



Christian Malm named Bluewater's Chief Technology Officer and joins the company's executive committee.

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Bluewater appoints new Chief Technology Officer

Bluewater, a global Swedish water purification and beverage solutions provider for homes, HORECA, and public dispensing, today announced a key appointment to its Executive Leadership Team.

Stockholm, Sweden. December 22, 2022 –Christian Malm, 47, has been appointed Bluewater's Chief Technology Officer and joined the executive committee. Malm's career spans various industrial sectors, working and leading agile product and technical engineering teams globally at scale-up

companies.

Bluewater founder and CEO Bengt Rittri (photo below) said the key appointment underlines Bluewater's strong commitment to innovation.

"Christian joins Bluewater at a perfect time as we enter our next growth phase," Mr. Rittri said. He added: "Christian's experience will be game-changing to accelerate our growth by driving Bluewater's global technology strategy, fostering a strong engineering culture, and providing technical leadership across all areas of the business."

Based in Jönköping, Sweden, Christian Malm has worked with Bluewater since 2013 as an external consultant developing Bluewater water purifiers and sub-systems and working as a project manager on product development, product documentation, testing, validation, and more. Before Bluewater, Malm worked in a number of production and engineer roles, the last 15 years as a Product development manager, with several fast-growing companies in the medical and automotive sectors.

Christian Malm says: "The water purification business is seeing strong growth as people almost everywhere increasingly question their tap water quality. Bluewater is well-positioned to leverage that opportunity. I intend to build a tech architecture for Bluewater based on investing in top talent, building a strong, well-organized team, and staying up to speed on new research technology that can benefit the company and both our consumer and business customers."

For more information please contact Christian Malm directly at +46 70 834 00 44 christian.malm@bluewatergroup.com or David Noble, Bluewater R & Communications Director at david.noble@bluewatergroup.com

About Bluewater and FloWater

Stockholm-based Bluewater and Denver, Colorado-based FloWater merged in early 2022, and share a mission of innovating solutions for eliminating single-use plastic water bottles and providing access to safe, purified and great-tasting drinking water for everyone. With their beverages, advanced

water purification tech, water refill stations and sustainable bottle solutions, Bluewater and FloWater provide water free of heavy metals, 'forever chemicals' (PFAS), bacteria or viruses, microplastics and other contaminants to consumers, business, schools and large-scale sports events globally. Both Bluewater and FloWater have been honored with *Fast Company* "World Changing Ideas" awards, and featured in numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The Daily Telegraph.

For additional information, visit www.bluewatergroup.com and www.drinkflowater.com

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