



## **Anoto establishes new commercial agreement with Deutsche Telekom**

**Stockholm, October 8, 2018** – Anoto Group AB (Anoto) today announces that it has signed a 3-year license extension agreement with Deutsche Telekom IT GmbH (“Deutsche Telekom”). This agreement re-establishes a framework within which Anoto and Deutsche Telekom will work together to meet the needs of Deutsche Telekom’s organizational customers. Deutsche Telekom is one of the largest customers in terms of annual pattern usage, amounting to more than 100 million unique pattern pages per year.

Deutsche Telekom has been successfully using Anoto’s technology platform (pens, pattern, and software) in its 800+ distribution outlets. The total transaction value of the renewal is approximately USD 900,000 for pen license fees and patterns. Deutsche Telekom uses its own proprietary software. The payment is expected to be made in full upfront.

Along with Vodafone in the UK, Anoto has now signed another major telecommunication companies in Europe. These exciting agreements and the commercial structure of the relationships are seen as confirmation that Anoto’s new strategy of recurring pattern and license revenue model are beginning to gain wide acceptances among existing Anoto’s customers.

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

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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.