

Crunchfish hires payment expert Magnus Lageson

Crunchfish AB ("Crunchfish") today announces that the company has hired payment expert Magnus Lageson. Magnus Lageson has extensive experience from the payment industry and most recently comes from GetSwish AB, the company behind the payment service Swish, where he has worked for many years as Lead Product, Innovation & Partner Manager and played a central role in the development of the service and its success. At Crunchfish, Magnus Lageson will be Chief Product Officer in Crunchfish Digital Cash AB and work with the company's technical development and commercial rollout.

Magnus Lageson will be the new Chief Product Officer for the company's operations within Digital Cash. Magnus has more than 20 years of experience from the payment industry and started his career with mobile payments at Ericsson already in the late 1990s. He then went on to work at Bankgirocentralen with real-time settlement systems, then at Nordea with their requirements to build a common payment platform for Nordea but also within a product area around mobile payment. Magnus has since worked as a consultant with many different types of projects, ranging from the replacement of core banking systems to the introduction of GooglePay, SamsungPay and GarminPay as well as strategy assignments around PSD2.

For the past five years, Magnus has been Lead Product, Innovation & Partner Manager at Swish and in this role, he has represented Swish in close dialogue with many different partners and various international collaborations in the ecosystem around the service. In recent years, Magnus has also been deeply involved in the implementation of the new infrastructure for real-time settlement of account-to-account transactions, which will be introduced in Sweden and provided by the Swedish Central Bank.

"We're extremely happy that Magnus Lageson is coming to Crunchfish. Magnus is one of Sweden's sharpest minds within payment solutions and he has played a crucial role in the development of Swish to their incredible success. With his extensive experience and large network of contacts, Magnus will be a very strong addition to the Crunchfish team in our roll-out of our solutions for Digital Cash", says Joachim Samuelsson, Crunchfish CEO.

Crunchfish's solutions for Digital Cash will be a crucial component in the digitalization of the world's payment systems and I am very much looking forward to being part of this journey. I live by the motto that it is more important to move forward than to stand still and I look forward to the chance to work according to the 'KBK' principle, which I know is highly valued at Crunchfish", says Magnus Lageson.

Magnus Lageson was interviewed in Crunchfish's second interview season "Cash goes digital – a payment pandemic" [on the theme Real-Time Pirate](#).

For more information, please contact:



Joachim Samuelsson, CEO of Crunchfish
+46 708 46 47 88
joachim.samuelsson@crunchfish.com

Ulf Rogius Svensson, IR & Marketing Manager
+46 733 26 81 05
ulf.rogius.svensson@crunchfish.com

Västra Hamnen Corporate Finance AB is the Certified Adviser. Email: ca@vhcorp.se. Telephone +46 40 200 250.

About Crunchfish – crunchfish.com/digitalcash

Crunchfish is a technical pioneer within digital payments with its ground-breaking Digital Cash Wallet using a two-step payment process, first clearing offline followed by online settlement, which makes digital payments robust and independent from the net. Crunchfish Digital Cash Wallet is extremely flexible and may be used with all types of payment services. It is interoperable cross-service/schemes and cross-borders/currencies. It truly delivers the properties of cash, such as instant clearing, offline payments and preserving the payer's integrity, without requiring any changes to the central or commercial banking infrastructure. This enables CBDC to be rolled out fast in any country.

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.