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New Director of Sales and Marketing at Smarteq

Magnus Dahlstedt, has been appointed Sales and Marketing Director at Smarteq, one of Europe's leading producers of antenna systems for wireless communications.

"We have achieved a strong position on the European market, with for example more than 50% market share for antennas for utility meters in the Nordic countries. Our focus is now international markets and new customers", says Lars Ericson, CEO at Smarteq.

Magnus Dahlstedt, has been at Smarteq since 2006 and has a Masters degree in Materials Science from the Royal Institute of Technology in Stockholm, Sweden.

For more information, please contact:

Lars Ericson, VD
Smarteq AB
Tel: +46 8 792 92 50
E-post: lars.ericson@smarteq.se

Magnus Dahlstedt
Smarteq AB
Tel: +46 8 792 92 00
magnus.dahlstedt@smarteq.se

Smarteq AB (publ) is a leading Antenna Company focusing on developing and supplying high-quality antennas and antenna systems for wireless communication of voice and data. Smarteq is active in the OEM-market as well as in the aftermarket. The company has 32 employees, and production is essentially outsourced to certified suppliers. Smarteq is listed on First North, Stockholm Stock Exchange.
For more information: www.smarteq.com

Notes to editors:

More about Smarteq

Smarteq AB, based in Stockholm, Sweden, is a leading developer of antennas and antenna systems for vehicles and industrial applications. Since its founding in 1996, Smarteq has amassed more than 50 years of experience through acquisitions in wireless communication.

The rapid development of wireless technology means an increased demand for antennas. From built-in antenna systems in upper car segment, to the use of the American radio service SDARS (Satellite Digital Audio Radio System), wireless communication is finding more and more applications for both vehicle and industrial use.

AMR, Automated Meter Reading

Smarteq has developed several antennas especially designed to wireless AMR-systems. AMR is one of the primary applications for wireless M2M technology (Machine to Machine). With hundreds of millions of potential data connections, it represent a massive growth opportunity. Today, metering equipment accounts for about 40% of the total number of active wireless M2M connections. The market segment is mainly driven by; energy consumption patterns and tax policies, regulatory and competitive environment in each country, technology development, energy market reforms and growing public interest in energy conservation has set the market for AMR solutions in motion.

Smarteq has in less than a year taken a number of large contracts on the Scandinavian AMR-market and is now the clear market leader with a market share of more than 50 percent of the total Scandinavian AMR market on antennas.

Automotive

Smarteq is a well respected and recognized high quality supplier to large car and heavy truck manufacturers, among others including Volvo, Scania, Volkswagen, Bentley Motors and Audi. Smarteq also develops concealed antennas to the automotive industry that use the American radio satellite service; Satellite Digital Audio Radio Service (SDARS). Our concealed multifunction antennas are standard features on luxury cars like Bentley Motors and selected Volkswagen models.