

Press release

Stockholm, January 19, 2017

Tobii Adds HR Director to Group Management

Cecilia Eriksson, Global HR Director, has joined the Tobii Group's executive management team. HR is a central and strategic function for Tobii, which aims to continue strengthening its organization and its position as an attractive and top-ranked workplace internationally, in addition to being one of Sweden's most attractive workplaces.

"As our organization has grown, HR has taken on an increasingly important role. We devote considerable resources to ensuring that every area of the business attracts the right employees, organizing our work in an optimal way, creating value through our culture and values, and developing world-class employees and managers. It is therefore a natural step to include Cecilia in Tobii's Group Management," said Henrik Eskilsson, CEO of Tobii.

Cecilia Eriksson has worked at Tobii since 2011 and served as Global HR Director since 2015. She previously worked as a management consultant at PwC and has held numerous roles in the recruiting and staffing industry.

This change to Group Management will take effect immediately.

This information is information that Tobii AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, on January 19, 2017, at 08:00 a.m. CET.

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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 3,000 companies and 2,000 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 and vehicles. Tobii is headquartered in Sweden and is listed on Nasdaq Stockholm (TOBII). The group has over 700 employees. For more information: www.tobii.com.