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## Irisity recruits João Paulo Souza as Sales Director CALA.

Irisity AB (publ), a leading AI video analytics provider, continues to strengthen its global sales force through the recruitment of João Paulo Souza based in Sao Paulo, Brazil.

João Paulo brings extensive experience in the surveillance market. João Paulo has more than 8 years in Sales and Leadership roles in Brazil and South Cone at Genetec and over 20 years of experience in the electronic security market, representing national and international companies. With a solid career in manufacturers in the industry, he built his knowledge base in all disciplines of the segment such as Access Control, Video, Alarms and Fire. Prior to Genetec João Paulo held the position of National Sales Manager for the area of physical access control at HID, an American company and ASSA ABLOY subsidiary that manufactures solutions for secure identity.

"We are thrilled with the appointment of a well-recognized and accomplished security professional as João Paulo. He strengthens our global sales force with extensive international sales experience from complex technology sales to large organizations", comments Miki Schwartzberg, Irisity VP Sales Americas.

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, Denmark, USA, Colombia, Brazil, Singapore, Japan, UAE, and Israel, operating through a network of resellers, partners, security companies, and camera manufacturers globally.

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### About Irisity

Irisity AB (publ) is a world-leader in AI-powered video analytics solutions for enhanced safety and security. As of October 13, 2021, Agent Vi is part of Irisity. Founded in 2006, Irisity has offices in Sweden (HQ), Israel, North and South America, UAE, Denmark, Japan and Singapore. The combined company is serving a network of integrators, distributors, and technology partners globally.

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](mailto:certifiedadviser@penser.se)