

Press release

MyFC appoints Max Rydahl as Group Sales and Marketing director

Stockholm, August 8 2017

Max Rydahl, most recently from Telia Company, will effective August 14 join the executive leadership team of Swedish fuel cell company MyFC as Group Sales and Marketing Director.



Max Rydahl is currently Head of Business Development and Hardware Services at Telia Sweden, driving Telia's connected cars offering among other things. Prior to that, he was both Purchasing and Product director at Phone House.

"Max understands the consumer market, is an experienced negotiator and has a wide network with global players in the mobile industry. He has a unique combination of experience from business development, driving profitability and purchasing – a clear competitive advantage in an industry that is growing as fast as ours is. I have promised organizational reinforcements for a long time, and I am very pleased to be able to deliver on that promise," says Björn Westerholm, CEO of myFC.

"MyFC is first of all in the forefront of a market that is expanding at breakneck speed. But this assignment is also emotionally appealing at the personal level: I get to work with green energy that enables constant connectivity, whether via a phone or a car. I can't wait to drive sales for myFC in such a decisive stage as the company is right now," says Max Rydahl.

Max Rydahl's responsibilities will cover all myFC's sales and marketing efforts directed toward mobile operators, power bank producers and smartphone manufacturers. Down the line, sales of Lamina REX will be added.



Max Rydahl takes office on August 14. The executive leadership team of myFC will as of that date consist of CEO Björn Westerholm, CFO Ulf Henning, Chief Product Officer Michael Glantz, and Group Sales and Marketing Director Max Rydahl.

This information is information that myFC is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, at 07:55 CET on 8 of August 2017.

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About myFC

MyFC, a Swedish innovation company and market leader in micro fuel cells, develops green energy solutions. Its JAQ Hybrid platform, which co-locates fuel cell and battery to charge smartphones and tablets, was launched in 2017. JAQ Hybrid is the company's third hydrogen-powered product following JAQ and PowerTrek. It runs on the company's patented fuel consisting of salt, water and reactants. MyFC was founded in 2005 and is part of the group myFC Holding AB. MyFC Holding was listed on NASDAQ | First North in May 2014. Its head office is located in Stockholm and the company's Certified Advisor is Avanza Bank. For more information, visit www.myfcpower.com