Press release
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Linda Kronby appointed as new CEO of Blippit AB

Crunchfish AB ("Crunchfish") today announces that Linda Kronby is appointed as new CEO of Blippit AB ("Blippit"). Linda Kronby was originally hired by Crunchfish in March 2020 as Senior Business Developer. Linda has more than 15 years of experience of business development within the retail sector from both Nielsen and GS1 Sweden. Linda succeeds Joachim Samuelsson as CEO, who will now instead be able to dedicate all of his time to his role as group CEO of Crunchfish. Linda assumes her new role effective immediately and will divide her time between Blippit and Crunchfish, where she continues to be responsible for the commercialization within Food Waste. Crunchfish owns Blippit through its subsidiary Crunchfish Proximity AB, in equal parts with ClearOn AB.

"Linda is already responsible for the commercial launch in Blippit AB together with Patrik Lindeberg, who was recently appointed as CEO of Crunchfish Proximity AB. She has many years of valuable experience from the retail sector, most recently as Chief Change Officer at GS1 Sweden. Blippit's Board of Directors now give her a stronger mandate to lead and develop the business as CEO of Blippit. I have now handed over the operational CEO positions in all of our subsidiaries and associated companies, which enables me to lead Crunchfish as group CEO", **says Joachim Samuelsson, group CEO of Crunchfish.**

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About Crunchfish – crunchfish.com
Crunchfish is a tech company with a patent-pending solution for digital offline payments that can be integrated both with the payment rail or in a mobile wallet. The offline solution is 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 a cash register system for both online and offline payments. Crunchfish also develops gesture control of smart AR glasses for the consumer market. Crunchfish has been listed on Nasdaq First North Growth Market since 2016 with headquarters in Malmö, Sweden and with representation in India.