



PRESS RELEASE

STOCKHOLM 2015-09-23

ANDERS STENSSON NEW CFO AT NICOCCINO



Nicoccino AB (NAS:NICO) is pleased to announce the appointment of Anders Stensson as its new Chief Financial Officer as of September 22nd, 2015. Anders is a seasoned financial executive with experience as CFO in listed companies. Following the recent appointment of Jonas Nordquist, former President Scandinavia Division at Swedish Match, as Chairman of the Board, Mr. Stensson's appointment represents another key milestone in the development of Nicoccino and further underlines the growth potential in the company.

"Anders is a business minded CFO with a rich background in different industries and positions. He has experience from CFO positions in listed companies, both internationally and in Sweden, and he has a proven track record leading financial teams in high growth, industry-leading companies" says Michel Bracké, CEO of Nicoccino Holding.

Anders Stensson is 55 years old and was the former CFO of Flir Systems AB during a period of strong international growth. He also has experience as CFO at the listed company Frontec (Acando). His most recent position was a consultant where he supported companies such as Swedish payment solution company, Klarna.

"Nicoccino is a very interesting business and is at an exciting stage of development, from a start-up to fast becoming a global player in the growing market of recreational nicotine. This represents an amazing opportunity for any senior leader to be part of a growth company with the potential of transforming the way people use and consume nicotine." comments Anders Stensson.

As the Group CFO, Anders Stensson will be based at the Group Head Office in Täby, Sweden.

For more information, visit Nicoccino's webpage <http://nicoccino.se/en> or contact:

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About Nicoccino Holding AB

Nicoccino AB develops and markets a patented, innovative and discrete nicotine product that instantly provides the user with nicotine without the detrimental side effects of traditional tobacco products. The product has the same name as the company - Nicoccino™ – and is manufactured through partners. Nicoccino is currently sold in the UK, Germany, Czech Republic, Poland and through our online platform (purenicoccino.com)

Nicoccino`s head quarter is located in Täby outside of Stockholm and a sales office in London. The company's shares have been listed on Nasdaq Stockholm First North since June 2014 and can be found under the abbreviation NICO.

Remium Nordic AB is Nicocino Holding's Certified Adviser

