

**PRESS RELEASE**

Göteborg, 6 October 2017

**Smart Eye AB appoints Anders Lyrheden as new CFO**

**Anders Lyrheden has been appointed new CFO in Smart Eye AB. He replaces Ulrika Drotz Molin who left the position on September 15th this year. Mr. Lyrheden fills the position effective immediately.**

Anders Lyrheden has been the interim CFO in Smart Eye since August. Previous experiences include the positions as CFO at Swegon, Hexpol, Mölnlycke Health Care.

*“With his solid competence and long experience from global and listed companies, Anders has the perfect background and expertise for a growing company like Smart Eye. We wish him a warm welcome.”* says Martin Krantz, CEO, Smart Eye.

*“Smart Eye is an innovative company on a fast growing, global market. I look very much forward to being part of the continued journey”* says Anders Lyrheden, new CFO.

*This information is information that Smart Eye 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, at October 6, 2017 at 09:35 CET.*

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**About Smart Eye AB**

Smart Eye develops and markets systems for eye tracking, that is, system that can measure and calculate the exact location of what a person is looking at. The company currently has two business areas: Research Instruments and Applied Solutions. Research Instruments provides Smart Eye eye tracking-systems for advanced measurement and analysis of human behavior. Applied Solutions provides Smart Eye eye tracking software for integration into vehicles. Erik Penser is Certified Adviser and can be reached at 08-463 8000.