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## Blueair Names Magnus Koch Chief Financial Officer

Stockholm, November 1, 2015 – Blueair has named Magnus Koch as its chief financial officer to help take the company to the next level as it scales for increased growth globally. Prior to taking up his new role with [Blueair](#), Magnus worked for IBM Sweden and other blue chip companies .

“Magnus is a fantastic fit for Blueair. He is a high-energy, results-driven financial manager with a passion for finance and business. He brings a wealth of experience from across a spectrum of different financial and business development roles, where he has worked at high tempo in fast changing environments,” said Niklas Wakeus, Blueair Chief Operating Officer.

Noting that Blueair ranks one of Sweden’s fastest growing companies with high growth in many of the over 60 markets in which its air purifiers are sold, Mr. Wakeus said the CFO's role is to be a strategic partner to the CEO and business by helping to balance growth and profitability.

“I am very excited about my new role as CFO of Blueair, which is a fantastic company with exceptional growth opportunities, and I look forward to being part of its future development,” said Mr. Koch. He added that as a strong believer in having a customer-first orientation, his focus will be helping Blueair meet the challenges of making the right investments and gearing for the long-term.

His past international business and consumer market experiences covers key management roles in a number of companies, including IBM Sweden, PriceWaterhouseCoopers and Ericsson.

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Sold in over 60 countries around the world, Blueair delivers home and office users more clean indoor air for enhanced user health and wellbeing faster than any competing air purifier thanks to its commitment to quality, energy efficiency and environmental care. A Blueair air purifier works efficiently, silently to remove 99.97% of allergens, asthma triggers, viruses, bacteria and other airborne pollutants.

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