

Crunchfish hires Anna Bostam as Chief Marketing Officer

Crunchfish AB ("Crunchfish") today announces that the company has hired Anna Bostam as its new Chief Marketing Officer. It is extremely important that the company's technical know-how and communication go hand in hand, and we are now further strengthening our marketing ability. Anna has a solid background within marketing, most recently as CEO of marketing agency The Fanclub and as agency director of communication agency Creuna in Malmö.

With a background in IT and digital marketing, and a solid background as marketing manager and agency director, Anna has brand building and communication skills that reaches through the noise in today's digital landscape. As the leader of one of Sweden's most successful brand and communication agencies, Anna has worked with customers and brands in both B2B, B2C and the public sector.

"For a long time, we have built a strong technical know-how in Crunchfish and made fantastic progress in the development of our technology. It is extremely important that the company's technical know-how and communication go hand in hand, and we are now further strengthening our marketing ability. Therefore, we are very happy to welcome Anna Bostam as our new CMO. Anna is incredibly creative, has a strong communicative ability and has a razor-sharp business sense, qualities that will be very valuable now that we accelerate and go global", says Joachim Samuelsson, CEO of Crunchfish.

"I am passionate about building strong and genuine brands that not only make occasional communication efforts but that dare to challenge and build from the ground up. I believe in the combination of 'madness and brilliance', and Crunchfish challenges and dares to stand out from the crowd, but they also have an enormous know-how and substance in the company. That's cool for real, and I look forward to taking over the world together with this competent bunch of people", says Anna Bostam.



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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.