

Press Release

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Jonas Lenne commences as CEO of Hemply Balance

Hemply Balance Holding AB (publ) ("Hemply Balance" or "the Company") announced in September that Jonas Lenne had been recruited as the new CEO. Today, October 11th, is his first day in office

With a broad range of expertise and extensive experience within sales management, Hemply Balance announces Jonas Lenne as its new CEO. Jonas is an essential step in building strong growth for Hemply Balance in a market with solid growth. Jonas has a holding of 1,200 shares in the Company.

Jonas has extensive experience as, among other things, sales director and sales manager in digital companies. One of his most recent assignments was as sales and marketing director at Figital Market Group, where he was also a partner in the company. Over the years, Jonas has created an extensive experience in value- and goal-driven leadership, which has given him success.

Comments:

"Today, I am very happy and proud when I take on the role of CEO of Hemply Balance. I am expectant and look forward to getting to know the whole team. I own a number of shares and will increase that stake when an opportunity arises to increase my holding in the Company. Hemply Balance operates in a highly expansive and exciting industry, where the products you sell can be the so-called "missing ingredient" for a well-balanced life. Now we will work to take the prominent and clear position we deserve in the growing cannabinoid industry ", says Jonas Lenne, CEO of Hemply Balance.

For further information, please contact:

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About Hemply Balance

Hemply Balance is a health food company that sells safe, high-quality hemp products for intimate and personal care, as well as hemp oil and hemp capsules outside Sweden. The company's goal is to consolidate its position as the leading player in high-quality hemp products in Sweden and to become a significant player in Europe.

Augment Partners AB, tel. +46 8 604 22 55, email: info@augment.se is the company's Mentor.

For more information, visit the Hemply Balance website www.hemplybalance.com

Attachments

[Jonas Lenne commences as CEO of Hemply Balance](#)

