



Press release

Stockholm, January 25, 2019

British Competition Authority CMA Intends to Continue its Investigation of Tobii's Acquisition of Smartbox

The British competition and markets authority, CMA, today announced its intent to refer Tobii's acquisition of Smartbox for a Phase 2 investigation.

The acquisition of Smartbox Assistive Technology Ltd. was closed on October 1, 2018 with the plan to integrate Smartbox into the Tobii Dynavox business unit. When the two companies join forces, they are together able to increase the rate of innovation and provide a broader range of products to benefit users with disabilities, both globally and in the UK.

The CMA has expressed concerns that Tobii's acquisition of Smartbox may lead to less choice, lack of innovation and higher prices for people with speech and language needs in the UK. Tobii continues to work cooperatively with the CMA during the onward process. Tobii and Smartbox brands and operations will continue to be held separate as agreed with the CMA, pending completion of the review.

"Tobii Dynavox's ambition is to increase its innovation and empower more people to communicate and to realize their dreams and potential, regardless of disabilities or impairments. We are convinced that this merger is a positive thing for the many in need for assistive technology for communication," said Fredrik Ruben.

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 January 25, 2019, at 09:00 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 universities. Tobii Tech further develops Tobii's technology for new volume markets, such as computer games, personal computers, virtual reality, augmented reality and smartphones. Tobii is headquartered in Sweden and is listed on Nasdaq Stockholm (TOBII). The group has about 1,000 employees. For more information: www.tobii.com.

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