

Press release

Stockholm, December 16, 2016

Announcement of a supplement to the prospectus regarding Tobii's rights issue

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The Board of Directors of Tobii AB (publ) ("Tobii" or the "Company") has prepared a prospectus supplement (the "Prospectus Supplement") to the prospectus regarding the invitation to subscribe for shares in the Tobii, authorized and registered by the Swedish Financial Supervisory on December 1, 2016 (the "Prospectus").

The Prospectus Supplement has been prepared on the occasion of that the smartphone customer which Tobii previously announced as an unnamed design win today launched a smartphone which includes eye-tracking by Tobii. Thus, Tobii today announced that the customer's name is Huawei and that the product model is Honor Magic, which will be available on the Chinese market with expected sales start on December 23, 2016.

The Prospectus Supplement, which was authorized and registered by the Swedish Financial Supervisory Authority today, should in all regards be read in conjunction with the Prospectus. The Prospectus and the Prospectus Supplement are available on Tobii's website (www.tobii.com/sv/group/investerare/foretradesemission-2016/) and on Carnegie Investment Bank's website (www.carnegie.se) and will be available on the Swedish Financial Supervisory Authority website (www.fi.se).

Investors who before the publication of this Prospectus Supplement have notified or otherwise agreed to subscribe for new shares in the offering are entitled to withdraw their notification or consent within two working days from the publication of the Prospectus Supplement, i.e. until December 20, 2016, in accordance with Chapter 2. Section 34 of the Swedish Financial Instruments Trading Act (1991:980). The withdrawal must be made in writing and submitted to Carnegie Investment Bank AB (publ), Regeringsgatan 56, SE-103 38 Stockholm or by way of e-mail to transactionsupport@carnegie.se.

Investors who applied for subscription of shares through a nominee should contact their nominee regarding the withdrawal of their notification or consent. Applications that are not withdrawn in time will remain binding. Investors who wish to remain with their subscription of shares do not need to take any action.

For full terms and additional information about the offering, reference is made to the Prospectus which together with the Prospectus Supplement is available on Tobii's website, www.tobii.com.

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 16, 2016, at 2 p.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. Tobii Pro develops and sells eye-tracking equipment and services in order to study human behavior which today is used 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, visit: www.tobii.com.

Important information

This announcement is not and does not form a part of any offer for sale or acquisition of securities. Copies of this announcement are not being made and may not be distributed or sent into the United States, Australia, Hong Kong, Japan, Canada, New Zealand, 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.

The offering of securities referred to in this announcement will only be made by means of the Prospectus which was published on December 2, 2016 and which should be read in conjunction with the Prospectus Supplement. 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 announcement 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 a potential offering without an approved prospectus in such EEA Member State.

This announcement is only being distributed to and is only directed at persons in the United Kingdom that are (i) investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "**Order**") or (ii) high net worth entities, and other persons to whom this announcement may lawfully be communicated, falling within Article 49(2)(a) to (d) of the Order (all such persons together being referred to as "Relevant Persons"). This announcement must not be acted on or relied on by persons who are not Relevant Persons. Any

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investment or investment activity to which this communication relates is available only to Relevant Persons and will be engaged in only with Relevant Persons. Persons distributing this announcement must satisfy themselves that it is lawful to do so.

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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