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## Press Release

### Promimic Appoints New CEO and starts sales operations in the USA

**GOTENBURG – January 18, 2017.** Promimic today announces that the Board of Directors has appointed a new CEO, Magnus Larsson, who will start his assignment in January 2017. Mr. Larsson has a solid background in Sales and Marketing and has held various leadership positions within the Dental Implant industry for the last 15 years. Most recent he held the position as Director, Global Market Development at Dentsply Sirona Implants. “Magnus Larsson brings a wide network and valuable global leadership experience from his time in the Dental Implant industry, says Tord Lendau, Chairman of the Board.”

The former CEO of Promimic, Ulf Brogren, moves to the USA and will establish and lead the Sales Operations at Promimic Inc. in Austin, Texas. After establishing the strategic partnership with DANCO Anodizing in 2016, this will bring Promimic closer to market and to our customers in the USA. “With Mr Brogren in place in the USA, starting Promimic Inc., we will be able to fulfill our strategic commitment to our customers in the USA, says Mr. Lendau.” Promimic Inc. will start its operation in January 2017.

**ABOUT PROMIMIC** Promimic, based in Gothenburg, Sweden, develops and markets products within nano-materials for innovative surface treatments. Promimic has developed the HA<sup>nano</sup> Surface that speeds up and improves the anchoring of implants in bone. The innovative HA<sup>nano</sup> Surface is licensed to several dental and orthopaedic implant companies. [www.promimic.com](http://www.promimic.com)

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