



COLUMNA
CAPITAL

DATAMARS

Columna Capital buys out 35.7% stake in leading RFID tagging provider Datamars SA

Lugano, Switzerland, July 29, 2011, ---

Columna Capital (“Columna”) has acquired the stakes of Invision Private Equity, Cornerstone Capital and Parvis Hassan-Zade in the Swiss company Datamars SA (“Datamars”). Datamars is the leading provider of electronic tagging systems for the pet, livestock and textile industries. The investment by Columna creates liquidity for certain shareholders while allowing management to continue Datamars’ growth and development over the medium term.

Klaus Ackerstaff, CEO of Datamars, said: “We are delighted to welcome Columna as a new shareholder and look forward to working closely with the Columna team to continue to create value in the future.”

Rory Devlin, Managing Partner at Columna Capital, said: “Datamars is an excellent company with a strong market position in attractive sectors. We are particularly impressed with the strong management team and look forward to supporting them in growing the company.”

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About Datamars

Datamars is a leading global supplier of high performance RFID-based tracking and identification solutions. Founded in 1988, the company has developed a broad range of identification solutions based on RFID transponders, readers and antennas. It is currently market leader in the companion animal and textile identification markets. In 2009, Datamars acquired the assets of Rumitag, a leading player in the electronic livestock identification market for 20 years, adding a third vertical identification segment to the Datamars business. Fully integrated product portfolios, technological innovation and a profound understanding of customer requirements have earned Datamars a reputation for quality and performance worldwide. Datamars is vertically integrated and develops, manufactures and markets its product and solution portfolio and provides worldwide services to its customers. Datamars has developed a worldwide distribution network in each of its target markets.

Datamars employs more than 300 employees globally with offices in Europe, Asia-Pacific and the Americas. Datamars is headquartered in Switzerland with a major electronics manufacturing plant in Chiang Mai, Thailand.

About Columna Capital

Columna Capital is a private equity firm focusing on investments in mid-market companies with growth potential. Columna is an entrepreneurial and operationally active investor, working closely with management teams to drive organic growth and execute on consolidation opportunities. Founded in 2009 and with offices in London and Lugano (Switzerland), Columna specializes in

secondary direct equity investments with identified growth opportunities throughout Europe, either in the form of single asset investments or the acquisition of end of life funds.

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