



Press Release
Stockholm June 11, 2020

Net Insight appoints Chief Commercial Officer

Stockholm, Sweden – With the objective to strengthen the commercial functions, Net Insight has today appointed Mårten Blixt in the newly established Chief Commercial Officer (CCO) role. Mårten Blixt will join the Executive Management team and will assume the position during August, 2020.

With the recently announced changes to the structure and the new Executive Management team, Net Insight is reinforcing its focus to grow the core Media Networks business. As part of these changes, Mårten Blixt will join Net Insight in the new role as Chief Commercial Officer, with responsibility for global sales and marketing.

Mårten Blixt has more than 20 years' experience from senior international sales roles within the software and IT industry and comes from a position as Regional Manager Nordic for Questback, a market leading SaaS supplier. Prior to this, he was Nordic CEO at the software and IT company Insight Technology Solutions. Mårten Blixt will join Net Insight during August, 2020.

"I'm very pleased to announce Mårten Blixt as our new CCO," says Crister Fritzson, CEO of Net Insight. "Mårten will play an important role in our growth journey and has a strong track record of delivering growth in complex industry settings."

For further information, please contact:

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About Net Insight

Net Insight is a global leader in media networks and resource optimization. With more than 20 years' experience, Net Insight is a trusted and important partner and a leading force in the media tech industry in creating a better media experience.

Net Insight is powering the evolving media business in a connected world where technology enables seamless meetings between producers, distributors and consumers of content – regardless of geographical location, technical resources or distribution network. With its deep

market knowledge and insight, genuine customer focus and world-leading innovative technology, Net Insight makes it easier to create and deliver better content in a more reliable and effective way. Net Insight is driven by the idea that everything can always be done smarter, for both its customers and their customers.

More than 500 world-class customers run mission-critical media services using Net Insight's solutions in more than 60 countries worldwide. Net Insight is listed on Nasdaq Stockholm.

For more information, please visit netinsight.net

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Attachments

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