

EMPLICURE RECRUITS SENIOR MARKETING DIRECTOR

Emplicure AB (publ) announce today that Sophia Bailey has been appointed as marketing director. Sophia is an experienced marketing professional with over 15 years of expertise in building strong and successful consumer brands, including nicotine pouches and was most recently at Swedish Match.

Sophia has a broad background in marketing in various roles and organizations, including Schwarzkopf professional at Henkel, Swedish Match and Procter & Gamble.

“We are very pleased to welcome Sophia to Emplicure. She brings with her a wealth of experience in leading and strategizing branding and marketing efforts for nicotine pouches. She will play a key role in building our brand connected to our bioceramic technology,” says Håkan Engqvist, CEO of Emplicure.

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About Us

Emplicure uses patented bioceramic technology to develop innovative and effective products to help consumers and patients live better lives. Our consumer division makes tiny, long-lasting and flavorful nicotine pouches that can be an alternative to smoking. Our pharmaceutical division develops safer and tamper-resistant treatments for pain. The share is listed on Nasdaq First North Growth Market (EMPLI). Read more at www.emplicure.com