

H100 Group AB Appoints Brian Brookshire as Head of Bitcoin Strategy

H100 Group AB ("H100" or the "Company") is pleased to announce the appointment of Brian Brookshire as Head of Bitcoin Strategy.

Brian is a recognized specialist in Bitcoin treasury companies, with extensive experience as a long-time Bitcoin investor and active participation in the sector since shortly after MicroStrategy's initial buys. He brings expertise in Bitcoin-focused corporate strategies, as well as a strong background in leading digital strategy for credit and loan products, with clients including Fortune 500 companies.

At H100, Brian will work closely with CEO Sander Andersen and COO Johannes Wiik, focusing on further developing the Company's Bitcoin strategy, accelerating accumulation, and enhancing communication and investor relations.

"Brian's expertise, strategic vision, and the fact that he's a real Bitcoiner are exactly what we need as we enter our next phase of growth," said Sander Andersen, CEO of H100. "His knowledge, experience, and network in the Bitcoin treasury space will be instrumental in executing our strategy and delivering long-term value to shareholders."

Brian Brookshire commented: *"I'm excited to join H100 at such a pivotal moment. The Company's commitment to building a world-class Bitcoin treasury is clear, and I look forward to contributing to its mission and future success."*

This appointment further strengthens H100's team as it continues to expand its Bitcoin holdings and advance its vision of becoming one of the foremost Bitcoin treasury companies worldwide.

Contact

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About H100 Group

H100 Group AB is a health technology company operating in the health and longevity industry. The company's business idea is to support providers of health and lifestyle services through AI-powered automation, digital growth tools, and integrated platform solutions, with the goal of helping people live healthy lives to 100 and beyond.

H100 follows a clear growth strategy focused on building a seamless ecosystem where AI integration enhances efficiency and expands service offerings. Growth is further accelerated through strategic acquisitions of key players within its ecosystem, aiming to consolidate and scale the business.

The company is listed on NGM Nordic SME. For more information, visit www.h100.group.



PRESS RELEASE

12 August 2025 08:30:00 CEST