

Announcement

SMART VALOR AG, Switzerland

May 11, 2022

A senior Nasdaq executive joins SMART VALOR management team

As of 2 May 2022, Niclas Holmberg has taken on the position of Commercial Director at SMART VALOR AG, after his six-year tenure as Managing Director Global Listings at Nasdaq in Sweden. Niclas takes over the lead for B2B business and partnerships with banks and fintech companies as well as investor relations.

Following the listing of SMART VALOR on Nasdaq First North and the successful launch of its B2B business, SMART VALOR is expanding its management team to cover the institutional side. As part of this strategy the Company has engaged a proven financial market expert, Niclas Holmberg, who has joined the management team starting May 2022. At SMART VALOR, Niclas will be responsible for building out partnerships with banks and fintech companies as well as investor relations.

During his six-year tenure at Nasdaq, Niclas Holmberg was responsible for the listing of about 600 companies on Nasdaq First North. Prior to this, he served as Vice President and held several senior positions in Capital Markets and Asset Management at the major Swedish bank Handelsbanken International.

Regarding his new role at SMART VALOR, Niclas stated:

“I have known and appreciated the company founders for several years and have been impressed by the development of the still young company. The challenges for a scale-up in the dynamic environment of FinTech and crypto are considerable and can only be mastered with a lot of commitment and dedication. With its successful IPO in February this year, SMART VALOR has impressively demonstrated its pioneering role as the first Nasdaq-listed exchange for digital assets in Europe. I am very excited to be part of this team of extraordinary talent and to help drive the company's mission forward.”

Olga Feldmeier, the board chair of SMART VALOR commented:

“As the digital asset industry matures, we are seeing more progress on the side of institutional adoption of crypto. Retail customers are starting to demand digital assets from their banks. Hence, we will see a lot of partnerships and collaborations between the native blockchain companies like SMART VALOR and banking institutions in the years ahead. To succeed in this environment, we are bringing on board the best talent from traditional financial markets. So, it is my pleasure to welcome Niclas Holmberg to SMART VALOR.”



The SMART VALOR team with Niclas Holmberg in the front row, centre

For additional information, please contact

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About SMART VALOR

SMART VALOR is a Swiss company which became the first European digital asset exchange listed on Nasdaq First North. The company's mission is to provide a trusted gateway to blockchain technology for investors and institutions. On B2C side it operates a retail digital asset exchange, custody, and asset management. On B2B side, the company works with banks and fintech companies offering its technology as white-label Crypto-as-a-Service solution. SMART VALOR was one of the first crypto companies to receive a financial intermediary status in Switzerland and registered exchange and custodian under the Blockchain Act of Liechtenstein.