



PRESS RELEASE

## **Anders Holmgren engaged as COO for Bayn Europe AB (publ)**

Stockholm, 19 January, 2015 – **Anders Holmgren is per 150119 engaged as COO for Bayn Europe AB. Holmgren has a background in the financial sector where he held senior positions in which he successfully increased growth and profitability.**

"I have followed Bayn from the beginning and feel very involved in their purpose – to create value for humans by reducing sugar in a natural way," says Anders Holmgren. "Clarifying goals and creating a commitment to deliver on these, in order to increase sales and profitability, is what I can best contribute."



Holmgren's last assignment was as CEO of Societe General Equipment Finance/SE. Previously, he held senior positions at Skandia Banken AB and SEB.

### **For more information please contact**

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### **About Bayn Europe AB**

Bayn Europe AB is a Stockholm based innovative company specialized in natural and healthier sweetening systems based on Stevia. Bayn's products are sold on the European market under the brand name EUREBA®. Bayn works intensively with natural bulk ingredients in their Stevia applications to optimize the taste, texture and cost-in-use for the benefit of human health and environment. Bayn focuses on scientific research and works according to stringent ethical and quality programs. Bayn is listed at Nasdaq Stockholm, First North, under the short name BAYN. For more information see [www.bayn.se](http://www.bayn.se)

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