

## TagMaster is breaking into the German market

Press release, Stockholm, Sweden 29 October 2019

**TagMaster, a leading supplier of advanced sensor systems for Smart Cities within Traffic and Rail, strengthens its position in the German market and other German-speaking countries. TagMaster now has collaboration with the three largest integrators in the German market as a subcontractor of RFID sensors for access control solutions.**

The collaboration means that the integrators in their solutions for end customers can offer TagMaster's RFID sensors together with customized software

"This is a breakthrough for us as we enter a large new market. The potential lies in adding value to the integrators' solutions because our products are safer than the alternatives, provide more information and are more cost effective", said Jonas Svensson, CEO, TagMaster.

The integrators that TagMaster now collaborates with - Bosch Sicherheitssysteme Germany, Swiss Dormakaba and German phg Peter Hengstler – are strong in addition to the German market in Switzerland, Austria and the Netherlands. TagMaster, through its partners, reaches approximately 20 percent of the German market for access control.

"We will now intensify the marketing in the markets to which the collaboration applies to make us well known there. We have not focused on these markets in the past and expect positive results", said Jonas Svensson.

### **For further information, please contact**

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### **About TagMaster**

*TagMaster is an application driven technology company that designs and markets advanced sensor systems and solutions based on radio, radar, vision and magnetic technology for demanding environments. Business areas include Traffic Solutions and Rail Solutions sold under the brands TagMaster, CitySync, Balogh, CA Traffic, Magsys, Hikob and Sensys Networks with innovative mobility solutions in order to increase efficiency, security, convenience and to decrease environmental impact within Smart Cities. TagMaster has subsidiaries in UK, France and US and exports mainly to Europe, The Middle East, Asia and North America via a global network of partners and systems integrators. TagMaster was founded in 1994 and has its headquarters in Stockholm. TagMaster is a public company and its shares are traded on Nasdaq First North Growth Market in Stockholm, Sweden. TagMasters certified advisor is Erik Penser Bank phone +4684638300, E-mail: [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se) [www.tagmaster.com](http://www.tagmaster.com)*