

## FRISQ APPOINTS INTERIM CEO

Digital healthcare solutions provider FRISQ has appointed George Thaw as Interim CEO with immediate effect while the Board continues its search for a new CEO to drive the next stage of the company's development. Martin Irding, who has been CEO since 2016, becomes Chief Customer and Partner Engagement Officer and will use his in-depth experience to lead the company through successful customer and partner initiatives.

I am pleased to name George Thaw as Interim CEO," said Mats Lindstrand, Chairman of the Board of FRISQ Holding. "George has worked for us as a Strategic Advisor for a few months and has already added a lot of value to FRISQ. The decision made by the Board today is therefore a natural progression that strengthens and increases the bandwidth of the management team. George has an impressive track record of building high growth global technology businesses. He brings strong leadership skills, extensive experience and deep understanding of growing companies in the healthcare sector which will be a great benefit to us at this important time in our development.

"I am pleased to have been given the opportunity to help FRISQ navigate through the challenges and opportunities that exist for digital innovation in realising the potential of fully connected healthcare and patient-centric care. I'm looking forward to working with FRISQ's staff and stakeholders to advance collaboration between care providers and patients to improve healthcare and outcomes," said Thaw.

Thaw has more than 30 years' experience successfully growing high value international technology businesses. His expertise includes creating organic growth programmes, M&A work and strong partner networks. He spent the first two decades of his career in senior leadership roles at Microsoft and Avanade and more recently has held CEO roles in high growth technology businesses including those in the health tech sector. For more information about George's background: <https://www.frisqholding.se/en/management-group-corporate-governance/>

### For further information:

---

George Thaw, CEO FRISQ  
investor@frisq.se

## About FRISQ:

---

FRISQ, a health tech company, develops globally scalable digital tools to enable interactive communication between the various actors in the healthcare chain.

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](mailto:info@fnca.se)

The publication is a translation of the original Swedish text. In the event of inconsistency or discrepancy between the Swedish version and this publication, the Swedish language version shall prevail.

For more information, please visit: [www.frisqholding.se](http://www.frisqholding.se)

*This information is information that FRISQ Holding is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2020-08-06 13:30 CEST.*

## Attachments

---

[FRISQ appoints Interim CEO](#)