



## Calmark hires Camilla Arneving as Marketing Director

Calmark Sweden AB has recruited Camilla Arneving for the role as Marketing Director, a position that she has held on an interim basis for almost two years. Camilla is part of Calmark's management team and is responsible for communication and marketing to distributors, health care and other stakeholders.

Camilla Arneving has more than 25 years of experience from leading positions in marketing, communication and branding. For the last three years, she has been running her own consultancy company, Marknadsmotivation Sverige AB, where she has pursued assignments as marketing consultant and interim manager. Prior to founding Marknadsmotivation, Camilla served as Head of Marketing at Teleopti AB, Communication Manager at Projectplace International AB and Marketing & Online Manager at KILROY travels AB.

During her time at Calmark, Camilla's responsibilities have included marketing and communication through press releases, web and social media as well as the production of material aimed at investors, such as information memorandum and annual reports. Greater emphasis will now be placed on the cultivation of presumptive distributors through cost-efficient digital channels.

*"I really do want to accompany Calmark on its momentous journey," says Camilla Arneving. "Now, when the company is expanding and moving into an active phase, marketing-wise, the role needs to grow as well; my desire is to rise to this challenge and put Calmark on the international map of MedTech. Truth be told, my heart and mind are already committed to being a Calmarker!"*

*"I am delighted that Camilla takes up employment at Calmark," says Anna Söderlund, CEO of Calmark. "We have worked together for two years, and Camilla has been a highly valuable resource in Calmark's progress to date; her B2B marketing and brand building experience will prove essential now that we step up the pace."*

Camilla Arneving is a shareholder in Calmark Sweden AB, holding 13,000 B shares and subscription warrants corresponding to 5,000 additional B shares. She will take up position on 10 August.

*Every care has been taken in the translation of this document. In the event of discrepancies, the Swedish original will supersede the English translation.*

### For more information about Calmark Sweden AB, please contact:

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**Calmark Sweden AB** is a medical technology company developing a point-of-care (POC) analysis method with easier and faster diagnostics of medical conditions in newborns. The unique test platform consists of a reader and single-use products. The first three tests are being launched in 2020. WHO expects 1.5 billion children to be born worldwide prior to 2030. In the Western world, the introduction of POC diagnostics is resulting in huge savings and shorter care chains. In less developed healthcare systems, the product will offer decision-making support, which is currently lacking, since the access to hospital laboratories often is limited. Calmark aims to become the global leader in POC diagnostics for newborns and, in the long term, to offer all relevant tests for the first period of life. The B share is listed on the Spotlight Stock Market and is traded under the CALMA B ticker. Read more at [www.calmark.se/eng/home](http://www.calmark.se/eng/home).