



Press release
To: News Director

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Heliospectra AB (publ) launches online sales – demand from the private market is increasing

Heliospectra AB, a global leader in intelligent lighting technologies for plant research and greenhouse cultivation, is now selling the latest generation of lighting, LX 60, online. The company's products will be sold via www.wexthuset.com, the biggest website in Sweden for online sales of functional cultivation products, and through its own website www.heliospectra.com. This is primarily to meet the growing demand from the private market.

"Sales of greenhouse lights have increased by around 70 per cent in the last three years and we are seeing a sustained rise in the level of interest among consumers. Home cultivation is very popular and many people are eager to have the right equipment. People are especially interested in the more technical products," says Lena Ljungquist, Owner and CEO of Wexthuset.com, which has approximately 55,000 monthly visitors to its website.

With the new generation LX60, which was launched in the spring and has been very well received by the industry, Heliospectra has been able to improve efficiency, halving energy consumption while also lowering the price for consumers from approximately SEK 50,000 to around SEK 16,000. This has boosted availability and the level of interest, especially among private individuals. LX60 is currently being used by a number of major growers, while interest in optimising cultivation possibilities at home or locally has increased dramatically. In large towns and cities, people are now growing on roofs, balconies and in basements.

"With LX 60, we have optimised the technology and succeeded in making it cheaper, more efficient and easier to handle than its predecessor, the L4A. Many of its properties appeal to the private market so we therefore want to increase availability, notably through online sales," says Staffan Hillberg, CEO of Heliospectra

Besides a burgeoning retail market, Heliospectra has also identified interest from restaurants wanting to cultivate their own herbs and spices nearby:

"We have exciting partnerships under way with restaurants that have realised the value and benefits of cultivating certain ingredients themselves," says Staffan Hillberg.

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Heliospectra AB (publ - listed on NASDAQ First North HELIO ISIN SE0005933082 as well as North American ADR OTCQB: HILSPY Cusip: 423281104) Founded in 2006 and specializing in intelligent lighting technology for plant research and greenhouse cultivation. Heliospectra products are based on in-depth knowledge in plant physiology and photosynthesis along with a unique way to utilize modern LED technology. After six years of development in Sweden, the company has now begun to expand into the international market. The company has raised more than \$ 15 million in venture capital and has received more than \$2.6 million through academic scholarships and grants. It has also received numerous awards for its forward thinking technology. Principal owners: Industrial Fund www.industrifonden.se, Midroc www.midroc.se, Weland Steel www.welandstal.se, Wood & Hill Investment www.woodhillinvestment.com.



Wexthuset.com is the biggest website in Sweden for online sales of functional cultivation products.



heliospectra

G&W is the company's Certified Advisor – www.gwkapital.se

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