

Press release  
2020-06-08

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## Open webinar about accelerating the mobile payment spaces in India and Sweden

On June 17<sup>th</sup>, Crunchfish AB and Business Sweden will host an open webinar, titled “*Accelerating the mobile payment space – an Indo-Swedish knowledge transfer*”. Sweden and India both offer valuable lessons from their mobile payment journeys. This webinar aims to showcase a glimpse of this potential opportunity for knowledge transfer with best examples from Sweden and India in the mobile payment space. The webinar will be moderated by Joachim Samuelsson, CEO at Crunchfish, who will be joined by five senior executives from the Indian and Swedish mobile payment markets.

### More information about the webinar:

- Panelists: Praveena Rai, COO at NPCI, Upasana Taku, Co-founder of MobiKwik, Joseph Hajj, CSO at Swish, Paul Cronholm, CTO at Crunchfish and Rahul Misra, SPM at Business Sweden.
- Date and time: June 17<sup>th</sup>, 12:30 CET / 16:00 IST
- Link to registration:  
[https://us02web.zoom.us/webinar/register/2315911750924/WN\\_nHoGeK57QQqG2Aqe1e260A](https://us02web.zoom.us/webinar/register/2315911750924/WN_nHoGeK57QQqG2Aqe1e260A)

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### About Crunchfish – Crunchfish.com

Crunchfish develops and markets interaction solution for mobile payment in a physical environment. Crunchfish’s proximity-based technology connects a customer’s mobile phone to a payment service in a Point of Sales terminal at a merchant, and even has a patent-pending innovation for payments when both the customer and merchant are completely without connection to the payment service. The solutions are marketed to payment apps, cash register providers and merchants in Sweden and India, as well as to multinational companies.

The company also develops interaction solution based on gesture control and has integrated that technology into millions of smartphones currently on the market. Today, development of the gesture control technology is focused on smart, AR glasses.

Crunchfish has its headquarters in Malmö, Sweden. The company also has offices in Stockholm and representation in India. The company drives its businesses through two subsidiaries, Crunchfish Proximity for proximity-based interaction for mobile payments, and Crunchfish Gesture Interaction for gesture control for smart, AR glasses. Crunchfish was founded in 2010 and has 23 employees.