

ULRIKA JONES ANNOUNCED AS NEW CFO

FRISQ has named Ulrika Jones as its new Chief Financial Officer. Jones arrives at the care plan digitaliser having previously managing the finances of young successful enterprises such as Linas Matkasse, Speqtra and Bambuser.

FRISQ Holding informed today that Ulrika Jones has been appointed as new Chief Financial Officer (CFO) for FRISQ Holding AB. She will start in her new position after the release of the Q1 report.

Ulrika Jones is an experienced CFO. Her latest position is Group CFO for Linas Matkasse and prior to that her positions include Group CFO at Speqtra, CFO at Bambuser, CFO and Head of Legal at Bisnode Sverige, CFO at Yellowbird and Head of Legal at Zodiak Media.

"I am very happy that Ulrika has accepted the position as CFO at FRISQ. Her combined legal and financial skills as well as her experience from successful ventures in new, innovative industries will prove valuable to FRISQ when we go from product scaling and pilot projects to more extensive contracts. And since Annika has committed to supporting FRISQ until, at least, the release of the Q2 report it is a fantastic opportunity for the company to be able to draw on the expertise of two such experienced resources as needed", says George Thaw, CEO at FRISQ.

Ulrika Jones replaces Annika Muskantor, the Company's CFO for the past 1.5 years, who will move closer to her family. "Covid-19 has made commuting nearly impossible – and in spite of the near arrival of a vaccine, travel is likely to be difficult for yet some time. However, I am truly excited that FRISQ has Ulrika on board for the commercialisation phase that the company has embarked upon" says Annika Muskantor.

For further information:

George Thaw, CEO, FRISQ
investor@frisq.se

About FRISQ:

FRISQ is a healthtech company based in Sweden that aims to be the leading force in the digitalisation of care plans. Its [FRISQ Care](#) software solution allows for the sharing of information between caregivers and patients through the same platform.

Since 2016, FRISQ has been listed on Nasdaq First North Stockholm under the symbol "FRISQ". FNCA Sweden AB is FRISQ's Certified Adviser and can be reached via the following contact information: +46 8 528 00 399, info@fnca.se

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For more information, please visit: www.frisqholding.se

Attachments

[Ulrika Jones announced as new CFO](#)