



## Heliospectra AB Expands North America Markets With Formation Of Heliospectra Canada, Inc.

(GOTHENBURG, Sweden/SAN FRANCISCO, CA, March 27, 2019 –

**Heliospectra AB (publ) (OTCQB: HLSPY, FIRST NORTH: HELIO), a world leader in intelligent lighting technology for greenhouse and controlled plant growth environments, announces the formation of Heliospectra Canada, Inc. The business entity will open doors with a physical corporate location in Toronto, Ontario, Canada on 15-April 2019. The Company also continues to scale Heliospectra's executive leadership, sales and technical services teams with business units dedicated to commercial food producers and licensed commercial cannabis operations in both the United States and Canada.**

With exponential sales growth and customer adoption of Heliospectra's market-leading LED lighting solutions and helioCORE™ light control systems across North America since 2017, commercial operations and cultivation teams recognize Heliospectra as the proven leader and supplier of horticultural lighting and control technologies for large-scale greenhouses, vertical farms, new build construction and facility retrofit projects across the United States, Canada and Mexico.

"We understand that we need to focus on building localized, professional teams who can be on site and share Heliospectra's technical prowess and plant science expertise directly with cultivation and operations staff. And with the aggressive demand for Heliospectra solutions in United States and Canada, our strategic partnerships with universities and horticulture industry leaders will further strengthen the company's commercial presence," said Ali Ahmadian, CEO, Heliospectra.

Founded in 2006 Heliospectra AB now supports customer installations across six continents and recently expanded the Company's portfolio of LED products to include the helioCORE™ control system that ensures highest-quality crop performance across multiple production cycles and the new SIERA light bar series which includes five customized LED light treatments for indoor vertical farm production, propagation, tissue culture, grafting and healing. Heliospectra also announced a new helioCARE™ technical services portfolio in February 2019.

"Heliospectra and our business is focused on grower success. We partner and collaborate with our customers for the long-term," explained Hanna Rüdel, VP of Technical Services, Heliospectra. "By expanding helioCARE and the technical services available, we guide customers through the facility design and construction process, simplify installations and integrations with other automation technologies, and equip customers with crop-specific light strategies and cultivation training to ensure customer satisfaction and positive, long-term impact on their business' profitability as they scale production."

In addition to hiring business and technology executives, expanding the U.S. and Canadian sales teams and building out a team of horticultural experts, Heliospectra will also focus on expanding partnerships and its network of resellers across North America in 2019.

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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 14:45 CEST / 7.45 AM CDT on March 27 2019.*