



Press release

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SSM strengthens its business development team with two new employees

SSM Holding AB (publ), the leading property developer in the Stockholm region within affordable homes, is strengthening its business development team by adding two experienced business developers: Martina Bergh from NAI Svefa and Sofia Bredberg from HSB Bostad. Both will start at SSM in September 2017.

SSM is the leading residential developer in Greater Stockholm within the niche for affordable housing in urban areas that targets people living in one and two-person households. Population growth and the demographics in Greater Stockholm demonstrate that there is a continuing and genuine need for affordable cooperative apartments, rental apartments and student housing to satisfy this market.

SSM's project portfolio, which focuses entirely on these households, is located in areas close to the city with good public transport. Today, it consists of approximately 6,200 building rights of which 1,415 are in production and have a sales rate of 95.5 percent. SSM is now continuing to further fortify its acquisition capacity by recruiting Martina Bergh and Sofia Bredberg.

Martina Bergh, who holds a Master of Science from the Royal Institute of Technology (KTH) in Stockholm, has solid and broad experience from both the housing industry and work within municipalities. Most recently, she was a property developer at NAI Svefa in Stockholm. She has also worked as a project leader at the Municipality of Danderyd and for NCC Boende.

Sofia Bredberg also has a Master of Science from the Royal Institute of Technology (KTH) in Stockholm and she has vast experience from the real estate sector. Most recently, she was a project manager at HSB Bostad. Prior to this, she has worked at Akademiska Hus, DTZ and Vasakronan, among others.

- Today, SSM has a strong portfolio of building rights, well positioned outside of the city and close to good public transport. There's a genuine need for affordable housing in the Greater Stockholm area and by complementing our business development team with two experienced professionals, we are continuing to realize our growth objectives, says Mattias Roos, President & CEO of SSM.

Both Martina and Sofia will start at SSM during September 2017.

For more information, please contact:

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About SSM Holding AB (publ)

SSM produces functionally smart and affordable homes with attractive common areas, close to public transport and the city center for the company's target group — the urbanites of tomorrow. The company envisions a housing market that is accessible to as many people as possible and aspires to produce 60 percent cooperative apartments, 30 percent rental units and 10 percent student housing. SSM is the leading property developer in its niche within the Greater Stockholm area and in September 2017, the company had approximately 6,200 building permits in its portfolio. SSM was listed on Nasdaq Stockholm (Mid-cap) April 6, 2017 www.ssmlivinggroup.se