



Press release

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SSM recruits Ulrica Thelin for new position of Product Developer

SSM is continuing to strengthen its organization and invest in its popular offering. As part of this initiative, Ulrica Thelin has been recruited for the new position of Product Developer. Ulrica has previously worked as a Project Leader within SSM's marketing department and she is currently working as Sales Director at Genova Property Group. Ulrica will start at SSM in May 2017.

Ulrica Thelin has a solid education and broad experience from the construction and property market. She is currently pursuing an executive MBA at the University of Stockholm and earlier received her education within real estate economics at the Royal Institute of Technology (KTH) in Stockholm. In addition, she has pursued studies in law at Stockholm University and she is a registered real estate agent.

Today, Ulrica is Sales Director at Genova Property Group. Earlier, she has also held different positions within sales and marketing at SSM as well as real estate company Erik Olsson Fastighetsförmedling. She has also worked as a franchisee at Länsförsäkringar Fastighetsförmedling.

- SSM's vision is to make the housing market accessible to many more people. This is why when it comes to conceptual product development, it's important to always come up with new ways to meet our customers' demands, needs and wallets. Ulrika will play an important role within SSM in developing our offering in a creative and innovative way so more people can access great housing, says Mattias Roos, CEO, SSM.
- SSM's promise to offer "Smaller spaces. Larger living" is extremely exciting. I am looking forward to returning to SSM to continue to develop this offering for the urbanites of tomorrow – SSM's target group, says Ulrica Thelin, incoming Product Developer, SSM.

Ulrica will start in May 2017 and will report to CEO Mattias Roos.

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Om 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 region and in February 2017, the company had more than 5,500 building permits in its portfolio. www.ssmlivinggroup.se