



## **New key player to MIPS**

### **MIPS has strengthened its organization with new Head of Marketing**

Josefin Löwgren is the new Head of Marketing at MIPS. Josefin is also a member of the Executive Management team of MIPS. Josefin has a vast experience in international sports and consumer business. For the last 12 years, Josefine has worked at the Swedish helmets and protection company POC.

“I’m very pleased to have joined the MIPS team and MIPS, which is a company with products that make a difference. Through my experience of brand building I feel that there is a great opportunity to take the MIPS brand communication to the next level”, says Josefin Löwgren.

“We are very pleased to have been able to recruit Josefine who for many years has been a key player in the helmet industry. Besides Josefine we have also tied Greg Shapleigh, the former General Manager of Sport Protection at Vista Outdoor, to MIPS. Greg will spend a day a week to MIPS. Josefine and Greg will both be key going forward in further strengthening the MIPS brand.”, says Johan Thiel, President & CEO.

### **For additional information**

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### **About MIPS**

MIPS is specialized in helmet-based security and protection of the brain and is the world leader in this field. Based on an ingredient brand model, MIPS Brain Protection System (BPS) is sold to the global helmet industry. The solution, which is patented in all relevant markets, is based on some 20 years of research and development together with the Royal Institute of Technology and Karolinska Institutet in Stockholm, Sweden.

The Company’s headquarter with 23 employees in research and development, sales and administration is in Stockholm, where its test facility is also located. Production takes place at sub-contractor facilities. Net sales amounted to 98 MSEK RTM ending March 2017 and adjusted EBIT to 30 %. The MIPS share is listed on Nasdaq Stockholm. For more information, visit [www.mipscorp.com](http://www.mipscorp.com)