

# Mytaste Group

**myTaste AB (publ): Mytaste Group change name to Speqta**



myTaste AB (publ) ("**Mytaste Group**"), a digital media house that owns and operates a leading international advertising network as well as a number of digital products and services within performance-based marketing of e-commerce stores, today announces that the company, the group and its business areas change name to Speqta and that the products and services which previously been marketed under the names myTaste or Mytaste Group will now be marketed under the names Speqta or Speqta Group.

At the Annual General Meeting, held on 13 May 2019, the shareholders resolved to change the name of the company from myTaste AB (publ) to Speqta AB (publ). The new company name is subject to registration with the Swedish Companies Registration Office and the trademark application for the word SPEQTA has been filed with the EU Intellectual Property Office, EUIPO, for which registration is pending.

"As we launched the new strategy in May 2017, we changed our commercial focus and have enjoyed strong growth within multiple important verticals over the last 24 months. This success confirms the strategy as reliable and robust. To live up to the potential and utilize the new opportunities the company now has in terms of new markets, new customers and to recruit the right competencies a rebrand is a right move. We are no longer Mytaste Group, we have already become Speqta. The name stems from us having created something spectacular, and we are redrawing the map for online leads generation and performance-based marketing. Speqta guides customers to products and services they truly desire, we deliver high-quality leads. Leads, which often become deals. Speqta makes a difference for how, and where products and services are being bought online." says Andreas Friis, CEO.

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#### **About Speqta (Mytaste Group)**

*Mytaste Group is a digital media house that owns and operates a leading international advertising network as well as a number of digital products and services within performance-based marketing of e-commerce stores. Mytaste Group has two business areas: Speqta Shopping and Speqta Food & Beverage. The company is listed on Nasdaq First North Premier in Stockholm under the ticker "Taste".*

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