



Press release, 2020-12-04

AVTECH Sweden AB (publ) communicates a business update

Marketing effort and new Marketing Manager

With an increasing customer interest in environmentally sound flying and a market situation where airlines can start planning for a restart, now seems the right time for us to significantly increase our market efforts. We see an increased customer interest in our new cruise optimization product, which has already resulted in several airlines queuing for a test. It is now of utmost importance that our offer reaches as many airlines as possible. During the fourth quarter, we have already more than doubled our direct sales efforts towards customers where our current sales team has generated many new customer meetings with continued dialogues. Recently, the sales team was also strengthened with Niklas Lindfors. Niklas has many years of experience as a flight captain on the Boeing 737 and practical experience with AVTECH's Aventus and Optimizer products.

As a further step in this effort, we now welcome Niklaes Persson into the role of Marketing Director. Niklaes has a background as a commercial pilot and has for many years worked with AVTECH in the area of R&D where he has been a strong driving force in the development of proFLIGHT. In parallel, Niklaes has also been involved in marketing and sales. Niklaes will begin work on his new role from 7 December 2020.

"I am excited to welcome Niklaes onboard into this key role in our marketing efforts. With this, I also note that AVTECH with today's developed product range has a greater need for market efforts than product development", says David Rytter, CEO.

proFLIGHT launched

On November 27, proFLIGHT was launched commercially, which means that individual pilots can from now on purchase the service directly from AVTECH. The service is also available for airlines. proFLIGHT is a professional weather briefing and optimization tool for pilots and has so far been tested by over 1600 pilots from more than 200 airlines. The service includes a unique high-resolution flight weather forecast from the Met Office as well as additional weather data from IATA, NOAA and Airbus Defense and Space.

Redeye Technology Day 2020

AVTECH participated on November 25 at Redeye Technology Day with a short company presentation by CEO, David Rytter. A recording of this presentation (in Swedish) is now available via the following link <https://www.redeye.se/video/event-presentation/799730/avtech-sweden-ceo-david-rytter-presents-at-redeye-technology-day-2020>.



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About AVTECH Sweden AB (publ)

AVTECH develops products and services for digital air traffic control systems. Customers are the aviation industry's various players such as airlines, airports, aviation, technology companies and aircraft manufacturers. With the help of the company's products and services, each individual flight or the entire flight operation can be optimized in terms of economy, noise and emissions, efficiency, punctuality and safety. The head office is in Stockholm. AVTECH Sweden AB (publ) is listed on NASDAQ First North Growth Market and has appointed Redeye AB to certified adviser. Email address: certifiedadviser@redeye.se and telephone number +46 (0)8 121 576 90.