

Irisity promotes regional director to VP Sales and Operations, CALA (Caribbean and Latin America) to accelerate our regional focus and sales growth.

Irisity AB (publ), a leading AI/ML video analytics provider, is promoting Joao Paulo (JP) Florentino de Sousa to Vice President Sales and Operations, CALA.

For the last year, Joao Paulo (JP) has been Irisity's Director of Sales, CALA and has been building up a strong network of regional partners and sales. 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 America at Genetec and over 20 years of experience.

"JP will lead a growing team and partners in supporting our existing end customers and executing on Irisity's growth plans in personalizing AI/Machine Learning operations. To best support our expanding partner sales and operations we are splitting the Americas into two regional VP areas reporting to Irisity's COO," comments Keven Marier, Irisity's CEO.

"It's important to have leadership in the region who are close to the customer's need. This enables Irisity and our regional partners to work backward from the user's operational mission and enable them with AI/ML solutions versus products, says JP Florentino de Sousa.

I joined Irisity in August 2022 having worked with the technology from Agent Vi and seeing first hand the positive impact using powerful AI and machine learning could have for real-time security operations in CALA. With this promotion, I take another step in helping government and private companies in realizing the benefits of using AI/ML solutions in their real-time operations."

For further information:  
Keven Marier, Irisity CEO  
Phone: +46 771 41 11 00  
E-mail: [keven.marier@irisity.com](mailto:keven.marier@irisity.com)

#### 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)