



SSM appoints Ann-Charlotte Johansson as VP Communications & IR

SSM Holding AB (publ), one of the leading companies within residential development and housing construction in the Stockholm region, has recruited Ann-Charlotte Johansson as VP Communications & IR as an additional step to prepare the company for a potential listing on Nasdaq Stockholm.

Ann-Charlotte Johansson has been working within communications for more than 20 years. She has held a series of senior positions at Intellecta Corporate, Hallvarsson & Halvarsson, the Swedish Red Cross among others and she is currently VP Communications & IR at Scandic Hotels Group.

Ann-Charlotte will be responsible for SSM's overall communication and IR and will also be part of SSM's management team. She will start her new position in December 2016 at the latest.

– Ann-Charlotte has an extensive background in strategic and financial communication. Her vast experience and wide network will be an important contribution to SSM's work going forward, says Mattias Roos, President & CEO of SSM.

– SSM has an inspiring vision and the potential for considerable growth. I look forward to the chance to participate in the company's continued development, says Ann-Charlotte Johansson.

As previously announced, SSM has selected SEB together with ABG Sundal Collier as advisory banks and Gernandt & Danielsson Advokatbyrå as legal advisor in preparation for a potential stock exchange listing.

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This information

The information herein is such that SSM Holding AB (publ) is required to make public in accordance with the EU's Market Abuse Regulation and the Swedish Securities Market Act. The information was submitted for publication, through the above contact person, at 08.00 CET July 19, 2016.

About SSM Holding AB (publ)

SSM is a residential development company operating in the Stockholm Region. The Vision is a residential market for everyone. The Company distinguishes itself by developing apartments made for a certain customer segment – Tomorrows citizens of Stockholm – and the ambition is to develop Stockholm's most sought after apartments. That is why SSM builds apartments for one and two person households, with a high level of functionality per square meter, just outside the city, close to public transportation. Please find out more at: www.ssmfastigheter.se