



Company presentation

April 2018

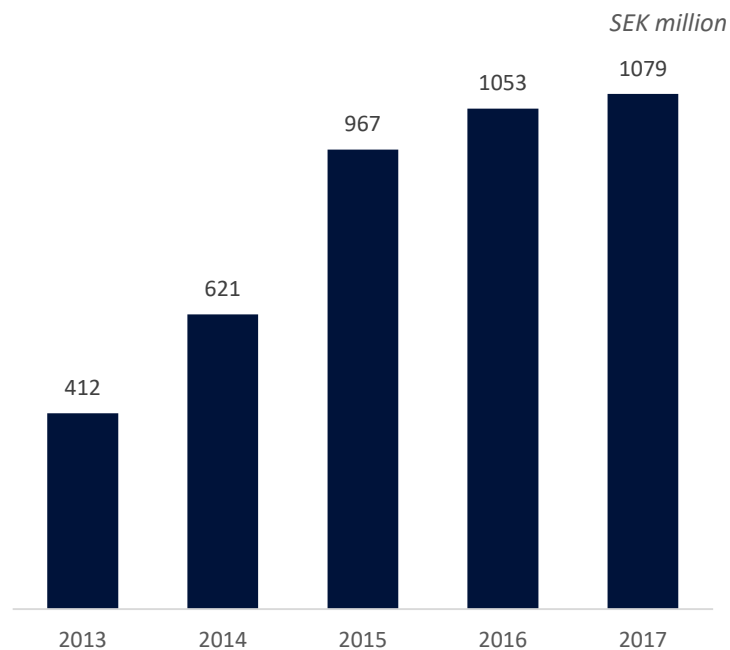
The Tobii Group in brief

- World leader in eye tracking
- Founded 2001
- Headquartered in Sweden, with 13 offices across Europe, North America and Asia
- Around 1,000 employees worldwide
- Listed on Nasdaq Stockholm since April 2015

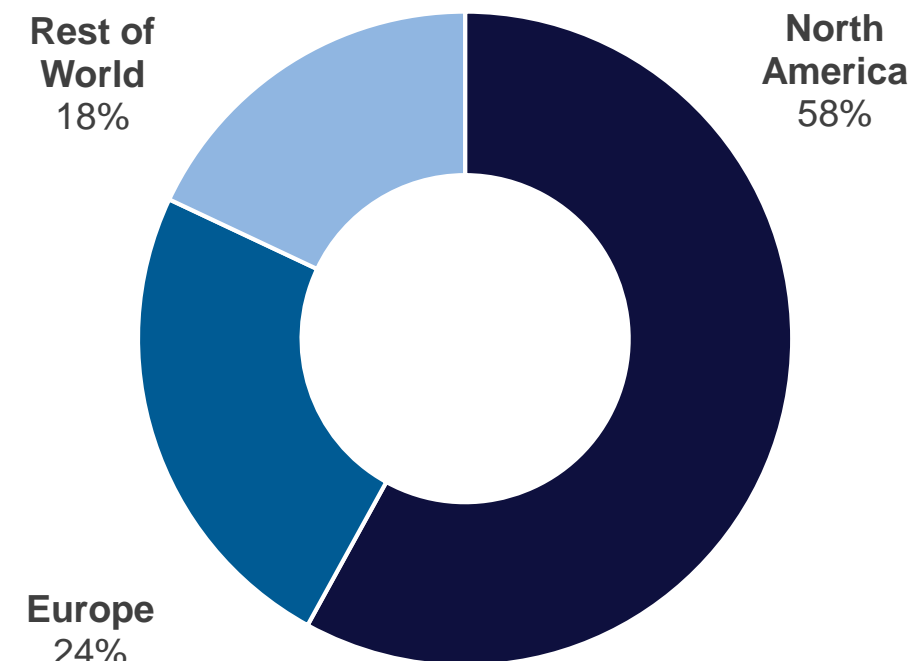


The Tobii Group in brief

Revenue growth Tobii Group, past 5 years



Global sales



Three strong, independent business units



The world's leading provider of assistive technology for people with reduced ability to communicate

tobiidynavox



The world's leading provider of eye-tracking solutions for studying human behavior

tobiipro



The leading provider of eye-tracking technology for integration into consumer electronics and other volume products

tobiitech

Awarded for innovation, entrepreneurship and business excellence

2018

- CES Innovation Awards Honoree – “Virtual and Augmented Reality product” category: Tobii VR 4 for Vive Kit
- CES Innovation Awards Honoree – “Tech for a Better World” category: Tobii Dynavox Indi

2017

- CES Innovation Awards Honoree - “Tech for a Better World” category: Tobii Dynavox PCEye Mini
- CES Innovation Awards Honoree - Tobii Eye Tracker 4C Gaming Peripheral
- CES Innovation Awards Honoree - Acer Predator Z301CT Curved Monitor with Tobii Eye Tracking

2016

- Universum top 100 employer 2016
- Top Places to work Award in Pittsburgh 2016

2015

- European Inventor Award finalist
- Polhem Price - John Elvesjö and Mårten Skogö were awarded the Sweden's oldest award for technical innovations
- Digital Trends Top Tech of CES - Tobii Glasses 2
- Digital Trends Top Tech of CES - SteelSeries Sentry
- Universum top 100 employer 2015



Polhemspriset



Our vision is a world
where all technology
works in complete
harmony with natural
human behavior





Eye Tracking – Technology that understands you

- **Insight**
 - What you are paying attention to
 - What your intention is
 - What you did not see
 - Presence, identity, drowsiness...
- **Interaction**
 - What you learned since you were born

How eye tracking works

- 1 An eye tracker consists of cameras, projectors and algorithms.
- 2 The projectors create a pattern of near-infrared light on the eyes.
- 3 The cameras take high-resolution images of the user's eyes and the pattern.
- 4 Machine learning, image processing and mathematical algorithms are used to determine the eyes' position and gaze point.



Eye tracking provides benefits in many fields

Assistive technology



Provides the ability to communicate to people with special needs

Research



Unique insights into human behavior and consumer responses

Gaming



Raise game immersion and intensity to new levels for a large set of enthusiast gamers

VR & AR



Optimize VR graphics, and enable new interactive experiences

Smartphones



Create smart interfaces that adapt to the attention of the user

Mainstream computers



New user interfaces for computers and tablets with built-in eye tracking

Automotive



Monitor and warn drivers for drowsiness and inattention

Niche applications



Numerous new areas such as diagnostics, process industry and security

Power to be you

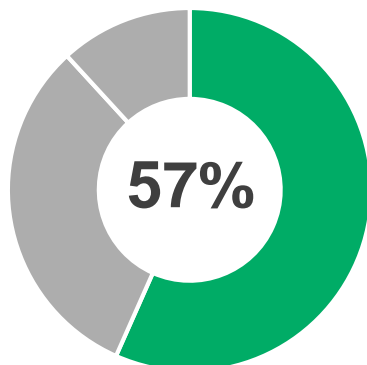
Our mission is to empower people with disabilities to do what they once did, or never thought possible.

tobiidynavox

Tobii Dynavox

- Global leader in assistive technology for communication
- Market share close to 50%
- Provides products that enable tens of thousands of users with special needs to speak and communicate effectively
- We empower people with disabilities to do what they once did, or never thought possible.

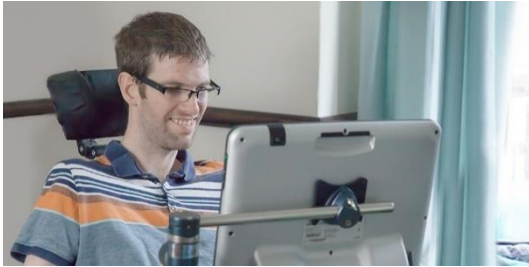
Share of the Group's sales



tobii
dynavox

Provides our users with the profound benefit of speech and communication

ALS



Spinal cord injury



Aphasia and stroke



Cerebral Palsy



Rett syndrome



Autism



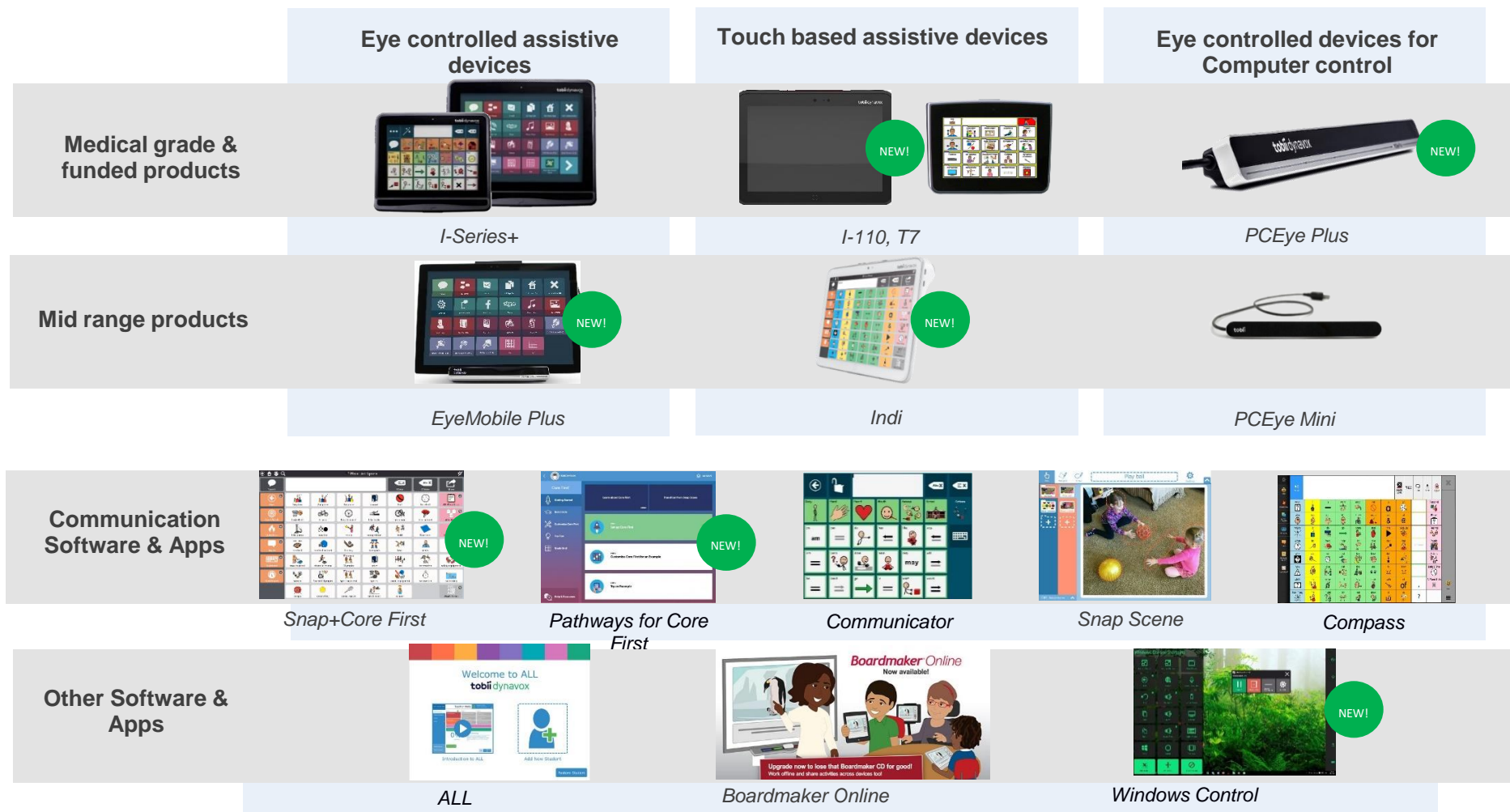
Parkinson's disease



Muscular dystrophy

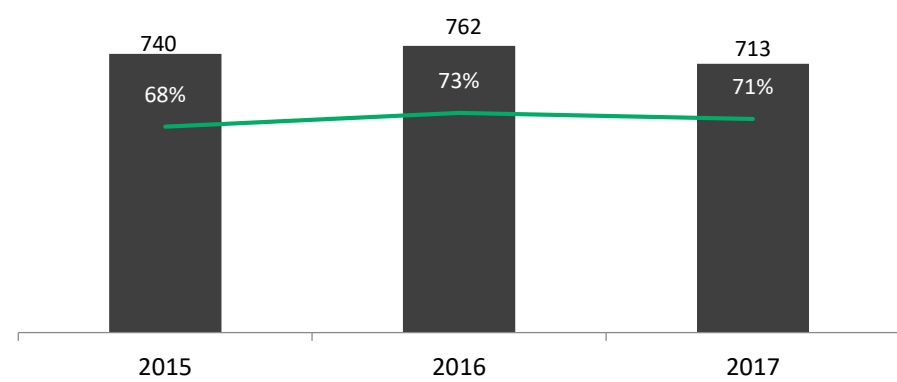


A world-class portfolio of eye-control and touch devices, and software for communication and special education

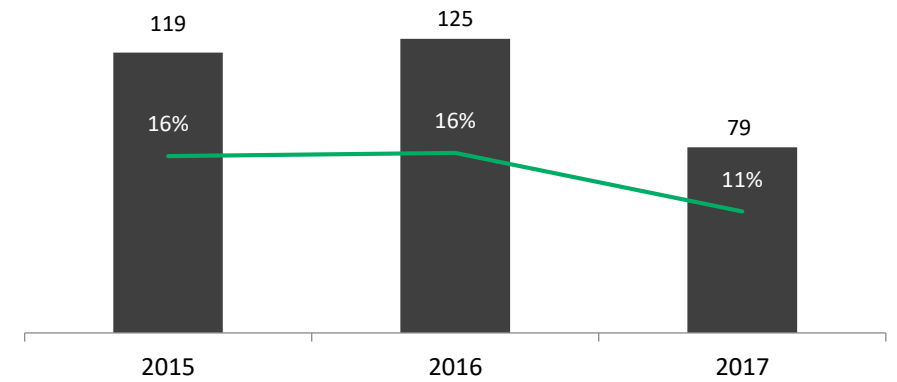


Tobii Dynavox in numbers

Revenue (SEK million) and Gross Margin



EBIT (SEK million) and EBIT Margin



Products that revolutionize the user's life

At 22 months, Ava was diagnosed with Rett Syndrome. Soon after, Jennifer, Ava's mom, stumbled across videos on YouTube of girls with Rett Syndrome using Tobii Dynavox devices to communicate and from then on her family made it their mission to integrate the technology into their everyday lives.

Now age 5, Ava uses a Tobii Dynavox I-12+, PCEye Mini, and PCEye Go to communicate and express her feelings. Learning about the technology and how to use it has not only been a learning experience for Ava, but for her whole family.



[Watch Ava's story](#)

Envision human behavior

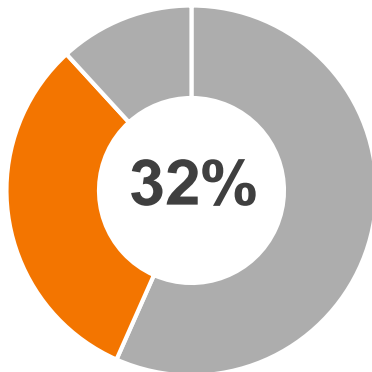
Our mission is to empower professionals with revolutionary insights into human behavior, using eye tracking as our foundation.

tobiipro

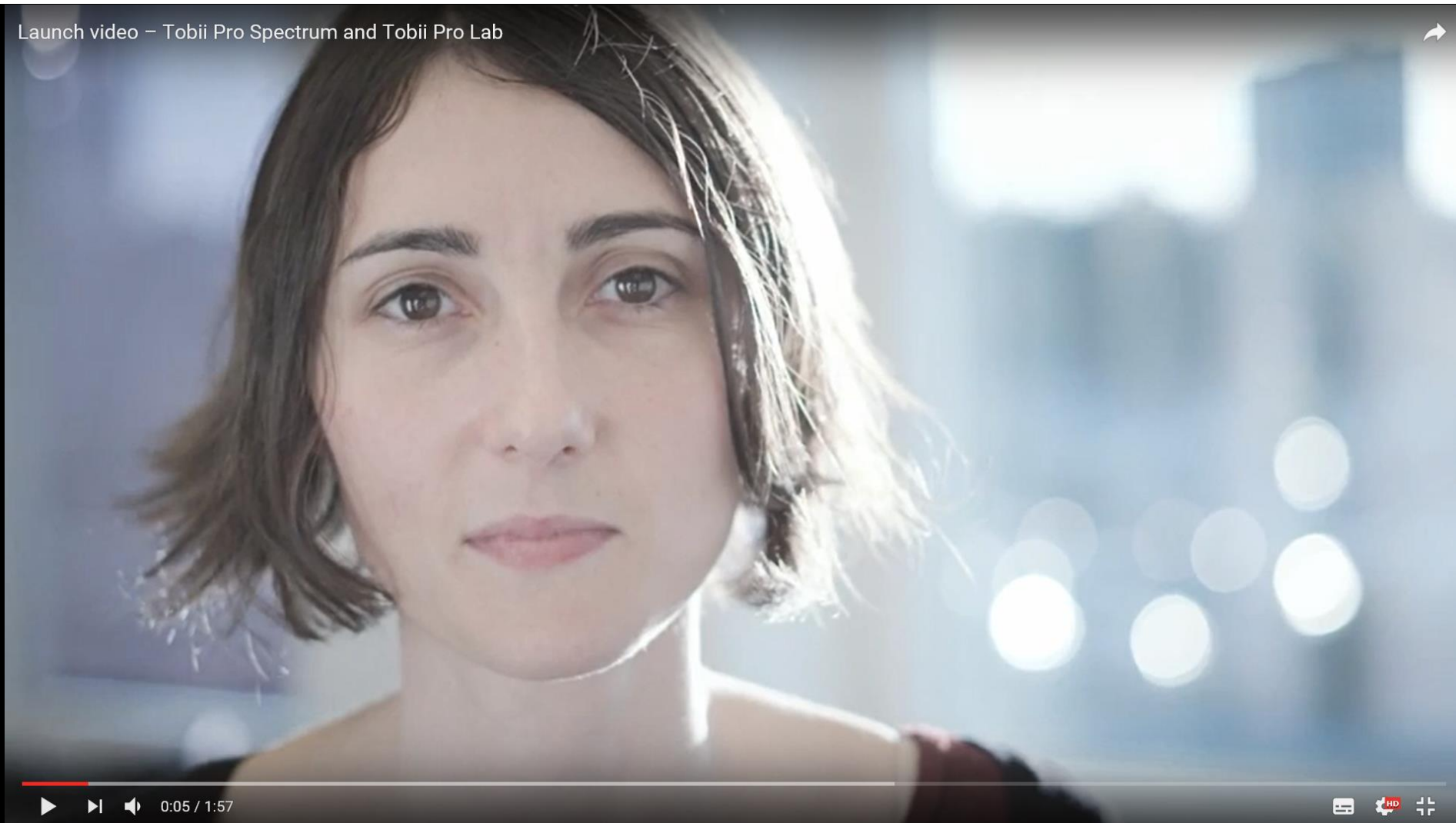
Tobii Pro

- World leader in eye-tracking solutions for understanding human behavior
- Market share over 60%
- Provides eye tracker hardware and analysis software, plus market research consulting
- 2,000 academic and 3,000 commercial customers

Share of the Group's sales



Tobii Pro introduction

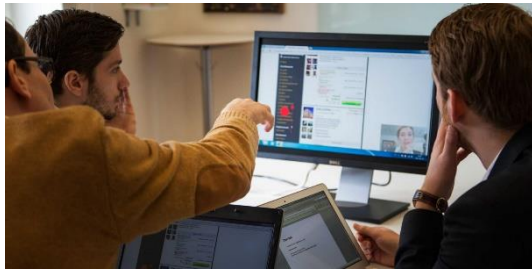


[Watch the Tobii Pro introduction](#)

Tobii Pro serves researchers with insights in many different fields

tobii pro

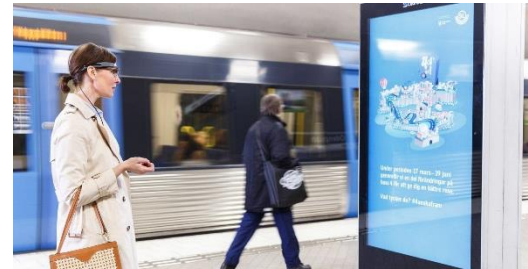
Usability testing



Package design



Advertising



Shopper research



Simulators & training



Ophthalmology



Neurology



Infant research



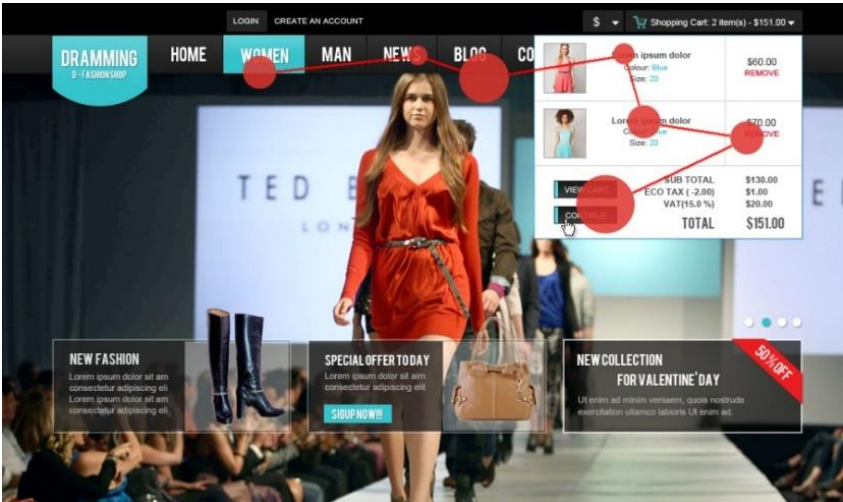
tobii

Truly understand behavior and consumer responses

- Non-intrusive, truly objective and immediate
- Deep understanding of consumer behavior
 - What catches her interest?
 - What does she pay attention to longer?
 - Has she processed that information?
 - What drives her to the purchase decision?
- Strong commercial value of insights
 - Improve sales by optimizing visibility of package designs, ads, in-store communications, store layouts
 - Increase conversion rates with improved usability
 - Improve user experience of software and devices

“The trouble with market research is that people don’t think how they feel, they don’t say what they think and they don’t do what they say.”

– David Ogilvy





tobii pro

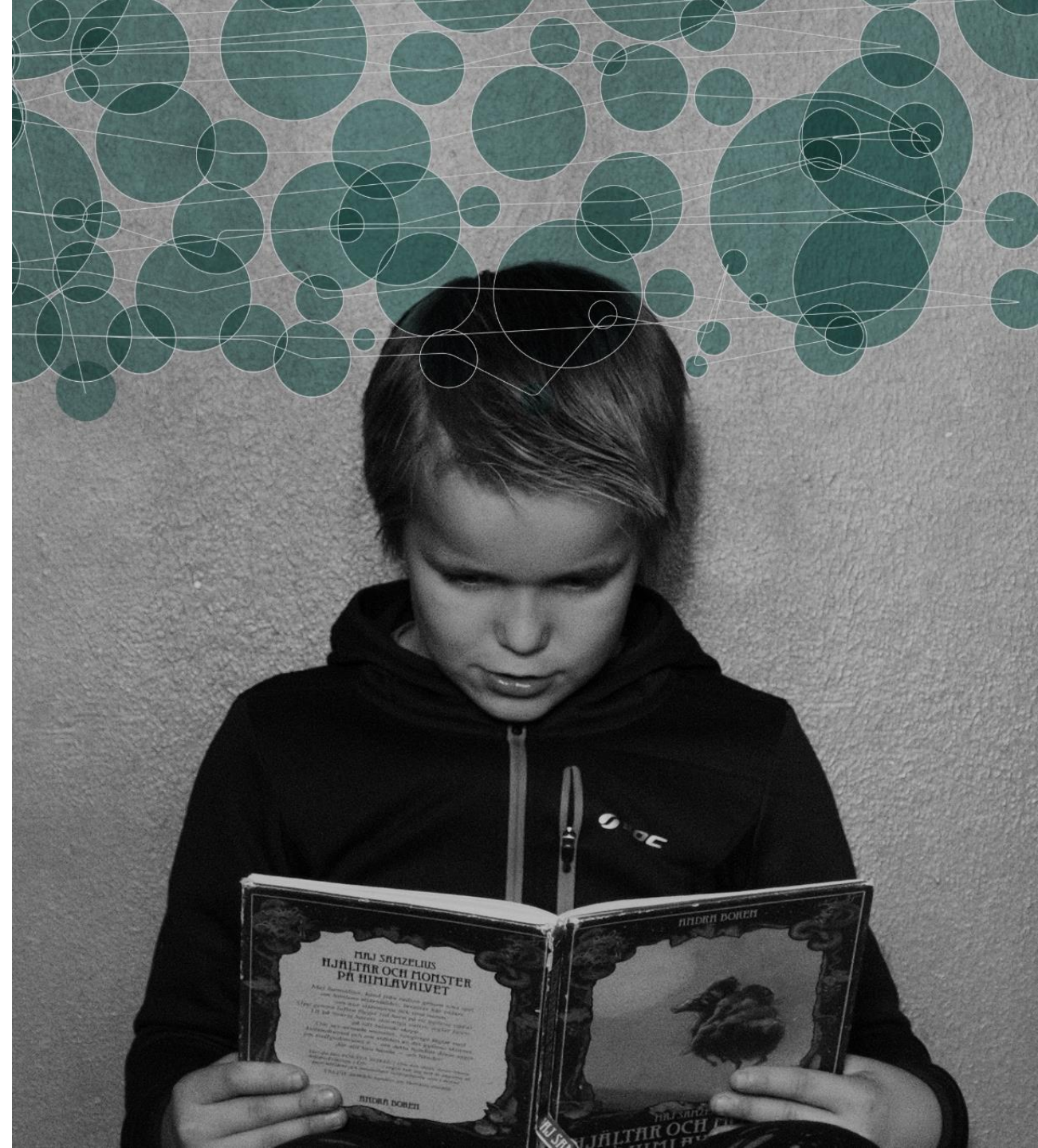
“Eye tracking helped Facebook better understand how people watch TV in their homes today by having 100 people in four US cities wear Tobii Pro Glasses 2 on a weeknight as they went about their normal evening routines”



tobii

“Eye tracking makes it possible for Lexplore to identify children with reading and writing difficulties early on, so that schools can intervene at an early stage.”

Lexplore



A portfolio of eye tracking solutions and services for behavioral studies and consumer research

Eye tracking hardware



Example products

*Pro Spectrum
Glasses 2
Pro VR Integration*

Analytics software



*Tobii Pro Lab
Tobii Pro Studio
Sticky by Tobii Pro*

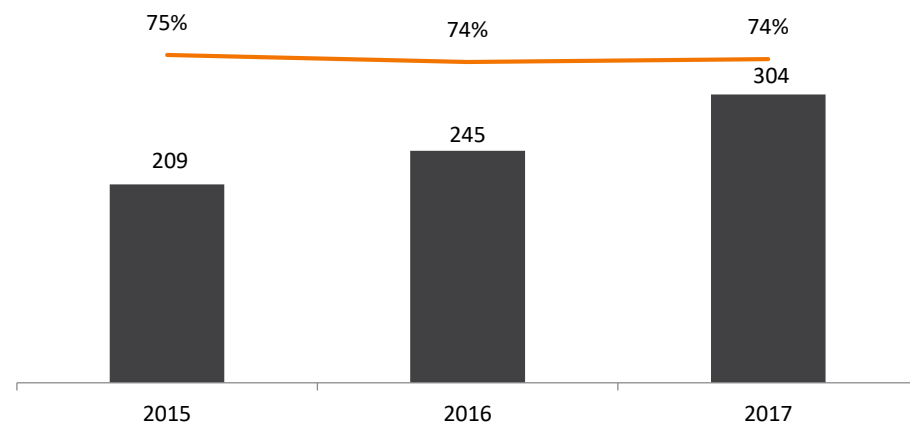
Services



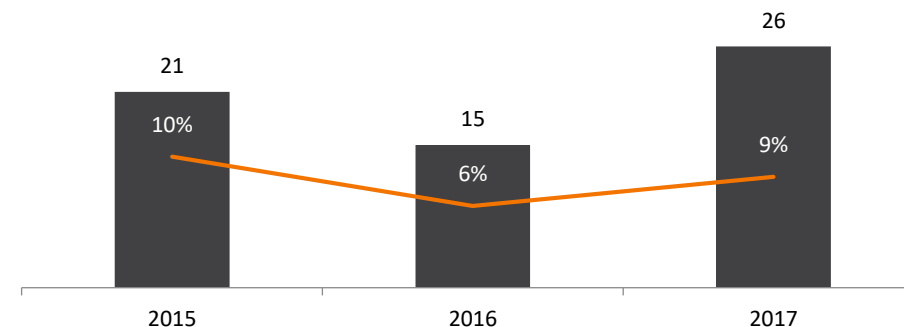
*Tobii Pro Insight
research services
Training services*

Tobii Pro in numbers

Revenue (SEK million) and Gross Margin

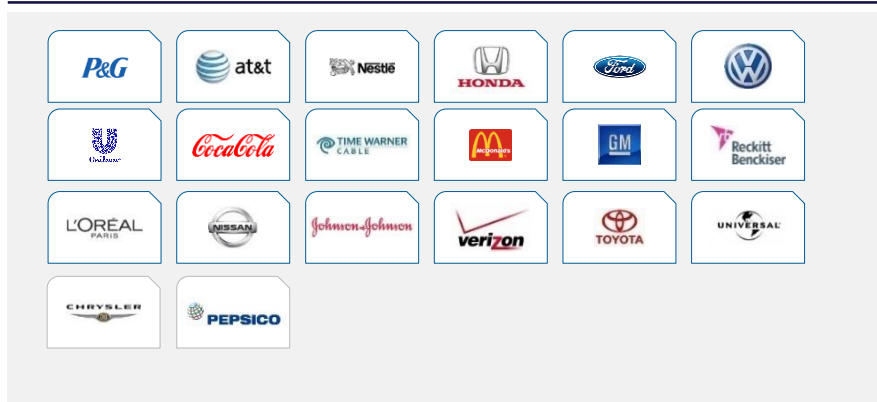


EBIT (SEK million) and EBIT Margin

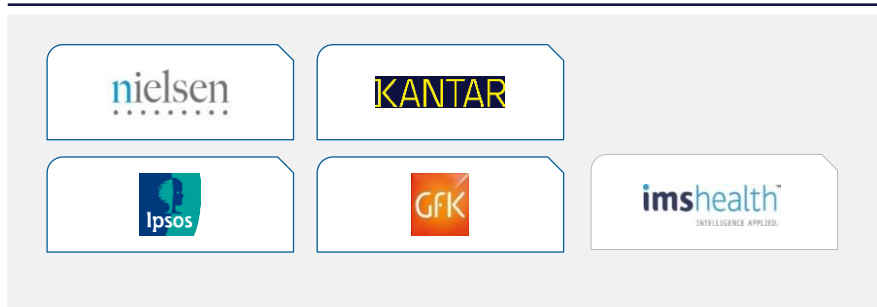


Strong customer base

Over 3,000 commercial customers including
18 of top 20 global advertisers...



... as well as 4 of top 5 market research companies

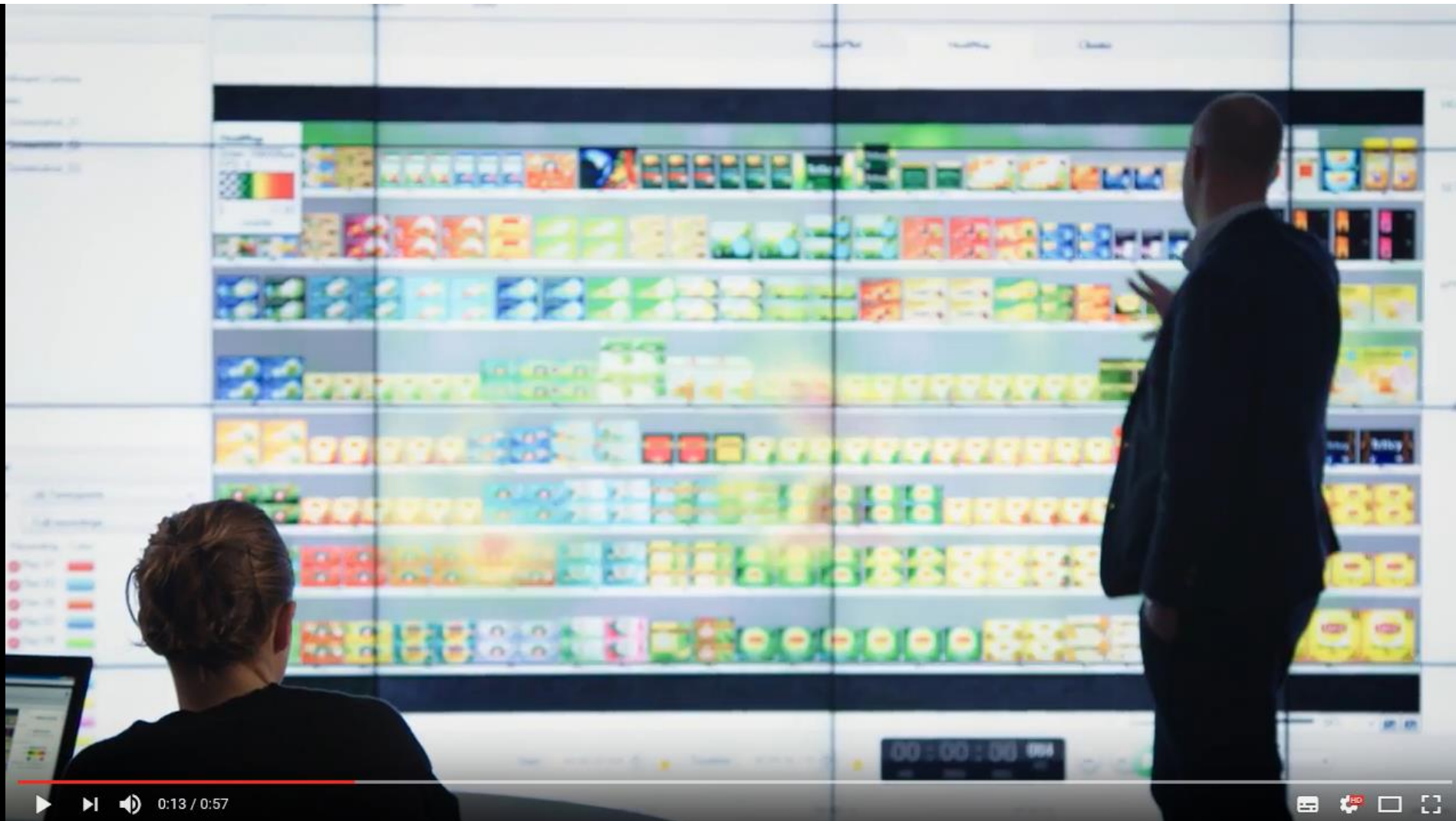


Over 2,000 academic customers including
all of the top 50 universities

1 Massachusetts Institute of Technology (MIT)	26 Duke University
2 University of Cambridge	27 University of California, Berkeley (UCB)
3 Imperial College London	28 The University of Hong Kong
4 Harvard University	29 University of Bristol
5 University of Oxford	30 The University of Manchester
6 UCL (University College London)	31 The University of Tokyo
7 Stanford University	32 Seoul National University
8 California Institute of Technology (Caltech)	33 The University of Melbourne
9 Princeton University	34 Northwestern University
10 Yale University	35 Ecole Polytechnique
11 University of Chicago	36 Kyoto University
12 ETH Zurich	37 UCLA
13 University of Pennsylvania	38 The University of Sydney
14 Columbia University	39 Nanyang Technological University (NTU)
15 Johns Hopkins University	40 The Hong Kong Univ. of Science and Techn.
16 King's College London (KCL)	41 New York University (NYU)
17 University of Edinburgh	42 University of Wisconsin-Madison
18 EPFL (Ecole Polyt. Fédérale de Lausanne)	43 University of British Columbia
19 Cornell University	44 The University of Queensland
20 University of Toronto	45 University of Copenhagen
21 McGill University	46 The Chinese University of Hong Kong
22 National University of Singapore (NUS)	47 Tsinghua University
23 University of Michigan	48 The University of New South Wales
24 Ecole normale supérieure, Paris	49 Ruprecht-Karls-Universität Heidelberg
25 The Australian National University	50 University of Amsterdam

• Source: TopUniversities.com

Consumer Insights and Unilever



[Watch video about Unilever's Consumer Insight Center](#)

Opening a Window into the Minds of Language-Impaired Children

- “Eye tracking offers researchers a window into the mind. The child’s gaze speaks volumes, even when words fail.”
- Researchers are using eye-tracking technology to learn more about children afflicted with specific language impairment



[Read the article from Scientific American, published March 2017](#)

Understanding and assessing Human Performance

"Eye tracking would be a very useful teaching tool in the piano studio, giving students immediate feedback on the hidden eccentricities of their performance, and giving teachers a new means to correct and help in their progress"

- Professor Daniel Beliaevsky, professional pianist and Chair of the Fine Art and Music Department, Yeshiva University



[Watch the movie to see what a professional pianist sees while playing](#)

We target multiple very large opportunities

GAMING COMPUTERS



**Addressable
market size**

20M high-performance
gaming PCs per year

VIRTUAL REALITY



40M VR headsets
per year by 2021

SMARTPHONES



1.4 bn smartphones per year

MAINSTREAM COMPUTERS



**Addressable
market size**

260M PCs and 180M
tablets per year

AUGMENTED REALITY



20M AR headsets
per year by 2021

NICHE MARKETS



Wide range of applications, each with volumes
from hundreds to hundreds of thousands

Tobii Tech provides eye-tracking technology for integration

PLATFORMS



- Tobii IS4-B (eye tracking platform for integration in laptops)
- Tobii IS4-L (eye tracking platform for integration in monitors and peripherals)

COMPONENTS



- Tobii EyeChip (custom-designed ASIC with Tobii's algorithms)
- Tobii EyeCamera (custom-designed camera module)
- Tobii EyeSensor (custom-designed image sensor)

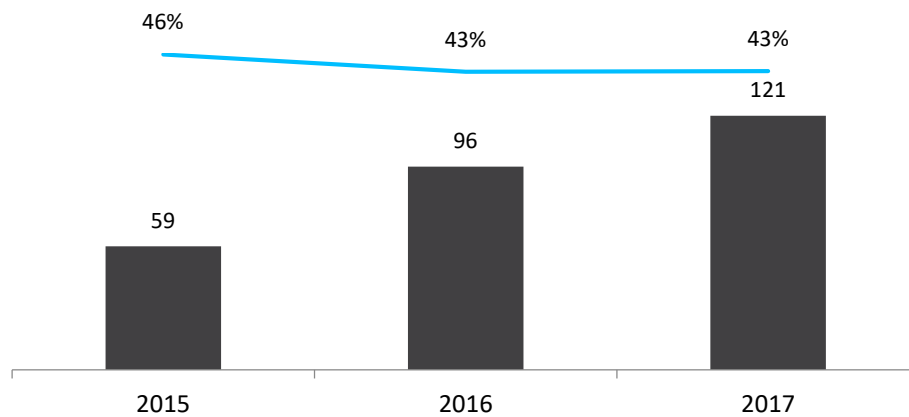
LICENSES



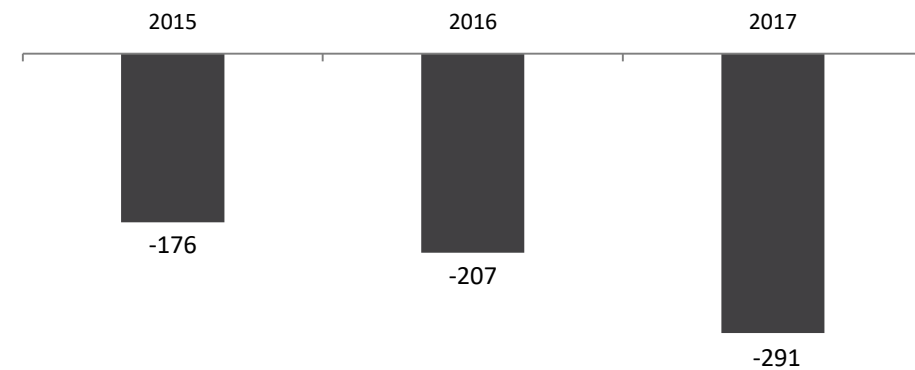
- Tobii EyeCore (Tobii's eye tracking algorithms, when not embedded in chip)
- System designs for computer, VR, smartphone integration
- Application software
- Patent licenses

Tobii Tech in numbers

Revenue (SEK million) and Gross Margin



EBIT (SEK million)



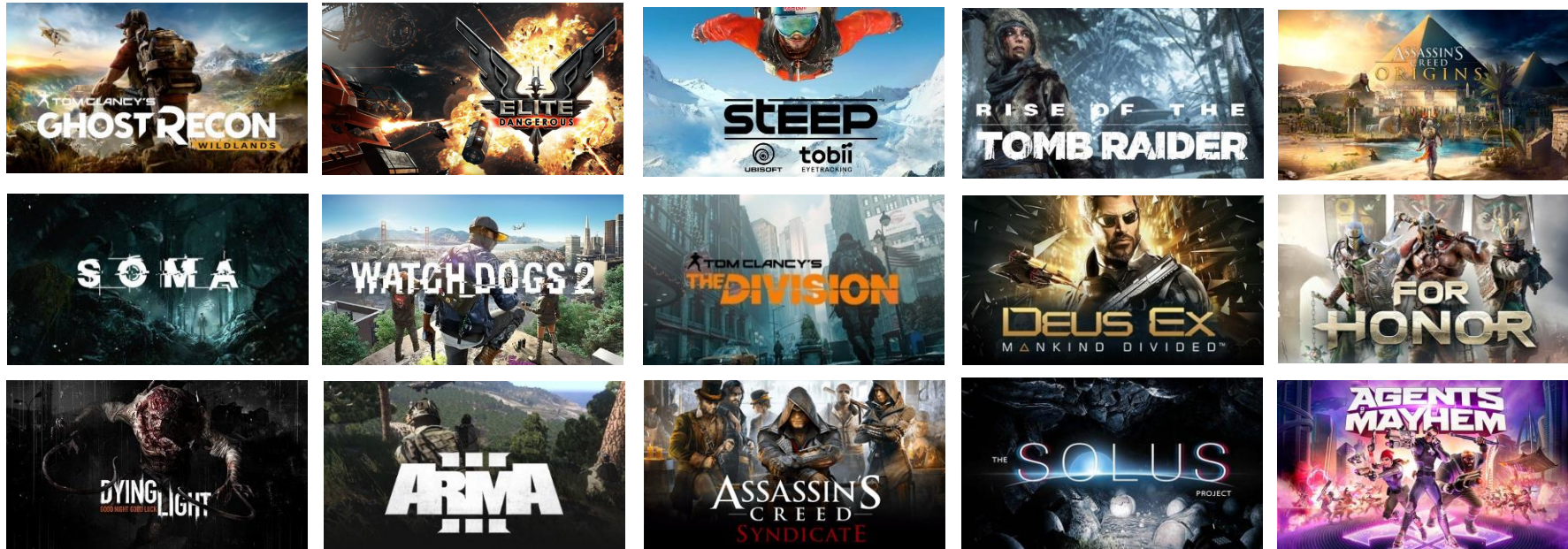
Customer integrations in PC gaming and smartphones

- Three of the top-five hardware companies in PC gaming have launched products with Tobii eye tracking
- Huawei Honor Magic, Tobii's first design win in the smartphone area



Eye tracking in growing number of gaming categories

- +100 games available on tobiigaming.com
- Cooperation with game developers such as Ubisoft, Square Enix, Crystal Dynamix and Techland



Increased immersion in gaming



[Eye Tracker 4C — The next generation PC Gaming Eye Tracking peripheral](#)



**We transform industries and lives
through humanized technology,
using eye tracking as our core.**

**Our vision is a world where all
technology works in harmony with
natural human behavior.**