

PRESS RELEASE

Malmö, Sweden, September 13, 2021

New CMO joins Polygiene

Polygiene® announces the appointment of Sean Tindale as the new Chief Marketing Officer for Polygiene Group. He has a long career within marketing and his last appointment was at the Bestseller group as Global Marketing Director for Vero Moda. Before that as Senior Global Marketing Manager at the footwear company ECCO, one of many roles within that company. He joins Polygiene in the end of September and will be located in the HQ in Malmö, Sweden and will be responsible for all marketing and brand activities within the Polygiene Group, including the Polygiene and Biomaster brands.



“Joining the Polygiene team has been all about the chemistry, both on a people and product level. It is not often that you get the opportunity to join a remarkable team and couple that with a company’s products and mission that connects directly with your personal values. Having spent the past eight years working in footwear and fashion, the Polygiene offering makes perfect sense to help multiple



industries make the move from consumables to durables, something that the world needs now, more than ever. I am beyond excited to be part of the Polygiene Group family and help existing and new partners and consumers understand how we change the way we view products”, says Sean Tindale.

“We are very excited to have Sean, with his positive energy and drive, join the team. With a solid experience in marketing and brand building he will be key in our journey forward”, says Ulrika Björk

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About Polygiene

As the world leader in stays fresh technologies, we want to change the way we view products – from fast consumables to durables. We treat clothes, accessories, home products, and textiles to help people stay fresh, wash less and let clothes and products live longer. Over 200 global premium brands have chosen to use the Polygiene brand with their products. With the wholly owned subsidiary Addmaster Holdings Limited, we now have the possibility to offer solutions for both soft and hard surfaces. Polygiene is listed on Nasdaq First North Growth Market in Stockholm, Sweden. For more information: www.polygiene.com.