



## **Anoto expands relationship with Trata in India establishing master distribution agreement that is extendable with minimum order of 1 million smartpens**

**Lund, April 13, 2017** – Anoto Group AB (Anoto) and Trata E Systems (Trata) have expanded their previously announced relationship to now establish Trata as Anoto's master distributor in India. The term of this relationship is three years with Trata having the right to extend for an additional three years if they order at least 1 million pens in the initial period. The estimated transaction value based on expected sales performance in the rapidly expanding Indian market approaches USD 100 million over three years.

"This is perhaps the biggest transaction in Anoto's history. The booming economy of India and the modernization of various government regulations are creating an immense opportunity for Anoto's digital pens," said Joonhee Won, CEO.

Anoto is also seeing strong demand for its digital pens throughout Asia where Pen Generations, a wholly owned subsidiary of Anoto, has already received orders for more than 120,000 pens to be delivered in the first half of 2017. These orders are primarily from customers in China, Korea, and Japan.

"At this rate, Pen Generations is going to have a record year in terms of revenue and number of pens. We are especially pleased to see that the Asian education vertical is finally becoming a significant revenue contributor to Anoto," said Joonhee Won.

### **For further information, please contact:**

Joonhee Won, CEO

For more information about Anoto, please visit [www.anoto.com](http://www.anoto.com) or email [ir@anoto.com](mailto:ir@anoto.com)

Anoto Group AB (publ)

Reg.No. 556532-3929, Mobilvägen 10, SE- 223 62 Lund

Tel. +46 46 540 12 00

### **About Anoto**

Anoto is a publicly held Swedish technology company known globally for innovation in the area of information-rich patterns and the optical recognition of those patterns. It is a leader in digital writing and drawing solutions, having historically used its proprietary technology to develop smartpens and the related software. These smartpens enrich the daily lives of millions of people around the world. Now Anoto is also using its pattern, optics, and image-processing expertise to bridge between the analogue and digital domains through an initiative known as Anoto DNA (ADNA). ADNA makes it possible to uniquely and imperceptibly mark physical objects and then easily identify those individual objects using ubiquitous mobile devices such as phones and tablets. ADNA is enabling exciting possibilities for product innovation, marketing insights, and supply-chain control. Anoto is traded on the Small Cap list of Nasdaq Stockholm under ANOT.