



Digitalist Group Plc Stock Exchange Release

5 August, 2019 at 09:00

Petteri Poutiainen is appointed as Chief Executive Officer of Digitalist Group Plc

Petteri Poutiainen has been appointed as the new Chief Executive Officer of Digitalist Group Plc (Digitalist Group or Company). He will start his employment with the Company on 5 August 2019 and he will officially take up his duty as the Chief Executive Officer on 2 September 2019. Before his appointment as CEO, Petteri Poutiainen has worked as the Finland's Country Leader of Salesforce since 2016. Poutiainen has over 20 years of experience in leading successful international organisations. Mr. Poutiainen will be part of Digitalist Group's top management incentive scheme.

"Petteri Poutiainen has solid evidence in creating profitable and sustainable growth by consistent and inspiring leadership in sales, customer relationships and organisations. In addition he has long international experience in combining customer experience and technology into successful and value adding solutions. We believe that this combination is ideal for further development of Digitalist Group according to 'The CX Innovation Company' -strategy" says Andreas Rosenlew, Chairman of the Board of Digitalist Group.

Petteri Poutiainen comments "Companies are seeking ways to build innovative services and positively distinctive customer experiences. Digitalist Group represents highly modern creative technology company combined with world class brand and design know-how. Customer centricity, creativity and wide technology know-how is strongly influential in my own background and I do believe that Digitalist Group will increasingly be one of the most sought after innovation partners going forward".

Hans Parvikoski, Company's Interim CEO and CFO, will continue to serve Digitalist Group as a CFO and remains a member of the Management Team. Peter Eriksson, Company's Board Member and Interim COO, will discontinue his duties as a COO as of 31 August 2019 and will continue as a Member of the Board.

DIGITALIST GROUP PLC

Board of Directors

For further information, please contact:

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