

InCoax Networks AB implements changes in the management team

InCoax Networks AB today announces that Helge Tianinen has been appointed as new Head of Product Management, Marketing & Sales and that Emil Bendroth has been appointed as new CFO. The changes are effective immediately.

Helge Tiainen has several decades of experience within IT and Telecoms, with a background from Nokia as VP Multimedia, CEO at Multi Q, COO at Clavister and a number of business development roles in SME companies, such as InCoax. Helge Tiainen holds the Chair of the MoCA Access Working Group and is a board member of the Broadband Forum, which with more than 160 of the world's leading Telecom companies is engaged in standardization of the next generation fixed broadband. Helge Tiainen has connections to Tier 1 operators such as Deutsche Telekom, Telstra, Verizon and BT, and has also good industry contacts with Ericsson, Nokia, Juniper, Huawei, Maxlinear and Intel.

"I am happy and very motivated to take on the role as Head of Product Management, Marketing & Sales. We have great business opportunities both short- and mid-term and I have a clear idea on how InCoax can capitalize on these. Furthermore, I am very pleased that Kevin Foster will join the company board of directors and take an active role in supporting us in addressing Tier 1 operators. Kevin and I have been working together really well for the last couple of years in the Broadband Forum. I am certain that he will be able to open many doors for us to create substantial value creation," said Helge Tiainen, Head of Product Management, Marketing & Sales, InCoax.

"I have worked very well with Helge over the past one and a half years. I put great trust in that Helge will further drive the transformation of InCoax's offering towards a system- and SW-solution oriented design and value chain partner to top Tier operators. We will work very closely, as partners, with our customers in the design phase as well as in the deliveries of products and solutions phase, to support our customers' roll-out in their networks and to their customers. Helge will also be responsible for driving short term sales of In:xtnd to ISPs, small operators and the hospitality market," said Jörgen Ekengren, CEO, InCoax.

Emil Bendroth has over 20 years of solid experience in accounting, budgeting, business controlling, reporting, regulatory items and driving change projects in SME companies. In several companies Emil has held the position as the CFO, with strong ties to business activities and Investor Relations. The list of companies that Emil has worked for includes Prisjakt, ProstaLund (publ.), ArjoHuntleigh (part of Getinge), Lekolar, Biomain and Doro (publ.).

"I look forward to taking on the tasks, that come with the CFO role at InCoax, with a lot of energy. In addition to traditional CFO work and responsibilities that come with being a listed company, I intend to engage strongly in business controlling, especially regarding the development and sales activities. I intend to keep a firm cost control of the activities needed for efficient execution," said Emil Bendroth, CFO, InCoax.

"I have seen Emil in action before and I like what I see. He has the right experience and drive for the transformation that lies ahead of us. He will be important for me to execute on what I and the board of InCoax see as the most value creating strategy and decisions going forward," said Jörgen Ekengren, CEO, InCoax.

**REGULATORY
PRESS RELEASE**

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The previous Chief Marketing Officer and Sales Manager Håkan Rusk and the previous CFO Marie Svensson will continue to be available for InCoax during their respective notice period of six months. We want to thank both Håkan and Marie for their efforts and good contributions to preparing the company for coming business growth.

For more information:

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About In:xtnd

In:xtnd is **EASY** to install as it uses the existing coax cable infrastructure for fiber access extension. Its plug-in Access modems allows for tenant's self installment. It may be rolled out in stages and ensures minimal operational disturbances. In:xtnd is **FAST**, allowing 2.5 Gbps data traffic on each channel, almost as fast upstream as downstream (symmetrical). Using existing cable infrastructure makes in:xtnd the **SMART** and environmentally friendly choice. Fast and easy deployment allows for higher subscriber uptake with short time to revenue.

About InCoax Networks AB

InCoax Networks AB (publ) is innovating the future of broadband access. In:xtnd™ provides the next-generation smart and sustainable networking solutions to the world's leading telecom and broadband service providers. For additional information about how we are saving the world from complicated, visit www.incoax.com. Augment Partners AB, tel. +46 8-505 651 72 info@augment.se, is acting as the company's Certified Adviser.