



Hudya AB has adopted a revised business plan

Since March, Hudya AB's management has focused on developing a business plan where the goal is a positive operational result. The Board of Directors of Hudya has decided to adopt the revised business plan, which is now being implemented. The focus is on profitability and optimization of the Group's business opportunities.

"We feel confident with the revised business plan and that it will give Hudya an operational balance," says Hudya AB's chairman Ole Morten Settevik.

The revised business plan is largely based on further digitalization of Hudya's processes, focusing on the areas where the company is experiencing the greatest operational success. The results of the digital customer acquisition enable lower costs and thus higher margins. This is crucial to decide where resources will be invested in the future. Consolidation, digital focus and expansion of the product range will be key elements for Hudya's future operations.

"Digitalization and streamlining of our business processes are essential prerequisites for realizing the business plan," says Hudya AB's CEO Mats Wennberg.

"Hudya's digital platform is designed to give customers access to relevant consumer services while ensuring an efficient operation of Hudya. Digital investments set a premise with a strong focus on profitable operations in all verticals," concludes Wennberg.

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About Hudya

Hudya AB is an innovative Scandinavian fintech company with operations in Sweden, Denmark and Norway and has approximately 190 employees. Hudya creates technical solutions for a simpler economic life, aiming to save customers time and money. Hudya has built a unique digital platform, gathering services that individuals and businesses need. Today, mobile, electricity, insurance and refinancing are offered with friendly terms, prices and customer service. The company has international ambitions and is working to develop and distribute services at a low cost regardless of country, starting in Scandinavia. The company was listed 14 February 2020 on Nasdaq First North Growth Market in Stockholm.

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For further information about Hudya, see hudyagroup.com.

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