



Press Release
For Release, 09:10AM EST November 2, 2020

Appointment of Atsushi Ishii as Vice President Engineering at Neonode

STOCKHOLM, SWEDEN, November 2, 2020 — Neonode Inc. (NASDAQ: NEON), today announced the appointment of Atsushi Ishii as Vice President Engineering. Mr. Ishii is an experienced leader and engineer with proven skills in guiding cross-functional engineering organizations in fast-paced product development.

Mr. Ishii joins Neonode from Excillum AB, where he has served as VP & Head of Engineering since 2019. At Excillum Ishii oversaw the development and engineering work of cutting-edge X-ray sources. Prior to joining Excillum, Ishii was R&D Director at FLIR Systems AB from 2015 to 2019. Before this he was Manager for R&D Mechatronics at Öhlins Racing AB, a company he joined in 2003.

Ishii holds an M.Sc. in Mechatronics Engineering from KTH in Stockholm, Sweden, has completed an Executive Program in Industrial Management at KTH Executive in Stockholm, Sweden, and has an MBA from BTH in Karlskrona, Sweden.

“Cutting edge technology has always been our priority and Atsushi's appointment brings a wealth of relevant knowledge in multidisciplinary technology and product development to the company. I look forward to working with Atsushi and he and the rest of our engineering team will help us maintain and strengthen our technical leadership,” said Urban Forssell, CEO of Neonode.

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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 contactless touch, touch, gesture control, and in-cabin monitoring. Building on experience acquired during years of advanced 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.

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These risks, uncertainties, and factors are discussed under "Risk Factors" and elsewhere in Neonode's public filings with the SEC from time to time, including Neonode's annual report on Form 10-K, quarterly reports on Form 10-Q, and current reports on Form 8-K. You are advised to carefully consider these various risks, uncertainties and other factors. Although Neonode management believes that the forward-looking statements contained in this press release are reasonable, it can give no assurance that its expectations will be fulfilled. Forward-looking statements are made as of today's date, and Neonode undertakes no duty to update or revise them.