

## Precise Biometrics reorganizes Digital Identity to strengthen the commercial organization

**Precise today announces a strategic reorganization to strengthen the company's go-to-market in the Digital Identity business area. The change involves a merge of the functions in sales, customer service, and R&D for EastCoast's visitor management solutions with the corresponding functions for YOUNIQ, biometric access solutions. The initiatives will strengthen the sales channels for both services while optimizing the organization.**

Through the changes, the respective functions in sales, customer service, and R&D of EastCoast and YOUNIQ, which were previously operated as separate entities, will be merged.

*"The merge of the functions represents an important strategic step in continuing to grow Digital Identity. By combining the sales channels and the competencies in sales and R&D, we are expanding the sales force that can sell our two service areas. This will give us better cross-selling opportunities and a strengthened product development within the business area",* says Patrick Höijer, CEO of Precise.

The reorganization will be implemented from January 1, 2023, and is expected to result in reduced operating expenses for the full year 2023 of around SEK 5 million.

### Contacts

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### About Us

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Precise Biometrics AB (publ) ("Precise") is a global supplier of identification software. The company offers products in various areas of application that enable users – using their own biometrics – to identify themselves in a convenient and secure way. Precise has two business areas; Digital Identity and Algo, and operates out of its offices in Lund, Sweden, Potsdam NY, USA and Shanghai, China. The Precise share is listed at Nasdaq Stockholm (PREC). For more information, please visit [www.precisebiometrics.com](http://www.precisebiometrics.com)

### Attachments

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