

Freemelt takes another important step for international expansion

- Appoints Lisa Törsäter as Chief Marketing Officer

Nasdaq First North-listed Freemelt appoints Lisa Törsäter to the newly established position as Chief Marketing Officer. Her mission will be to execute a long-term marketing strategy for Freemelt's continued journey to become a global leader in the market for advanced 3D printers and drive sales in this rapidly growing market. Lisa Törsäter will assume the position no later than August 14, 2023 and join the company's executive management team.

Lisa Törsäter comes most recently from the role as marketing and communications manager at the scale-up company Gapwaves in the auto-tech and telecom industry. She has solid experience in marketing, sales and business development, including from the MedTech company Zimmer Biomet and listed scale-up company Gapwaves.

"Freemelt's innovative technology and product offering combined with the growth journey the company has started, was what appealed to me. With my experience from both smaller scale-up companies to large global organizations, I will contribute to the company's continued commercialization and growth journey, says Lisa Törsäter.

From the start, Lisa Törsäter will mainly focus on understanding the technology and product offering and create an understanding of customer needs. All to build a long-term marketing strategy to strengthen Freemelt's brand and drive sales on the growth and commercialization journey the company is in.

"Freemelt is currently in a phase where our international growth journey is gaining further momentum. At this phase, Lisa Törsäter's experience and responsibility will be critical, to contribute with communication and marketing to Freemelt, to positioning itself in the right way and enabling further rapid international expansion", says Daniel Gidlund, Freemelt's CEO.

Freemelt is a high-tech company whose groundbreaking solution creates new conditions for rapid growth in 3D printing, also known as additive manufacturing. The company's protected technology enables cost-effective printing at a consistent and high quality. An open-source solution provides the conditions for strong growth and expansion towards manufacturing markets.

Contacts

For more information, please contact:

Daniel Gidlund, CEO

daniel.gidlund@freemelt.com

070-246 45 01

About Us

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Freemelt was founded in 2017, is listed on Nasdaq First North Growth Markets, has 34 employees, head office in Gothenburg and a manufacturing unit in Linköping. Read more at www.freemelt.com.

Attachments

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