

PRESS RELEASE

Malmö, Sweden, 25 September 2018

Polygiene grows organization in North America with appointment of new Commercial Director, Bobby Howell

As Commercial Director of North America, Bobby Howell, based in Vancouver, will cover the West Coast region.

He will work together with Hans Bergman, also Commercial Director North America, based in Montreal, and responsible for the eastern half of North America. Howell has valuable experience and a great network in the sport and outdoor industry as he joins with past work experience at premium brands, Arc'teryx, Assos and 7Mesh. His background in both sales and marketing as well as digital strategy will be of great value for the Company.

"Polygiene has established partnerships with some of the finest brands in the sporting goods, hunting, fashion and home and lifestyle sectors. I look forward to building on this strong foundation while also broadcasting the Polygiene story to new audiences. The company is poised for major growth globally, driven by the team's enthusiasm, the culture supported by the CEO, and the best in class product. I am excited to be joining such a progressive company," exclaims Bobby Howell, Commercial Director North America, Polygiene.

"The appointment of Bobby Howell is in line with the new updated strategy for the North America market and he will strengthen the sales and marketing activities together with Hans Bergman. The team's main objective is to increase sales within existing and new premium brand partners in the important North American market," notes Ulrika Björk, CEO Polygiene.

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About Polygiene

Polygiene is the world-leading provider of odor control technology and Stays Fresh solutions for clothing, sports equipment, lifestyle, textiles and other materials to help people stay fresh and confident. Polygiene brings the Scandinavian values of quality and care for the environment to life through its products and services. More than 140 global premium brands have chosen to use Polygiene Stays Fresh Technology in their products. Polygiene was established in 2006 and is listed on Nasdaq First North in Stockholm, Sweden. Erik Penser Bank AB acts as its Certified Adviser.