



Anoto Appoints Bryan Rodrigues as VP of Global Marketing

LUND, Sweden - December 18, 2015 – Anoto Group AB today announced that it has appointed Bryan Rodrigues as Vice President of Global Marketing. Rodrigues brings over 20 years of consumer and technology marketing experience, including more than three years as VP Marketing & Ecommerce at Livescribe Inc., a long-time Anoto licensee that the company recently acquired.

“Bryan has an excellent track record, including his work as the marketing lead for the award-winning Livescribe 3 smartpen, consulting with McKenna, and big brand experiences at Houghton Mifflin Harcourt, Nike and Reebok,” said Anoto CEO, Stein Revelsby. “He was core to Livescribe’s success in penetrating consumer markets with its smartpen technology, and will be a strong member of Anoto’s leadership as we expand our portfolio of multi-surface precision writing and drawing solutions.”

The appointment comes on the heels of Anoto’s acquisition of Livescribe and the departure of former Chief Marketing Officer Byron Connell. Revelsby states, “Anoto and Livescribe’s executive teams are coming together, paving the way for aggressive growth in 2016”.

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About Anoto Group

Anoto Group AB is a global leader in digital writing solutions, which enables fast and reliable transmission of handwriting into a digital format. Anoto operates worldwide through a global partner network that delivers user-friendly digital writing solutions for efficient capture, transmission, distribution and storage of data. Anoto is currently in use across multiple business segments, e.g. consumer, healthcare, banking and finance, transportation and logistics and education. The Anoto Group has over 140 employees and is headquartered in Lund (Sweden). The company also has offices in Norrköping (Sweden), Basingstoke and Wetherby (UK), Los Angeles, Boston and Oakland (US) and Tokyo (Japan). The Anoto share is traded on the Small Cap list of NASDAQ Stockholm under the ticker ANOT.

For more information, please visit: www.anoto.com.

For more information about Livescribe, visit: www.livescribe.com

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