

Net Insight reorganizing for growth and increased customer focus

Stockholm, Sweden – Net Insight, the leading provider in streaming, media transport and resource scheduling, today announces a new organizational structure to position itself for future growth through a sharper customer focus and a clearer division of product and business responsibilities.

"Technological progress and changing customer behaviors mean that we need to step up our rate of change. This has led us to introduce a more streamlined organizational structure, focused on increasing growth and profit by a clearer division of business and product responsibilities, but mainly a sharpened customer focus," says Henrik Sund, interim CEO at Net Insight.

The new organizational structure is effective from 4 October 2018, and is based on the existing group-wide sales organization, but with a clearer distribution of responsibilities for the various products and solutions in order to better meet customer needs.

As a result of the reorganization, management now comprises:

Henrik Sund, interim CEO; Pelle Bourn, CFO; Maria Hellström, COO; Marcus Sandberg, VP Strategy & MarCom; Alan Ryan, VP Sales; Ulrik Rohne, VP Media Networks; Gustav Grundström, VP OTT and Judy Fick, VP Resource Optimization.

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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 3.45 pm CEST on October 4, 2018.

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.

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