



Heliospectra AB Expands Executive Team with Vice President, Sales and Marketing and Vice President, Technical Services

Company to Strengthen Commercial Growth Across Markets

GOTHENBURG, Sweden/SAN FRANCISCO, CA, July 16, 2018 – Heliospectra AB (publ) (OTCQB: HLSPY, FIRSTNORTH: HELIO), a world leader in integrated lighting technology and services solutions for greenhouses and controlled plant growth environments, announced today the appointments of Hanna Rüdel as Vice President, Technical Services and Thorbjörn Leu as Vice President, Sales and Marketing, effective August 2018. These new executive hires complete Heliospectra's management team and ready the Company for rapid global growth.



Bringing more than 18 years of B2B experience within the international food industry, Hanna led the development and commercialization of new production concepts for high-growth companies. She worked with customer-driven development, go-to-market strategies and guided concept sales to full market adoption. Hanna contributes sharp sales engineering focus in aligning customer requirements precisely with products and services to achieve rapid and sustained ROI. Before joining Heliospectra, she held executive leadership positions with Micvac AB.

"Heliospectra's team of experts possesses deep knowledge and passion for plants, light and control. I'm excited to bring their expertise to market with our new technical services offering. Heliospectra will continue to exceed expectations through value-based sales and delivery of our unique technology and services solutions, which we customize to meet our customers' current and future needs as they grow," said Hanna Rüdel, Vice President of Technical Services.



With more than 20 years of international experience and leadership roles with businesses operating throughout the European Union, the United States and Asia, Thorbjörn has scaled sales and technical teams in the automotive IT, telecommunications and green technology industries. Before joining Heliospectra, Thorbjörn served as Vice President, Sales and Business Development, Americas at Parans Solar Lighting AB.

"Heliospectra achieved impressive growth this last year. The Company sets the industry standard with innovative system-based technologies that address commercial growers' most pressing operational challenges for tremendous bottom-line gains. I'm excited to be part of creating a 'green' and profitable future together with the team," said Thorbjörn Leu, Vice President of Sales and Marketing.

"Hanna and Thorbjörn are world-class business leaders with extensive experience in the technology and food industries. Their experience in driving market adoption of integrated solutions will be a valuable asset to Heliospectra as we engage more deeply with our global customers, partners and suppliers. At this inflection point in our growth, it is time to strengthen and expand our commercial focus in all markets we serve," said Ali Ahmadian, CEO, Heliospectra AB.

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Heliospectra AB (publ) (OTCQB: HLS, FIRST NORTH: HELIO) is the global leader in intelligent lighting technology, light control systems and related services for greenhouse and controlled plant growth environments. With the vision to make commercial crop production more connected and resource-efficient, Heliospectra integrates customized LED spectral strategies with real-time response and artificial intelligence to create predictable and reliable business forecasts and harvest results. Founded in 2006, Heliospectra is committed to helping growers and commercial producers across six continents consistently increase yields and produce crops with quality appearance, superior nutritional or medicinal value and longer shelf life, harvest after harvest. Heliospectra is the recipient of multiple international awards and recognitions. For more information, please visit <https://www.heliospectra.com>.

Forward-Looking Statements

The statements in this press release constitute forward-looking statements within the meaning of federal securities laws. Such statements are based on our current beliefs and expectations and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond our control. In addition, such forward-looking statements are subject to assumptions with respect to future business strategies and decisions that are subject to change. Potential risks and uncertainties include, but are not limited to, technical advances in the industry as well as political and economic conditions present within the industry. We do not take any obligation to update any forward-looking statement to reflect events or developments after a forward-looking statement was made.

This information is information that Heliospectra AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 14:00 CEST / 7 AM CDT on July 16, 2018.