



PRESS RELEASE

For Release, 9:10AM EST May 26, 2020

Appointment of Johan Swartz as Vice President HMI Products

STOCKHOLM, SWEDEN – May 26, 2020 – Neonode Inc. (NASDAQ: NEON) today announced the appointment of Johan Swartz as Vice President HMI Products.

Mr. Swartz has spent more than 20 years in the semiconductor and technology industries focusing on B2B sales. Johan was Director and Head of Sales for Japan and South Asia at Fingerprint Cards AB from 2017 to date. Prior to Fingerprint Cards, Johan held several sales management positions at Ericsson AB, most recently as Head of Sales and Business Management, North East Asia for Business Unit Support Solutions between 2011 and 2016. Johan's experience provides him with deep knowledge in sales and business management in Asia, particularly in Japan where he lived for 15 years.

Johan holds double B.Sc. degrees in Business Administration and East Asian Studies from the University of Stockholm.

“Johan's experience and track record of success in the B2B technology sector make him an ideal candidate to grow our sensor products business and lead the sales and marketing activities in our business area HMI Products,” said Urban Forssell, CEO of Neonode.

Swartz added, “Neonode's sensor products are great enablers for touchless interaction and I am truly excited to build a strong customer base for these revolutionary sensor products.”

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About Neonode

Neonode Inc. (NASDAQ:NEON) is a publicly traded company, headquartered in Stockholm, Sweden and established in 2001. The company provides advanced optical sensing solutions for touch, gesture control, and remote sensing. Building on experience acquired during years of advanced optical R&D and technology licensing, Neonode's technology is currently deployed in more than 75 million products and the company holds more than 120 patents worldwide. Neonode's customer base includes some of the world's best-known Fortune 500 companies in the consumer electronics, office equipment, medical, avionics, and automotive industries.

Neonode operates in three business areas: HMI Solutions, HMI Products and Remote Sensing Solutions. In HMI Solutions, Neonode offers customized optical touch and gesture control solutions for many different markets and segments. In HMI Products, the company provides innovative, plug-and-play sensor modules that enable touch on any surface, in-air touch, and gesture control for a wide range of applications. In Remote Sensing Solutions, Neonode offers robust and cost-effective driver and cabin monitoring solutions for vehicles based on the company's flexible, scalable and hardware-agnostic software platform.

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