

Strategic changes in Photocat's approach to public affairs

Director, Thomas Becker has decided to resign from his position in Photocat A/S to pursue other endeavours outside of Photocat A/S as of December 31st 2017.

Over the last few years, Photocat has pursued strategy to raise the awareness and recognition of Photocats outstanding and innovative technology towards governments and major cities. As part of the management team, Thomas Becker has been a key person in analyzing the Public Affairs strategy going forward, which has led to a recommendation to integrate public affairs as a more direct support for sales and marketing activities.

Thomas Becker says: "I am proud of having been part of Photocat, a company dedicated to make a positive environmental change, and I am grateful to have been working with inspiring colleagues and external partners. Leaving Photocat has not been an easy decision but I am confident Photocat will succeed in its future endeavours".

"Public Affairs has been an integrated part of Photocat's strategy and the dedicated team, led by Thomas Becker, has been important in raising the awareness of the company. Going forward Photocat has decided to pursue a strategy more focused on Sales and Marketing to the benefit of the stakeholders. I thank Thomas Becker for his efforts". Says Mette Therkildsen, Chairman of the Board of Directors.

About Photocat:

Photocat manufactures patented photocatalytic coating materials for outdoor and indoor applications, which degrade NO_x and VOCs when exposed to light. Both NO_x and VOCs are severely damaging to human health. Photocat's patented technology is very efficient and an economically viable alternative to many of the traditional technologies targeting NO_x (e.g. bus catalysts, flue gas cleaning etc.). Photocat's shares are listed on Nasdaq First North Stockholm with the ticker symbol PCAT. The company's certified advisor is Mangold Fondkommission.

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Photocat A/S is obliged to publicize this information in accordance with the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at CET 15:11 on October 2nd 2017.