



Anoto adds two senior technical experts to the management team

Stockholm, April 23, 2018 – Anoto Group AB (Anoto) today announces that it has added two new members to the management team. These experts bring a wealth of knowledge and talent to Anoto in the areas of software development, firmware and hardware innovation.

Hojae Hwang, a renowned software architect, joined Anoto as Chief Technology Officer. Mr. Hwang will be responsible for overseeing all of Anoto's software development including mobile apps and SDKs. As Chief Technology Officer, Mr. Hwang is also responsible for extending the Anoto DNA technology and expanding Anoto's IP relating to pattern technology.

Steve Kim is joining as Chief Engineering & Manufacturing Officer, replacing Mr. Felix Yie. Mr. Kim will be responsible for all hardware development, manufacturing, and supply chain management. He has an impressive background in hardware development and is an expert in hardware system design and manufacturing. Mr. Kim brings significant relevant experience to Anoto having designed and developed a satellite radio, an image processing chip, a DNA detection kit, PDAs, and multimedia signal processors.

Anoto's Management Committee now consists of five members: CEO, Chief Strategy Officer, Chief Technology Officer, Chief Research Officer, and Chief Engineering and Manufacturing Officer. The addition of software and hardware experts is in line with both Anoto's strategy to further upgrade the technological superiority of Anoto and its new focus: killer applications using Anoto pattern technology.

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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.