



Press release

For immediate release

PowerCell Sweden appoints new Marketing and Sales Director within the company

[Gothenburg, Sweden, February 23, 2015.] **The newly listed fuel cell company [PowerCell Sweden AB \(publ\)](#) has appointed Andreas Bodén, former Director Engineering at PowerCell Sweden, to new Marketing and Sales Director. Andreas Bodén has worked for the company since 2009 and possesses a thorough knowledge and experience of both the products and the international fuel cell market.**

Andreas Bodén has since 2009 been responsible for product development in PowerCell Sweden and is already in the company's management team. In his work as Director of Development Andreas has worked with several marketing and sales tasks, which makes the step to become the new marketing and sales manager natural.

"I have always felt a great interest in customers and their needs, and what we can offer them. It feels like a natural and developmental step for me to now be fully responsible for this area. After many years of development PowerCell are now in the early commercialization phase, and I see great potential in how we can develop our marketing and sales efforts further to meet the market needs of our unique fuel cell technology and fuel cell systems", said Andreas Bodén, new Marketing and Sales Director at PowerCell Sweden.

Andreas has an extensive international experience within the fuel cell market. He holds a Master in Chemical Engineering and a doctor's degree in Chemical Engineering within fuel cells and has many years of experience in research and development of fuel cells and fuel cell systems. Andreas has previously worked with fuel cells at Volvo Technology and is also a board member of Hydrogen Sweden.

Magnus Henell, CEO of PowerCell Sweden, said: "We are delighted that Andreas now assume the new role as Marketing and Sales Director. Andreas brings his long experience and specific knowledge to contribute much to our commercialization efforts, our continued market growth and by developing our marketing and sales further. We are as a company in an exciting phase and we are very positive about the future".

Per Ekdunge, EVP and CTO of PowerCell Sweden will resume Andreas previous duties as Director Engineering.

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About PowerCell Sweden AB (publ)

PowerCell Sweden AB (publ) is the Nordic leading fuel cell company with a unique and patented technology for generating electricity from fuel cells in an efficient and environmentally friendly way. PowerCell develops and distributes advanced fuel cell systems for the transport industry and the telecommunication industry.



PowerCell has developed fuel cell technology for more than a decade, and has perfected a unique design that enables the production of a lightweight, versatile and reliable power source for automotive, transport and stationary applications.

By combining their fuel cell- and reformer technology PowerCell has developed a fuel cell system that converts diesel fuel to electricity in an energy efficient and environmentally friendly manner, with minimal emissions and quiet operation. The fuel cell system is initially adapted to supply electric power to the telecom industry.

PowerCell is a spinout from the Volvo Group with the objective to develop and produce environmentally friendly power systems based on a unique fuel cell and reformer technology that matches existing fuel infrastructures. PowerCell is based in Gothenburg, Sweden. PowerCell Sweden AB is listed on First North at Nasdaq Stockholm. Among the biggest owners are Volvo Group Venture Capital, Fouriertransform, Midroc New Technologies and Finindus. For further information, please visit: www.powercell.se