

Goobit Group appoints Erika Eliasson as new CEO

The Board of Goobit Group AB has appointed Erika Eliasson as new CEO. Erika Eliasson has a well-established position in Swedish fintech, close to 20 years of experience from financial markets and a proven ability to build successful fintech companies. She will succeed Pär Helgesson who has successfully listed the company since joining in 2020.

"Erika Eliasson is definitely the right person to take Goobit Group to the next level. In April she left fintech company Lendify after five years with the company where she in her role as deputy CEO had a key role in building the company. She also has a strong understanding of traditional finance and how to drive growth in a regulated environment," comments Christian Ander, crypto entrepreneur and founder of Goobit Group 2012 and its current Chairman of the Board.

Erika Eliasson is Chairwoman of the Swedish FinTech Association, senior advisor at Kreab, Chairwoman at Wellstreet Fintech Board, Member of the Board in Kameo AS and member in the Realtid Advisory Board. Erika has MSc in Economics from Uppsala University and has previously been deputy CEO at Lendify, Institutional Sales at Evli Fonder and Head of Sales at Erik Penser Bank. Erika is buying a stake corresponding to 3% of the company's shares from Christian Ander /Blockchain AB and GBI Holding AB at a price of SEK 2,656 per share, corresponding to the volume-weighted average price during the past 30 trading days.

"Society and the financial industry are undergoing significant changes and I see great opportunities to take Goobit to the next level. We have only seen very beginning of what the crypto industry is capable of, and it is a tantalizing thought that the crypto industry is now where the internet was in the end of the 90's. I am very much looking forward to leading the business in an exciting and expansive phase," comments Erika Eliasson.

Erika Eliasson will begin in her role as CEO on November 16th and will remain in her position as Member of the company's Board.

For additional information, please contact:

Christian Ander, Founder and Chairman of the Board, Goobit Group AB
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About Goobit

Goobit AB was registered in 2012 and is one of the world's first and Sweden's leading exchange of cryptocurrency. The company offers exchange services for SEK and EUR to the digital currencies bitcoin and ether, and has to date exchanged SEK 1.9 billion. The company's most well known brands are BTCX Express and Standard BTCX. Goobit Group AB (publ) was registered in 2013 and includes the wholly owned subsidiaries Goobit AB, Goobit Blocktech AB and Goobit Exchange AB. Goobit AB offers its services to private individuals, companies and financial institutions.

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This is a translation of a press release that was distributed on November 15, 2021 which Goobit Group AB was obliged to make public under the EU Market Abuse Regulation 596/2014.

Image Attachments

[Erika Eliasson](#)

Attachments

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