

Net Insight Appoints New VP Business Development

Stockholm, Sweden – Net Insight, the leading provider in streaming, media transport and resource scheduling, today announces that Marcus Sandberg has been appointed vice president business development at Net Insight AB. Sandberg will join Net Insight on January 1, 2018.

Sandberg brings more than 15 years of global TV and media industry experience to this newly created position at Net Insight. Most recently, he held the position of vice president business development at Modern Times Group (MTG). Sandberg has a Master of Science in Economics and Business Administration from Stockholm School of Economics.

"This new role was created to strengthen the company's market and customer orientation. Marcus Sandberg has the broad industry experience to help us continue this mode of transformation and growth," says Fredrik Tumegård, CEO of Net Insight.

"The global media industry is in the middle of a rapid digital transformation," says Marcus Sandberg. "Net Insight's solutions are very well positioned to meet future needs and I am excited to join the Net Insight team and help realize the vision of the future."

For further information, please contact:

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This information is information that Net Insight AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 5.00 pm CET on December 6, 2017.

About Net Insight

Net Insight's vision is to enable a live and interactive media experience for anyone on earth. Our aim is to lead progress and enable a global media marketplace where live content can be exchanged and interaction among TV audiences can take place in real-time. We want to create the media experience of the future, centered on content.

Net Insight delivers products, software and services for effective, high-quality media transport, coupled with the effective management of resources, all, which creates an enhanced TV experience. Net Insight's offerings span across the entire media spectrum, starting from TV cameras and TV studios, right through to the TV consumers. Our solutions benefit network operators, and TV and

production companies, by lowering total cost of ownership, improving their workflow efficiencies and providing them with the ability to capture new business opportunities.

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 Stockholm.

For more information, please visit netinsight.net

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