



## Speqta appoints Gustav Norberg as CFO



**Speqta AB (publ) ("Speqta") has today decided to appoint Gustav Norberg as CFO for Speqta. He will assume the position on February 29, 2024.**

Speqta has today decided to appoint Gustav Norberg as CFO for Speqta. Since January 2023, Gustav has been responsible for the finance function at BrightBid and hence has deep knowledge of Speqta's business. He has also been a central part of the merger between BrightBid and Speqta. Gustav has previous experience from, among others, ICA Gruppen and Nordic Cinema Group in various parts of the finance function. Gustav has a bachelor's degree in economics from Uppsala University. Departing CFO Adam Jonsson has, at his own request, chosen to leave his position in the company after more than three years of business transformation and value creation for shareholders, but will remain in the company for a period of handover.

Speqta's CEO Gustav Westman comments:

*"The process of bringing BrightBid and Speqta together has been extensive work in which both Gustav and Adam together have been central to the implementation. When the merger is now in place, it is a natural step for Gustav to take over as CFO for the entire group, given that BrightBid's business now is over 95% of the company's revenue. Many thanks to Adam for his strong efforts and all the best in the future."*

Gustav Norberg, incoming CFO, comments:

*"It feels very exciting and I am grateful to be trusted as CFO of Speqta. I look forward to leading the company financially during the upcoming growth journey and to assisting in the company's development with a market-leading SaaS offering for online advertising. We have a solid foundation to stand on and a fantastic team in place, which makes us well prepared for the future."*

**Briefly about Gustav Norberg**

Born: 1990

Education: Uppsala University

Previous assignments: Group Business Controller ICA Gruppen and Head of Treasury Nordic Cinema Group

Shares: 33 736

Warrants: 10 000

The information was submitted for publication, through the agency of the contact person set out below, at 20:05 CET on 28 February 2024.

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**About Speqta**

Speqta is an adtech company that offers traffic-generating services using data and AI. Today Speqta has two products; the SaaS service Bidbrain and the SaaS service BrightBid. Speqta is listed on Nasdaq First North Premier Growth Market in Stockholm under the name "speqt". Redeye AB is the company's Certified Adviser.