Company News

Date: September 6, 2016

IAR Systems appoints EMEA Regional Manager to boost further business growth

Thomas Sporrong, with 13 years of experience with IAR Systems and in the embedded industry, is now EMEA Regional Manager

Uppsala, Sweden—September 6, 2016—Today, IAR Systems® announces that the company has promoted Thomas Sporrong to Regional Manager for the EMEA region. Thanks to a long career at IAR Systems and in the embedded industry, Thomas Sporrong has gathered an extensive knowledge of customer interactions and deep technical expertise.

"The establishment of Thomas Sporrong as EMEA Regional Manager is a solid choice to secure our future operations and take advantage of the great possibilities for further growth in the region," says Stefan Skarin, CEO, IAR Systems. "With his extensive experience, Thomas Sporrong holds a unique understanding of different customer needs. We have done several strategic appointments during the last months as part of a global investment. This promotion is one additional step to guarantee that we fully meet the growing demand for our products."

"In my role as EMEA Regional Manager, I will focus on boosting creativity and ambition and lead the region forward for further growth," says Thomas Sporrong, EMEA Regional Manager, IAR Systems. "I am really excited about this opportunity and I am looking forward to work closely with our strong EMEA team to grow IAR Systems' business in EMEA."

Thomas Sporrong has been with IAR Systems since 2003 in various roles. The most recent position was as Global FAE Manager, where he led IAR Systems' worldwide team of Field Applications Engineers and was responsible for product roll-outs and sales implementation. Thomas Sporrong holds an M.Sc, Computer Science, and a B.Sc, Electronic engineering, from Mälardalen University. He is also trained in leadership at Harvard Business School.

With headquarters in Sweden, IAR Systems has offices all around the world including the United States, Japan, Korea and China. In EMEA, the company has sales and support offices in Uppsala in Sweden,

Munich in Germany, and Paris in France. IAR Systems is also represented in many additional countries in the EMEA region through distributors.

Ends

Editor's Note: *IAR Systems, IAR Embedded Workbench, IAR Connect, C-SPY, C-RUN, C-STAT, visualSTATE, IAR KickStart Kit, IAR Experiment!, I-jet, I-jet Trace, I-scope, IAR Academy, IAR, and the logotype of IAR Systems are trademarks or registered trademarks owned by IAR Systems AB. All other products names are trademarks of their respective owners.*

IAR Systems Contacts

Josefin Skarin, Investor Relations, IAR Systems Group AB
Email: josefin.skarin@iar.com

Stefan Skarin, CEO and President, IAR Systems Group AB
Email: stefan.skarin@iar.com

About IAR Systems

IAR Systems provides developers of embedded systems with world-leading software tools for developing competitive products based on 8-, 16-, and 32-bit processors. Established in Sweden in 1983, the company has over 46,000 customers globally, mainly in the areas of industrial automation, medical devices, consumer electronics, telecommunication, and automotive products. IAR Systems has an extensive network of partners and cooperates with the world's leading semiconductor vendors. IAR Systems Group AB is listed on NASDAQ Stockholm. For more information, please visit www.iar.com.