

Press Release – 2 February 2022

Awardit AB (publ) has appointed Erik Grohman as new CEO, with founder Niklas Lundqvist continuing to focus on further expansion

Awardit AB (publ) (“Awardit” or “the Company”) has recruited Erik Grohman as the new CEO from March 7, 2022. Erik succeeds Niklas Lundqvist who is the founder and has been CEO since the company was started, with the exception of a shorter time period, and who now enters a role where he can put greater focus on acquisitions and business development. Erik Grohman most recently comes from EssilorLuxottica where he has been responsible for the independent online companies in the European, South American and Indian markets. His knowledge of online business and his international leadership experience make him very well suited as the CEO of Awardit and its opportunities ahead. Erik currently owns 5,300 shares in Awardit and it is the company's intention that he will also have the opportunity to further invest in the Company.

“Now we are taking the next step in our development journey and then it fits perfectly that Erik Grohman with his international experience, his broad commercial competence and ability to build and lead a larger organization takes over the operational helm. At the same time, the fact that Niklas Lundqvist remains both on the board and in an operational role ensures a continued focus on acquisitions and business development for Awardit.”, says Samir Taha, Chairman of Awardit AB.

“I am very proud of what we have achieved so far and feel that it is the right time to hand over the role of CEO to Erik, who I am convinced is the right person to lead Awardit to continued success. Erik with his solid experience of running companies in strong growth, management experience and great commercial focus is perfect for Awardit and the future opportunities we face. I myself will focus on acquisitions and business development, which is what I am really passionate about and where I will be able to continue to contribute the most to the company for a long time to come. Now I have time to put my soul into it. I feel confident that we have a strong management that will take the company to the next level and towards the goal of becoming a leading European player in loyalty, incentive and gift card programs.” Niklas Lundqvist comments on the organizational change.

“I am excited and honored to take over as CEO of Awardit. The growth and strong position created by Awardit up until now has impressed me, and I look forward to developing the company further to reach its ambitions together with Niklas and the rest of the team,” says Erik Grohman.

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About Awardit

Awardit helps businesses increase revenue and profitability by implementing and operating loyalty programs, incentive programs and gift card programs targeting B2B & B2C customers. Awardit provides customers with program platforms on SaaS-basis, content in the form of commerce opportunities, partner networks as well as third party distribution of gift cards. The programs are normally provided on white label basis but Awardit also operates several private labels. Awardit is the largest company and platform in the Nordics in the sector.

The company's shares trade on Nasdaq First North Growth Market (AWRD). The company's Certified Adviser is Aqurat Fondkommission AB, reachable at info@aqurat.se or 08-684 05 800.

This information is such that Awardit AB (publ) is obliged to disclose pursuant to the EU Market Abuse Regulation. The information was released for public disclosure, through the agency of the contact persons above, on February 2, 2022 at 14:45 CET.