

## **Press Release**

# SKIDATA AG acquires French Ticket Vending Machine Provider Skibadge International

- SKIDATA to market Skibadge ticket vending machines worldwide as part of its product portfolio
- Strategic acquisition in accordance with global growth strategy

**Salzburg/Saint Jean de Maurienne, April 22 2008** – Austrian-based SKIDATA AG, a subsidiary of the Swiss Kudelski Group and leading provider of physical access solutions, announces the acquisition of French solution partner Skibadge International, a leading provider of automated ski ticket vending equipment. Skibadge founder and owner Jacques Vincent will join the Board of Directors. Former Technical and Commercial Director Christophe Sereno will take over as Managing Director. Skibadge will retain its head office and activity in Saint Jean de Maurienne.

"In terms of market presence, Skibadge was focused chiefly on France and Switzerland," says Jacques Vincent. "Solidifying our cooperation with global leader SKIDATA will boost our opportunities by allowing us to market our products worldwide through the SKIDATA distribution network."

As Charles Egli, CEO of SKIDATA, comments, "The proven Skibadge line of vending machines has so far complemented our product offer perfectly. Now resort operators worldwide can use the Skibadge vending machines to improve their bottom line. This way, we are able to offer operators the combination of proven SKIDATA solutions with a flexible, value-adding ticket vending option that opens up a whole range of new sales channels and business models to them."



#### Page 2 of 2

#### 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 SKIDATA 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 Skibadge

The Skibadge ticket vending machines are developed, designed and manufactured in Saint Jean de Maurienne (<u>www.skibadge.com</u>). Today, more than 140 Skibadge machines are deployed in 50 ski resorts in France and Switzerland, as well as in sports facilities, skate-rinks and aqua-parks.

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