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Meltron steps up marketing & sales and hires two directors

After a period of preparations and building an active pipeline of important customer relations and key projects, Meltron is now stepping up its marketing and sales efforts. Meltron has signed up and hired two global level Vice Presidents to strengthen the growth of the company in Scandinavia, Europe and Middle East and Africa. This will support the JV with ISAP in the US and in the longer perspective also Asia.

Mr. Anders Andreasson joins Meltron after a 15 years global level career in FLIR System, head-quartered in the US (NASDAQ-listed). FLIR System is specializing in intelligent sensing and surveillance solutions for public and industrial applications. "We are receiving so much positive feedback from our new customers and prospects that now is the right time to really boost the sales and our efforts. Anders has just the right experience and background", says Ville Sistonen, CEO of Meltron. Anders is based in Stockholm and will start 1 September.

- I'm very excited to join Meltron in this growth phase. Meltron has an impressive product portfolio with solutions for many different requirements, even explosion proof and for other harsh environments. I see high potential and several opportunities linked to my background offering safety solutions to the industry, says Anders Andreasson.

Mr. Christian Jonsson also joins Meltron. Previously Christian has been working in Aptilo Networks and Flexenclosure Company. He has very long and successful global level sales and leadership experience, recently being responsible in Middle East and Africa activities. Christian is based in Dubai and will start in June. "We are very happy to get Christian on board. The experience and the track-record he has in growing new businesses, products and technologies is just what Meltron needs now", CEO Ville Sistonen says.

- It is very exciting to join a company that has such a solid product portfolio and that is in the forefront of the market. I look forward to the many opportunities in the market and to help to grow Meltron and move into new markets, says Christian Jonsson.

"We made a very long and comprehensive recruitment process, we could not have got a better persons than Anders and Christian. I am looking forward to them joining me in the new executive team", concludes CEO Ville Sistonen.

About Meltron – "More than Just Light"

Meltron AB designs, manufactures and sells LED lighting solutions which are based on interdisciplinary application of electronics, optics, thermodynamics and nano-structures. "More than Just Light" translates into energy savings, superior light quality, product life-time savings, increased

productivity, safety and wellbeing for all. Meltron provides high quality solutions for the most demanding environments in infrastructure, industry, logistics and agriculture.

LED lighting is one of world's fastest growing industries. For this sector the annual growth is 47 % and the total market for 2020 is expected at 100 billion USD, according to Edison Research

*The Meltron share is traded on NGM Nordic SME in Stockholm under short name **MLTR**.*

For further information, contact:

Ville Sistonen, CEO Meltron AB, tel: +358 40 746 4781; ville.sistonen@meltron.fi

Meltron AB, Embassy House, Linnégatan 89C, 115 23 Stockholm

Meltron Oy, Laivakatu 3, FI-00150 Helsinki

Read more at www.meltron.com

www.meltron.fi

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