

**PRESS RELEASE**

Smartcart Ltd.

3rd November 2017



**Smartcart Announces the Addition of Jarno Kukila to its Board of Directors**



Smartcart announces the appointment of Jarno Kukila to its Board of Directors. Mr. Kukila has an extensive marketing and sales background with an impressive track record from building businesses into global phenomenon and growing the corporate revenue. Jarno has previously worked with companies and brands such as Adidas Group, Leaf Finland, Rabbit Merchandising Ltd and The Finnish Olympic Committee. He is also a Board member at Yonoton Ltd. and was one of the founders and owners of European Fighting Challenge, EuroFC.

“We are very excited to have Jarno on our Board of Directors. He is a visionary character specialized in the field of both consumer marketing and sales management. With this add-on to our Company’s role as a game changer, Smartcart takes another step further in our international expansion plan”, says Petteri Heiman, CEO of Smartcart.

Jarno Kukila commented on the announcement: “Smartcart is an innovative service producing significant new value for consumers and powerful new tools to the brick and mortar retail merchants. I am very excited to be a part of this and to use my expertise in retail, consumer marketing and branding to guide and develop this rapidly developing Company. I look forward to making a significant contribution”.

**Additional Information**

**Petteri Heiman, CEO**

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Smartcart Ltd is a Finnish technology company focusing on point-of-sale marketing, advertising and in-store services. We offer intelligent shopping cart solutions that will revolutionize and take the shopping experience to a new digital era. Smartcart is an easy-to-use location based solution that helps you locate products at the point of sales when it matters the most. Smartcart enables location-based personalized in-store marketing profitably – as first in Europe.

[www.smartcart.fi](http://www.smartcart.fi)