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DIGNITANA APPOINTS WILLIAM CRONIN AS NEW CEO

Lund, 22 November, 2017 - Dignitana AB, a world leader in medical scalp cooling technology and manufacturer of The DigniCap® Scalp Cooling System, announced today changes regarding the CEO of the parent company.

As part of a stronger commitment to the U.S. market, the Board of Directors of Dignitana AB has decided to appoint William Cronin as new CEO of the company. Cronin is currently CEO of the subsidiary Dignitana, Inc. He will take on his new role in the first quarter of 2018.

Present CEO Johan Ericsson will resign when William Cronin has taken over in the first quarter of 2018. After that, Ericsson will be transferred to the role of site manager for the remaining business in Lund until his employment contract ends on 31 May 2018.

Semmy Rulf, Chairman of Dignitana AB, comments:

"The shift of CEO is a natural development now that the company has begun a process of moving over most operational functions to the subsidiary Dignitana, Inc. in Dallas, Texas. Johan has done a great job in developing and improving the current DigniCap® system as well as laying the foundation for future product development and production. Furthermore, the Board is convinced that William Cronin is the right person to execute Dignitana's long term strategy in terms of successful growth."

About Dignitana AB (publ)

Dignitana is a Swedish public company based in Lund and manufacturer of the medical cooling device DigniCap®. Dignitana AB is listed on Nasdaq First North Stockholm and has appointed Erik Penser Bank as Certified Adviser. Headquartered in Dallas Texas, Dignitana, Inc. is the U.S. subsidiary of Dignitana AB. For more information visit www.dignitana.se

About The DigniCap® Scalp Cooling System

DigniCap® is a patented scalp cooling system that offers cancer patients the ability to keep their hair during chemotherapy. DigniCap® provides continuous cooling with high efficacy, safety and acceptable patient comfort. www.dignicap.com

This information is information that Dignitana AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, by the above contact, for publication at 12.45 (CEST), 22 November 2017.