



Press Release (First North: WPAY)

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WESTPAY: Hans Edin new Chief Marketing Officer for Westpay AB

Westpay AB, leading fintech provider of transaction and payment solutions, strengthens the team by recruiting Hans Edin as Chief Marketing Officer, CMO. Hans comes from a position as CMO at SecureLink. Hans will, among other things, be responsible for Westpay's brand, communication, and Lead Management.

- *The decision to board was straightforward, and I am eager to, along with my new colleagues, strengthen Westpay's brand, position and global reach. A solid organization with brilliant people, combined with a unique offering makes this a huge opportunity. We have all the ingredients necessary to successfully communicate and position Westpay as the obvious choice in a global fintech market, says Hans Edin.*

Westpay delivers innovative and secure transaction and payment solutions for merchant in-store as well as for the e-commerce and self-service markets. Westpay offers a complete solution for all types of payments, working with a broad range of resellers within various industries, such as retail, hotels and restaurants and the retail banking sector. The company operates in five main market areas: the Nordic countries, Europe, Africa, South- and South East Asia, and Australia.

- *We have succeeded in positioning Westpay on several continents, and our ambition now is to grow the awareness of Westpay as a leading fintech provider. Our strategy involves, among other things, more efficient processes and consistent presence in relevant channels. Thanks to this increased focus, we will be able to scale up our sales and at the same time continue to give our existing customers a partner that embraces knowledge, flexibility, and accessibility, says Sten Karlsson, CEO Westpay.*

Hans Edin joins with perfect timing, adding experience, know-how, and leadership that will make a big difference concludes Sten Karlsson.

Hans Edin start his new job at Westpay during September.

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About Westpay:

Westpay provides smart transaction and payment solutions for merchant in-store as well as for the e-commerce and self-service markets. We offer a complete solution for all types of payments and for all kinds of applications within various industries, such as retail, hotels and restaurants and the retail banking sector. The company is active in five main market areas: The Nordic countries, Europe, Africa, South- and South East Asia, and Australia. The customers include Open, Elavon, Wirecard, ClearOn, Svenska Handelsbanken, Datorama, Interblocks, MAX Burgers and ABSA Bank. The company has its registered office in Upplands Väsby, Sweden and is listed on Nasdaq First North Growth Market. For more information: www.westpay.se