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### Press release 20 September 2019

# Datscha appoints new CEO and announces Chairman position

Datscha appoints Nils Bergman as new CEO. Jacob Philipson, who has been CEO of Datscha for the past eight years, replaces Chairman and founder Urban Edenström.

From 1st November, Nils will take over the role as CEO at Datscha. Nils Bergman was previously CEO of ReachMee, a successful Nordic SaaS (Software as a Service) company. He developed the company from an early stage to become one of the most prominent players in the HR sphere before it was sold to Verdane Capital earlier this year.

Jacob Philipson, who has been Datscha's CEO for the past eight years, has also been promoted to chairman replacing Urban Edenström who will become vice chairman of Datscha.

“*The work as CEO at Datscha has been the most fun I’ve ever had in my career to date. I feel that now is a good time to hand over operational responsibility to Nils as the next CEO and I look forward to actively working from my new chairmanship position.*

*Datscha has had strong growth in recent years and Nils will continue Datscha's expansion both in Sweden and internationally*.” said Jacob Philipson.

“I've had my eyes on Datscha and the PropTech industry over the years. Datscha has an incredibly strong position in its home market Sweden and continues to have great potential internationally. With over 100 million SEK in repetitive subscription revenue, it is already one of the larger SaaS companies in the Nordic region. It is a strong foundation to stand on and I see good opportunities to continue to expand into new markets and enhance our services to our existing customers. It will be very exciting to be able to take the next step in the company's growth,” commented Nils Bergman.

Datscha will continue to invest in existing as well as new services and opportunities.

“*Datscha is one of the Stronghold Group's gems. With the combination of Nils and Jacob going forward, we will continue to invest and take new exciting steps for Datscha going forward,* ” said Urban Edenström, founder of Datscha, and founder and CEO of Stronghold Invest.

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