

## Net Insight announces appointment of vice president global sales

**Stockholm, Sweden** – Net Insight, the leading provider of live, interactive and on-demand media transport, today announces that it has appointed Alan Ryan as its Vice President of global sales. The appointment underscores Net Insight's ambition to be a growth company in the media industry.

Alan Ryan has more than 25 years of experience within the Telecoms and IT industry with extensive experience of international sales management focused on partnerships, alliances and channel management. The past assignments include Sales Director at MTI, UK, Networking General Manager at SCC, and he started his management career at Telia Sonera. Alan Ryan holds a BSc (Hons) in Business Studies from University of Bradford.

Alan Ryan will join Net Insight at the latest on January 15, 2016.

"I am extremely excited to join Net Insight at a time when the media market is in a huge transformation, said Alan Ryan. "I look forward to building upon the strong market position of Net Insight and to develop relationships with customers and partners around the globe."

"I am pleased to have recruited Alan as our new VP of global sales since his experience in a variety of closely related markets and his understanding of multiple sales channels will be a huge asset in helping Net Insight to grow for the future," said Fredrik Tumegård, CEO of Net Insight. At the same time I also want to thank Stig Stålnacke for his sales efforts and more specifically contributing to establish Net Insight as an important provider in the North American market."

After seven years in the company Stig Stålnacke has decided to leave the company. Stig will stay in the company until December 31<sup>st</sup>.

### **For further information, please contact:**

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Net Insight AB discloses the information provided herein pursuant to the Securities Market Act and/or the Financial Instruments Trading Act. The information was submitted for publication on December 4, 2015 at 20.00 CET.

## About Net Insight

*Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Net Insight delivers media transport solutions that empower broadcasters, content owners and network service providers to activate their audiences by providing a quality-of-experience worth paying for, live and local content that's part of their world and interactive experiences they want to be part of.*

*The company's solutions enable live, interactive and on-demand media transport, with operational simplicity, to let customers focus on delivering the best possible experience to their audiences. Net Insight's strength lies in enabling lossless video transport at any scale, from live contribution via the Internet, to ultra-high-definition distribution in managed media networks spanning the globe.*

*More than 500 world-class customers run mission critical media services using Net Insight's solutions, covering more than 60 countries worldwide. Net Insight is listed on NASDAQ OMX, Stockholm.*

**For more information,** please visit [netinsight.net](http://netinsight.net)