



Tobii Welcomes Magdalena Rodell Andersson, New CFO of Tobii Group

Tobii AB (publ) has appointed Magdalena Rodell Andersson as its new CFO and a member of Tobii's group management team. Magdalena has extensive experience, having served in CFO and interim CEO roles at both large and small entrepreneurial companies across a range of industries.

"Magdalena is a fantastic addition to the Tobii team, and we look forward to working closely together. She brings a wealth of experience in both the finance field as well as in general management and business operations development from many fields, which we will leverage to further improve our business", said Henrik Eskilsson, CEO of Tobii Group.

Magdalena's most recent position is as CFO at OKQ8 Scandinavia. Before this, she was CFO (and interim CEO) for Platasjen and CFO (and interim CEO) at Filippa K. Magdalena will start in her new role in January 2021, and will succeed Johan Wilsby who will leave Tobii in September this year. In the interim period, Linda Tybring, currently CFO of the division Tobii Dynavox, will assume the role as CFO for Tobii Group.

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About Tobii

Tobii is the global leader in eye tracking. Our mission is to improve the world with technology that understands human attention and intent. 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 supplies eye tracking technology for integration into consumer electronics and other products such as personal computers, virtual reality headsets, healthcare applications, and more. Tobii is headquartered in Sweden and is listed on Nasdaq Stockholm (TOBI). The group has over 1,000 employees. For more information: www.tobii.com.