



Qbrick Appoints Mats Dicklén as Chief Sales Officer to Drive Growth and Strengthen Commercial Focus

Qbrick AB (publ), a leading provider of interactive and AI-powered video platforms, announces that Mats Dicklén has been appointed Chief Sales Officer (CSO), effective immediately. He will also join the company's executive management team and will combine his new role with his current position as Chief Content Officer.

Mats Dicklén brings extensive leadership experience in sales across marketing, production, technology and media. He has held senior positions at some of the largest media companies in the Nordics, including Bonnier, Schibsted, Egmont, and MTG, where he has driven innovation and growth in content and video production. Most recently, he served as Head of Bonnier Brand Studio, a central production unit delivering commercial content - including TV and film - to nearly 200 titles within the Bonnier Group.

Krister Karjalainen, CEO of Qbrick, comments:

"We're seeing a clear shift in how video content drives business results, and with Mats in a dual role, we gain a stronger connection between what we create and what we sell. This is an important step in maximizing customer value in every delivery and further executing on our growth strategy."

Mats Dicklén, Chief Content Officer and newly appointed Chief Sales Officer, comments:

"When content and sales are fully aligned, we can not only meet market demand - we can stay ahead of it. My focus will be on turning creative excellence and technical expertise into measurable business outcomes - for our clients and for Qbrick."

For more information, please contact:

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About Qbrick AB

Qbrick offers a complete video platform for companies and organizations looking to communicate, educate, and engage through video. With over 20 years of experience, Qbrick helps its customers deliver secure, interactive, and data-driven video experiences - from live streaming to e-learning and video management. Qbrick currently operates wholly owned subsidiaries in Sweden, Norway, Denmark, and Finland. The company's headquarters are located in Stockholm, and its shares are listed on the NGM Nordic SME.

For more information, visit www.qbrick.com