Irisity AB (publ) announces appointment of Victor Hagelbäck, Group CTO

Gothenburg, Sweden − September 17 2025 − Irisity AB (publ), leading AI video analytics provider, takes next steps in previously announced simplification plan with the promotion of Victor Hagelbäck as Group CTO and responsible for all of Irisity's AI technology platforms and R&D operations.

Victor Hagelbäck, Irisity's Chief Growth Officer, is promoted to Irisity's Group CTO and will be leading both Gothenburg and Budapest R&D operations. He has been part of Irisity's leadership team for since 2012, where he was Irisity's CTO from 2012 to 2019. Victor has Master of Science from Chalmers University of Technology and has been with Irisity for 16 years, serving in all key R&D leadership roles, including COO, CPO, and currently CGO.

This promotion is part of Irisity's simplification plans and will further streamline the company's R&D operations. Zvika Ashani, co-founder of Agent Video Intelligence and Irisity Group CTO, will start a six-month handover process, ensuring a successful consolidation of the R&D operations from Tel Aviv to Gothenburg, Sweden.

"We want to thank Zvika Ashani for his many significant contributions during his 21 years at Agent Video Intelligence and Irisity", said Keven Marier, Irisity's CEO.

In addition, György Balogh, co-founder of Ultinous and currently Irisity Chief Product Officer, has decided to leave Irisity. György will start a three-month handover process to Victor and Attila Megyesi, VP of Engineering, Budapest. Starting in January 2026, György will serve as a strategic advisor supporting the continued productization of Generative AI capabilities within Irisity's AI technology platforms.

"We want to thank György Balogh for his many significant contributions during his 11 years at Ultinous and Irisity and look forward to him continuing to support Irisity's Generative AI use", said Keven Marier, Irisity's CEO.

For further information, please contact:
Keven Marier, CEO, Irisity AB, +46 771 41 11 00, keven.marier@irisity.com.

About Irisity
Irisity's AI Open Platform enhances any camera and video management system by integrating a choice of advanced AI and video metadata management featuring hybrid architecture, built-in anonymization, and flexible deployment (on-premises, cloud, or hybrid). Globally trusted in over 3000 locations, our platform delivers real-time, efficient, and precise data, augmenting human decisions to improve safety, operational efficiency and organizational intelligence.

The Irisity AB (publ) share is listed on Nasdaq First North Growth Market, with the ticker IRIS, the Company's Certified Adviser is DNB Carnegie Investment Bank AB.

Sweden| USA | Israel | Singapore | UAE | Colombia | Brazil | Argentina | Australia | United Kingdom | Mexico | Hungary

https://irisity.com