

## Diadrom: Investment to accelerate growth of software product sales

The board of Diadrom Holding AB (publ) has made a strategic decision to invest in the company's product business.

The rapid digitalization of the automotive industry has increased the need for advanced software products for vehicles and surrounding systems. Diadrom has for several years developed and sold professional services and software products to the automotive industry.

The board decision means an increased focus on the product business, which will be run in the subsidiary Diadrom Software AB. Viktor Eliasson, currently VP Sales of Diadrom, will lead the product initiative and has been appointed CEO of Diadrom Software from 1 January 2024. The product business will be reported in Diadrom Holding's quarterly reports.

"There is a growing demand for advanced software products in Autotech. Our service and product sales have increased accordingly. The objective of the investment in the product business is obviously to accelerate our product sales. Viktor Eliasson, who will lead the product investment, has deep knowledge in Autotech and a large network in the field. That makes him a very suitable CEO for our product business," says Fredrik Ljungberg, chairman of the board of Diadrom Holding AB (publ).

"I am very excited to get the opportunity to lead the investment and I see great opportunities to grow product sales and increase profitability," says Viktor Eliasson.

### **For any questions about the content of the press release, contact:**

Carl Johan Andersson, CEO, Diadrom Holding AB (publ), telephone: +46 733-31 11 13,  
Viktor Eliasson, Deputy CEO & Sales Director, Diadrom Holding AB (publ), telephone +46 733-31 11 15.

### **About Diadrom Holding AB**

Diadrom Holding AB (publ) is a product and specialist consulting company in the diagnostics of Autotech. Autotech is developing rapidly because of increased electrification and digitization in the automotive sector. Diadrom is listed on Nasdaq First North Growth Market (ticker DIAH). [www.diadrom.se/](http://www.diadrom.se/)

Partner Fondkommission AB (telephone 031-761 22 30, [www.partnerfk.se](http://www.partnerfk.se)) is the Company's Certified Adviser on Nasdaq First North Growth Market.

Press Release  
03 November 2023 11:30:00 CET

---

DIADROM

## Attachments

---

[Diadrom: Investment to accelerate growth of software product sales](#)