

PRESS RELEASE, REGULATORY INFORMATION

Malmö, March 1, 2018

Polygiene appoints Mats Georgson Chief Marketing Officer (CMO)

Mats Georgson, PhD in Marketing Communication has a long and solid experience in Polygiene, since he has been a member of the board for the past 10 years. He has also been involved in many strategically important projects in the company. Mats will take office on March 1, 2018 and will be an instrumental part of the management team.

Mats main task is to create a new marketing strategy for Polygiene focusing on strengthen Polygiene as a brand, both at our partners but also at the consumer direct level. He will further on focus on running strategically important projects and continue the started digitizing process to reach the financial targets of more than 400 MSEK in turnover at the latest 2022 and an EBIT margin of more than 20%.

"I'm very pleased to have Mats operational in the company as his skills within brand management and marketing are extremely important to us on our future journey. His long experience in Polygiene, both as a member of the board and his central roles in different marketing projects in the past, shows that he will be a huge asset for Polygiene and the management team" says Ulrika Björk, CEO.

Mats runs a successful consulting company since 2003 with customers as Zound Industries/Urbanears, Unibet, SSAB, Handelsbanken, Saab Technologies, CMORE. In his previous career he had a position as Global Brand Director for Sony Ericsson. During his time at Ericsson, he was responsible for the brand project Bluetooth and Sony Ericssons brand strategy.

Mats has a PhD in Marketing Communication from the University of Connecticut and has been a lecturer and researcher at the Department of Advertising and Public Relations, Stockholm University for 10 years. He is co-author of the leading academic textbook for branding: Strategic Brand Management: A European perspective (Keller, Apéria, Georgson)

"I am very motivated to contribute more operationally to Polygiene's journey. There's a huge market potential for Polygiene's offer, it is clear in all customer surveys we have done. We now have all the prerequisites for becoming a major globally, leading ingredient brand. The potential the company has, in combination with all the years I've been followed and worked with Polygiene, makes it an easy decision to roll up my sleeves and work with the team" says Mats Georgson.

Mats will decline re-election as a member of the board at the upcoming AGM.

This information is information that Polygiene AB (publ.) is obliged to make public pursuant to the EU Market Abuse Regulation and the Swedish Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out below, at Mars 1, 2018 kl 08.00 CET.

For more information, please visit: www.ir.polygiene.com or contact:

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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 100 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.