



PRESS RELEASE

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Tobii appoints Martin Johansson as Acting Chief Financial Officer

Tobii AB today announced that Martin Johansson has been appointed Acting Chief Financial Officer, effective September 30, 2026. Martin currently serves as Sales Controller at Tobii, a position he has held since joining the company in July 2022. Martin has an extensive finance background, with more than 15 years working in international organizations, most recently at Ubisoft Entertainment and prior to that Duni AB and Axis Communications.

Martin succeeds Åsa Wirén, who has served as Tobii's Interim CFO since May 2025. Åsa is relocating abroad and will therefore be leaving Tobii on September 30. Åsa will continue to support Tobii during a transition period.

"Åsa has guided our executive management team and board through a difficult financial situation while leading execution of the measures needed to strengthen both Tobii and our finance organization. On behalf of Tobii, I want to thank her for these contributions and wish her continued success abroad," said Fadi Pharaon, CEO of Tobii. "Martin's familiarity with our operations, our financials, and our finance organization positions him well for this role, and I have full confidence in his ability to lead the finance function and ensure continuity during this period."

Tobii is continuing its recruitment process for a permanent CFO. The process is expected to be concluded once the company's ongoing strategic review has been finalized. The strategic review encompasses discussions with external parties, including evaluation of various structural or transactional alternatives, such as business divestments, partnerships, or capital raising. There is no guarantee that this will result in any transaction, decision, or other action.

For more information, please contact:

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ABOUT TOBII

Tobii is the global leader in eye tracking and pioneer of attention computing. We are on a mission to improve the world with technology that understands human attention and



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intent. Creating tech for a better future, our technologies and solutions apply to areas such as behavioural studies and research, healthcare, education and training, gaming, extended reality, automotive, and many more. Tobii's eye tracking is used by thousands of enterprises, universities, and research institutes around the globe. Headquartered in Sweden, Tobii is listed on Nasdaq Stockholm (TOBII). For more information: www.tobii.com.