

Cleantech Invest signs World Champion skier Matti Heikkinen as its first Brand Ambassador

Cleantech Invest has entered into a co-operation with Finnish cross country skier Matti Heikkinen. This is the first "Brand Ambassador" partnership between Cleantech Invest and a professional athlete. The agreement is for 2 years and includes an option to extend an additional two years.

Matti Heikkinen is one of the worlds best male cross country skier's during last years. He has a world championship gold on 15 km, 3 other world championship medals and last season he was over-all 5thon Tour de Ski and 3rdon World Cup Distance. His main target this season is the Winter Olympics in South Korea coming February.

"Matti Heikkinen is one of the greatest cross country skiers in the world but more importantly, it is hard to find an athlete who's attitude would better reflect the spirit of our company" says Lassi Noponen, Chairman of Cleantech Invest. "Just like cross country skiing, the fight against climate change is long and arduous. We are both fighting an uphill battle every now and then, just like Matti is known for his ability to leave everything on the track we at Cleantech Invest guarantee that we will leave everything on the field trying to maximize our positive environmental impact."

Matti Heikkinen comments: *"I'm a long time happy shareholder of Cleantech Invest and extremely happy to partner with such a unique company with positive environmental impact and growth prospects. Cleantech Invest combines two of my interests, investing and environmental issues. I also like to combine the extreme with the rational, and find investing in Cleantech Invest extremely rational. Cleantech Invest's purpose is to improve the earth's ecosystems through building businesses that solve global environmental challenges. I face the negative consequences of climate change every day and I'm excited to represent a company I truly believe in."*

Signing Matti Heikkinen as a Brand Ambassador comes in anticipation to Cleantech Invests efforts in increasing its reach and positioning itself on a global scale. A comprehensive strategy update will be made on November 29th and launch at The Sexy Truth event in Helsinki. Tickets can be reserved from <https://www.eventbrite.com/e/the-sexy-truth-impact-tickets-38731868060>

"Matti Heikkinen is a smart and successful athlete with our kind of mindset. He fights through adversity and genuinely cares about nature. Cross-country skiing is a Nordic stronghold and a sport that depends on us curbing climate change. Matti is headed to the top of his game, and so are we. Together we'll make worthy partners as we draw more attention to fighting environmental challenges as well as to cross country skiing" says Alexander Lidgren, CEO of Cleantech Invest. "At this point we can not say more than that we are increasingly looking to emphasize the positive environmental impact of our companies as well as to capture more of the business upside that we are generating. We see one as a prerequisite for the other. We really look forward to the announcing the details on 29th of November at the Sexy Truth..."

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Cleantech Invest in brief

Cleantech Invest is the largest cleantech accelerator in the Nordic region, boasting several fast growing and high impact companies that solve global challenges. The portfolio companies are active in energy- and resource efficiency as well as decentralized renewable energy and are based in Finland, Sweden and Germany. The company management consists of company builders and investors who have been active within the cleantech space for over a decade. The company is listed on First North Finland under the ticker CLEAN and on First North Stockholm under the ticker CLEANT A.

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