

Michael Sundin has been appointed as CEO in Hudya AB

The fintech company Hudya AB has appointed Michael Sundin as CEO. The Board of Directors informs that Mr Sundin will be in charge of the company as from 26 March 2020.



"I'm very satisfied that Michael Sundin, with his extensive experience from Finans Skandic AB (financial services), Point International AB (fintech) and Seamless Distribution AB (mobile subscription and digital payments) has accepted to become our new CEO", says Chairman of the Board Ole Morten Settevik in Hudya AB. He continues:

"With the listing at Nasdaq First North Growth Market in Stockholm Hudya is entering a new phase, and Mr Sundin with his background from the Nordic fintech scene is the right person to lead Hudya towards new heights.

Børge Leknes has been the CEO of the company since it was founded three and a half years ago until now. Under Mr Leknes' leadership Hudya has grown from 0 to become a successful business with activities in Sweden, Denmark and Norway. We are very grateful for the job he has done, and the Board of Directors in Hudya is thanking him for his efforts as our CEO", concludes Ole Morten Settevik.

For further information contact:

Ole Morten Settevik, Chairman of the Board, Hudya AB

Phone: + 47 907 53 840

Email: oms@hudya.no

Morten Kvam, Chief Communications Officer, Hudya

Phone: +47 930 28 970

Email: mk@hudya.no

About Hudya

Hudya AB is an innovative Scandinavian fintech company with operations in Sweden, Denmark and Norway and has approximately 220 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. To date, the company has 97,000 registered users in Norway. The company was listed 14 February 2020 on Nasdaq First North Growth Market in Stockholm.

For further information about Hudya, see hudyagroup.com.

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