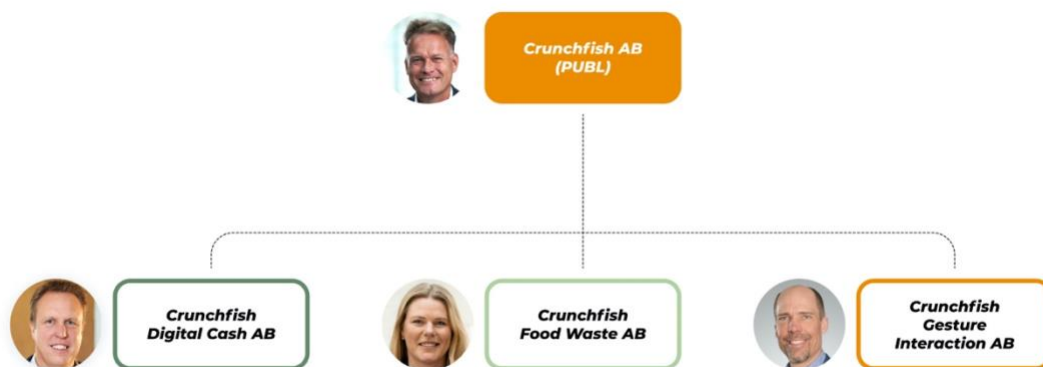


New company group structure in Crunchfish

Crunchfish AB ("Crunchfish") today announces that the company has started a restructuring of the company group structure, with the purpose to clarify the different business areas and put these in relevant subsidiaries. With the new company group structure, Crunchfish's different business areas will be operated in separate wholly owned subsidiaries, each of which can report its own revenues and expenses. The new company group structure will not have any direct financial impact on Crunchfish, but only aims to create a further increase in clarity and transparency.



Crunchfish Proximity AB is undergoing a name change to Crunchfish Digital Cash AB with Patrik Lindeberg as CEO. The closely related solution areas [Digital Cash](#), [Blippit](#) and [Nearby](#) are part of this company. Crunchfish starts a new subsidiary, Crunchfish Food Waste AB with a focus on [Food Waste](#) in which Linda Kronby will be the new CEO. Linda will also continue as CEO of Blippit AB, which Crunchfish Digital Cash AB owns together with ClearOn AB in equal parts. The third subsidiary is Crunchfish Gesture Interaction AB, where Joakim Nydemark is still CEO.

"Our new group structure clarifies our three main solution areas and provides the market with transparent information as wholly owned subsidiaries with their own accounts", says Joachim Samuelsson, Crunchfish's Group CEO.

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About Crunchfish – [crunchfish.com](https://www.crunchfish.com)

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Crunchfish is a tech company with a patent-pending solution for digital offline payments that can be integrated both with the payment rail or in a mobile wallet. The offline solution is globally scalable and makes digital payments more robust as the risks of disruptions and downtime are eliminated. We have also developed Blippit, an app terminal that connects to a cash register system for both online and offline payments. Crunchfish also develops gesture control of smart AR glasses for the consumer market. Crunchfish has been listed on Nasdaq First North Growth Market since 2016 with headquarters in Malmö, Sweden and with representation in India.