



Heliospectra Continues Global Expansion with Tokyo Office

General Manager Yasuhiro Suzuki to Lead Installations of Heliospectra's integrated LED and helioCORE™ Light Control Solutions for Japan's Plant Factories and Vertical Farms

(GOTHENBURG, Sweden / SAN FRANCISCO, CA, 9 July, 2019) – Heliospectra AB (publ) (OTCQB: HLSPY, FIRSTNORTH: HELIO), a world leader in intelligent lighting technology for greenhouse and controlled plant growth environments, announces the formation of Heliospectra Japan Co., Ltd. and the opening of a new Tokyo, Japan office in July 2019 under the leadership of General Manager Yasuhiro Suzuki.

"With Yano Research Group forecasting indoor grown vegetable sales from Japan's vertical farms to reach 27.8 billion yen by 2022, Japan has established itself as the global role model in demonstrating the seamless integration of automation and control systems. Using Heliospectra's most advanced LED lighting technologies and light controls, these businesses will consistently deliver fresh, locally grown and nutritious produce to retail markets, urban food service and quality-conscious consumers," said Ali Ahmadian, CEO, Heliospectra.

Over the years, Heliospectra has rapidly expanded their product portfolio to focus on the benefits spectra-controlled LEDs, real-time sensor feedback and dynamic, automated light response bring to growers and commercial food producers. The company has also established strong local market presence and collaborations directly with customers in Europe, Canada, the United States, South America and Oceania.

As Japan's plant factories and controlled environment farms create new demand for the robust helioCORE™ light control and horticultural LED lighting integrations as well as the complete helioCARE™ plant science and technical services expertise that Heliospectra offers, the company will focus on building customer relationships and strategic partnerships with the Tokyo office and a local Japanese team.



"Heliospectra has created intelligent and highly advanced LED lighting and light controls that provide growers and businesses with a comprehensive, flexible and fully connected system," said Yasuhiro Suzuki, General Manager for Heliospectra Japan. "I look forward to working with Japan's highly sophisticated growers and large-scale facilities to improve their profitability through standardizing crop performance and yields with Heliospectra's customizable business solutions."

Mr. Suzuki previously served in senior leadership positions with Tetra Pak for 25 years developing strategic partnerships and an extensive business network in Japan and across Asia. He holds a bachelor's degree in Sociology from Rikkyo University in addition to associated graduate degrees in Marketing, Management and Organizational Leadership from IMD and Ashridge Business Schools.

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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.

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