

**PRESS RELEASE**

# PER MANDORF APPOINTED AS NEW PRESIDENT AND CEO

**Malmö - ZetaDisplay AB (publ) (Nasdaq Stockholm:ZETA)** announces that the board of ZetaDisplay has appointed Per Mandorf as new President and CEO. Per Mandorf is 46 years old and currently the Commercial Director at Extenda Retail with responsibility for managing the company's commercial development for products and services. He takes over as President and CEO after Leif Liljebrunn, who assumes a new role in the company as VP Merger and Acquisitions as previously communicated. Leif Liljebrunn remains as President and CEO until Per Mandorf takes up his new position on 1 September 2019.

"The Board of Directors is very pleased with the recruitment of Per Mandorf who has a very solid experience from strategic business development with digitalisation from the entire value chain and to build software companies with recurring revenues. With his background and leadership, I am convinced that Per will continue to develop ZetaDisplay and take the company to continued success," says Mats Johansson, chairman of the board.

Per Mandorf has during the last five years been active in the Visma group, the latest three as Managing Director of Visma Retail. At Visma Retail, Per had total financial responsibility and for the company's strategic development and was involved in their M & A-processes. Prior to that, Per Mandorf had leading positions primarily in the retail trade, of which seven years as Nordic Sales and retail Manager at NilsonGroup.

"ZetaDisplay is an exciting company with a strong entrepreneurial spirit that has demonstrated high growth and a leading position in Europe in Digital Signage. I look forward to contribute with my experience to continue to drive growth together with customers and employees and to make use of and develop all the opportunities digitisation and changing consumer behaviour entails" says Per Mandorf, incoming President and CEO.

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## For questions, please contact:

Mats Johansson, chairman of the board

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## About ZetaDisplay

ZetaDisplay is a full-service supplier of communication solutions designed to influence behaviour in a physical shop or office environment. The company's business is based on a deep understanding of human behaviour in decision-making situations. We deliver our insights with the support of a smart technical platform which generates engaging digital display solutions. Our total offering encompasses strategy, planning, software, hardware, installation and content production, analysis, technical support and services.

ZetaDisplay has its registered office in Malmö. The company generates revenues of MSEK 400 and employs 140 staff at eight offices in six European countries. In total, the company handles 50,000 installations on 50 markets. The share is listed on Nasdaq Stockholm [ZETA]. More information at [www.zetadisplay.com](http://www.zetadisplay.com)



**Per Mandorf**  
Incoming CEO & President