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**Press release**

Stockholm, December 2, 2016

## Tobii Announces Prospectus and Updated Financial Goals in Connection with Preferential Rights Issue

**Tobii AB (publ) (the “Company” or “Tobii”) announced on November 7, 2016 that the Board of Directors had resolved to, subject to the approval by an Extraordinary General Meeting, launch a preferential rights issue (the “Rights issue”) for large-scale initiatives on eye tracking in virtual reality and smartphones. The Rights Issue was approved by the Extraordinary General Meeting on November 30, 2016. In connection with the Rights Issue, the Board of Directors has prepared a prospectus, which has been approved and registered by the Swedish Financial Supervisory Authority (“SFSA”) and is now available on Tobii’s website, and adopted updated financial goals.**

### **Prospectus**

The prospectus and the application form can be obtained from Tobii and Carnegie. The prospectus and the application form will also be available on Tobii’s website ([www.tobii.com](http://www.tobii.com)), Carnegie’s website ([www.carnegie.se](http://www.carnegie.se)) and, within a few days, the SFSA’s website ([www.fi.se](http://www.fi.se)).

### **Updated financial goals**

The updated financial goals adopted by the Board of Directors in connection with the Rights Issue are linked to the Company’s updated business plan for large-scale initiatives on eye tracking in virtual reality and smartphones. The financial goals for Tobii Dynavox and Tobii Pro remain unchanged while the goal for Tobii Tech has been updated.

- Tobii Dynavox's long-term goal is to deliver revenue growth in excess of 10% per year and to reach an EBIT margin of 20%.
- Tobii Pro's long-term goal is to deliver revenue growth in excess of 15% per year and to reach an EBIT margin in excess of 15%.
- Tobii Tech's long-term goal is to be the leading provider of eye-tracking technology for integration into high-volume products.

Since the market for integration of eye tracking in volume products is at an early stage, the Company has chosen not to present a specific financial goal for Tobii Tech, but instead expresses a strategic long-term goal for the business unit's market position. This objective is complemented by the

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Company's assessment of market developments that are included in the prospectus prepared in connection with the Rights Issue.

The Board considers that the Company, with the proposed Rights Issue, is fully funded to implement the updated business plan.

### Timetable

The Board of Directors has decided to extend the subscription period with two days. The dates for the rights issue are set out below.

<b>December 2, 2016</b>	Record date for the preferential rights issue, i.e. holders of shares who are registered in the share register on this date will receive subscription rights for participation in the preferential rights issue
<b>December 2, 2016</b>	Publication of the prospectus
<b>December 6 – December 20, 2016</b>	Trading with subscription rights
<b>December 6 – December 22, 2016</b>	Subscription period
<b>December 29, 2016</b>	Estimated date for announcement of outcome of the preferential rights issue

### Advisors in connection with the preferential rights issue

Carnegie Investment Bank AB is financial advisor to Tobii and Baker & McKenzie Advokatbyrå KB is legal advisor in connection with the Rights Issue.

*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 December 2, 2016, at 8:00 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

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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](http://www.tobii.com).

### Important information

This announcement is not and does not form a part of any offer for sale of securities. Copies of this announcement are not being made and may not be distributed or sent into the United States, Australia, Canada, New Zealand, Hong Kong, Japan, South Africa or any other jurisdiction in which such distribution would be unlawful or would require registration or other measures. The securities referred to in this announcement have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "**Securities Act**"), and accordingly may not be offered or sold in the United States absent registration or an exemption from the registration requirements of the Securities Act and in accordance with applicable U.S. state securities laws. The Company does not intend to register any offering in the United States or to conduct a public offering of securities in the United States.

Any Offering of securities referred to in this announcement will only be made by means of the prospectus announced herewith. This announcement is not a prospectus for the purposes of Directive 2003/71/EC (together with any applicable implementing measures in any Member State, the "**Prospectus Directive**"). Investors should not invest in any securities referred to in this announcement except on the basis of information contained in the aforementioned prospectus. In any EEA Member State other than Sweden that has implemented the Prospectus Directive, this communication is only addressed to and is only directed at qualified investors in that Member State within the meaning of the Prospectus Directive, i.e., only to investors who can receive the offer without an approved prospectus in such EEA Member State.

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Matters discussed in this announcement may constitute forward-looking statements. Such statements are statements that are not historical facts and may be identified by words such as "regard", "estimate", "expect", "anticipate", "assume", "predict", "intend", "may", "continue", "should" and similar expressions. The forward-looking statements in this release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking statements. The information, opinions and forward-looking statements contained in this announcement speak only as at its date, and are subject to change without notice.

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