

Precise announces management changes to support growth strategy

Precise today announces management changes to reflect its business segments Algo and Digital Identity. The changes are made to support continued delivery in accordance with the growth strategy and provide a strengthened focus on Precise's two business segments. As a result of the re-organization, the Board of Directors has appointed Fredrik Sjöholm as EVP and CCO of Algo. At the same time, Patrick Höjjer will assume the role as interim CCO of Digital Identity in addition to his role as CEO.

Precise's growth agenda includes continued expansion of the Algo business into new verticals and technologies. The company also has a broad growth agenda in the Digital Identity area and is currently focusing on biometric physical access, based on a business model with recurring revenues.

"Precise has a well-defined strategy for growth, including continued development of Algo and to grow SaaS revenues within Digital Identity. To support the continued delivery on this strategy, the Board has appointed Fredrik Sjöholm to head the Algo business. Fredrik has been vital for the development of Precise during the last couple of years and will be important for the continued development of our Algo business. Additionally, I will head up Digital Identity alongside my role as CEO", says Patrick Höjjer, CEO of Precise.

Fredrik Sjöholm has been employed at the company since 2016, previously holding the position as Vice President Sales.

As a result of the re-organization, EastCoast will become a further integrated part of Digital Identity. To further support technology development within the segment, Precise has also decided to combine the respective R&D functions of EastCoast and YOUNIQ.

For further information, please contact:

Torgny Hellström, Chairman of the Board
Telephone: +46 733 45 13 00
E-mail: torgny.hellstrom@precisebiometrics.com

Patrick Höjjer, CEO
E-mail: patrick.hojjer@precisebiometrics.com

About Us

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

Attachments

[Precise announces management changes to support growth strategy](#)