadership worldwide," says André Kudelski, Chairman and CEO of the Kudelski Group.

Christian Dreyer, 41, a native of Zell am See near Salzburg, grew up in Salzburg and the U.S. He graduated in civil engineering at the prestigious Swiss Federal Institute of Technology (ETH) and holds an MBA from INSEAD in Fontainebleau, France. Christian Dreyer began his career as a business consultant at McKinsey & Co. in Düsseldorf. A dedicated go-getter, he names extreme climbing as his favourite leisure activity.

SKIDATA AG is international market leader in access and ticketing systems for ski, parking and event applications. SKIDATA has excellent references in all of these segments: customers in the parking segment include the city airports of Munich, Vienna, Zurich, Amsterdam, and London Heathrow. Skiwelt Amadé, the ski regions of Zermatt and Zillertal, and the Jungfraubahnen in Switzerland are also highly satisfied users of SKIDATA™ ski system solutions, and many sports stadiums of prestigious international football clubs such as FC Porto, Benfica Lissabon, or FC Kaiserslautern have opted for SKIDATA event management systems. The list of reference customers in the event segment also includes theme park operator Legoland. Currently over 3,500 SKIDATA™ applications are being operated successfully in over 30 countries worldwide.

SKIDATA is a member of the Kudelski Group ([www.nagra.com](http://www.nagra.com)), a world leader in digital security technology. Kudelski SA is traded on the Swiss Stock Exchange (SWX "KUD") and listed on the SMI (Swiss Market Index). It is also included in the MSCI (Morgan Stanley Capital International) Index.

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