



Press release

Stockholm, November 29, 2018 (07:15 CET)

SSM makes changes to Group management

SSM Holding AB (publ), Sweden's leading developer of smart, affordable homes, has made changes to its Group management team in order to strengthen and develop the company's production and communication with customers.

Christer Ljung, who is currently Chief Purchasing Officer, has been appointed Head of Production Department with responsibility for developing SSM's production with a focus on quality, time and costs. Christer started working at SSM in April 2018. Previously, he held management positions within purchasing at Schneider Electric and Volvo Aero Engine Service. He also has more than 20 years' experience from international industrial purchasing and developing effective logistic flows in a variety of sectors.

Ann-Charlotte Johansson, who is Chief of Communications & IR, will get an extended role as responsible for branding and internal and external communication, including customer communication, marketing, sustainability and investor relations. Ann-Charlotte has 25 years' experience from a variety of positions within communication and management. She also has vast experience in communication, marketing, sustainability, digitalization and investor relations from companies including Scandic Hotels, Swedish Red Cross, Hallvarsson & Halvarsson and Nasdaq.

Bo Westin, who is currently Head of Sales, will leave the company. SSM has initiated the process of recruiting his replacement and Mats Uhlén has been appointed as acting Head of Sales.

- To meet the long-term demand for smart and affordable housing for people with normal incomes, we need to constantly review how to best develop our business and our housing concept. These changes to the Group management team will help strengthen our focus on quality, time and costs within production while helping us improve the customer experience and the way we communicate with customers, says Mattias Roos, President & CEO of SSM.

The organizational changes will be carried out immediately.

The information in this press release is such, which SSM Holding AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, at 07.15 CET on November 29, 2018.

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About SSM Holding AB (publ)

SSM produces functionally smart and affordable homes with attractive common areas, close to public transport and the city center for the company's target group — the urbanites of tomorrow. The company envisions a housing market that is accessible to as many people as possible and aspires to produce 60 percent cooperative apartments, 30 percent rental units and 10 percent student housing. SSM is the leading property developer in its niche within the Greater Stockholm area and in September 2018, the company has approximately 6,500 building permits in its portfolio. SSM was listed on Nasdaq Stockholm (Mid-cap) April 6, 2017 www.ssmlivinggroup.se