



Acconeer updates organization to support new go-to-market strategy

To accelerate sales, Acconeer adopted a new go-to-market strategy with a clear focus on winning larger customers in specific growing volume markets. The go-to-market strategy was introduced in the Q3 interim report. Today we are taking the next step by updating the organization to reflect the new strategy.

The regional sales organization is strengthened in our most important markets. To ensure focus and bandwidth the sales team is divided into Sales Asia headed by Ted Hansson and Sales Europe, Americas & Australia headed by Magnus Gerward.

The Product organization is enhanced to support the focus markets, with clear responsibility for both the technical and commercial offering in these markets. This function is led by Mikael Egard.

The R&D organization will sharpen its focus on execution and is led by Karin Alfvén. Karin has been with the company since 2018 and previously held the position Head of Software Development.

In addition, Per Odénus is appointed Head of Operations, taking over from Lennart Moberg who will gradually ramp down for retirement. Per has been at Acconeer since 2015, most recently as Head of ASIC Development and R&D Program Manager.

CEO Ted Hansson comments: "The new organization creates clarity and focus to execute the new go-to-market strategy. I am confident that we now have the key ingredients; strategy, products, and organization to accelerate our growth."

The complete management team will be found at Acconeer's website.

For additional information, please contact:

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About Acconeer AB

With ground-breaking technology, Acconeer has developed a radar sensor that opens a new world of interaction. Acconeer Micro Radar Sensor, with low power consumption, high precision, small size and high robustness, is a 60GHz robust and cost-effective sensor for detection, distance measurement, motion detection and camera-supported applications with low power consumption. Acconeer combines the advantage of low power consumption with highly accurate pulsed radar systems of coherent radar, all integrated into a component with a surface area of only 28 mm². The radar sensor can be included in a range of mobile consumer products, from smartphones to wearables, but also in areas such as robots, drones, the Internet of Things, healthcare, automotive, industrial robots and security and monitoring systems. Acconeer is a semiconductor company and, as a business model, sells hardware to manufacturers of consumer electronics products. Acconeer is listed on Nasdaq First North Growth Market with the ticker code ACCON, Redeye is the company's Certified Advisor (CA). For more information: www.acconeer.com.

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Attachments

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