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TerraNet announces new executive hires and organizes to sharpen customer focus

In light of TerraNet's recent Nasdaq First North premier IPO and ongoing costumer projects, TerraNet is organizes the company to reflect its increasing focus on consumer IoT and industrial IoT. In response, the company has made some key recruitments, appointing Christian Lönne as Vice President of Consumer IoT and Christina Björnström as Vice President of Marketing and Investor Relations.

Christian Lönne brings solid experience from international consumer business, having worked at both large corporations and entrepreneurial ventures. Christian has an extensive background in consumer electronics from Sony Mobile, including Director roles in both Finance and Sales as well as General Management roles as Country Manager for South Africa and Turkey. Most recently, Christian started and led the international sales expansion of Froosh, Scandinavia's leading brand in the FMCG fruit smoothie category. Christian played a pivotal role in Froosh expanding its presence across more than 15 countries in Europe and Asia, enjoying unique success in Germany, Japan, Korea and the Baltic countries. Christian holds a BSc. degree in Business Administration from the Lund School of Economics as well as executive education from various institutions, including the London School of Economics.

Christina Björnström joins TerraNet with a strong background in international business, journalism, tech startups, and marketing. Christina today serves as President and Executive Director of the Swedish American Chamber of Commerce (SACC) New England, where she has expanded the trade organization's membership base, international reach, and communications. Having undergone graduate studies in Sustainable Development at Harvard University and Politics & Human Rights at the University of Essex, Christina has been on the founding team of social enterprises and tech startups largely dedicated to educational empowerment and career development. Christina additionally serves as an MBA admissions consultant and as a judge and mentor to some of the world's most esteemed startup accelerators including the Hult Prize, NYU's \$300K challenge, and MassChallenge. Christina has also previously worked at Yahoo and the Daily Mirror.

"The new powerful additions to TerraNet's executive team come as we are organizing the company in two business areas instead of previous three, with the strategic objective to focus on the two most high performing business areas. The change will be implemented in our company's effort to streamline our product portfolio and accelerate TerraNet's go-to-market timeline," says Pär-Olof Johannessson, CEO of TerraNet. *"TerraNet will now focus primarily on*

Consumer IoT and Industrial IoT, business areas of which Christian Lönne and Mats Lindblad will lead, respectively.”

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FNCA Sweden AB is the Certified Adviser to TerraNet Holding AB (publ).

ABOUT TERRANET

TerraNet delivers a unique patented software technology that enables intelligent machine-to-machine communication and streaming of data, including broadband demanding HD media, regardless of any mobile network or other hot spot-dependent networks. TerraNet is headquartered in Lund, Sweden with established sales and marketing agents in San Jose, Silicon Valley, Hyderabad, India, and Taipei, Taiwan. TerraNet Holding AB (publ) is listed on Nasdaq First North Premier.

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