



Handelsbanken 2022 Tech days

This is Tobii



Founded in 2001



Sweden HQ
with offices globally



700+ patents and
patent applications



Listed on Nasdaq
Stockholm (2015)



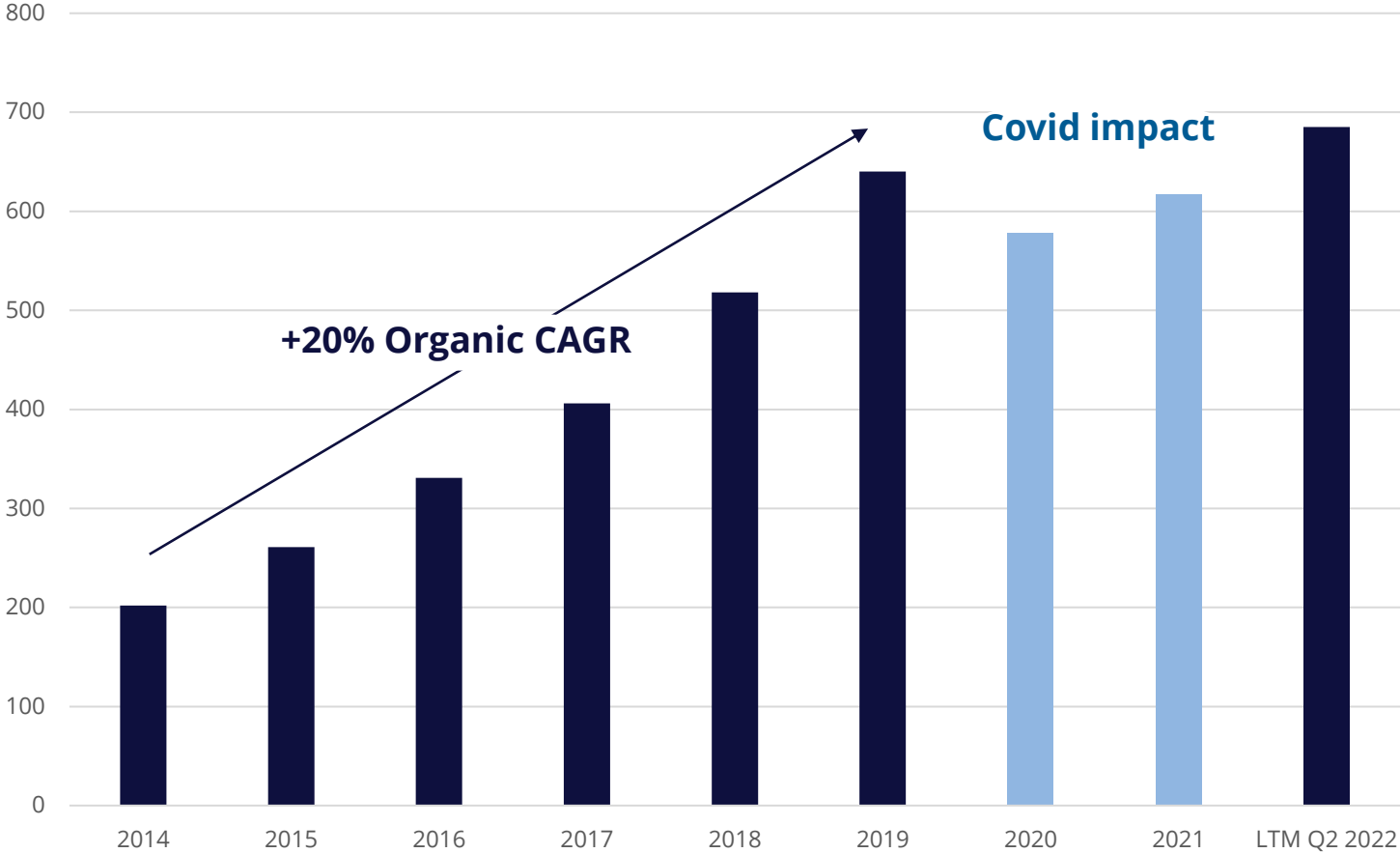
>600 employees



Global leader in
eye tracking

Strong track record of revenue growth

Revenue (SEK million)



Human computer interaction



Human computer interaction

Computer vision



Human computer interaction

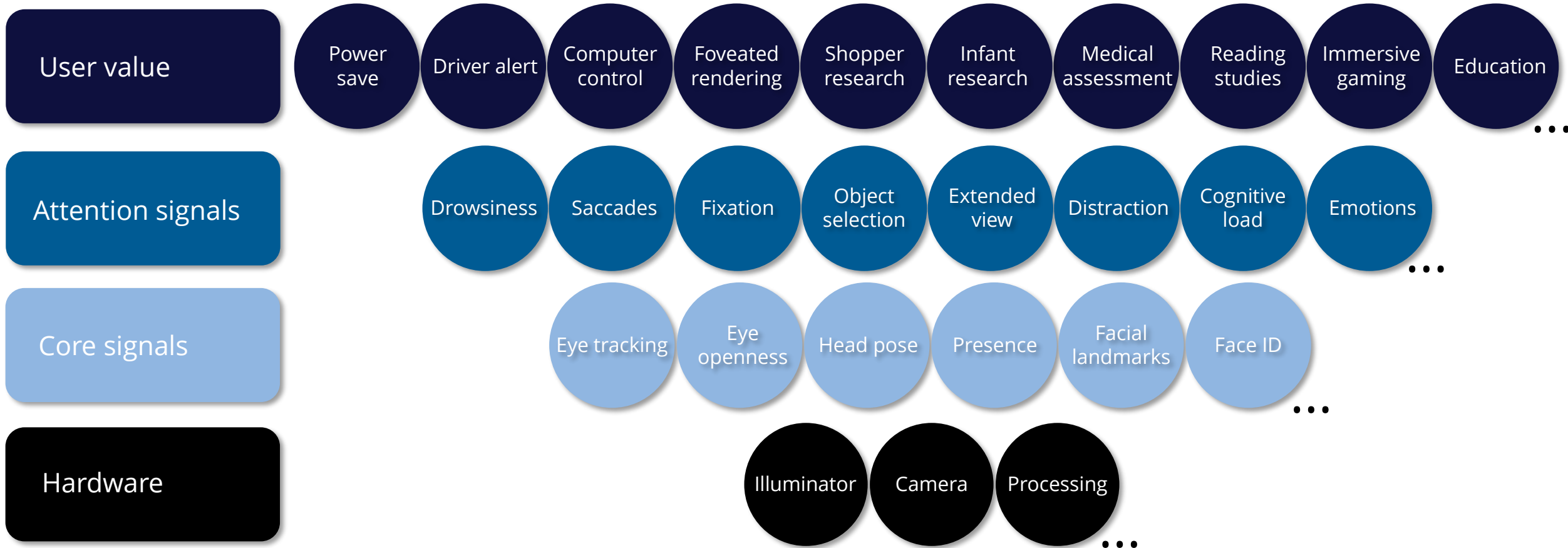
Computer vision



Eye tracking



Tobii is a pioneer in Attention Computing



Unlock

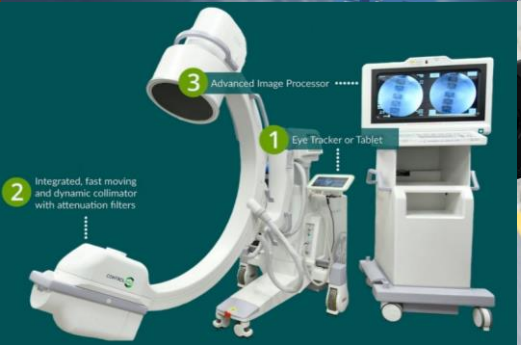
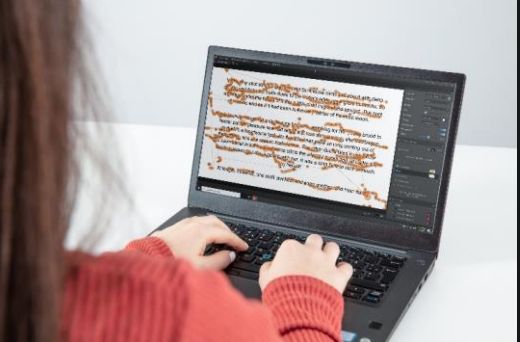
**Profound
insights**

Deliver

**Incredible
experiences**

Enable

**Innovative
devices**



A photograph of a man wearing a bicycle helmet and glasses, looking off to the side. The image is overlaid with a semi-transparent blue filter. The text "Attention computing will be ubiquitous" is centered over the image in a white, bold, sans-serif font.

Attention computing will be ubiquitous

Attention computing being harnessed today

**Accelerated
adoption of our
technologies in
6 market
opportunities**



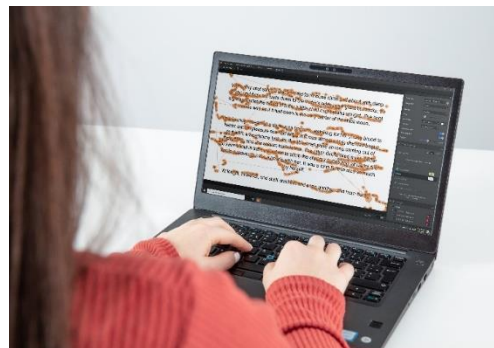
Behavioral studies and research



Extended Reality (VR & AR)



Healthcare



Education and training



Automotive



Gaming

> 100x

Present
~**SEK 600M**
LTM revenue

Future TAM

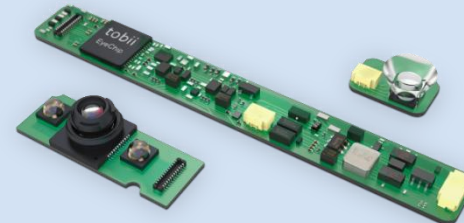
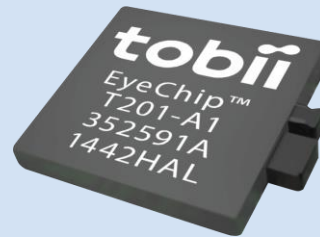
>**SEK 60B per year***

We address the market opportunity via 2 segments

Products & Solutions



Integrations



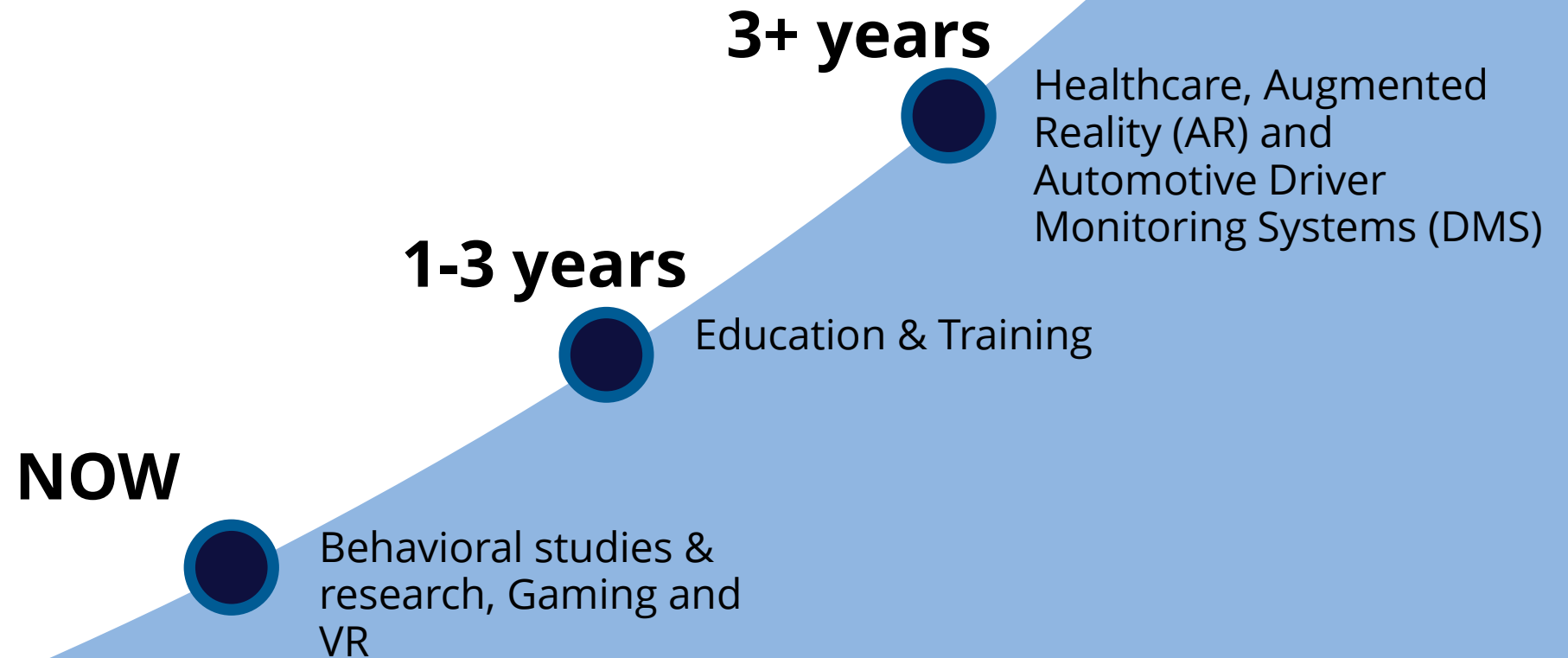
PROPRIETARY TECHNOLOGY

Financial targets

SEK 1.5 billion revenue by 2025

Reach EBIT break-even during 2023

Entering an era of sustained faster than historical growth



tobii

Investor presentation