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**Press Release, October 16, 2007**

## **u-blox Holding AG launches IPO on the SWX Swiss Exchange**

Thalwil, Switzerland – October 16, 2007 – **u-blox Holding AG publishes today the details of its planned initial public offering (IPO) on the SWX Swiss Exchange. The price range for the registered shares being offered will be between CHF 42 and CHF 54 per share. Bookbuilding will start today and is expected to end on October 25, 2007, 12.00 noon (CET). The first trading day on the main segment of the SWX Swiss Exchange is planned for October 26, 2007.**

u-blox, a leading Swiss technology provider in the rapidly growing global GPS market, has announced further details about its planned IPO and listing on the SWX Swiss Exchange. Up to 2,657,981 registered shares, with nominal value of CHF 0.90 each, are to be offered between CHF 42 and CHF 54 per share. Of the offered shares, 1,250,000 shares will be newly issued shares, and up to 1,407,981 shares will be sold by existing (pre-IPO) shareholders. In addition, the existing shareholders have granted the managers of the offering an over-allotment option of up to 15% of the base offering size. The free float will amount to approximately 42.6% excluding the exercise of the over-allotment option or approximately 49.0% if the over-allotment option is exercised in full. Based on the price range mentioned, the market capitalisation of u-blox will be between CHF 262.2 million and CHF 337.1 million. u-blox intends to use the net proceeds from the newly issued shares for the implementation of its growth strategy and the further expansion of its market position.

The IPO will consist of a public offering in Switzerland and private placements to institutional investors in certain other jurisdictions. Pre-IPO shareholders will continue to be shareholders in the company. The principal selling shareholders have committed themselves to a lock-up period of 180 days. The company has agreed to a lock-up period of 180 days and members of the management and board of directors have agreed to a lock-up period of 365 days.

Thomas Seiler, Chief Executive Officer of u-blox, commented: "As a leading global technology provider in the GPS market, u-blox is in an excellent position to take advantage of the exceedingly strong market growth for GPS chipsets and GPS modules that is expected in the coming years. The IPO will enable us to pursue our growth strategy and at the same time, it will allow a larger circle of investors to participate in u-blox' success story."

Credit Suisse is acting as Global Coordinator and Sole Bookrunner. Members of the bank syndicate include Zürcher Kantonalbank as Co-Lead Manager and Helvea SA as Selling Agent.

A press conference for journalists and newswires will be held (in German) **today, Tuesday, October 16, 2007.**

**10:00 a.m. PRESS CONFERENCE**  
**ConventionPoint**  
**SWX Swiss Exchange**  
**Selnaustrasse 30**  
**CH – 8021 Zürich**

**Speakers:**

Thomas Seiler	Chief Executive Officer
Jean-Pierre Wyss	Co-founder and Chief Financial Officer

**The IPO details at a glance**

<b>Price range</b>	CHF 42 to CHF 54
<b>Base offering</b>	Up to 2,657,981 registered shares (excl. greenshoe) Of these, 1,250,000 shares are newly issued registered shares and 1,407,981 registered shares are sold by existing (pre-IPO) shareholders
<b>Over-allotment option (greenshoe)</b>	Up to 15% of base offering
<b>Free float</b>	Approx. 42.6% (excl. greenshoe) Approx. 49.0% (post fully exercised greenshoe)
<b>Lock-up period</b>	180 days for the company 180 days for principal selling shareholders as well as others under the lock-up clause 365 days for members of management and board of directors
<b>Bookbuilding period</b>	Start on October 16, 2007 Expected to end on October 25, 2007 (12.00 noon CET)
<b>Announcement of issue price</b>	Planned for October 26, 2007, before start of trading
<b>First trading day</b>	Expected on October 26, 2007
<b>Payment and delivery of shares</b>	Expected on October 31, 2007
<b>Swiss Security Number (Valorenummer)</b>	3336167
<b>ISIN Number</b>	CH0033361673
<b>SWX Ticker Symbol</b>	UBXN
<b>Syndicate</b>	Credit Suisse (Global Coordinator and Sole Bookrunner) Zürcher Kantonalbank (Co-Lead Manager) Helvea SA (Selling Agent)

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**About u-blox Holding AG**

[www.u-blox.com](http://www.u-blox.com)

u-blox develops leading positioning technology, products and services based on Global Navigation Satellite Systems (GNSS), including GPS and GALILEO, for the automotive and mobile terminal communications markets as well as for high precision infrastructure applications.

u-blox was founded in 1997 by a former research team from the Swiss Federal Institute of Technology (ETH). Since its incorporation, u-blox has evolved from a small engineering company to a global provider of integrated positioning solutions. The company's main operations are based in Thalwil in the Canton of Zurich in Switzerland, where its research and development, European sales and administrative functions are located.

Furthermore, u-blox has subsidiaries dedicated to sales and customer services in the USA, Singapore and Hong Kong and additional representative offices in China, Taiwan, Korea and Japan.

In fiscal year 2006, u-blox generated sales of CHF 54.4 million and a net profit of CHF 7.4 million. For the six months ended June 30, 2007 the company recorded sales of CHF 39.4 million, representing a growth rate of 69% compared to the same period last year. As of June 30, 2007 u-blox had 69 employees, of which 48 are located in Switzerland.

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**Switzerland**

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**United Kingdom**

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