



**MR GREEN & Co.**

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## **PRESS RELEASE**

### **Mr Green strengthens its technology organisation with Mattias Wedar**

**Mattias Wedar has been appointed CEO of Mr Green & Technology AB and member of the Group management team.**

Mattias Wedar has a long-standing, extensive experience from the digital industry in different senior managerial roles. He has previously also served as a management consultant.

Wedar most recently came from Eniro where he has held different senior management positions, including the role as member of the Group management team. Mattias Wedar has held the positions as CIO, CEO for Sweden and Finland as well as Denmark and Senior Vice President Products and Marketing. Previous positions also include the roles as manager and key account manager at Accenture.

“We are very happy that Mattias Wedar joins Mr Green”, says Per Norman, CEO of Mr Green & Co AB. “He has a solid background in the digital industry and a thorough experience from technology development as well as marketing and products. Mattias Wedar will be key in our further implementation of the business strategy Mr Green 2.0 and the continuous development of our technology platform which we launched last year. Our strategy encompasses a clear plan to develop an even stronger customer experience, based on digital technology and our customers’ individual preferences.”

Mattias Wedar will take on the position in September. He succeeds Stefan Gustafsson who was appointed acting CEO of Mr Green & Co Technology AB in December 2016.

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*Mr Green is a leading online gaming company with operations in twelve countries. The business concept is to offer entertainment and a first-class gaming experience in a responsible environment. The business was founded in 2007 and has developed into a well-established online gaming company with a broad customer offer and a strong globally viable brand. In 2016, Mr Green generated sales of SEK 924.5 million and the company has over 200 employees. The headquarters and technical development are based in Stockholm, and operations in Malta. Mr Green has gaming licenses in Malta, UK, Italy, casino license in Denmark and Sportsbook license in Ireland. The company is listed on Nasdaq Stockholm's main market. Read more at [www.mrg.se](http://www.mrg.se).*