


Invitation to luncheon on Crunchfish's turnaround go-to-market strategy

On Monday August 11th at 12:00 CET, Crunchfish and Emergers invite to a luncheon where CEO Joachim Samuelsson will discuss the momentum and market sentiment after the company's turnaround go-to-market in announced in the Q1-report.



The graphic is a promotional invitation for a luncheon. It features a central photograph of Joachim Samuelsson, CEO of Crunchfish, with his arms crossed and a slight smile. The background is split into two vertical panels: a light yellow-green on the left and a dark green on the right. The Crunchfish logo is in the top right corner. Text is arranged around the CEO's image to highlight the topics of the luncheon.

IF YOU ARE A...

Payment Network Provider:

Layer-2 Terminals enable the ecosystem to receive payments.

Joachim Samuelsson
Crunchfish CEO

Payment Service Provider:

Layer-2 Wallets enable the users to make payments.

... LET'S TALK!

At the luncheon Crunchfish CEO Joachim Samuelsson will describe what has happened since the announced turnaround in the [CEO word in the Q1-report](#).

Joachim Samuelsson and Emergers' Johan Widmark will have an open discussion around three main topics:

- Market sentiment for Crunchfish Digital Cash solution.
- Reactions to the turnaround go to market strategy.
- Financing of the company.

The luncheon is held in Swedish. Participants are invited to ask questions directly during the meeting. No registration is needed, participation via the below link. Recordings of the luncheon will be available afterward on the [Crunchfish website](#).

Luncheon (in Swedish)

Date and time: Wednesday August 11th at 12:00 – 13:00 CET

[Click to participate](#)

Meeting-ID: 399 903 937 274 5

Password: rL7A3jf7

For more information, please contact:

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This information was provided by the above for publication on 08th August 2025 at 08:30 CET.

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About Crunchfish – crunchfish.com

Crunchfish is a deep fintech company pioneering a Digital Cash solution that enhance resilience, flexibility, and scalability in payment ecosystems. The patented offline payment architecture supports both payment network providers and payment service providers in modern commercial payment systems and evolving CBDC initiatives. Headquartered in Malmö, Sweden, Crunchfish drives innovation to shape the future of payments.