



PRESS RELEASE

For immediate release

ESKO MERTSALMI JOINS ROADCLOUD'S BOARD OF DIRECTORS

HELSINKI, MAY 21 2019, --- [RoadCloud](#), a technology company that provides real-time road weather and condition information for transportation services and systems announced the appointment of [Esko Mertsalmi](#), CEO and co-founder of [Unikie Oy](#) to its board of directors.

"We are pleased to welcome [Esko Mertsalmi](#) to our board and look forward to his contributions on RoadCloud's future growth." said [Ari Tuononen](#), CEO and founder of RoadCloud. " Esko's vast experience in scaling digital businesses and working with car manufacturers will be invaluable to RoadCloud's technology and our customers."

"Ari and the Roadcloud team have been very successful in delivering on our mission to make roads safe as we have been expanding our market coverage. We are excited to have Esko join and share our mission as we plan to continue to grow and make a positive impact to people on the road in more and more markets. Esko brings a unique and valuable perspective, experience and leadership that will help us deliver on our mission." said Tero Tolonen, chairman of the board.

Esko is the CEO of [Unikie](#), a Finnish software development company that develops demanding software solutions for the automotive, telecom and engineering industries. With successful experience in international expansion as CEO of Unikie, his organization has grown into a major software development company since 2015 (30m € in estimated annual revenue this year, 2018 - 16m € in revenue).

"With the huge disruption and transformation going on in the international automotive markets, I am confident that the timing is right to create a strong

automotive technology in Finland. I am happy to join the RoadCloud team, where we can pursue this common goal even further." said Esko.

Esko joins an existing Board of Directors, which includes [Tero Tolonen](#)(chairman), [Juha Reunanen](#), [Lasse Lehtinen](#) ([Ice Breaker VC](#)) and [Ari Tuononen](#).

About RoadCloud Oy

[RoadCloud](#) is a connected vehicle data platform that provides real-time info for transportation services and systems. We are building the future of mobility and enabling autonomous driving by providing real-time road weather and condition information with our slippery road alert technology. Our data consists of local traffic & road weather information, road friction and quality, and information available from vehicle CAN-buses.

Learn more about RoadCloud by watching our video [here](#).

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