



Appointment of Chief Strategy Officer CSO and Deputy CEO

Lund, May 18th, 2017 – Anoto Group AB (publ) announces the following change within the management team of the group. The Board of Directors has appointed Will Reeb, previously Chief Marketing Officer, to the role of Deputy CEO and Chief Strategy Officer (CSO) in order to facilitate the development of the second generation of Anoto DNA (ADNA) and to coordinate strategic technology development in microdot patterns.

CEO Joonhee Won will assume the role of Chief Marketing Officer until a suitable replacement is found.

For further information, please contact:

Joonhee Won, CEO

For more information about Anoto, please visit www.anoto.com or email 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 imperceptibly 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.