



Press release

Stockholm, September 18, 2018 (07:30 CET)

SSM strengthens Group management by recruiting Bo Westin as new Chief Sales Officer

SSM Holding AB (publ), Sweden's leading developer of smart, affordable homes, has recruited Bo Westin as the company's new Chief Sales Officer and member of SSM's Group management team. Bo has solid experience in real estate sales from positions at NCC Boende, Mäklarhuset and Peab.

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Bo has an MBA from the University of South Carolina, US. He has vast knowledge within sales and marketing and leadership as well as extensive experience from the real estate sector and fast-moving, consumer-related companies. Today, Bo is responsible for property management at the Swedish Migration Agency and has previously held management positions at companies including NCC Boende, Mäklarhuset, Peab, SJ, 3 and Sony Sverige.

- For many years, SSM has had a market-leading digital sales process. And with our customers in focus, we're continuing to develop our sales and the customer experience with digitalized services and a relevant multi-channel strategy. Bo's skills and background will be a valuable asset in this work, says Mattias Roos, President & CEO of SSM.
- SSM has a very strong offering together with high ambitions and an innovative approach to further developing the customer experience and sales process. I look forward to being part of SSM's development and growth going forward, says Bo Westin, incoming Chief Sales Officer at SSM.

Bo will start his new position at SSM in December 2018 at the latest.

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 07.30 CET on September 18, 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 June 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