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## Precise Biometrics strengthens management team with competence in business development

Fredrik Sjöholm, Senior Sales Director at Precise Biometrics with responsibility for sales and business development of new product areas, has been appointed to the management team.

*“Fredrik has extensive experience from sales and business development at international software companies and has particularly good knowledge about the Asian market where he also has worked locally. By bringing him in to the management team we strengthen the company's strategic business development”, said Håkan Persson, CEO of Precise Biometrics.*

Fredrik has many years' experience from sales management and business development at technology companies such as Cybercom, ENEA, Sony Ericsson and Telelogic. Fredrik Sjöholm is 46 years of age, holds a Bachelor of Science in Business and International Economics from Lund University in Sweden and has worked at Precise Biometrics for one year.

### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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### **ABOUT PRECISE BIOMETRICS**

Precise Biometrics is a market leading supplier of solutions for convenient and secure authentication of people's identity. We develop and sell fingerprint software and mobile smart card readers that provide the market's best user experience and security. Our solutions are used hundreds of millions of times every day by people all over the world and are marketed together with strong business partners. For more information, please visit;

<http://precisebiometrics.com/>

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