

Press release

Stockholm, December 7, 2021

Tobii appoints Anand Srivatsa as new CEO

Today, Tobii's Board of Directors decided to appoint Anand Srivatsa as the new CEO of Tobii, effective as of December 9, 2021.

The strategy and future direction Tobii laid out during its [capital markets day](#) on November 30, 2021, was in line with Anand's and Tobii's Board of Directors' future vision for the company.

"As chairman of Tobii's Board of Directors, I would like to begin by thanking Henrik for his role in building not just one but two fantastic companies over the past two decades, Tobii and Tobii Dynavox," said Kent Sander, chairman of Tobii's Board of Directors. "Two companies that through their solutions and with their excellent business ethics compass have made a fundamentally positive impact on the world. As a representative of the owners, I am very pleased with the recruitment of Anand, who is an extremely competent CEO, and Henrik's decision to continue to contribute to both Tobii and Tobii Dynavox."

"Tobii has made tremendous progress since we founded it 20 years ago," said Henrik Eskilsson, co-founder and previous CEO. "In conjunction with the spin-off of Tobii Dynavox, the new Tobii enters a very exciting phase in its development. Anand is exceptionally well equipped to take over at the helm and realize Tobii's full potential."

Anand Srivatsa brings two decades of high-tech industry experience and a solid experience from senior management within Tobii through his role as division CEO of Tobii Tech since 2019. Before joining Tobii, Anand was vice president in the Client Computing Group and general manager of Intel's Desktop, Systems and Channel Groups. He has also held various senior positions in Intel within sales and marketing in the United States and Taiwan, including responsibility for some of Intel's largest customers. Anand holds a master's degree in electrical engineering from Stanford University.

"I am excited about this opportunity," said Anand Srivatsa, Tobii CEO. "Tobii has achieved something truly impressive so far under Henrik's leadership. The possibilities with our technology are immense, and I continue to be thrilled every day by the fantastic innovation we unlock. This potential is what motivated me to move halfway across the world to join Tobii two years ago. It is with great energy, enthusiasm, and determination that I am taking on the next leg of the relay in building Tobii to the world's leading attention computing company."

Contact

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About Tobii

Tobii is the global leader in eye tracking and pioneer of attention computing. We are on a mission to improve the world with technology that understands human attention and intent. Creating tech for a better future, our technologies and solutions apply to areas such as scientific studies and research, healthcare, assistive devices, education and training, gaming, extended reality, automotive, and many more. Tobii's eye tracking is used by thousands of enterprises, universities and research institutes



around the globe. Headquartered in Sweden, Tobii is listed on Nasdaq Stockholm (TOBII). For more information: www.tobii.com.

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