

VALUNO GROUP ANNOUNCES PROMOTIONS OF KEY EXECUTIVES AND A NEW MEMBER OF THE GROUP MANAGEMENT

Today, Valuno Group announces that Jesper Sundström, Head of Growth, has been promoted to Chief Strategy Officer (CSO) and Business Area Manager Payment & Shopping, and that Martin Samuelson, Chief Product Officer, has been promoted to Chief Innovation Officer (CIO) and Business Area Manager Partnerships. At the same time, Hugo Lang has been promoted from Product Owner to Head of Product and will now join Valuno's Group Management.

Moving forward, Valuno will structure its operations into clearer business areas in line with the company's new commercial strategy. This will optimize conditions for growth. Among other initiatives, Valuno Group will develop, innovate, and sell solutions within the payments and shopping sector, helping customers leverage modern technology for faster and more secure payments both in their businesses and across other platforms. This business area will be the focus of 'Payment & Shopping'. Additionally, Valuno will intensify efforts to offer its technology and solutions in a white-label format and strengthen its business advantages through partnerships. This will be the focus of the business area 'Partnerships'.

Jesper Sundström has been part of Valuno since August 2021, initially serving as Business Development Director before being promoted to Head of Growth. In February 2023, he became part of the Group Management. Now, Jesper Sundström assumes the role of Chief Strategy Officer (CSO) and Business Area Manager Payment & Shopping. In this role, he will oversee the company's key strategic initiatives and take responsibility for the Payment & Shopping business area.

Martin Samuelson has been with Valuno since 2019, previously holding positions as Head of Design and Head of Product & Tech, before being promoted to Chief Product Officer. Since December 2022, he has been part of the Group Management. Now, Martin Samuelson steps into the role of Chief Innovation Officer (CIO) and Business Area Manager Partnerships. In this capacity, he will lead innovation efforts for Valuno's cutting-edge solutions and take responsibility for the Partnerships business area.

At the same time, Valuno announces that Hugo Lang will assume the position of Head of Product, also joining the company's Group Management. Hugo Lang joined Valuno in January and has previously worked as a Product Manager at companies such as SJ, Mojang Studios, Klarna, and Fyndiq.

"I am very pleased to announce these important and value-creating changes for Valuno. We are stepping up! To capitalize on the incredible potential ahead, we are structuring ourselves more clearly for success. I am especially happy that Jesper and Martin are taking the lead roles in our two primary business areas. It is also exciting and highly beneficial to have Hugo join the Group Management with his extensive product experience. He will be a crucial part of our continued efforts to innovate, develop, and sell leading technology solutions within payments and shopping," says Daniel Sonesson, CEO of Valuno.

Valuno's management team now consists of Daniel Sonesson, CEO, Daniel Boettge, CFO, Martin Samuelson, CIO, Jesper Sundström, CSO, Elvira Vänerfors, Head of Legal & Compliance, Bas Hagenaaars, Head of Marketing and Hugo Lang, Head of Product

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Valuno Group is a Swedish fintech company founded in 2016, with the goal of making the integration of cryptocurrencies into the everyday lives of people and companies smoother. Today, Valuno offers safe and easy-to-use products for e-merchants as well as customers. With a transaction volume to date in excess of €1 billion, Valuno has already enabled and empowered individuals around the world, through the use of cryptocurrencies. Valuno has been listed on NGM Nordic SME since July 2019. For more information, please visit www.investor.valuno.com