



## SUBGEN AI ADVANCES EUROPEAN EXPANSION STRATEGY WITH TWO STRATEGIC HIRES IN SWEDEN

Stockholm, Sweden – Subgen AI AB (“Subgen AI” or “the Company”), a European provider of enterprise-grade generative AI infrastructure and software, today announced two strategic appointments in Sweden, marking an important execution milestone in the Company’s European expansion plan.

The hires strengthen Subgen AI’s enterprise sales and partner-led go-to-market capacity as the Company accelerates adoption of its Serenity Star AI platform across key European markets.

“These appointments represent concrete progress in our European expansion journey. Building the right team is essential as we scale our technology, deepen partnerships, and increase customer adoption across the region,” said Lorenzo Serratosa, CEO of Subgen AI AB.

Henrik Pryssander joins Subgen AI with more than a decade of experience in enterprise software sales and go-to-market execution. Most recently at HCLSoftware, he drove strong license growth, exceeded targets, and secured strategic enterprise contracts across the Nordics, bringing a proven ability to scale commercial growth and build long-term customer relationships.

Brad Hariharan brings over 15 years of international experience in strategy, partnerships, and operational leadership within global technology organizations. Most recently Managing Partner at Euro Strategy Consulting and previously at IBM, he has led digital transformation, strategic partnership development, and multi-country expansion initiatives across Europe, delivering measurable commercial impact through scaled technology ecosystems.

With these additions, Subgen AI continues to execute on its stated strategy of expanding market presence, strengthening delivery capabilities, and accelerating adoption of its AI-driven solutions throughout Europe. Further key hirings are planned for, as initial steps, in Sweden, Germany and France.

For further information, please contact:  
Lorenzo Serratosa, CEO, Subgen AI AB  
Email: [ir@subgen.ai](mailto:ir@subgen.ai)

### About Subgen AI

Subgen AI is an enterprise artificial intelligence company that develops both infrastructure and proprietary agent-centric AI-as-a-Service software, branded as Serenity Star. Its solutions are designed to scale and accelerate the adoption of AI across organizations. Subgen AI is



experiencing rapid growth, building data centers and delivering services to clients in sectors such as healthcare, energy, legal, and human resources. Subgen AI operates across Europe, Latin America, and the United States. For more information, see Subgen AI's website <https://subgen.ai>.

The Company's Certified Adviser is Eminova Fondkommission AB | [adviser@eminova.se](mailto:adviser@eminova.se).