

Anoto announces management team changes

Lund, 28th September 2015 – Anoto Group Chief Executive Officer Stein Revelsby today announced changes to the company's management team.

"The re-organization of product development and product management is another step in our continuous efforts for improvement to achieve better alignment, more transparency, become more efficient and dynamic and to position the company for future growth", says Stein Revelsby, CEO Anoto Group. "We have been through a significant restructuring and repositioning of our company from mainly focusing on data capture solutions for enterprise to broaden our portfolio to include digital writing solutions for all industries, including creative. We are now in a position to offer a universal digital writing platform for all surfaces, small and large displays as well as paper, large panels and interactive walls".

The management team changes, following recent hires of Tom Webb, SVP Product Management, Byron Connell, CMO and Brian Slade, SVP Sales North America, includes the elevation of James Shannon, Thomas Lövskog and Anders Sjögren to the executive management team, as well as Dennis Ladd leaving the company. Tom Webb, SVP Product Management will work closely with marketing and lead Anoto's consolidated product efforts and product management team.

James Shannon, SVP Software Development and Chief Architect. James has over 20 years' experience in the software technology industry focused on the architecture of software platforms that incorporate Bluetooth technology, mobile apps, web applications and cloud services. With in-depth experience of both enterprise integration and the creation of large scale consumer experiences, James has helped many major brands and enterprises scale their products & services to significant audiences. James has also been involved in several successful start-ups, including DevelopIQ that was acquired by Anoto in 2013. James' architecture skills in combination with over 10 years' experience in Anoto technology will play a key role in the creation and delivery of Anoto's next generation of products and services.

Thomas Lövskog, SVP Hardware Development and System Architect. Thomas has over 25 years' experience in consumer electronics hardware, with a special focus on PCB design and technologies as well as the system design of compact electronics. He has managed teams on different levels for 20 years and also has an in-depth knowledge of the wide range of tools used in the electronics industry. He has performed numerous benchmarks and deployments in this field, as well as being Chairman of a CCB for one of the larger Enovia V6 PLM installations in northern Europe. Thomas' experience covers both large multinational companies as well as start-ups, with a proven track record working and negotiating across many different cultures. Thomas has been with Anoto since August 2012.

Tom Webb, SVP Product Management. Tom has over 30 years' experience in the software technology industry, much of which has been focused on various aspects of enterprise, embedded and mobile software applications and systems development. Over his successful software career, Tom has held senior and executive management positions in product management, marketing, business development, sales and corporate development. Tom began his career with Hewlett Packard and has participated in six venture-funded start-ups including Rational Software, which he helped grow to over \$2B prior to being acquired by IBM Software Group. Tom has extensive experience in product and offering strategy, solutions architecting and go-to-market planning focused on bringing winning solutions to market and establishing new brands. He also brings significant partnering experience having worked with numerous ISVs, Systems Integrators and Channel Partners to build productive solution ecosystems. Tom has been with Anoto since August 2015 and he will manage a team of 6 product managers representing Anoto's different product and application areas.

Anders Sjögren, SVP Research. Anders has a solid background in physics with a PhD in experimental laser matter interactions from Lund Institute of Technology. He has over 12 years' experience working with Anoto core technology; hardware, software and micro dot pattern. Anders has been an integral part of numerous of Anoto's OEM projects, proving his skills in cross-cultural cooperation and coordination. Over the last three years, Anders has created and managed a cross-disciplinary research team working on a range of innovative improvements to Anoto's core technology. Anders very broad expertise and experience will be instrumental to Anoto on the road towards digital writing on any surface.

Dennis Ladd, former EVP Products and Technology, left Anoto effective September 25th, 2015. Dennis has been with Anoto since November 2011.

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About Anoto Group:

Anoto Group AB is a global leader in digital writing solutions, which enables fast and reliable transmission of handwriting into a digital format. Anoto operates worldwide through a global partner network that delivers user-friendly digital writing solutions for efficient capture, transmission, distribution and storage of data. Anoto is currently in use across multiple business segments, e.g. consumer, healthcare, banking and finance, transportation and logistics and education. The Anoto Group has over 100 employees and is headquartered in Lund (Sweden).

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