

# William Cronin to resign as CEO of Dignitana AB

**Dignitana CEO William Cronin has notified the Board of Directors of his intention to resign as CEO. He will remain as CEO until the Dignitana AGM in May, after which time he will transition to serve as Deputy Chairman of the Board of Directors and will be a Senior Advisor to the company regarding US market and reimbursement strategies.**

The process of recruiting a successor will begin immediately for a new CEO who will be based at the Company headquarters in Lund along with other key positions for the Company.

Klas Arildsson, Chairman of the Board, Dignitana AB:

"Dignitana's clear strategy is to expand and further strengthen both the primary US market and our presence around the globe. I want to thank William for his hard work, passion, and perseverance. We are now at an exciting stage with a solid foundation and great opportunities before us. Under his leadership we have accessed significant US opportunities and regained the company's position as a leader in innovation. William's ongoing involvement with Dignitana will ensure not only a smooth transition to the new CEO, but also continued strategic expansion in the critical US market."

William Cronin, CEO, Dignitana AB:

"I am pleased with what we have accomplished over the past six years, especially the establishment of DigniCap in the US market, bringing this life changing therapy to thousands of people. One of our greatest assets is the passion and commitment of our team members, and I have been fortunate to see that impact every day. Dignitana has strong potential for growth in the near-term and I will remain actively involved in the company as a Senior Advisor focusing on the expansion of the US market access, as well as a member of the Board and as a significant shareholder."

William Cronin has been CEO of Dignitana AB since November 2017. He previously served as CEO of Dignitana, Inc. beginning in December 2015 when the company's U.S. subsidiary was established. Under his leadership DigniCap became the first scalp cooling device to receive FDA clearance, with clinical indications then expanded in 2017. Cronin then led the development of the next generation DigniCap Delta device which received FDA clearance in 2019.

## For More Information Contact

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## About Dignitana

Dignitana AB is the world leader in clinically superior scalp cooling technology. The company produces The DigniCap® Scalp Cooling System, a patented medical cooling device that offers cancer patients the ability to minimize hair loss during chemotherapy. FDA cleared since 2015, DigniCap provides continuous cooling with high efficacy, safety and patient comfort. Hailed internationally as a life-changing medical advancement for cancer patients, The DigniCap Scalp Cooling System was invented in 1999 by a Swedish Oncology nurse and has been

available in Europe since 2001. Dignitana AB is listed on Nasdaq First North Growth Market in Sweden with headquarters in Lund, Sweden and US operations based in Dallas, Texas in the United States. Company subsidiaries are Dignitana, Inc. in the United States and Dignitana S.r.l. in Italy. Certified Adviser is Redeye AB +46 8 121 576 90, [certifiedadviser@redeye.se](mailto:certifiedadviser@redeye.se). Learn more at [www.dignitana.com](http://www.dignitana.com) or [www.dignicap.com](http://www.dignicap.com).