

PRECISE BIOMETRICS STRENGTHENS ITS POSITION IN BENELUX THROUGH LOCAL SALES TEAM

Precise Biometrics (publ) has signed an agreement regarding a dedicated sales team in Amsterdam for processing customers to gain market share for the company's visitor system YOUNiQ Visit. In a first step, the team will process the market in the Netherlands and in the next step the Benelux (Belgium, the Netherlands and Luxembourg).

YOUNiQ Visit (EastCoast) is Precise Biometrics' leading visitor management system with biometric identification. In the Nordics, more than 700 customers use YOUNiQ Visit, including Alfa Laval, Sodexo, Telia and Assa Abloy.

As part of Precise Biometrics' expansion in Europe, the company's first sales team outside the Nordics is now being established in Amsterdam, the Netherlands. Precise already has an installation base of YOUNiQ Visit in the country, through the company's Nordic customers who have local operations in the Netherlands.

An analysis of the market in Benelux shows many similarities with the Nordic market. The management's assessment is therefore that there are good conditions in the region from both a business and a product perspective for YOUNiQ Visit and the access system YOUNiQ Access.

The establishment takes place in collaboration with a local sales partner. The agreement means that Precise Biometrics will have a dedicated team of domestic salespeople with a focus on establishing YOUNiQ Visit as a leading visitor system in the region. The sales team in Amsterdam is expected to be fully operational in the first quarter of 2024.

Joakim Nydemark, CEO at Precise Biometrics, comments:

"Our expansion into the Netherlands is an important step in our continued commercialization and growth journey. We are committed to offering our innovative visitor system to organizations across Europe. The Netherlands represents a market with great potential and our presence in Amsterdam will strengthen our position as one of the leading players in visitor systems in Europe. We look forward to creating long-term partnerships and delivering value to our customers in the Netherlands and beyond in the Benelux and the rest of Europe."

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About Us

Precise Biometrics AB (publ) ("Precise") is a global supplier of identification software. The company offers products in various areas of application that enable users – using their own biometrics – to identify themselves in a convenient and secure way. Precise has two business areas; Digital Identity and Algo, and operates out of its offices in Lund, Sweden, Potsdam NY, USA and Shanghai, China. The Precise share is listed at Nasdaq Stockholm (PREC). For more information, please visit www.precisebiometrics.com

Attachments

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