



## **Anoto appoints new CFO with global software expertise**

**Stockholm, September 13, 2018** – Anoto Group AB (Anoto) has today appointed Rui Sousa as CFO. Most recently, Rui has served as CFO of Outsystems, which is the world’s leading low-code platform company with a valuation of over \$1 billion USD. Rui will become a member of the Management Committee of Anoto.

“Hiring a CFO with global software management experience is critical for us at this stage of Anoto’s development. We are launching several solutions and applications based on our proprietary microdot pattern technology. I believe Rui will bring the necessary experience and expertise of growing global software business.” says Joonhee Won, CEO of Anoto.

Anoto now has a three-member Management Committee (CEO, CTO Steve Kim, CFO Rui Sousa) as former CRO Hojae Hwang resigned for personal reasons. Anoto’s management team also consists of a five-member Executive Committee with the following expertise:

Data Scientist – Ashwin Sabapathy  
Retail Channel Management – Aanand Radhakrishnan  
Global Sales Coordinator – Peter Ahn  
Strategic Initiatives and Legal – Philip Madero Hammarskiöld  
Financial Controller – Seunghoon Song

In addition, Peter Mah joined in September as Head of Sales Asia. Anoto’s total headcount remains at 37 as of today.

Rui Sousa will take office in November 2018.

### **For further information, please contact:**

Joonhee Won, CEO

For more information about Anoto, please visit [www.anoto.com](http://www.anoto.com) or email [ir@anoto.com](mailto:ir@anoto.com)  
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### **About Anoto**

Anoto is a publicly held Swedish technology company known globally for innovation in the area of information-rich patterns and the optical recognition of those patterns. It is a leader in digital writing and drawing solutions, having historically used its proprietary technology to develop smartpens and the related software. These smartpens enrich the daily lives of millions of people around the world. Now Anoto is also using its pattern, optics, and image-



processing expertise to bridge between the analogue and digital domains through an initiative known as Anoto DNA (ADNA). ADNA makes it possible to uniquely and unobtrusively mark physical objects and then easily identify those individual objects using ubiquitous mobile devices such as phones and tablets. ADNA is enabling exciting possibilities for product innovation, marketing insights, and supply-chain control. Anoto is traded on the Small Cap list of Nasdaq Stockholm under ANOT.