



## Press Release

17 July 2020

# Net Gaming Europe AB changes name to Acroud AB

**The name change is part of the extensive change work initiated when Robert Andersson took over as CEO, which involves an intensified focus on organic growth and entrepreneurship.**

In connection with the name change, the Company is also changing its Nasdaq ticker symbol to "ACROUD" from 17 July and launching a "manifesto" that will be ingrained in the operations and the Company's future growth journey. This is Acroud's manifesto:

*"We are a challenger on a quest.  
We are adapting and we are here to disrupt and claim what hasn't been claimed.*

*We are here for the challenge, for the joy, for the pride of giving people guidance in their everyday life and supporting brands building their crowds.*

*We are here for the challenge because that's our motto on how to enable synergies between people and brands.*

*We are here for the joy because that's our motto on how to attract and nurture existing and future talent.*

*We are here for the pride because that's our motto on how to build confidence and long-lasting relationships.*

*We are a challenger on a quest, and our journey has just begun.  
We are Acroud. Join the ride!"*

CEO Robert Andersson comments on the name change and the coming growth journey: "I am proud to work with so many talented employees as we now take a real step towards creating strong growth in an international and highly expansive industry."

Robert Andersson, President and CEO

All employees can now be reached by email "[@acroud.com](mailto:@acroud.com)" and the Company's new domain is [www.acroud.com](http://www.acroud.com).



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**About ACROUD AB**

ACROUD owns, operates and develops high-quality comparison sites, mainly in iGaming affiliation, for the purpose of helping our partners by channelling high-quality users to the Company's customers – primarily iGaming operators. Through the sites, ACROUD generates high-quality users, primarily to global iGaming operators. The Company, which was founded in 2003, has just over 70 employees and is headquartered in Malta. The share (ACROUD) is listed on Nasdaq First North Growth Market. Certified Adviser: FNCA Sweden AB, [info@fnca.se](mailto:info@fnca.se), +46 8 528 00 399