

tobii

Välkomna till Tobiiis årsstämma 2019

9 maj 2019

Året som gått

Anförande av VD Henrik Eskilsson



A photograph of two young children, a boy and a girl, lying under a white blanket. They are both looking intently at a screen, likely a tablet or laptop, which is the source of the blue light illuminating their faces. The boy is on the right, wearing a green shirt, and the girl is on the left, also wearing a green shirt. The background is dark, suggesting a dimly lit room.

Tobii is the global leader in eye tracking

1.3 bn SEK
revenue

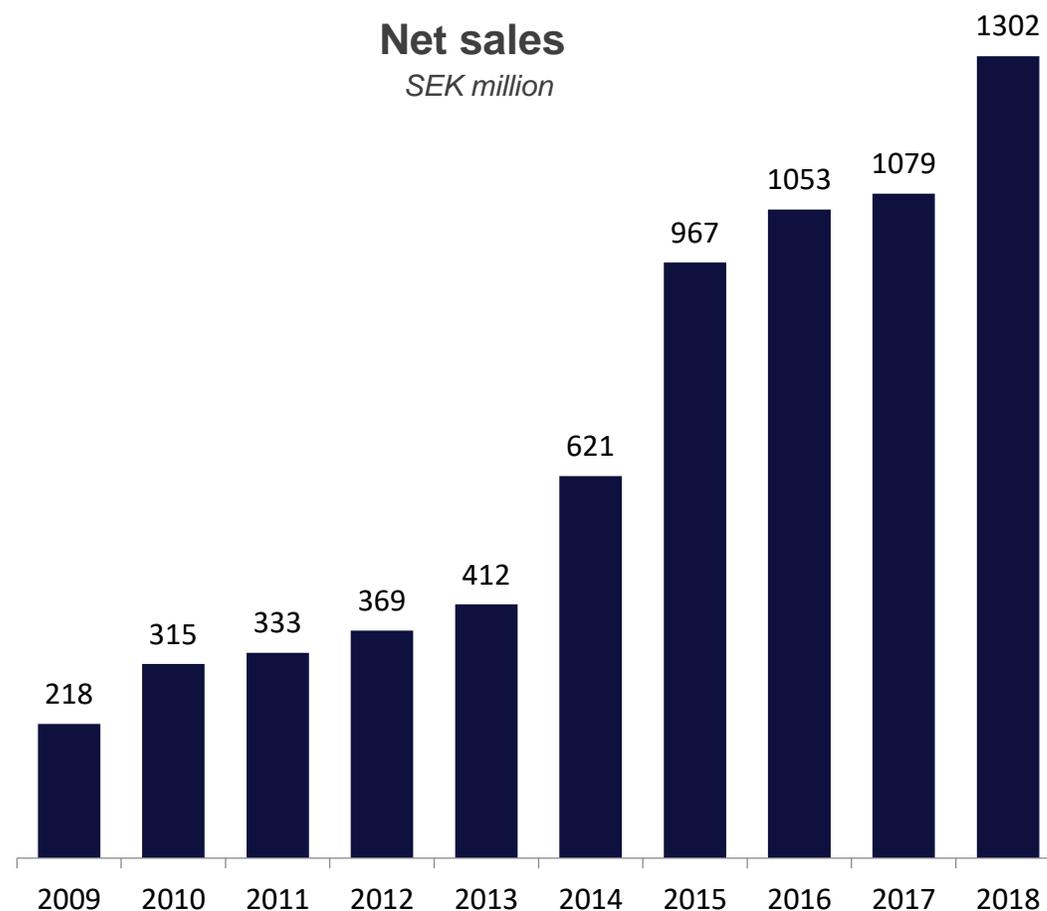
1,000
employees

98% of sales
outside Sweden

15 offices
world-wide

Tobii in 2018

- Strong overall revenue growth +21% (+18% adjusted for currency)
- Very strong growth of both sales and profit in Tobii Pro
- Back in solid growth mode in Tobii Dynavox
- Continued large investments in Tobii Tech lay foundation for very strong growth ahead



TECH ♥ PURPOSE



Tobii

Position 4

tobii dynavox

Tobii Dynavox's mission is to empower people with disabilities to do what they once did, or never thought possible.



Victor and his Tobii Dynavox I-Series



<https://www.youtube.com/watch?v=GjvF25xggIM>



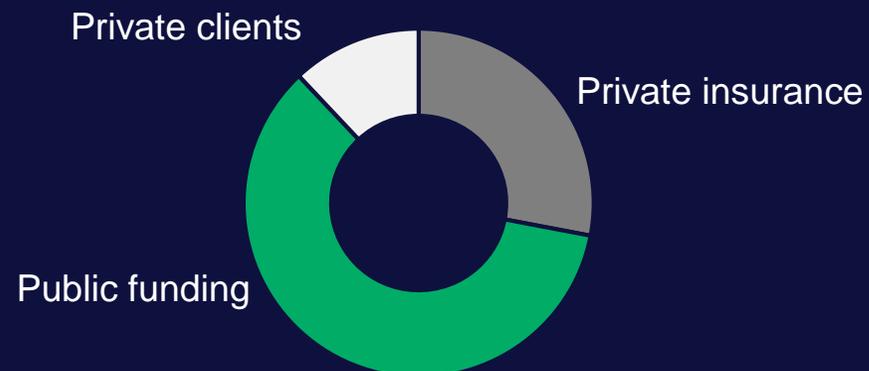
Significant unmet need

- 50 million people need assistive technology to communicate
- Low penetration (1-2% globally) provide foundation for long-term market growth

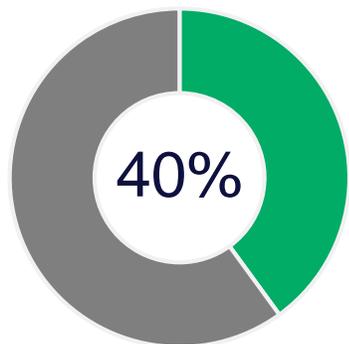
Rock-solid global leader position

- Strongest presence and distribution in the industry
- Most comprehensive offering of leading products
- Unmatched access to reimbursement
- Leading clinical expertise and training organization
- Strong eye tracking technology advantage

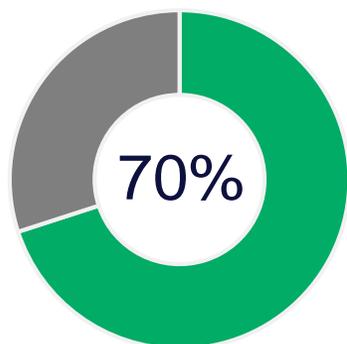
Revenue by customer category



Global market share



Overall assistive technology communication market



Eye controlled assistive technology

Top 10 customers

Medicare	Norwegian labour and welfare administration	Carecentrix
Medicaid		Tricare
Humana		UK NHS
Kaiser Permanente	German Krankenkassen	United Healthcare

Tobii Dynavox 2018 highlights

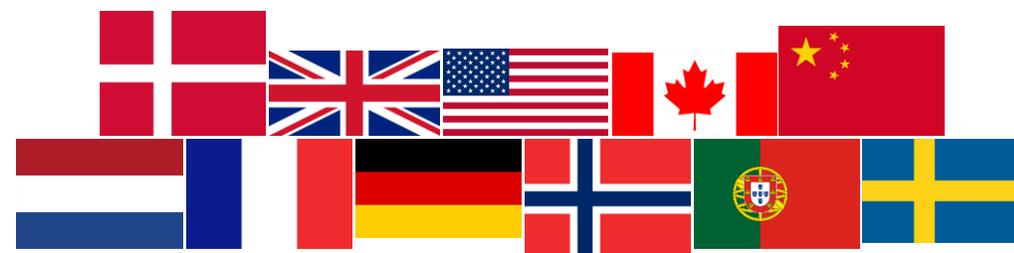
- Increased sales significantly through the updated portfolio of touch based products and large-scale training initiatives
- Launched several new touch-based products, including SpeechCase for iPad and Indi 7
- Launched communication software Snap + Core First in 10 new languages
- Acquired the UK-based company Smartbox Assistive Technology to strengthen the Company's geographic presence and to broaden the offering of communication solutions



SpeechCase



Indi 7



Snap + Core First languages

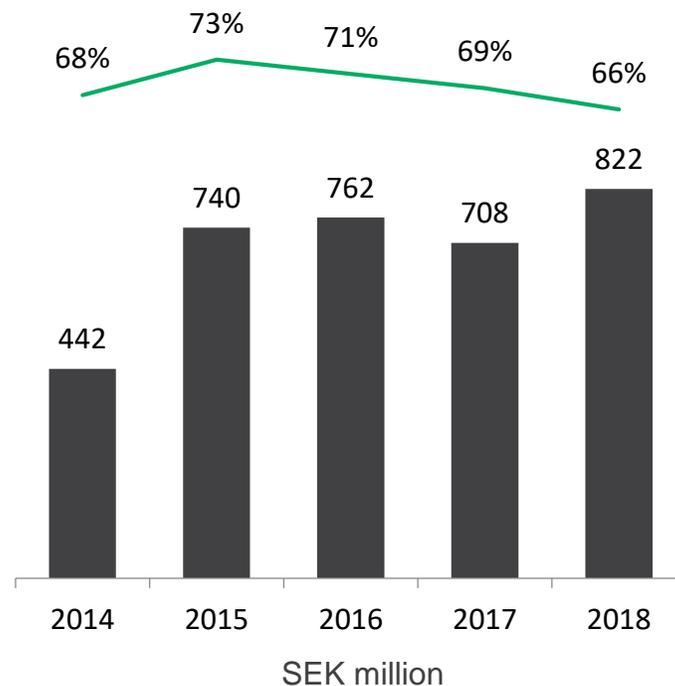
Tobii Dynavox – Financials

Financial target

Tobii Dynavox's long-term financial target is to increase revenue on average by 10% per year with an EBIT margin of 15–20%

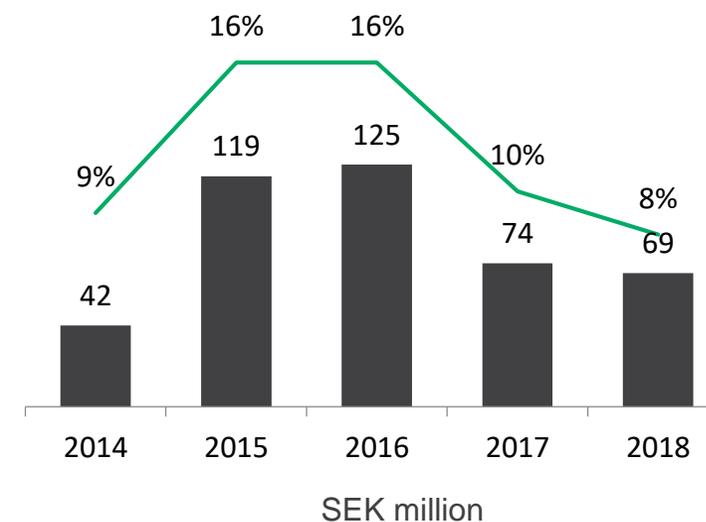
Net sales and gross margin

Sales grew 16%, or 9% adjusted for currency and acquisitions



Operating profit (EBIT)

Adjusted for one-time effects (mostly acquisition-related), EBIT margin would have been 10%





Continued growth through...

- Grow our market share in touch segment
- Drive higher awareness and understanding
- Expand geographic footprint
- Add new user segments and channels
- Acquisitions

tobii pro

Tobii Pro's mission is to empower professionals with revolutionary insights into human behavior, using eye tracking as our foundation.



Tobii Pro is organized towards three segments



Scientific Research



Professional Performance



Marketing Research & User Experience



NASCAR Team fine-tunes performance

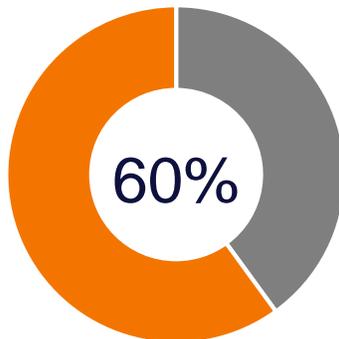


<https://www.youtube.com/watch?v=tmXKV8Ojw90>

#1 position in eye-tracking solutions for behavior research

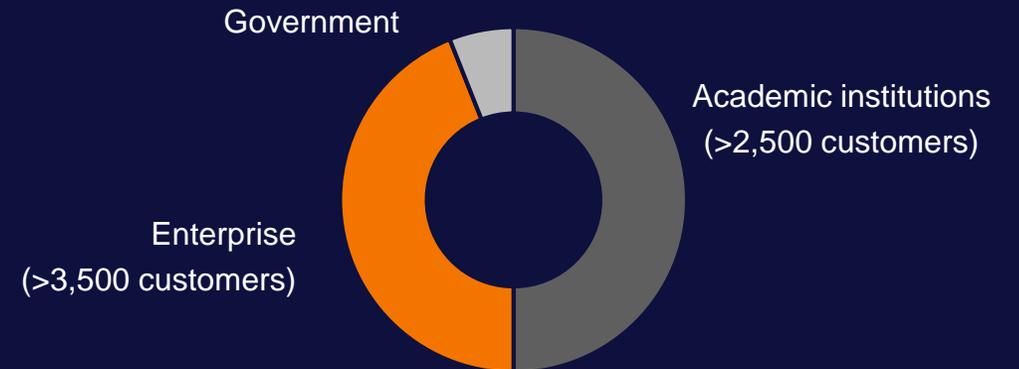
- Superior technology
- Leading and broad portfolio of solutions including eye tracker devices, analytics software and SaaS solutions
- Deep expertise in eye tracking studies
- Research services arm with global footprint
- Strongest global sales channels and brand

Global market share



Eye tracking solutions for behavior research¹⁾

Revenue by customer category



Top 10 customers

Nielsen	Facebook	Microsoft
Ipsos	Toyota	Unilever
Explorer Research	P&G	West Japan Railway Co.
	Google	

Tobii Pro 2018 highlights

- Sharply increased sales through a stronger offering, higher market maturity and increased market share
- Strengthened UK and global sales presence and consulting offering through acquisition of Acuity ETS and Acuity Intelligence
- Expanded our VR offering with Tobii Pro VR Analytics software, and Tobii Pro Lab VR 360 analytics software
- Launched Tobii Pro Sprint, a web-based eye-tracking solution for user testing
- Launched Tobii Pro Nano, a new portable research eye tracker



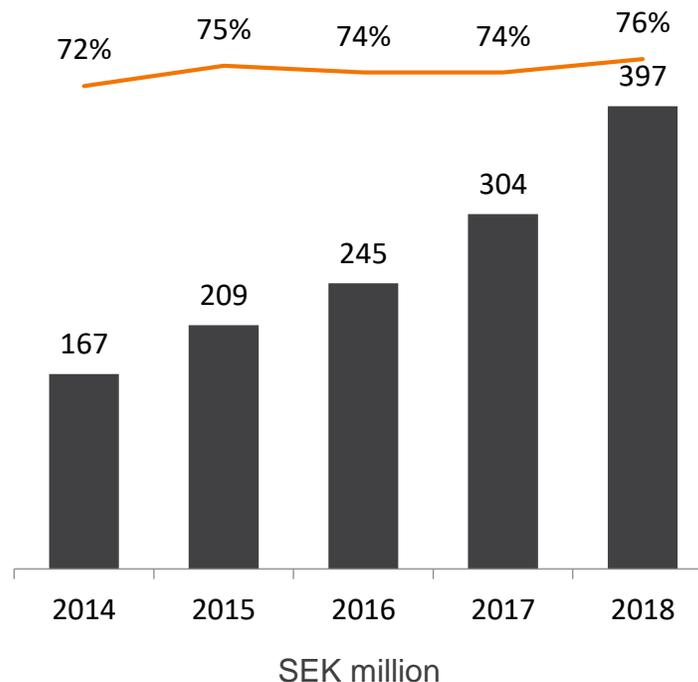
Tobii Pro - Financials

Financial target

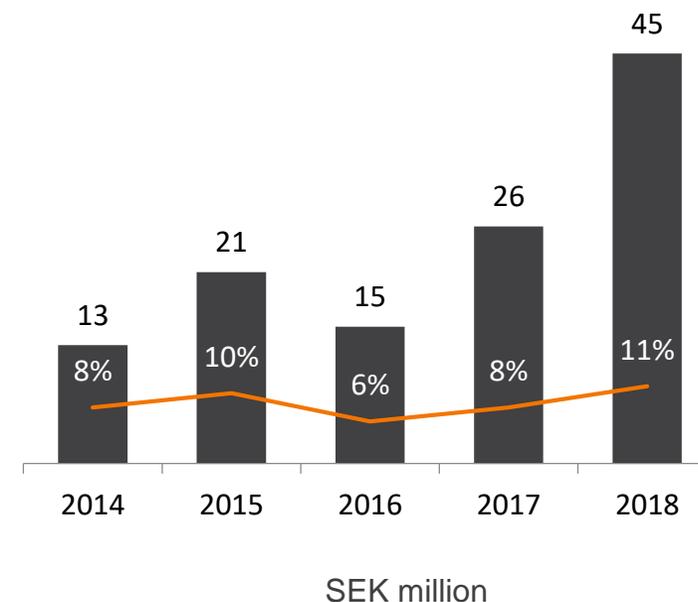
Tobii Pro's long-term financial target is to increase revenue on average by 15-20% per year, and to reach an EBIT margin of 15% by 2020.

Net sales and gross margin

Sales grew 30%, or 26% adjusted for currency



Operating profit (EBIT)





Continued growth through...

- Growing demand for eye tracking research in existing segments
- New segments and industries start using eye tracking to understand behavior
- Continue to grow and strengthen global sales force
- Grow research services business
- New hardware and software products to expand use and drive added revenue

tobii tech

Tobii Tech's mission is to enable devices to visually sense the user
- to transform your everyday experiences to be more intelligent, intuitive and insightful



Three volume market opportunities currently in focus

PC



Virtual Reality



Niche Applications



Continued work in tight partnership with lead PC customers

- Very large addressable market
 - 1.2 billion play games on PC
 - 20 M high-end gaming PCs per year – growing rapidly
 - 400 M watch e-sports; 200 M practice e-sports – growing very rapidly
 - Long term: 400M PCs and Tablets per year
- Smart sensor trend gaining momentum in PC
- USB.org approved standard for eye tracking by Tobii and Microsoft, and native Microsoft Windows integration
- Launched the Tobii IS5 eye-tracking platform for integration in computers and monitors
- Dell launched new version of Alienware 17 gaming laptop and new Alienware Area 51-m (first with IS-5 built-in)
- Growing no. of available games, >140 titles
- Significant traction in e-sports broadcasting and game streaming



Tobii IS5

Dell Alienware Area 51-m



E-sport event

Tobii Aware increases the addressable PC market

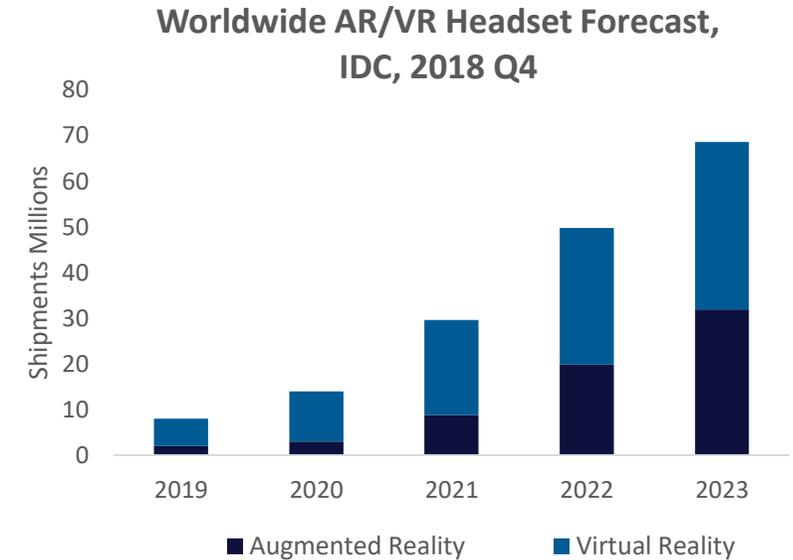
- Tobii Aware is a software that brings new benefits to the PC market:
 - Improved privacy & security
 - Digital wellbeing
 - Enhanced device performance
 - Increased efficiency
- Lenovo is the first OEM customer for new Tobii Aware



Lenovo Yoga A940 Desktop PC, featuring Tobii Aware

Eye tracking is becoming a must-have in VR and AR

- IDC project rapid growth of VR & AR markets
 - >50% growth in 2019 to 9 M units
 - >60% CAGR to almost 70 M units by 2023
- Deep Qualcomm collaboration and reference design for mobile VR headsets with Tobii eye tracking
- HTC announced the Vive Pro Eye
 - The first major VR headset with built-in eye tracking
- Working with several major partners and customers to integrate Tobii eye tracking into upcoming devices
- Expect eye tracking to be mainstream in VR & AR within 3 years



HTC Vive Pro Eye – the first major VR headset with built-in eye tracking

Design wins in Niche Applications

- In total over a dozen design wins with a broad range of innovative customers:
 - Control of medical devices
 - Medical diagnostics and therapy
 - Cognitive assessments
 - Optometry
 - Assistive Technology
 - Lie detection
 - Entertainment
- Products coming to market in 2018, 2019, 2020
- Significant opportunity with high margins for Tobii



Tobii Tech - Financials

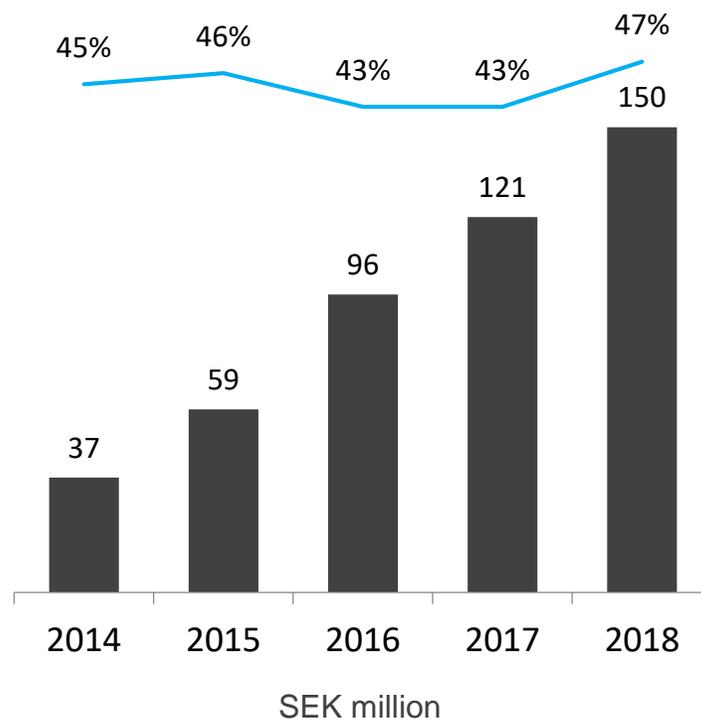
Financial target

Tobii Tech's long-term financial goal is to achieve sales of several billion SEK with good profitability.

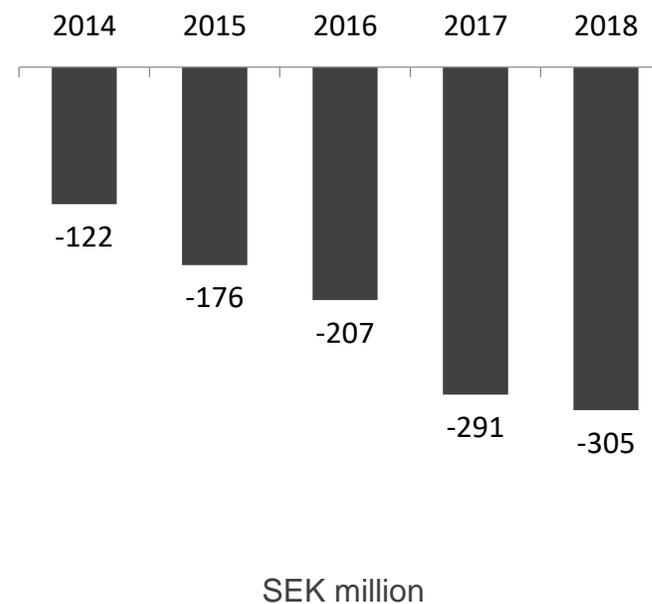
A mid-term financial target is to reach profitability in 2021.

Net sales and gross margin

Sales grew 24%, or 21% adjusted for currency



Operating result (EBIT)



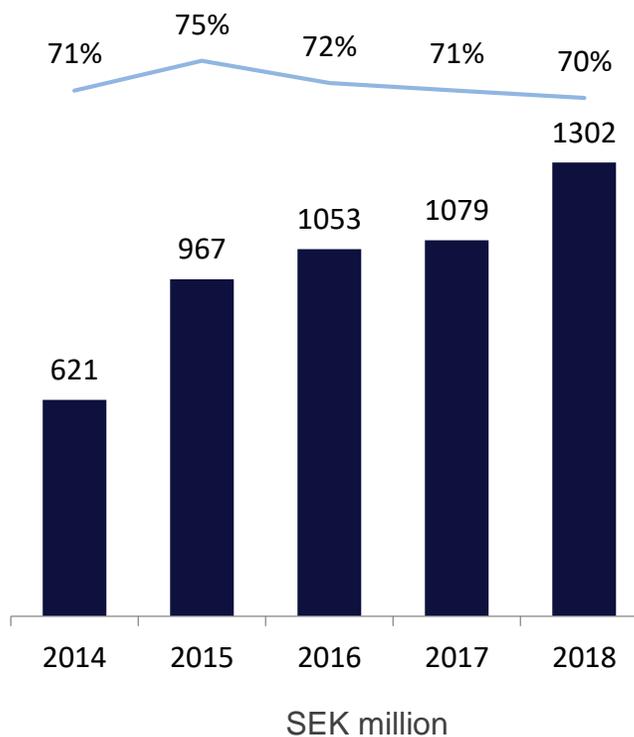
Tobii Group - Financials

Financial target

Tobii Group's financial target is to reach profitability in 2020

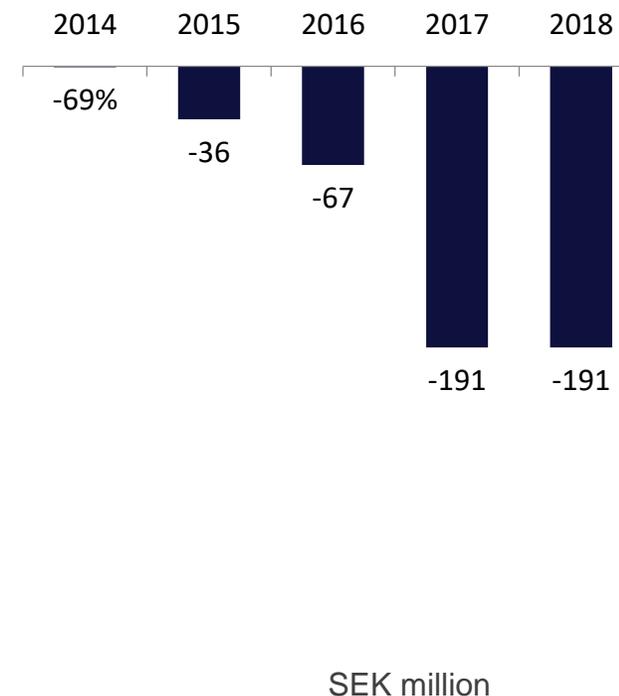
Net sales and gross margins

Sales grew 21%, or 18% adjusted for currency



Operating result (EBIT)

Going forward, we plan for only minor cost increases, to reach our target of profitability in 2020





THE WORLD LEADER IN EYE TRACKING

- Proven technology with strong unique benefits in large markets
- Global technology and market leadership

tobii dynavox

- Profitable
- Clear no. 1 position
- Market with significant unmet needs support long-term growth opportunity

tobii pro

- Profitable
- Clear no. 1 position
- Long-term growth opportunity by driving use beyond early adopters

tobii tech

- Clear no. 1 position
- Leading IP portfolio
- Multiple very large mass-market opportunities

Tobii in 2018

- Strong overall revenue growth
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Looking ahead – strong focus on reaching our goal of profitability for Tobii Group 2020



ADAM WOODS
CMDR CHRIS G

CHRIS G

MICHAEL B

INFO
> 3 new contacts
> 3 contacts lost

PRIMARY 1

138m
CMDR ADAM WOODS

PULSE LASER

PULSE LASER

138m

WOODS

S PARTY

100%

100%

FUEL 0.3

MASS LOCKE

LANDING GE

CARGO SCOO

ENG

WEP

SYS RST

Q&A