

## Press Release

Lund, Sweden, March 3, 2021

### Nils Olsson new president and CEO of Lime Technologies

The board of directors of Lime Technologies has appointed Nils Olsson as new president and CEO. He will take on the new role from 1 May. Nils is currently the Chief Operating Officer and has been active in the company since 2006 in a number of key positions, including country manager of Norway and head of sales for the group.

Lime Technologies recently adjusted and increased the financial targets for the business to be above 18 per cent sales growth and above 25 per cent EBITA-margin.

- *My ambitions and plan for Lime Technologies are clear. We are in a very good position. We have shown that we can successfully meet a challenge such as the pandemic. With our strategy and our fantastic team we are in a good condition to achieve our goals, says Nils.*

A potential change of CEO has been part of long-term planning and is thus well prepared for.

- *This is a good moment for the change and is entirely in line with Lime Technologies' DNA of internal recruiting. We hire young talents and give them the opportunity to grow within the company. Nils started his journey here as a trainee 14 years ago and has proven, time and time again in different positions, that he is the right person to take over as CEO, says Martin Henricson, chairman of the board.*

The current CEO and large shareholder Erik Syrén changes role, and makes himself available to the nomination committee for a position on the board of directors. Erik also started at Lime as a trainee, immediately after his studies at university.

- *After 20 years of operational work in the company, it is time for me to shoulder a new position and make way for Nils. He will increase the speed of development and lead Lime onwards, with new ways of thinking, ideas and strong commitment. The conditions for Lime Technologies to continue delivering long-term profitable growth are good.*

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## About Lime

Lime helps businesses all over the Nordics to become better at customer care. The company develops and sells digital products for "Customer Relationship Management", development and management of customer relationships. Lime was founded in 1990 and has more than 300 employees. The company has offices in Lund, Stockholm, Gothenburg, Gävle, Oslo, Copenhagen, Utrecht and Helsinki. Their customers include everything from sole traders to large organizations.

[www.lime-technologies.com](http://www.lime-technologies.com)