



Press release

Stockholm, July 1, 2019

Tobii welcomes Anand Srivatsa, new Division CEO of Tobii Tech

Tobii AB (publ) is pleased to announce that Anand Srivatsa is joining Tobii as the new Division CEO of Tobii Tech. Anand will lead Tobii's efforts to grow a large and successful business providing eye-tracking technology to consumer devices and other volume products.

Anand Srivatsa brings 15 years of experience from Intel Corporation where he most recently was Vice President in the Client Computing Group and General Manager of Intel's Desktop, Systems and Channel Groups. Prior to this, he held various senior positions in Intel within sales and marketing in the United States and Taiwan, including responsibility for some of Intel's largest customers. Prior to his career at Intel, Mr Srivatsa held engineering roles at Ciena Corporation. He holds a Masters' degree in electrical engineering from Stanford University.

Mr Srivatsa replaces Henrik Eskilsson who has held this position on an interim basis alongside his role as CEO of Tobii Group, a role which he can now dedicate his full attention to. The organizational change will be effective August 12th, 2019.

"Anand is an outstanding addition to the Tobii team and brings invaluable knowledge about the ecosystem in which we operate and the customers we serve.", says Henrik Eskilsson. He continues, "I am very proud to be the CEO of a company that can attract such key talent and am thrilled to have him on board."

"There is a tremendous opportunity to improve how computers and other devices interact with humans, and eye-tracking technology will profoundly change the human computer interaction landscape. I am excited to join Tobii, the undisputed leader in eye-tracking, to help drive this transformation." Says Anand Srivatsa, new Division CEO of Tobii Tech.

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About Tobii

Tobii is the global leader in eye tracking. Our vision is a world where all technology works in harmony with natural human behavior. Tobii operates through three business units: Tobii Dynavox makes specially designed computers that are controlled by eye movement or touch screens for use by people with special needs due to spinal cord injuries, CP, ALS or other medical conditions. Tobii Pro develops and sells eye-tracking equipment and services used today by more than 3,500 companies and 2,500 research institutions, including all of the world's 50 highest ranked universities. Tobii Tech further develops Tobii's technology for new volume markets, such as computer games, personal computers, virtual reality, augmented reality and smartphones. Tobii is

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headquartered in Sweden and is listed on Nasdaq Stockholm (TOBII). The group has about 1,000 employees. For more information: www.tobii.com.

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