

## PRESS RELEASE

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### ANDERS ULFHIELM TAKES OVER AS CEO FOR NICOCCINO HOLDING AB

Anders Ulfhielm will as of September 22<sup>nd</sup> 2016 take over as CEO for Nicoccino Holding AB. He has long experience in the pharmaceutical industry, most recently from a position as partner at Avanticon AB. The change is part of Nicoccino's strategic focus in achieving a drug approval of the product that was announced this spring. The current CEO, Johan Cram, will thereby leave Nicoccino Holding AB.

"I welcome Anders Ulfhielm as CEO to Nicoccino Holding AB and look forward in continuing to develop the business together with him. He has extensive experience from both the approval process and planning of production of pharmaceuticals, which will be of great benefit for the Company. At the same time I want to thank Johan Cram, who has contributed greatly by adjusting the Company's strategy and creating stable financial conditions. He has also initiated the process of drug classification, and as a consequence, the ramp down of the consumer business. I wish him all the best in the future." says Jonas Nordquist, Chairman of the Board in Nicoccino Holding AB.

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™ – and is manufactured through partners.*

*Nicoccino's head quarter is located in Täby outside of Stockholm. The company's share has been listed on Nasdaq First North since June 2014 and can be found under the abbreviation NICO.*

*Remium Nordic AB is Nicoccino Holding's Certified Adviser.*

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*This information is such information which Nicoccino Holding AB is required to disclose according to EU's Market Abuse Regulation. The information was provided by the above contact person's auspices, for publication on September 13, 2016 at 08:00.*