

Press release
Lund 7 February 2020

OptiFreeze starts new business for the forest industry.

OptiFreeze has today signed an agreement with BCC, a leading company in the forest industry. The companies will together investigate the possibility to apply the OptiFreeze technology on forest plants.

As a part of our business development we have analyzed the market for possible new areas in using our technology. We have found that parts of the forest industry are using cuttings for propagation. We already know that our technology works on cuttings and we see this as an interesting business opportunity. Approximately 8 billion cuttings are produced yearly, and a problem is weak survival for some species. A possible solution to this could be treatment with the OptiFreeze technology.

BCC is a company that focuses on delivery of technical solutions for growing in the forest industry worldwide. The head office is in Landskrona Sweden, but they have offices and partnerships in more than 30 countries. The strength of BCC is to deliver solutions with high customization to customers globally. This has made the company world leader in its niche.

The companies will now start trials to find out the potential within forestry cuttings and the trials will initially be done in South Africa on eucalyptus.

"We are very happy to this agreement with BCC. BCC is very strong in the forest business and we are looking forward to a successful co-operation. Our technology can be applied to many different areas and it will be exciting to see what this area will bring." says Ulf Hagman, CEO OptiFreeze.

"To be able to co-operate with a company with a unique technology like OptiFreeze is exciting and developing for us. We have a very strong position in our market, and we believe it will be even stronger with OptiFreeze. We are really looking forward to the results of our tests" says Torsten Karlsson, CEO BCC AB.

OptiFreeze AB has a patented technology that preserves the taste, shape and texture of vegetables, fruits and berries throughout the freezing and thawing process. OptiFreeze has furthermore developed methods that can improve the shelf life of vegetables, fresh cut fruits, flower cuttings, cut flowers and other plants. The same technology can be used to dry fruits, vegetables, herbs and spices aiming to reduce the drying time while preserving the fresh-like taste, smell and colour. The technology opens new business opportunities for food and plant propagation industry all around the world. OptiFreeze is the result of a long period of research at the Institute of Food Technology at the University of Lund. The company is situated in Lund, Sweden and is listed at the Spotlight Stock Market

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