



Anoto establishes new agreements with Vodafone and Welsh Ambulance

Stockholm, April 27, 2018 – Anoto Group AB (Anoto) today announces that it has signed a procurement agreement with Vodafone Limited (Vodafone). This agreement establishes a framework within which Anoto and Vodafone will work together to meet the needs of Vodafone’s organizational customers. The establishment of this agreement has enabled Anoto to also enter into a new agreement to extend its relationship with Vodafone customer, the Welsh Ambulance Services Trust (Welsh Ambulance), for another three years.

Welsh Ambulance has been successfully using Anoto’s technology platform (pens, pattern, and software) for patient-care records on emergency dispatches. Every paramedic and ambulance crewmember uses an Anoto smartpen to document all patient interactions. Patient information is integrated into the National Health Services (NHS) database and the processed data and business analytics are shared with NHS Wales. Welsh Ambulance uses, on average, 550,000 Anoto forms per year. The total transaction value of the renewal is approximately USD \$1.5 million for pen license fees and software charges, pattern, and print. Additionally, Welsh Ambulance is expected to purchase Anoto’s recently released AP-701 pens. This expected hardware purchase is not included in the USD \$1.5 million.

These exciting agreements and the commercial structure of the relationships are seen as confirmation that Anoto is now delivering the right products with a value proposition that is good for customers and good for Anoto.

For further information, please contact:

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This information is information that Anoto Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 07:30 CET on April 27, 2018.

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.