



Creating Customer Heroes

The Nomination Committee of Lime Technologies proposes Fredrik Ruben as new Board member

2.1.2026 12:30:00 CET | Lime Technologies AB (publ) | Company Announcement

The Nomination Committee of Lime Technologies AB (publ) ("Lime") proposes that the Annual General Meeting elect Fredrik Ruben as a new member of the Board of Directors. The proposal entails expanding the Board from five to six members and will strengthen the company's expertise in international expansion, software development and product strategy – areas that are central to Lime's continued growth journey.

Since 2014, Fredrik Ruben has been the CEO of Dynavox Group and has previously held equivalent positions at 3L System Group and Vitec Mäklarsystem. He brings extensive leadership experience from growth companies with a strong focus on software and business development.

"By proposing Fredrik as a new Board member, we are reinforcing the Board's experience within internationalisation and product development – key areas for Lime's continued growth. We have known Fredrik for many years and are confident that his commitment and understanding of ambitious growth strategies, and the barriers that must be overcome along the way will contribute to Lime's long-term value creation," says Erik Syrén, Chairman of the Board and member of the Nomination Committee.

"My first contact with Lime dates back more than twenty years, when I purchased their CRM system for Ericsson IPX. I was impressed even then by Lime's ability to combine software with customer-centred expertise to deliver clear business value. Having the opportunity now to contribute to Lime's continued development would be an honour," says Fredrik Ruben.

The Nomination Committee's full proposal will be presented in the notice to Lime's Annual General Meeting 2026. The Nomination Committee consists of Josef Weidman (Aktiebolaget Grenspecialisten), Patrik Jönsson (SEB Funds AB) and Erik Syrén (Syringa Capital AB).

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About Lime Technologies AB (publ)

Lime helps businesses to become better at customer care. The company develops and sells digital products for development and management of customer relationships. Lime was founded in 1990 and has over 500 employees. The company has offices in Lund, Stockholm, Gothenburg, Malmö, Oslo, Copenhagen, Utrecht, Assen, Cologne, Helsinki and Krakow. Their customers include everything from sole traders to large organisations. www.lime-technologies.com

Attachments

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