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Irisity recruits Anna Anderström as new CFO.

Irisity AB (publ), leading AI video analytics provider, continues to strengthen its management through the recruitment of Anna Anderström as Chief Financial Officer, CFO.

Anna Anderström currently holds the position as Group CFO of Qmatic AB and will join Irisity by latest December 14, 2022.

"Anna Anderström is a well-recognized business-oriented CFO with demonstrated change leadership ability in technology companies during rapid growth. She now brings her solid experience to Irisity, being well suited taking the lead of our financial strategy, empowering our continued growth agenda with improved profitability", comments Marcus Backlund, Irisity CEO.

Anna has over 20 years' experience of financial leadership roles mainly with international, public companies. Her experience also includes commercialization, product management, operations, project management and business transformation. She holds a master's in business administration from University of Halmstad.

"I'm very happy to join Irisity on this exciting journey. I hope to contribute with experience and commitment to take Irisity to the next level of growth, maintaining a solid financial ground. The huge market demand for IRIS unique product offering makes me feel privileged to be part of this team" comments Anna Anderström, Irisity next CFO.

Irisity is a leading provider of AI-powered video analytics solutions. We develop deep learning-based algorithms upgrading security cameras into intelligent detection devices, while safeguarding personal privacy. Irisity currently serve customers in more than ninety countries and has offices in Sweden, USA, Singapore, UAE, Denmark, Mexico, and Israel, operating through a network of resellers, partners, security companies, and camera manufacturers globally.

For further information:

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About Irisity

At Irisity we're doing real-time video analytics powered by machine learning. Irisity is a public Swedish AI-company with headquarters at Lindholmen, Gothenburg and offices in Israel, USA, UAE, Mexico, Denmark, and Singapore, where the innovative spirit is flourishing. We develop smart algorithms to detect and predict suspicious activities while preserving people's privacy. We believe that enhanced AI performance, ethics, and privacy go hand in hand, creating a positive mark within the camera security industry. Irisity's patented solution IRIS™ can be integrated into any new or existing camera infrastructure, installed directly into the camera, on server or in the cloud, to safeguarding people and assets. IRIS™ product portfolio includes solutions on asset protection, traffic management, and forensic search capabilities for a broad spectrum of industries such as safe cities, education, transportation, infrastructure, and the security industry. All IRIS™ functionality is available with our patented real-time anonymization, ensuring GDPR and US NDA act compliance and ethical safeguarding.

The Irisity AB (publ) share is listed on Nasdaq First North Growth Market, with the ticker IRIS, Certified Adviser: Erik Penser Bank AB +46 8 463 83 00 certifiedadviser@penser.se

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