



PRESS RELEASE

Anoto Group aims at strong volume growth

LUND, Sweden, June 5, 2007- Swedish Anoto Group is starting to sell digital pens branded with the company name. At the same time, the company launches a new business model and developed forms of partnerships – initiatives designed to eliminate the last remaining factors impeding strong international growth.

”We want to tear down the last obstacles in our way. We can see that we are moving in the right direction, and now we have to finalize our efforts, ” says Anoto Group’s chief executive Anders Norling in a comment.

Anoto Group’s branded pen is manufactured by Maxell, and will only be sold to partners – not to end-users. The move facilitates packaging of concepts that include both pen and application.

” We have to speed up the process from innovation to market. At the same time, our offer needs to be crystal clear. This is one of several initiatives moving in that direction, ” says Norling.

Other novelties introduced during 2007 are a new business model, simplified conditions for licensing, and a new concept for developed co-operation with partners. The latter means that partners, that are taking care of sales and marketing towards end-users, will receive better support from Anoto Group, as well as clear incitements for volume growth in sales.

”Both we and our partners have strong interests in common. We all strive to increase sales’ volumes, and want to move from selling technology to selling complete solutions. If we are to be successful, we need more active partners, ” according to Norling.

The changes in Anoto Group’s business were launched during the company’s yearly partnership conference in Malmo, Sweden. A survey carried out among partners on behalf of Anoto Group shows that the shift is welcomed by partners.

”We can see that the changes we have started to make have strong support among our partners. We can also see that we and our partners have great potential that we hope to unleash during the year to come, ” says Norling.

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About Anoto Group AB

Anoto Group is the inventor of and world leader in the Digital Pen and Paper technology allowing quick and reliable transmission of handwritten text from paper to digital media. Anoto works with a global network of partners focusing on user-friendly forms solutions for efficient capture, transmission and storing of data for a variety of business segments including healthcare, banking and finance, transportation and logistics, government and education. The Anoto Group has around 90 employees, offices in Lund (head office), Boston and Tokyo. Major shareholders are Norden Technology A/S, Robur and DNB. The Anoto share is traded on the Nordic Mid Cap list of the Stockholm Stock Exchange under the ticker ANOT. For more information: www.anoto.com