



PRESS RELEASE

STOCKHOLM 2015-08-24

JONAS NORDQUIST NOMINATED AS NEW CHAIRMAN AT NICOCCINO HOLDING

Jonas Nordquist has a wealth of operative experience acquired from leading positions in corporations around Europe and Asia, including Swedish Match, Siemens and Orkla. Within Swedish Match he was regional manager for Scandinavia and a member of the group management.

The nomination of Jonas Nordquist will be presented at Nicoccino Holding's extra general meeting on the 9th of September 2015. The notice for the general meeting will be published through a separate press release.

At the same general meeting a proposition will be presented for a share option plan, directed to senior executives and key employees within Nicoccino Holding. The proposal includes a maximum of 500.000 share options that each grant one (1) share of the company at the rate of 36 SEK. The options should be exercised before September 10th, 2018.

The options will be issued at the rate of one (1) SEK per option which corresponds to the estimated market value according to the Black & Scholes Option Pricing model. If all options were to be exercised, the new issue of shares would equal 3,5% of the share capital.

Jonas Nordquist is suggested to subscribe to 150.000 options.

For more information, visit *Nicoccino's* webpage <http://nicoccino.se/en> or contact:

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About Nicoccino

Nicoccino Holding AB (publ) (Corp. Reg. No. 556942-1604) is a Swedish company with a proprietary, innovative and discreet nicotine product that quickly gives the user access to nicotine without the serious side effects of tobacco.





The Nicoccino Holding share is listed on Nasdaq Stockholm First North under the ticker NICO. The Certified Adviser is Remium Nordic AB.



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