

Patrik Lindeberg is appointed as new CEO of Crunchfish Proximity AB

Crunchfish AB ("Crunchfish") today announces that Patrik Lindeberg is appointed as new CEO of the subsidiary Crunchfish Proximity AB. Patrik Lindeberg is currently also working as Vice President Global Sales of Crunchfish. Joachim Samuelsson, who previously held the position as CEO of Crunchfish Proximity AB as well as the company group, will now be able to devote all of his time to his role as group CEO. Patrik Lindeberg assumes his new position with immediate effect.

"This reorganisation is another step in our process to make our organisation as streamlined, clear and purposeful as possible. Patrik already has a large operational responsibility in Crunchfish Proximity AB and therefore it's a natural step that he assumes the role as CEO for this subsidiary, which will give him a greater mandate in his daily work to lead and develop the business. In addition, it will give me more time to focus on the overall strategic work in leading Crunchfish as group CEO, not least in our ground-breaking work with Digital Cash. I wish Patrik good luck in his new role!", says **Joachim Samuelsson, CEO of Crunchfish.**



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This information is information that Crunchfish AB is obliged to publish in accordance to the EU Market Abuse Regulation. The information was provided by the contact person above for publication on December 17, 2020.

About Crunchfish – crunchfish.com

Crunchfish is a tech company with patent-pending solutions for digital cash that can be integrated with both the payment rail and in mobile wallets. The solutions are globally scalable and makes digital payments more robust as the risks of disruptions and downtime are eliminated. We have also developed Blippit, an app terminal that connects to cash register systems for both online and offline payments and have a patent-pending solution to reduce food waste. Crunchfish also develops gesture control of smart AR glasses for the consumer market. Crunchfish is listed on Nasdaq First North Growth Market since 2016, with headquarters in Malmö, Sweden and with representation in India.