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Dignitana, Inc. Appoints Three Board Members in U.S. And Names James McKinney President and Chief Operating Officer

Lund, Sweden – 9 March 2018 – [Dignitana AB](#), world leader in medical scalp cooling technology, today announced the appointment of Anette Cronström, Thomas Joyce and Thomas Kelly to the Board of Directors for Dignitana, Inc., which governs operations in the U.S. and met this week in Dallas, Texas

Also announced is the promotion of James McKinney who will now serve as President and Chief Operating Officer of Dignitana, Inc.. McKinney has been the company's Chief Operating Officer since November 2016.

"We are honored to bring these experienced leaders onto the Dignitana, Inc. Board here in the U.S.," said William Cronin, CEO of Dignitana AB. "Their proven strengths and long-standing expertise, especially in the finance of both domestic and international business, will be a tremendous asset to our continued growth and development. The addition of these accomplished professionals with the newly announced changes to the AB Board bring to Dignitana a global governance structure that will help this company move into its next and most important phase of growth"

"Jim McKinney's leadership and healthcare experience have brought enormous value to Dignitana since he joined us in 2016," Cronin adds. "As we continue to expand and introduce new innovations to the market we are enormously fortunate to have his operational insights and wisdom guiding our team."

"Dignitana, Inc. has seen exponential growth in the last two years," said James McKinney, President and COO of Dignitana, Inc. "The size and strength of our U.S. team continues to increase as we respond to the needs of our clinical partners, and we are excited to be moving forward with the addition of these accomplished business leaders to our Board."

Anette Cronström, Board Member

Born 1966

Since 2016 Anette Cronström has served as the Director of International Accounting for GameStop Inc., a Fortune 500 company containing specialty retail brands that make the most popular technologies affordable and simple. Previous positions held at GameStop Inc. include Director of Global Internal Audit and Compliance and Director of International Audit and Compliance. Prior to joining GameStop Inc., Ms. Cronström served as the Finance Director of GameStop Nordic and as the CFO of ProstaLund Operations AB. She is a graduate of the University of Lund's Business School, where studied Business Administration and Economics.

Thomas Joyce, Board Member

Born 1955

Thomas Joyce is a recognized leader in the financial services industry with experience in domestic and international markets, regulatory reform, trading, technology, and client service. Most recently, Mr. Joyce served as the Executive Chairman of Arxis Capital, a spinout of Bank of America. Prior to Arxis he was Chairman and Chief Executive Officer of Knight Capital Group, from which he retired in July of 2013, and was Head of Global Trading at Sanford C. Bernstein & Co. Mr. Joyce is widely credited for rebuilding Knight into an industry leader, taking the company from less than \$500 million in annual revenues and losing money, to approximately

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\$1.2 billion in revenues with \$250 million in pre-tax earnings a decade later. Earlier in his career, he spent close to fifteen years at Merrill Lynch where he managed several major equity businesses. Mr. Joyce is most recently a former member of the Securities Industry and Financial Markets Association (SIFMA) Board of Directors as well as a former member of the NASDAQ Board of Directors. He attended Harvard University where he obtained a degree in economics and where he is also a member of the Harvard Varsity Club's Athletics Hall of Fame.

Currently he is on the Board of Directors of Sandboxx, LLC, and Clearpool, Inc. He is also a member of SAG-AFTRA.

Thomas N. Kelly, Board Member

Born 1963

Thomas Kelly serves as Managing Director of KMK & Associates LLC, a private equity firm with a wide range of interests from agriculture to manufacturing. He is also a Director of The Leaders Bank, headquartered in Oak Brook, Illinois. With diverse leadership roles in numerous companies and civic organizations, Mr. Kelly is a trusted and experienced leader known for his ability to anticipate and navigate business challenges with accountability and transparency. He serves on the Boards of the Donald P. and Byrd M. Kelly Foundation, which primarily supports Catholic education in the Chicago area. He attended the University of Kansas in Lawrence, and is an active alumnus serving as member of the KUAA President's Advisory Council.

Current Board Positions include the pending shareholder approval as Chair of Dignitana AB Board of Directors, Managing Member of KMK & Associates LLC, Director of Leaders Bank, Director of Grandstand Sportswear and Glassware, Managing Member of 3840 Greenway Circle LLC, Managing Member of Harger Woods Corporate Center LLC, Managing Member of D.P. Kelly & Associates, Director of Elarasys Worldwide LLC, Vice President of Emerald Air Co., Director of Entrust Services, and former Director of Whitnell & Co., Director of Continental Community Holdings, Director and Secretary of Donald P. and Byrd M. Kelly Foundation.

James O. McKinney, Board Member, President and COO, Dignitana, Inc.

Born 1953

Jim McKinney currently serves as a Healthcare Consultant to Catholic Relief Services and is a Real Estate Investor at McKinney & Hess Properties. Previously he has served as Division CEO of Anesthesia Group, Division President of Iasis Healthcare, President and COO of Leland Medical, Inc., and President and CEO of Brim Healthcare, Inc. A seasoned healthcare executive, he has extensive experience and a proven track record in leadership and operations, including acquisitions, physician relations and partnerships, program design and implementation, financial performance, and system integration.

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 and 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 17:30 (CET), 9 March 2018.