



## PRESS RELEASE

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### JOHAN CRAM NEW CEO AT NICOCCINO

**Johan Cram is appointed new CEO for Nicoccino Holding AB. He succeeds Michel Bracké, who leaves the company.**

Michel Bracké, who has been CEO of Nicoccino Holding AB since July 2013, leaves his position. Johan Cram, who has been a member of the Board since April 2015, has accepted to take over as CEO with immediate effect. Johan Cram, 45, has previously been Vice President Strategic Markets at Swedish Match Scandinavia. He has a solid experience from the tobacco industry. At Swedish Match he was responsible for Tax free, E-commerce and Horeca (hotel/restaurant/café). In addition, he was in charge of Swedish Match's Russian snus business.

*"To me, this was a rather easy decision. To get the opportunity to work with such as an exciting product, which can offer future consumers a good nicotine experience and which is both discrete and hygienic, seems very attractive", says Johan Cram.*

*"As a part of the next steps for Nicoccino, we are convinced that we with Johan Cram have a CEO with the market background and the experience, which will be important for the time to come", says Jonas Nordquist, Chairman of the Board at Nicoccino Holding AB.*

For more information, please visit Nicoccino's homepage [www.nicoccino.se/en](http://www.nicoccino.se/en), or contact:

Jonas Nordquist, Chairman of the Board  
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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<sup>TM</sup> – and is manufactured through partners. Nicoccino is currently sold in the UK, Germany, Czech Republic, Poland and through our online platform ([purenicoccino.com](http://purenicoccino.com))*

*Nicoccino's head quarter is located in Täby outside of Stockholm with 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*



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