Press Release

MediNavi AG appoints new CEO of Danish subsidiary Nordic Swan Pharma Group

Frankfurt am Main: MediNavi AG is pleased to announce the appointment of Brian Palm Svaneeng Mertz as the new CEO of Nordic Swan Pharma Group ApS, a subsidiary of the company, effective May 1st, 2023. Brian Palm Svaneeng Mertz is an experienced executive with a successful track record as the CEO and founder of several growth and publicly traded companies.

Brian Palm Svaneeng Mertz, who has a background in sales and formal training in business, trade, organization, and marketing, has been a part of MediNavi's board of directors since July 2022. He's the chairman and founder of Medican A/S, a Danish in-door producer of medical cannabis with licenses for cultivation, bulk sales, and manufacturing. Medican has also owns Medican Pharma GmbH in Germany for import and distribution. Brian Palm Svaneeng Mertz' merits include being the CEO and Chairman of Nube Serena BV, a Dutch company producing high-content industrial hemp with CBD in Uruguay. Previously, Brian Palm Svaneeng Mertz was the CEO of NABUFIT Global Inc., a US-listed fitness platform company, and the Group CEO of Norwegian listed Nio, COO of the Nasdaq Listed company EuroTrust. Founder and CEO of the Danish listed Guava A/S and has long experience with private and strategic investments.

»We're excited to welcome Brian Palm Svaneeng Mertz to our team and look forward to the expertise and leadership he'll bring to Nordic Swan Pharma Group,« says Anna Wohlthat, CEO and chairman of MediNavi AG. »We've enjoyed working with Brian Palm Svaneeng Mertz as a member of our board of directors this past year, and we're confident that he'll drive both the growth and development of Nordic Swan Pharma Group.«

»I'm honored and excited to join the Nordic Swan Pharma Group team and lead the company through this next phase of growth and development,« says Brian Palm Svaneeng Mertz. »Also, I'm hopeful as well as confident that my experience and expertise will be valuable assets in driving the Swan Nature brand's innovation and expansion to the overall success of Nordic Swan Pharma Group as a part of MediNavi AG,« the new CEO concludes.

As part of the leadership changes, Stefan Berg will be stepping down as CEO but will continue in a management position within the company, focusing on sales, international relations, and partnerships.

About Nordic Swan Pharma Group ApS

Nordic Swan Pharma Group is a pharmaceutical company specialized in medicinal cannabis and cannabinoids. Nordic Swan Pharma Group is investing in the Medical Cannabis Industry across Europe with a dedication and vision to improve individuals' quality of life. We're specialized in the development and manufacturing of nutraceuticals, supplements, and skincare products containing cannabinoids and other naturally powerful ingredients which that are sold via our webshop throughout Europa and Scandinavia.

About MediNavi AG

Based in Frankfurt, Germany, MediNavi AG is a holding company that wholly owns Nordic Swan Pharma Group ApS.

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