



smart eye

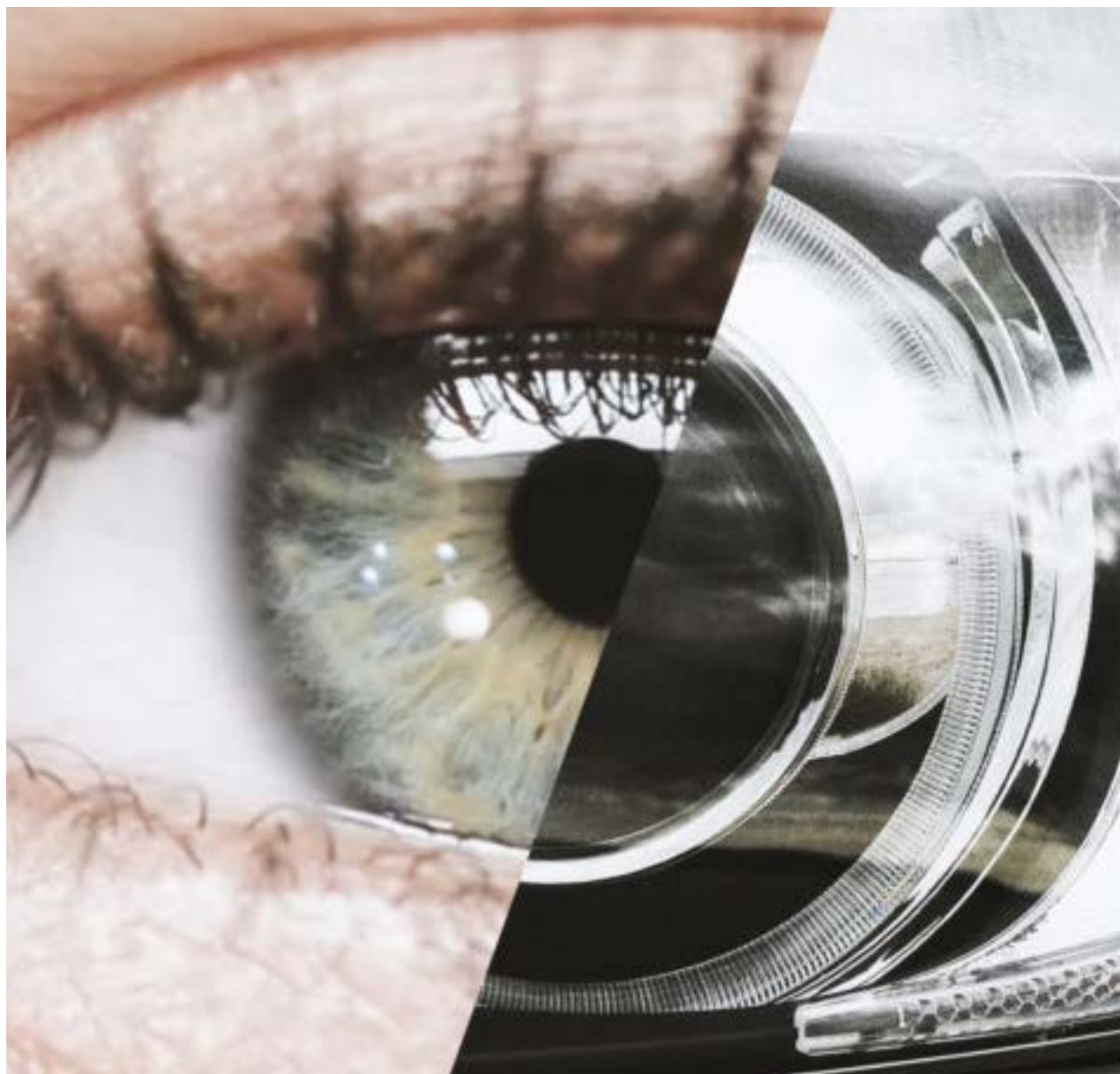
Annual Report 2024

Bridging the gap between  
humans and machines for a  
safe and sustainable future



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# This is Smart Eye

We build Human Insight AI: technology that understands, supports and predicts human behavior in complex environments.

Smart Eye is organized into two business areas - Behavioral Research and Automotive - and five business units.



## Automotive



### Automotive Solutions

Embedded software that provides OEMs and Tier1s with Driver Monitoring and Interior Sensing for deployment in new car models.



### Applied AI Systems

Complete Driver Monitoring System (DMS), including hardware and software, for fleet, aftermarket, and small volume OEMs.

Read more on pages 12 - 17

## Behavioral Research



### Research Instruments

Eye tracking sensors for advanced research and training applications in both academic and commercial sectors as well as technology integration in various industries such as assistive technology.



### Affectiva Media Analytics

Facial coding that helps large brands, media, entertainment, and market research companies gain a deeper understanding of how consumers and audiences engage with their content, products and services such as advertising, television and movies.



### iMotions

Biometric software platform that can fuse data from more than 50 sensors to conduct high-validity multimodal human behavioral research, in academia and industry time- and cost-efficiently.

Read more on pages 18 - 24

# Positioned for Profitability, Poised for Growth

Through long-term investments and strategic innovation, Smart Eye has built a strong foundation across automotive, consumer and market research, and human behavioral studies. These accomplishments reflect years of development and collaboration, laying a robust groundwork for imminent growth and profitability

## Momentum and Market Leadership in Automotive

The automotive industry continues to evolve rapidly, with increasing emphasis on the role software plays in enhancing both vehicle safety and in-cabin experiences. As of report day 2025, Smart Eye's Driver Monitoring Systems (DMS) are embedded in over 2 million vehicles worldwide, with 361 design wins across 23 OEMs, reaffirming the company's position as the industry leader with the largest market share.

The EU's General Safety Regulation (GSR) has made DMS a mandatory technology in all new vehicles type-registered in Europe as of 2024, and in all new vehicles from 2026. Smart Eye's solutions are perfectly aligned with these regulatory demands while positioning the company at the forefront of future in-vehicle technologies. The interest in health, wellness, and user experience features is growing throughout the automotive industry, with driver impairment detection, vital signs monitoring, and even Generative AI applications reshaping how OEMs approach vehicle development.

As a result, the next major opportunity for Smart Eye lies in Interior Sensing, which extends intelligent monitoring to the entire cabin. By enabling features that combine safety, comfort, and entertainment, Interior Sensing has become a focal point for automakers. With proven expertise and a reputation for innovation, Smart Eye is perfectly positioned to lead this development.

## Innovation and New Opportunities in Behavioral Research

Smart Eye's Behavioral Research business area continues to play a vital role in advancing human behavioral studies. Its multi-modal platform combines technologies like Emotion AI, eye tracking, and EEG, enabling researchers to gain actionable insights across a wide range of applications.

The business is seeing steady adoption in fields such as academia, media and marketing, assistive technology, and aviation training. There is also growing interest in newer areas like railway safety and other high-stress operational environments. From helping improve training outcomes to enhancing accessibility, the potential in these industries is huge.

As new industries recognize the value of multimodal biometric data, the demand for innovative tools and insights is set to grow. With deep expertise and a growing customer base, the business area is well-equipped to keep driving advancements in a wide variety of human behavioral research fields.

Trusted by some of the world's most renowned organizations

- 90 of the world's 100 largest advertisers.
- 26% of the Fortune Global 500 companies.
- 68 of the world's 100 leading research universities.
- Customers include NASA, Nissan, Airbus, Boeing, Honeywell, Volvo, GM, BMW, Geely, Harvard University, and over 1,300 research organizations around the world.



# Highlights



361

Design wins  
from 23 OEMs

Total number as of report day 2025

183,000+

Respondents went through  
the iMotions software in  
2024, marking a record-year  
increase of 83% since 2023

2,000,000+

Cars on the road with Smart  
Eye's technology

9000+

Ads, trailers and entertain-  
ment videos researched with  
the Affectiva Media Analytics  
platform in 2024

+2,924

Increase in AIX eye trackers  
used in assistive technology  
during 2024

8

Bus bodybuilders has  
achieved EU General Safety  
Regulation (GSR)  
homologation using Smart  
Eye's AIS system

# Financial overview

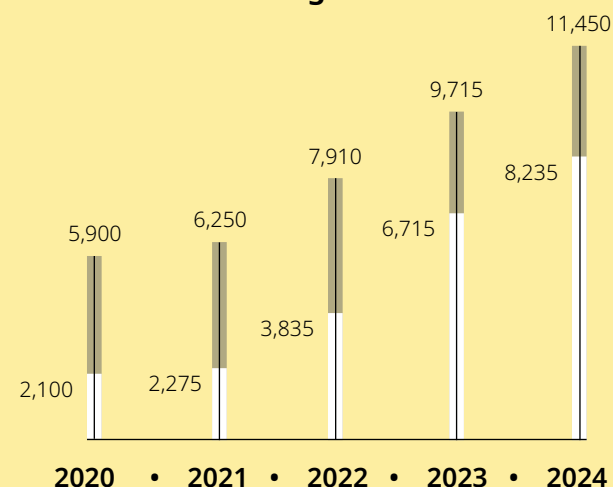
High growth driven by Automotive and stable cost control improved EBITDA during 2024. 63 new design wins with an estimated order value of SEK 1,520 million reported during 2024 including the 5 Design Wins regarding Interior Sensing.

- Net sales increased by 17% to SEK 355.0 (302.2) million.
- EBITDA was SEK -82.3 (-124.9) million. The improved result is driven by higher sales from both Business Areas, with improved Gross Margin and increased Gross Profit. After cost saving activities throughout the year operation expenses excluding one-time costs is lower compared to the previous year.
- The operating loss amounted to SEK -250.3 (-282.9) million. Depreciation of acquisition related surplus values was SEK -116.2 (-116.3) million.

Key figures	2024	2023	2022	2021
Net sales, TSEK	355,049	302,233	219,539	109,679
Operating profit/loss, TSEK	-250,325	-282,902	-343,034	-130,909
Profit/loss after tax, TSEK	-230,410	-75,543	-340,285	-132,713
Shareholders equity per share, SEK*	43.06	44.29	49.69	65.46
Shareholders equity ratio, %	83	85	77	83
Number of employees	289	282	274	256

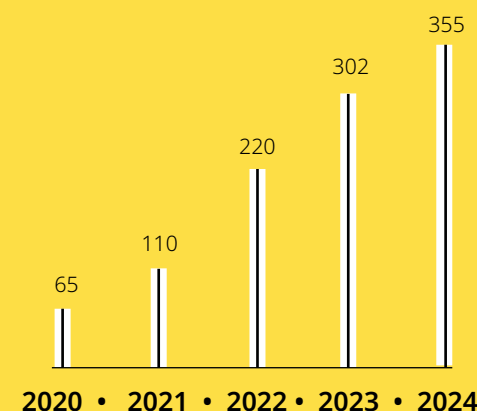
\* The subscription price in the directed share issue carried out in March 2024 was SEK 91 per share, corresponding to approximately 96 % of the share's fair value on the last day before the publication of the directed share issue. The comparison figures are recalculated, as a consequence of the directed share issue, with the calculated bonus factor of 1.002.

## Estimated accumulated future revenues from design wins MSEK<sup>1)</sup>



- Estimated accumulated revenue over the product life cycle from current design wins (Current: 8,535 as per April, 2025)
- Estimated accumulated revenue over the product life cycle from possible additional designs wins with existing car manufacturers on existing platforms (Current: 5,715 as per April, 2025).

## Net sales MSEK



<sup>1)</sup> The calculations are based on car manufacturers' estimates of production volumes for each car model, as well as our own market share estimates, and are subject to change. Smart Eye has communicated this since 2018.

## CEO Letter

## “Prelude to the harvest season ”

2024 was surely one of the most significant years in Smart Eye’s history. Across every key business area, we have continued to raise the bar and strengthen our market position. With several major new contracts secured in DMS, CMS, as Software Tier 1 or Tier 2, our Automotive business is scaling at an impressive pace. Our Behavioral Research segment also achieved growth in a challenging year. This strong momentum has now set the stage for our next major milestone: profitability.

Early in the year, we announced our first design wins for cabin monitoring, with two existing customers. These systems will go into production in late 2025. As more car manufacturers begin to monitor the full cabin the same way they monitor the driver, this is a strong opportunity for Smart Eye to increase the content per car. We expect to take a leading position in this area, just as we have in DMS.

We also grew our role as a software Tier 1 supplier. The year started on the back of the largest DMS deal ever made—worth SEK 1.55 billion with a large North American OEM—where we deliver directly as a software Tier 1. Throughout the year, we built on that position, with important discussions at key industry events such as CES and JSAE focused on DMS, CMS, and the next wave of driver authentication and health-related features.

As part of that work, we started looking into iris authentication technology and found that the most advanced solution on the market was being developed in our own hometown of Gothenburg. Originally developed for mobile phones, the technology is now being adapted for automotive use. Iris authentication enables a new class of in-cabin features—from secure personalization to access to sensitive services—and plays an important role in enabling future health and wellness applications. Our collaboration with Fingerprint Cards began during the year and was announced in January 2025.

In light of our growing customer commitments, we carried out a directed share issue to strengthen our war chest. Thanks to our strong market position, the issue was completed quickly with minimal dilution.

Later in the year, as some uncertainty returned to the automotive market, we also secured loan facilities totalling SEK 200





## CEO Letter

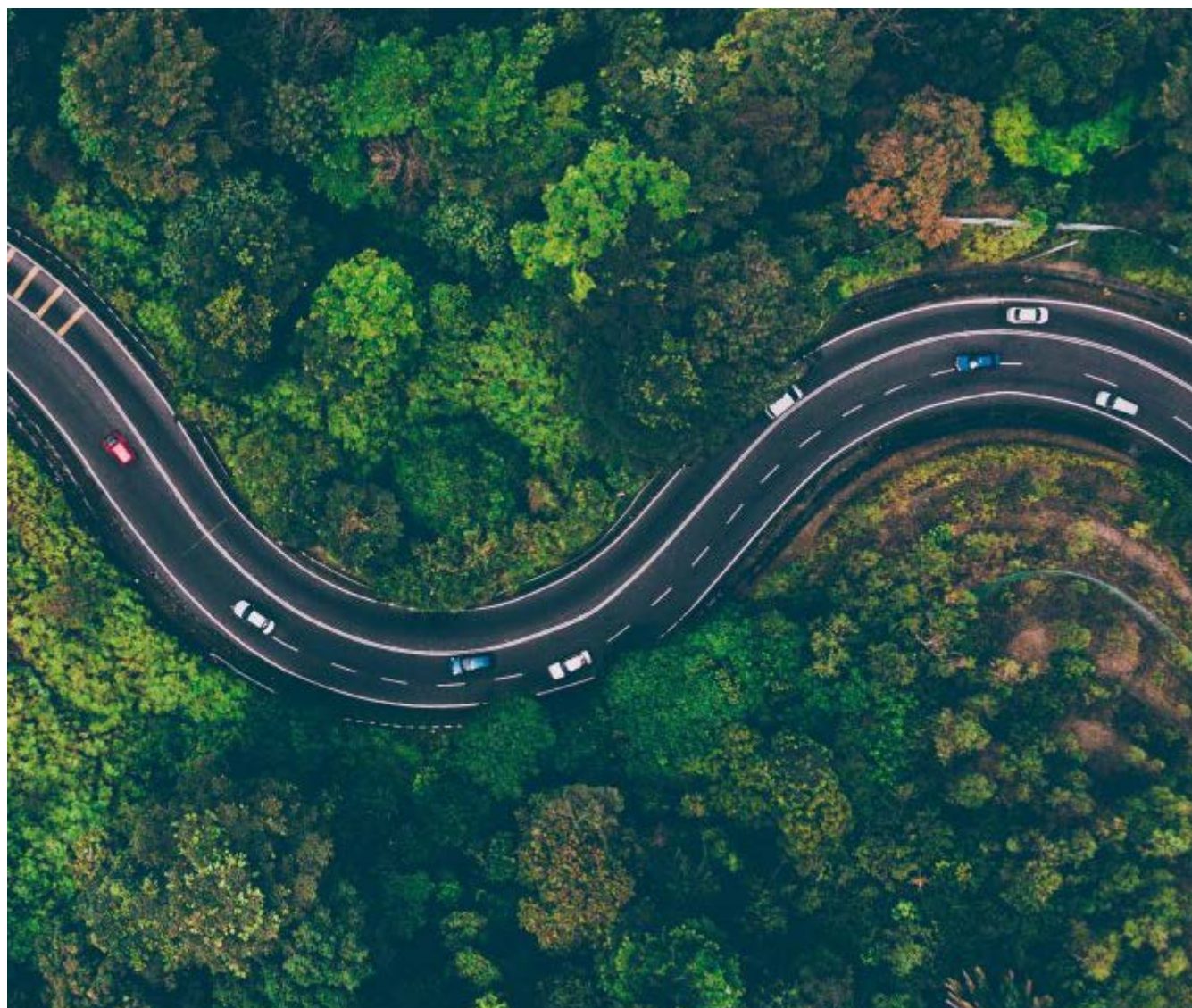
million, as a precaution. As always, our guiding principle in financing is to avoid customer ownership and keep dilution to a minimum.

While the exact timing is subject to our customers' production schedules, we have full control over our own cost structure. Profitability is very likely to be reached in 2025. Many of our 361 design wins are scheduled for production in 2025, pointing to accelerated growth in the near and foreseeable future.

### Automotive

We began 2024 with 296 design wins and ended the year with 357, distributed on 22 OEMs. Design wins are our primary KPI, since it reflects the future market share. We have a very diverse portfolio of customers and car models, over several geographies, creating a firm foundation for future license revenue. Highlights during the year included our first-ever design wins for cabin monitoring, a large break-through truck deal for AIS, and a follow-up deal with existing customers for no less than 700 MSEK in August.

In the beginning of the year we had 40 car models in production, and when the year closed we had 75. Thanks to this increase, license revenue is growing quickly. As our first customer, BMW, ramps down, others ramp up to replace the lost volume. The current license revenue increase is characterized by ramp-up in Korea, in Japan by Nissan and Mitsubishi, in the US by GM, and in Europe by Volvo, Polestar, Audi, Porsche and several others that we haven't disclosed yet. We expect to see an increased launch pace from several OEMs until we, by the end of 2025, have around 150 car models in production, with even more acceleration ahead.



## CEO Letter

After the year ended, we also landed our biggest deal ever achieved, with a very large Japanese OEM. We will deliver our technology as a Software Tier 1 supplier, making it possible to work with the software platform in a very efficient way.

We were able to defend our position as the leading DMS supplier, and we did probably even strengthen it a bit. Given the start of 2025 we are more certain than ever before we will defend our market share of at least 40% for DMS, and our ambitions for CMS is not lower.

### Behavioral Research

Our three Behavioral Research business units—Research Instruments, Affectiva Media Analytics, and iMotions—had a good year in a difficult market. The growth came in at 3%, and while this was below our target we are very content about the strong finish of the year. The research market was affected by the economic headwinds and we see that several competitors saw the same effect. During the year we continued the plan for the merger of Affectiva Media Analytics and iMotions, in order to achieve several synergies primarily on the sales and marketing side.

Altogether, Smart Eye offers a compelling portfolio of hardware, software, and services for research markets. We're also starting to test new innovations—born from synergies between Affectiva and iMotions—with select customers this year. Expect more from us on that front soon.

### Final thoughts

Smart Eye continues to make strides on the market for Human Insight AI, both in Automotive and in Behavioral Research. At the same time, the global environment remains uncertain, with risks tied to shifting political dynamics and geopolitical tensions.

Right now, it is hard to assess what the resulting effects will be, but some facts are reassuring. The automotive industry will prevail, just as it has done during previous periods of turbulence. The value of personal transport is so high for so many people, that we should expect the whole automotive sector to largely stay intact. What will change is that the cars will be filled with more advanced technology. The industry continues to move toward software-defined vehicles packed with sensing capabilities, and this shift plays to our strengths.

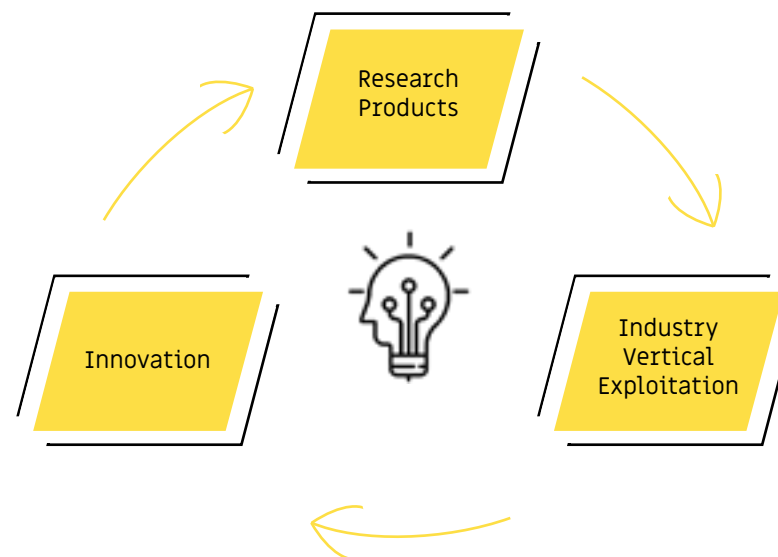
In the behavioral research field, we're seeing a steady move from qualitative to data-driven methods, which supports long-term growth for our Behavioral Research business. These structural trends—along with our strong customer base and proven technology—give us confidence in Smart Eye's direction.

Even if short-term volatility continues, the fundamentals behind our business remain strong. In 2025, we will focus on turning this momentum into profitable growth, while continuing to improve road safety and deepen our contribution to behavioral science.

**“This strong momentum has now set the stage for our next major milestone: profitability”**

# From AI to Human Insight AI

**Smart Eye is pioneering a new technology category to understand, support and predict human behavior in complex environments: Human Insight AI.**



Smart Eye develops and deploys several core technologies to gain insights from subtle and nuanced changes in human behavior, reactions and expressions. These include head and eye tracking, facial expression analysis, emotion AI, activity and object detection, and multimodal sensor data analysis.

Currently, Human Insight AI is deployed in industries such as automotive, consumer and market research, as well as R&D in academia and industry. The general nature of the technology means that it can enable transformational human-to-machine interactions in many industries.

Research customers drive early technology development, which leads to our technology being commercially deployed in that industry. This, in turn, spurs innovation that is fed into improved research products in a virtuous cycle.

This is already playing out in automotive, an industry Smart Eye entered more than 20 years ago by delivering eye tracking systems that were designed for research in automotive R&D. These were later developed to DMS solutions, and we got our first design wins and a contract for our software to be included in a new car model, in 2016.

Since then, close collaboration with customers has spurred further innovation. As a result, Smart Eye's presence within automotive has expanded, with solutions such as Interior Sensing. It has also led to further improvement in our research products that has opened new industry verticals such as aviation and healthcare.



**Future industry  
applications  
include aviation  
and healthcare.**





## Case study

## Smart Eye and Sonatus Drive Innovation in Software-Defined Vehicles

Sonatus, a leader in software-defined vehicle (SDV) technology, is partnering with Smart Eye to deliver advanced safety and personalization features for SDVs. By combining Sonatus's Automator AI with Smart Eye's cabin monitoring technology, the collaboration provides car manufacturers with powerful tools to enhance the in-car experience and adapt to the needs of drivers and passengers in real time.

Sonatus's Automator AI allows manufacturers to create and deploy in-vehicle automation routines using no-code workflows based on real-time data. When paired with Smart Eye's AI-driven cabin monitoring, which detects driver awareness and passenger behavior, Automator AI can enable a range of dynamic vehicle features. From delivering context-specific alerts to activating safety-critical functions like Teen Driving Mode, this helps simplify the development of new features, reducing the need for complex programming or lengthy testing.

"At Sonatus, we aim to empower OEMs to build safer, smarter vehicles with software-defined solutions," said Dr. John Heinlein, Chief Marketing Officer, Sonatus. "Smart Eye's industry-leading monitoring capabilities provide the critical input our Automator AI needs to create innovative and adaptive in-car experiences."

At CES 2025, this collaboration was showcased in a demonstration vehicle, highlighting how Smart Eye's cabin monitoring triggers Sonatus Automator AI workflows to enhance safety and adjust vehicle settings.

# Business Area Automotive

Smart Eye has established itself as the global leader in driver monitoring systems, working closely with the world's leading OEMs and Tier 1 suppliers to shape the next generation of mobility solutions. Through expertise in deep learning, advanced data acquisition, and global regulatory requirements, Smart Eye equips its automotive customers with the technology needed to meet developing safety standards while setting the stage for broader adoption of Interior Sensing capabilities.

## Automotive Solutions

Throughout decades of progress in automotive safety, from seat belts to driver assistance systems, human error remains the leading cause of traffic fatalities. In fact, increased automation and connected devices may even increase the risk of driver distraction in new vehicles.

Driver Monitoring Systems (DMS) address these challenges head-on by reducing accidents caused by inattention or fatigue. Using cameras, sensors, and AI algorithms, DMS detects lapses in focus and alerts drivers in real-time, serving as a critical tool in minimizing human error.

As global safety regulations continue to advance, DMS has gone from a premium feature to an essential technology in new vehicles. This development has



## Regulations Shaping Global Safety Standards

DMS regulations are advancing worldwide, reflecting the technology's growing importance for road safety:

**Euro NCAP:** DMS contributes to improved Euro NCAP safety ratings for detecting drowsiness, distraction, and unresponsive drivers. By 2026, assessments will also include features like seatbelt detection and driver impairment.

**EU:** The General Safety Regulation (GSR) mandates DMS for all new vehicle type approvals since July 2024, and for all new vehicle registrations by July 2026.

**China:** Certain regions require DMS in vehicles such as long-distance trucks and hazardous goods transporters. These regulations are likely to be extended to passenger cars.

**USA:** DMS is included in proposed legislation like the Moving Forward Act. The Bipartisan Infrastructure Law, passed in 2021, mandates that new cars detect alcohol impairment, with timelines for implementation still being finalized.

## Automotive continued

reinforced Smart Eye's market-leading position, with its technology currently integrated into 361 car models produced by 23 of the world's largest car manufacturers.

### Interior Sensing:

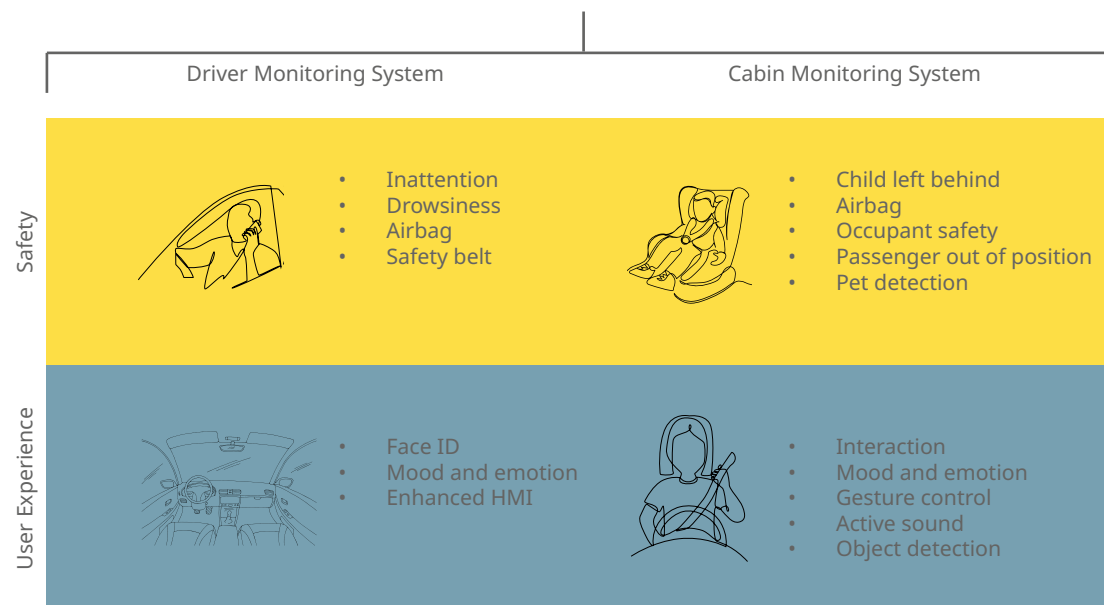
#### Extending Safety and Comfort to the Entire Cabin

As DMS becomes an expected feature in newer vehicles, many automotive manufacturers are looking to extend the safety and user experience capabilities to the entire cabin. This is done through a combination of DMS and cabin monitoring, called Interior Sensing. Interior Sensing provides insights into the state of both the vehicle's interior and its occupants, offering new opportunities to enhance safety, comfort, and entertainment.

Rating organizations like Euro NCAP already reward Interior Sensing features such as child presence detection, which identifies when a child is left unattended in a vehicle, helping prevent heatstroke incidents. Car manufacturers are also increasingly turning to camera-based systems for occupant detection and seatbelt monitoring, offering a cost-effective alternative to traditional sensors.

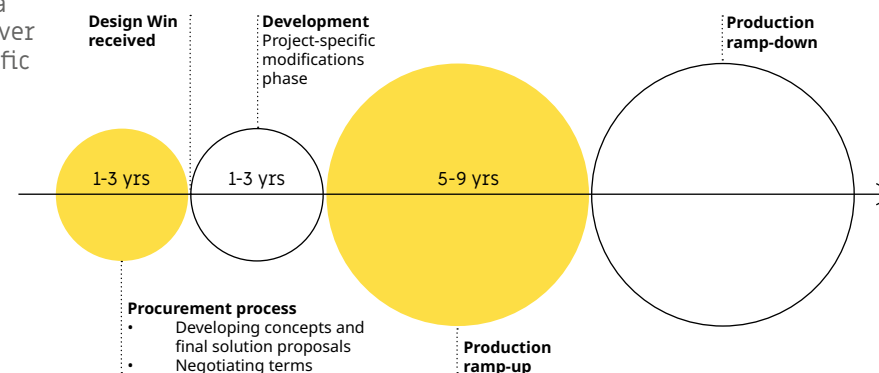
Beyond safety, driver and cabin monitoring is gaining traction for its ability to deliver a personalized in-cabin experience. Asian markets in particular are expressing a strong demand for entertainment features enabled by cabin monitoring, but OEMs all over the world are exploring the technology's potential to differentiate their vehicles in competitive markets.

## Interior Sensing EXTENDING THE INTELLIGENCE TO THE ENTIRE CABIN



## Design win

Smart Eye receives a formal order to deliver software for a specific car model.



Effect on  
Smart Eye's  
cash flow

Expenditure

Partial cost  
coverage  
through NREs

High-margin license fee



## Automotive continued

By using the same hardware and software infrastructure as its DMS solutions, Smart Eye offers OEMs a practical and efficient way to introduce Interior Sensing capabilities. This allows manufacturers to expand safety and in-cabin features without the need for significant additional investment.

With an established leadership in the DMS market and a proven ability to scale advanced features efficiently, Smart Eye is well-positioned to lead the transition to Interior Sensing solutions as well.

### AI Expertise Supports Market Leadership

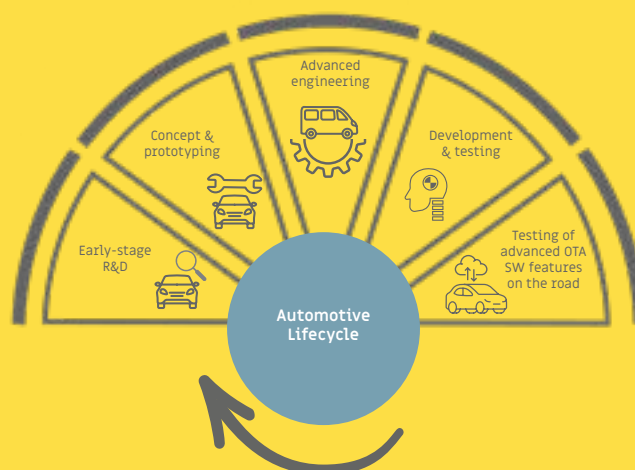
Smart Eye's leadership in the DMS market is underpinned by its expertise in AI, including deep

learning, data acquisition and annotation, and synthetic data generation. The company's proprietary synthetic data generation tool provides an edge by allowing rapid development and customization of automotive AI systems.

This technological versatility extends to Smart Eye's algorithms, which are hardware agnostic and optimized to support a wide range of cameras and Systems on Chip (SoC). This ensures compatibility with both high- and low-end systems, making Smart Eye's technology accessible to a broad spectrum of manufacturers

## Supporting OEMs Across the Automotive Lifecycle

From concept to production, Smart Eye supports OEMs through every stage of the automotive lifecycle. This includes early-stage R&D, prototyping, advanced engineering, data annotation, final development, and pre-production testing. Post-production, Smart Eye also provides tools for assessing customer feedback and responses to over-the-air software updates, ensuring ongoing product relevance and performance. With this comprehensive approach, Smart Eye ensures its technology not only meets today's needs but continues to evolve in line with market demands.



Combining offerings to reach entire cycle

Smart Eye

iMotions

Affectiva

## Automotive continued

### Automotive Solution's business model

The Automotive Solutions business unit generates revenue by selling software to OEMs, both through traditional Tier 1 suppliers and increasingly as a direct software Tier 1 partner. Compensation comes from several streams, including NRE (non-recurring engineering) revenue for development post design wins, high-margin license fees per produced car, and project fees for prototyping and conceptual studies.

### Growth and Increased Japanese Market Engagement in 2024

Smart Eye's Automotive Solutions made significant progress throughout 2024, securing production program wins for both wide and narrow-angle camera systems. The business unit expanded its customer base, growing from 20 OEMs in December 2023 to 23 OEMs by April 2025, and increasing the number of car models featuring its technology from 296 to 361. Increased engagement in the Japanese market also marked an important step toward deeper global market penetration.

### Advancing DMS and Interior Sensing Leadership in 2025

In 2025, Smart Eye aims to further consolidate its leadership in both DMS and Interior Sensing while maintaining a focus on research and innovation. By continuously advancing its technology and supporting OEMs at every stage of the automotive lifecycle, Smart Eye remains at the forefront when it comes to developing future mobility solutions.



## Automotive continued

### Applied AI Systems

Applied AI Systems (AAIS) delivers complete driver support systems, combining Smart Eye's proven DMS software with custom-designed hardware. These systems are developed for seamless integration into new vehicles by small-volume manufacturers as well as aftermarket installation in fleet vehicles. AAIS generates revenue primarily through product sales and custom projects, addressing the specific needs of OEMs and fleet operators by providing flexible and bespoke solutions.

#### **AIS: A Complete System for Better Fleet and Road Safety**

AIS, developed and distributed by AAIS, is a comprehensive driver support system comprising a standalone camera unit and an Electronic Control Unit (ECU). A flexible and scalable in-cabin safety solution, AIS is designed to improve driver performance and reduce road accidents by detecting early signs of driver fatigue or distraction. The system connects with fleet management systems through wireless technology, enabling seamless integration with streamlined monitoring and operations. Fully compliant with the EU's General Safety Regulation (GSR), AIS also supports customers in meeting the requirements for Drowsiness and Distraction Detection (DDAW and ADDW), ensuring safer fleet operations and regulatory adherence.

#### **Major Contracts and New Product Version in 2024**

In March 2024, AAIS secured its largest contract to date, a breakthrough order from a major European commercial vehicle manufacturer. The customer will implement AIS systems in two medium-duty truck models, scheduled to enter production in the second half of 2025.

In addition, several new bus bodybuilders, including Solaris Bus, Arthur Bus, Allenbus, and Alfa Bus, have selected AIS for GSR compliance.

AAIS also introduced AIS CV Focus in 2024, a new product version designed to help bus and truck manufacturers comply with ADDW requirements. This followed the successful launch of AIS CV Alert in 2023, which supports DDAW compliance. By the end of the year, eight bus bodybuilders had achieved homologation for DDAW or ADDW, with final certifications progressing for both AIS systems.

#### **Focus on GSR Compliance in 2025**

In 2025, AAIS plans to launch a cloud-based backend system for fleet management and maintenance, enhancing monitoring capabilities and local distributor support. Other new product updates include a video recording feature, allowing the system to store footage locally for post-drive analysis. This feature complements the existing digital input/output (I/O) functionality, which already supports external alert methods such as seat vibration or audio warnings.

Ensuring alignment with the EU's GSR will also remain a core focus in 2025, as AAIS continues to guide customers through the certification process to meet current and future safety standards.







### Case study

## How Solaris Ensures GSR Compliance with Smart Eye's AIS CV Alert

Solaris, a leading European manufacturer of city and intercity buses, has successfully implemented Smart Eye's AIS CV Alert system to meet the EU's General Safety Regulation (GSR) requirements. This makes Solaris one of the first bus manufacturers to achieve homologation using Smart Eye's AIS CV Alert system, ensuring compliance with the latest safety standards for drowsiness detection in commercial vehicles.

Launched in 2023, AIS CV Alert was specifically developed to help manufacturers comply with the GSR's requirements for Driver Drowsiness and Attention Warning (DDAW) systems, which became mandatory for all new vehicles in July 2024. The system uses advanced computer vision and AI to detect early signs of driver drowsiness, helping prevent accidents.

By partnering with Skymatik, an expert in automation and integration, Smart Eye supported Solaris through a seamless deployment process that ensured full certification.

"Working with Smart Eye and their AIS CV Alert system has allowed us to efficiently meet homologation requirements and further our commitment to enhancing safety in public transportation," said Arkadiusz Cierniak, Senior Design Engineer at Solaris. "Their technology has been critical in helping us ensure our vehicles comply with the latest EU safety standards."

# Business Area Behavioral Research

The Behavioral Research business area encompasses three business units: Research Instruments, Affectiva Media Analytics, and iMotions. Each unit delivers unique technology and expertise to support a broad spectrum of human behavioral studies, consumer research, and market insights.

## Research Instruments

Smart Eye's Research Instruments business unit develops advanced eye tracking systems, delivering them to global research institutions and industries to explore human behavior in diverse contexts. These systems integrate advanced cameras, illumination modules, and algorithms to enable accurate, reliable data collection in any environment.

Research Instruments also offers eye tracking systems for product integration, embedding Smart Eye's head, face, and eye tracking technology into other products and devices.

## Expanding Eye Tracking Applications in Diverse Research Fields

Research Instruments continues to expand its role across industries, offering solutions tailored to unique needs. Eye tracking is increasingly used in training and simulation, particularly in pilot



education, where it supports performance evaluation and decision-making for instructors. Other growing applications include Air Traffic Control (ATC) operator and locomotive driver training, assistive technology for individuals with disabilities, and medical diagnostics.

The business unit's customers and partnerships span world-renowned organizations such as NASA, Boeing, Harvard University, and Universal Studio Media Labs. Through direct sales and a global network of resellers, Research Instruments generates revenue from unit sales and software subscriptions.

## Behavioral Research continued

### 2024 Milestones: Smart Eye Pro 13 and Success in New Markets

In 2024, Research Instruments strengthened its market position, securing over 50 new customers and expanding sales in the assistive technology sector, particularly in North America.

November marked the launch of Smart Eye Pro 13, an upgraded version of its flagship eye tracker featuring automatic profile selection and refined user recognition for improved usability and data accuracy.

The year also saw growing interest from the railway industry in evidence-based driver training and certification solutions. Combined with ongoing success in pilot training, Research Instruments continues to broaden its presence in training and education markets.

### Expanding Training Applications and Assistive Technology in 2025

With a strong pipeline of opportunities, Research Instruments is poised for further growth in 2025. The business unit expects increased activity in training markets, driven by its expanding portfolio of evidence-based solutions. Assistive technology also remains a key area of focus, as new applications continue to emerge in this rapidly growing sector.

By refining its products and strengthening its market presence, Research Instruments is set to remain a leader in providing advanced tools for understanding and optimizing human behavior.

## A Diverse Product Portfolio for Evolving Markets

**Research Instruments offers a comprehensive range of eye tracking solutions designed for various research fields, including automotive and aviation, UX, psychology, Human-Machine Interface (HMI) design, and medicine:**

- **Smart Eye Pro:** One of the world's most advanced remote eye trackers, known for its field of view, head box, and gaze accuracy.
- **AI-X:** A compact and cost-efficient solution for screen-based research.
- **Aurora:** Smart Eye's smallest remote eye tracker, ideal for applications requiring high frame rates and precision.
- **Smart Eye XO:** A durable dual-camera system paired with Smart Eye Pro software.
- **Smart Recorder:** Adds scene camera and screen capture capabilities, offering flexibility in data collection.
- **iMotions Integration:** Combines Smart Eye Pro with the iMotions platform, enhancing multimodal data analysis with scene camera and screen-grabbing functionality.
- **After-Sales and Support Services:** Ensures customers receive ongoing support to optimize their use of Smart Eye's solutions





## Case study

## LFV Advances Air Traffic Control Research with Smart Eye's XO Eye Tracking System

Ensuring the safety and efficiency of air traffic is a complex challenge, requiring controllers to maintain peak performance even under significant pressure. LFV, Sweden's air navigation service provider, sought to address this challenge by gaining a deeper understanding of how workload and stress impact air traffic controllers.

To support this goal, LFV partnered with Smart Eye, integrating advanced eye tracking technology into their research. Central to the study was Smart Eye XO, a dual-camera system designed for precision and adaptability.

"After several tests and discussions, we concluded that Smart Eye XO was the best choice," said Lothar Meyer, Safety Engineer at LFV. "It's easy to calibrate, and the air traffic controllers liked it instantly. Additionally, the 200 Hz sampling rate ensures that even the smallest fatigue effects and workload responses from eye movements are captured and visible in the analysis."

By capturing controllers' gaze patterns during simulated scenarios, Smart Eye XO enabled LFV to uncover crucial insights into cognitive workload. The technology revealed how attention shifts and visual behavior correlated with high-pressure tasks, bridging gaps in the understanding



of stress and performance. When combined with EEG data, this approach created a comprehensive view of the stressors affecting controllers during high-pressure tasks.

The results of the study provided actionable insights. LFV identified specific gaze patterns

and stress indicators linked to workload, enabling evidence-based strategies for improving air traffic controller training and operational efficiency. These findings hold promise not only for advancing air traffic safety but also for enhancing performance across other high-stress professions where maintaining focus is critical.

## Behavioral Research continued

### Affectiva Media Analytics

Spun out of MIT Media Lab, Affectiva pioneered deep learning-based software that analyzes human faces to understand nuanced emotional and cognitive states. Affectiva Media Analytics is used to measure consumer's emotional and cognitive responses to brand and entertainment content, such as ads, videos, and movies. To date, it has analyzed more than 17 million audience videos, helping organizations gain meaningful insights into consumer behavior.

#### Trusted by the World's Largest Advertisers

Affectiva Media Analytics delivers its solutions to some of the world's largest advertisers and Fortune Global 500 companies, enabling them to refine campaign strategies and product innovations.

The business unit's offering is primarily cloud-based but can also be delivered as a software development kit (SDK), allowing seamless and scalable integration into customers' products. Revenues are generated through provisions for cloud-based analytical services, SDK license fees, and subscription-based access to Application Programming Interfaces (APIs).

#### New Breakthrough Calibration-Free Eye Tracking Feature Launched in 2024

In 2024, Affectiva Media Analytics introduced a new calibration-free eye tracking feature. By eliminating the need for calibration exercises, this innovation significantly enhanced the user experience, particularly in the market research industry.

Launched at the ESOMAR conference in October, the new feature enables accurate eye tracking via

standard webcams on laptops and mobile devices – without requiring special hardware or disrupting participants. The integration of Affectiva and Smart Eye technologies, coupled with advanced world modeling, allows researchers to track respondents' gaze positions with precision, all without the need for calibration. By combining data from eye tracking with insights into emotional responses, Affectiva enables researchers to gain a richer understanding of consumer behavior and engagement.

#### Creating a behavioral research powerhouse in 2025

The integration of facial coding, eye-tracking, and other dimensions of response will continue in 2025,

primarily through the merger of the Affectiva Media Analytics and iMotions business units into one entity. The integration of the businesses creates a unique organisation that can draw on all the key behavioral tools available to researchers to understand people's reactions at a deeper level. Combining iMotions expertise in multimodal sensor-based measurement, with Affectiva's deep AI and computer vision capabilities will allow us to bring more powerful, integrated tools to a much wider market, further enabling commercial and academic researchers to gain access to unparalleled insights into human behavior.





### Case study

## Pushing the Boundaries of Audience Analysis with Kantar

Kantar, one of the world's largest marketing insights firms, has long played a leading role in helping brands and media businesses optimize their strategies.

Offering expertise across brand equity, campaign development, product innovation, and sales analytics, Kantar serves many of the world's leading marketers.

For nearly 15 years, Kantar has partnered with Affectiva, a Smart Eye company, and was one of the first businesses to adopt Affectiva's facial coding technology and bring it to market.

This longstanding collaboration was renewed in 2024 for an additional three years. Following a comprehensive market assessment, Kantar deemed Affectiva's technology the top choice for accuracy and the depth of its emotional insights.

Affectiva's system plays a central role in Kantar's widely used LINK+ methodology, helping advertisers analyze the emotional impact of their campaigns before launch. These insights allow brands to optimize their content, ensuring stronger audience engagement and maximizing the effectiveness of their advertising spend. The technology also evaluates attention in digital contexts, enabling advertisers to tailor campaigns for real-world impact.

In 2024, Kantar expanded its use of Affectiva's technology to include Storyboard testing and digital campaign evaluations through its LINK+ for Digital product. Moving forward, the partnership will further integrate media testing tools like Kantar's ContextLab, enhance qualitative research efforts, and broaden the application of Affectiva's groundbreaking attention measurement technology, which integrates Smart Eye's calibration-free eye tracking.

"Affectiva is integral to Kantar's LINK+ creative product," said Duncan Southgate, Sr. Director, Global Creative - Insights Division at Kantar. "We've relied on it for over a decade to evaluate and diagnose attention and emotional response across different types of creative content. Affectiva is unrivaled in its validated accuracy, academic underpinnings, and the scale and diversity of its dataset."



## Behavioral Research continued

### iMotions

iMotions is a world-leading software platform for human behavioral research, enabling users to collect, integrate, and analyze data from a wide range of biometric sensors. The platform fuses insights from signals such as eye tracking, facial expression analysis, galvanic skin response, EEG, voice analysis, ECG, EMG, and heart rate, delivering a multi-modal understanding of human behavior.

This multimodal platform is widely adopted across industries, including academia, human factors research, consumer insights, and market testing, for its robust data collection and analysis capabilities. By leveraging biometrics to measure responses, iMotions enables higher validity and more reliable insights compared to traditional survey-based methods. The platform is used in diverse contexts, ranging from controlled lab-based studies to real-world observations, allowing researchers to explore human behavior with both precision and flexibility.

#### Strengthened Market Leadership with Key New Clients

iMotions continues to hold a leading position in biometric multimodal research, with an estimated market share of 50%. Its customer base grew to 1,517 in 2024, encompassing academic institutions and leading global companies. Key new clients include BASF, Aston Martin Lagonda, and L'Oréal Japan. The platform also remains a trusted partner for 75 of the world's top 100 universities.

Through a combination of direct sales and resellers, iMotions gains revenue from annual license fees from customers in academia, and subscriptions SaaS revenue from commercial customers

#### Expanding Applications and Global Growth in 2024

In 2024, iMotions achieved significant milestones across academia, consumer insights, and human factors research. The launch of iMotions EduLabs introduced tailored solutions for higher education, equipping students with practical skills in biometric research methods. The business unit also introduced consultancy services to assist industries such as food, beverage, and household goods in refining product testing and market strategies.

Additionally, iMotions developed the Occupant Status Monitoring (OSM) reference system, designed to help OEMs validate Driver Monitoring System (DMS) performance against Euro NCAP and GSR safety standards, streamlining the compliance process with automated, reliable testing protocols.

Global expansion efforts were also a highlight of 2024. Through a network of Selling Partners in APAC (China, Korea, and Japan) and Eastern Europe (Poland), iMotions strengthened its presence in emerging markets, driving growth and reinforcing its market leadership.



## Behavioral Research continued



Advancements in usability and integration further defined the year. A redesigned drag-and-drop study builder improved workflow efficiency, while automated Areas of Interest (AOIs) and signal annotation tools reduced the time required for complex research tasks. iMotions also expanded its capabilities through integrations with BiosignalsPlux, GPS systems, and Varjo VR headsets, addressing evolving research needs.

### 2025 Innovations in Signal Processing and Research Tools

Building on its 2024 successes, iMotions will focus on advancing its signal processing capabilities in 2025. Planned innovations include the ability to analyze accelerometry and respiration data from webcam videos, enhancing support for multimodal research.

The business unit will also refine its OSM reference system to align with updated Euro NCAP and GSR protocols, ensuring it remains a reliable solution for evaluating DMS performance as regulatory requirements evolve.

In academia, iMotions plans to expand the reach of EduLabs, encouraging adoption across universities worldwide. By equipping educators and students with cutting-edge tools for online biometric research, the platform is poised to shape the next generation of researchers in consumer insights, human factors, and beyond.

## Case study

## iMotions EduLabs Enhances Business School Student Learning at The University of Southern Indiana

The University of Southern Indiana's Romain College of Business has integrated neuromarketing technology into its curriculum, offering students a unique opportunity to explore the intersection of neuroscience and marketing using iMotions EduLabs.

Neuromarketing, a field that studies consumer behavior through brain activity, allows marketers to understand how consumers make decisions and respond to stimuli. By utilizing advanced tools like eye tracking and biometric sensors, students gain practical experience and develop valuable skills that prepares them for challenges in today's evolving business environment.

The integration of iMotions' neuromarketing technology into the curriculum aims to enhance students' analytical capabilities and provide them with insights into consumer psychology. As businesses increasingly rely on data-driven strategies, the ability to interpret and apply neuromarketing principles will be a crucial asset for graduates entering the workforce. Close to 1,000 students have participated in courses using this platform, completing over 600 behavioral studies.

"Incorporating iMotions Edulabs into our undergraduate business program, the marketing major, and MBA coursework has had a tremendous impact on our students and our programs", says Dr. Chad Milewicz, USI Professor of Marketing and Chair of the Economics and Marketing Department. "The iMotions Edulabs

platform is intuitive and powerful. It engages students, be they freshman or masters-level, with research tools that allow them to experience the value of human behavior research, to advance their analytical problem-solving skills, and to learn applied neuroscience in a unique and impactful way".





# Innovation

**Innovation is central to Smart Eye's position as a leader in Automotive and Behavioral Research. Through continuous investments in research and development, Smart Eye remains focused on advancing technologies that deepen the understanding of human behavior.**

The research department plays a key role in these efforts, with responsibilities that include:

- Developing new technologies to support both near-term and long-term product innovation
- Advising policymakers and regulators on technology matters to help shape informed legislation
- Collaborating with partners to integrate advanced technologies such as optical sensors and Systems on Chip (SoCs)
- Generating and refining synthetic datasets to support algorithm development and meet customer needs
- Providing technical expertise and support to business units across the organization

## Sheila: Smart Eye's Empathetic AI Co-Driver

Sheila is a concept developed by Smart Eye to demonstrate how advanced in-vehicle sensing technologies, Emotion AI, and generative AI can create a more personalized in-car experience. Acting as a contextually aware and empathetic in-car AI companion, Sheila interprets emotional and behavioral cues from occupants to improve both safety and comfort. Demonstrated by Smart Eye at CES 2025, Sheila earned recognition as a CES 2025 Innovation Awards Honoree for its innovative approach to in-car AI technologies.



## Screens II: Enhanced Road Safety with Digital Mirrors

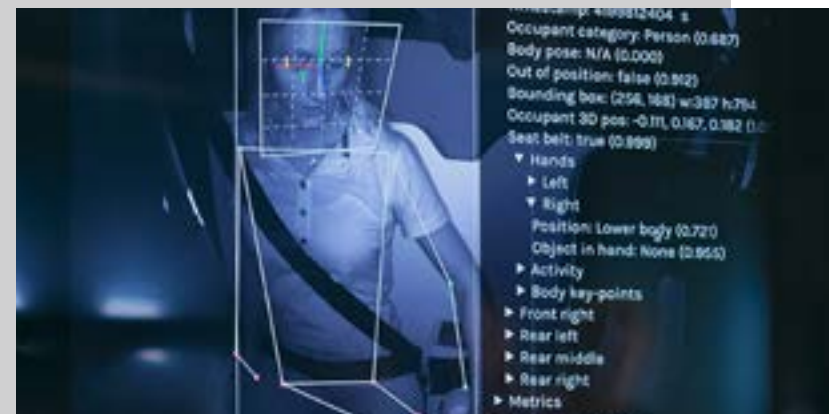
The Screens II project focuses on enhancing safety and usability in increasingly automated vehicles. Smart Eye, in collaboration with Volvo Cars, Scania, and Volvo Trucks, is contributing to the development of innovative digital mirrors that improve blind-spot visibility. Leveraging Smart Eye's driver monitoring technology, these mirrors dynamically adapt to the driver's head and body movements, providing an intuitive, real-time view of the surrounding environment. Launched in September 2023, the project is set to continue through August 2026. During CES 2025, Smart Eye demonstrated its digital mirror concept in a truck simulation setup, showcasing how the technology optimizes blind-spot monitoring for large vehicles.

## Innovation continued



### Data Collection for Advanced Driver Intoxication Detection

In 2024, Smart Eye and The Swedish National Road and Transport Research Institute (VTI) continued their collaboration to deepen the understanding of intoxicated driving behavior. The initiative involved collecting datasets from both stationary setups and moving vehicles on test tracks, conducted during both day and night. This approach was designed to examine the relationship between intoxication and drowsiness, providing valuable insights into how driver monitoring systems can identify impaired driving.



### Policy advisory

A key contributor to multiple industry groups, Smart Eye advises regulators and policymakers to:

- Ensure that public policy objectives are informed by an accurate understanding of the technology
- Develop and implement new regulations, legislation, and test protocols in ways that make policy objectives achievable.

This collaborative role reinforces Smart Eye's position as a trusted expert in the field and provides the company with valuable insights into evolving regulatory frameworks.

In 2024, Smart Eye continued its advisory work, contributing to the development of Euro NCAP's 2026 test protocols and supporting the EU's General Safety Regulation (GSR). These efforts included incorporating advanced cabin monitoring features into safety assessments, ensuring they align with future industry standards.

# Sustainability with an eye on saving lives

## General disclosures about Smart Eye's Sustainability Report

Smart Eye's sustainability initiatives are to be based on responsible innovation and the ambition to have a positive impact on people and the environment.

Our mission is to achieve sustainable development for all through science and technology, with the goal of saving lives. This is a part of Smart Eye's commercial strategy to develop innovative products that save lives.

The sustainability report contains information on Smart Eye's environmental, social and ethical impact, risks and opportunities, as well as governance.

The report covers activities for the financial year 2024 and aims to provide an overview of the company's focus for sustainability initiatives, strategies and risk management.

Over the past year, we have also been preparing to meet the requirements of the EU's new directive on sustainability reporting, the CSRD (Corporate Sustainability Reporting Directive). In 2024, the CSRD was implemented into Swedish legislation, requiring reporting in accordance with the ESRS (European Sustainability Reporting Standards).

Key stakeholder groups	Stakeholder groups' prioritized sustainability areas	Dialogue example
Direct dialog		
CUSTOMERS	Technological innovations, improved safety and mobility experiences, product quality. Supply chain and product traceability (effects on environment and society). Business ethics.	Business meetings, calls for proposals, requests for quotations, negotiations, industry and customer events, classes and training content, sustainability evaluations.
EMPLOYEES	An attractive, stimulating and safe work environment with equal opportunities for development and advancement, and the opportunity to work on innovative technology that makes a difference. Flexibility and work-life balance.	Regular individual employee, team and all-staff meetings. Employee surveys. Annual performance evaluations. Salary reviews. Internal training courses. Trade union cooperation.
BOARD OF DIRECTORS	Transparent information and responsible action in the area of sustainability.	Board meetings, Audit Committee meetings, conversations between board members and executive management.
PARTNERS	Technical innovation, improved safety, product quality.	Business meetings, negotiations, industry events, training and educational content.
SUPPLIERS	Conditions for long-term collaboration, business ethics.	Business meetings, negotiations, suppliers' customer surveys. Industry events. Supplier Code of Conduct.
INVESTORS	Transparent information, such as financial and sustainability reporting, and responsible action throughout the value chain regarding the environment, people and business ethics.	Business meetings, negotiations, industry events. Individual meetings and presentations for investors and the capital market, quarterly reports, Annual Report, Annual General Meeting.
MEDIA	Accurate and timely information, insight into industry trends and AI innovation.	Interviews, press releases, presentations at industry and company events, quarterly reports, Annual Report.



Key stakeholder groups	Stakeholder groups' prioritized sustainability areas	Dialog example
Indirect dialog		
SOCIETY	Transparency, technology that can save lives, responsible social impact through development and deployment of ethical AI solutions and ensuring human rights in the supply chain.	We conduct an indirect dialog through media, authorities, supplier assessments, industry analysts and customers.
NATURE	Responsibility for our environmental impact and to ensure long-term sustainability for the climate and environment.	

Initially, the legislation was expected to apply to the Smart Eye Group's sustainability reporting for 2025. However, before the publication of this report, the European Commission released the so-called Omnibus proposal. The proposal includes a number of simplifications and new rules regarding which entities are subject to the CSRD, as well as a revised timeline for implementation.

This has created increased uncertainty about the future structure of the sustainability reporting framework, and Smart Eye intends to adapt to any changes in the regulatory landscape. Regardless of what the future disclosure requirements may entail, sustainability will remain an important and prioritized area for Smart Eye.

The report covers operations of the entire group, including all subsidiaries. Timeframes are the same as for financial reporting, unless otherwise stated.

The CEO and Board of Directors are responsible for preparing and approving the sustainability report.

Data and accounting policies

Work is underway to further improve the data collection process, and additional quantitative data will be collected in 2025 according to accepted methods and standards, in accordance with the legal requirements to which the company is subject.

Sustainability governance

Sustainability initiatives and governance are integrated into Smart Eye's business strategy and corporate governance. Group policies specify the guidelines for this work, and processes and targets are followed up on an ongoing basis.

The Board of Directors has the overall responsibility for the company's governance and sustainability initiatives thereby approving the materiality assessment, and follows up the sustainability strategy and targets. Sustainability work is reported to the board at board meetings.



**CEO** has ultimate responsibility for operational activities and ensures that Smart Eye's sustainability initiatives are incorporated into the overall business strategy, and that sustainability measures are implemented, communicated and integrated into the company's business activities. The CEO approves the sustainability framework and policies, as well as priorities for sustainability initiatives.

**CFO** is responsible for timely and accurate financial and sustainability reporting in adherence with applicable regulations.

**The Head of Quality Management** is responsible for tracking processes, monitoring goals and targets, and for the certification of processes in the operation.

**The Head of Data Management** is responsible for all data protection-related processes and policies, and ensures GDPR compliance.

**The Head of People and Culture** is responsible for HR policies and employee training and career development.

**The Business Area and Business Unit Heads** are responsible for assessing and monitoring work with suppliers and partners, and for overseeing product sales.

For more information on the composition, expertise and areas of responsibility of management and the Board, see page 86-87.

Follow-up on sustainability initiatives is presented at Audit Committee meetings, which are held at least four times per year.

	Suppliers and business partners	Smart Eye	Customers and business partners	End-users	Communities
RESPONSIBLE INNOVATION	Business ethics, anti-corruption				
	Procurement practices				
	Ethical innovation				
	Personal privacy, safe use of technology				
PEOPLE		Transparent information			Transparent information
		Safe and equal workspace with no discrimination			
		Motivated and proud employees in a learning organization			
ENVIRONMENT		Internal environmental footprint			
			Recycling hardware - end of life		

## Policies

Smart Eye has a number of policies and guidelines governing sustainability initiatives. The policies cover all employees, Board members, consultants, agents, and others who work on behalf of Smart Eye. The CEO has ultimate responsibility for the policies, which are updated annually and are available on Smart Eye's website and intranet.

Smart Eye Policies	
<b>Code of Conduct</b>	Principles on how Smart Eye shall conduct itself as a business partner, employer and corporate citizen. Based on the UN Global Compact initiative and international conventions such as the Universal Declaration of Human Rights. Guides ethical business methods and includes Smart Eye's commitment to provide all employees with a safe workplace, promote diversity and inclusion, combat discrimination, and to have an open dialogue with employees. In addition, it acknowledges the right to union representation and collective bargaining. It also covers Smart Eye's commitment to reduce its environmental impact.
<b>Environmental policy</b>	Describes Smart Eye's commitment to protecting the environment and to minimizing the environmental impact of the company's activities. This includes application of the precautionary principle, reducing greenhouse gas emissions and pollution from activities and via suppliers, choosing sustainably produced resources and reducing waste and water consumption.
<b>Privacy policy (GDPR)</b>	Describes what kind of personal data we may process and for what purposes. Furthermore, it explains the choices and rights of individuals.
<b>Policy for research integrity</b>	Describes how we conduct research with reliability, honesty, respect and responsibility, and states that research misconduct such as falsification, plagiarism and fabrication is unacceptable. All innovations are to be responsible and ethical.
<b>Insider policy</b>	Guidelines for meeting regulations on combating market abuse as a listed company.
<b>Communication policy</b>	Guidelines for internal and external communication to comply with laws, regulations and agreements.
<b>Supplier Code of Conduct</b>	Principles for how Smart Eye expects its suppliers to behave in order to ensure human rights, good work conditions and business ethics, and to reduce the environmental impact in the supply chain. Based on the principles of the UN Global Compact and international conventions such as the Universal Declaration of Human Rights, OECD Guidelines for Multinational Enterprises and the Rio Conventions.
<b>Whistleblower policy</b>	Describes rules and procedures for Smart Eye's whistleblower function. This reporting channel makes it possible for employees and others who work with Smart Eye to report suspected misconduct, including fraud, criminal acts and unethical behavior, without fear of reprisals.
<b>Work environment policy</b>	Describes Smart Eye's guidelines for creating a good, sound work environment, with good working conditions and a focus on employee health and well-being. The work environment should be perceived as stimulating and inspiring by all employees, and all employees should have the opportunity to grow.



## Policies continued

<b>Gender equality policy</b>	Describes Smart Eye's guidelines for gender equality, diversity and inclusion at the workplace, which are ensured through a workplace culture in which everyone is treated with respect. Smart Eye has a zero-tolerance policy for all forms of discrimination.
<b>Information security policy</b>	Describes Smart Eye's guidelines for information and data processing. Customer and individual information are protected in terms of confidentiality, privacy and accessibility, and the policy describes how this goal is achieved. Information security is established using an information security management system (ISMS) in accordance with ISO 27001, an industry-specific standard for information security. All key processes related to information security are handled centrally. These centralized processes ensure company-wide standards for information security.
<b>Generative AI policy</b>	Describes Smart Eye's use of generative AI and related technologies, such as large language models (LLM), automated image, video and sound generation. The policy provides information on the safe, productive and acceptable use of modern generative AI. The policy is to be viewed as a complement to Smart Eye's information security policy. The company has an ISO 9001-certified quality management system.

**Expertise in sustainability issues**

Sustainability trainings were held for the Board and Group management during the year. The Board and corporate management also have access to external sustainability expertise.

**Work on enhanced transparency**

Smart Eye is working for improved integration of sustainability aspects into the business model. We are refining existing processes and developing new policies and processes for the purpose of improving transparency and governance of the business.

Sustainability-related results are not currently integrated into incentive programs. Smart Eye plans to develop sustainability-related KPIs linked to incentive programs for a large number of key individuals as well as senior executives.

**Risk management and internal control of sustainability reporting**

Documentation and the process of sustainability reporting have begun. The aim is for internal control of sustainability reporting to match the level of internal control of financial reporting.

**Strategy and business model**

Sustainability is crucial for Smart Eye's performance and continued growth. It also contributes to an improved society overall. Our mission is to contribute to sustainable development for all using science and technology. We are bridging the gap between people and machines for a safer future, with the goal of saving lives.

We take responsibility for all activities connected to our operation for which we can impact. We conduct business ethically, leverage the company's opportunities, and manage sustainability-related risks.

We endeavor to reduce the negative and strengthen the positive impact of our business on our stakeholders. This includes our employees and other people who are affected through our subcontractors, business partners, customers, end consumers, nature and society with the use of our technology.



## Smart Eye's pillars for sustainability

Our sustainability initiatives are divided into three focus areas:

- **Responsible Innovation**
- **People**
- **Environment**

### Responsible Innovation

We will be a reliable partner for our customers, employees and society at large. We behave responsibly in accordance with ethical guidelines, laws and data protection regulations, and maintain the same high demands of our partners and suppliers. We encourage the use of our technology for improved safety and sustainability. Our technology is ethically developed to prevent and alleviate the effects of data bias and algorithmic bias. In addition, we encourage the ethical implementation of our technology, in which end users provide consent (opt-in).

### People

Smart Eye's successes, innovation and competitive advantage are based entirely on our employees. We offer an inclusive and learning-focused workplace that promotes knowledge, which attracts and retains motivated employees who are proud of our work and innovations.

### Environment

We continuously endeavor to reduce our carbon dioxide emissions and other impacts on the environment. Smart Eye has a low environmental impact from travel, product development, offices and waste, and we endeavor to contribute to protecting the environment and combating climate-related hazards.

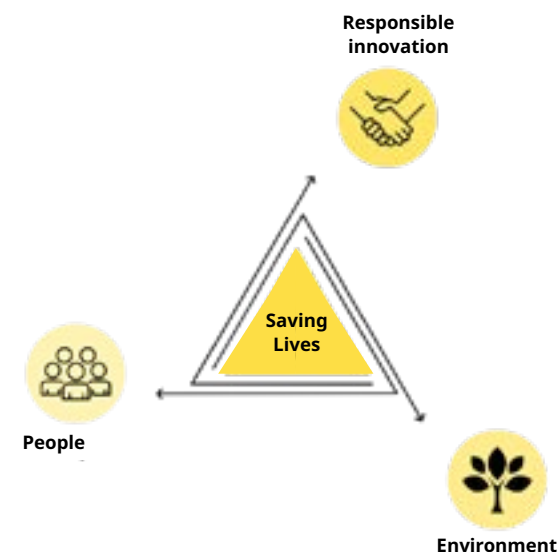
## Value chain

A large part of our operation is based on Smart Eye's software, which has been developed as part of research collaborations with customers, academia and industry organizations. We also deliver hard-

ware, with components purchased from technology partners and assembled by local suppliers in Sweden and China. Smart Eye's subsidiary iMotions is a reseller of sensors.

Smart Eye's customers are divided into two business areas: Automotive and Behavioral Research. Sales by geographic market can be found in note 4 on page 62 and 77.

Smart Eye's technology is used to understand, support and predict human behavior in complex environments, which contributes to societal benefit. In the Automotive business area, our Driver Monitoring System (DMS) contributes to improved traffic safety and saves lives. In Behavioral Research, Smart Eye technology is used to analyze behavior and the impact of human factors. Insights from the technology support research, innovation and education in order to progress toward a safer and better future.



*Smart Eye's sustainability initiatives are divided into three focus areas: Responsible Innovation, People and Environment, where saving lives constitutes the overarching purpose and foundation of the work.*



Smart Eye's community engagement includes working with universities for student collaborations. During the year, Smart Eye participated in initiatives to promote technology development, such as Female Engineers and hackathons.

#### **Stakeholder dialog and materiality assessment**

Smart Eye conducts an ongoing dialog with stakeholders, which provides the company with insight into its impact on them. Stakeholder dialogs offer insight into the issues that are important to our stakeholders and how they perceive Smart Eye. Stakeholder viewpoints are taken into consideration in order to handle any negative impacts and enhance the positive effects of Smart Eye's operation. For information on Smart Eye's key stakeholder groups, examples of dialogs held during the year, and prioritized areas of sustainability for each stakeholder group, see the table on page 28-29.

In 2022, we conducted a comprehensive materiality assessment to map Smart Eye's impact on people, the environment and society. We reviewed actual and potential positive and negative impacts on stakeholders. We evaluated our business with consideration for global and industry trends. The analysis also covered our activities linked to business relationships with suppliers, partners, customers and end users of our technology. This analysis identified a number of areas in which we either have a significant impact, or in which our sustainability-related business risks are significant.

In 2023 and 2024, the materiality assessment was updated to ensure the company focuses on the areas with the greatest impact. No changes in the reporting of material issues have taken place since last year. During the year, work began on the

double materiality assessment that will lay the foundation for sustainability reporting for the financial year 2025.

#### **External commitments**

Smart Eye has joined the UN Global Compact and has committed to follow its 10 principles, as well as international laws and conventions, such as the OECD Guidelines for Multinational Enterprises. We have also committed to contribute to the UN's 17 Sustainable Development Goals and look forward to contributing to the following:

- **Goal #5 Gender equality**
- **Goal #8 Decent work and economic growth**

- **Goal #11 Sustainable cities and communities**
- **Goal #16 Peace, justice and strong institutions**

#### **Responsible Innovation**

Smart Eye endeavors to be a role model in corporate responsibility by applying the highest standards for business ethics, transparency and compliance with regulations.

We conduct our business responsibly and based on ethical principles, such as a high degree of integrity, honesty and good judgment. We endeavor to continuously improve our processes to meet requirements from the EU and other global regulatory frameworks.





To ensure sustainability throughout the value chain, we expect all partners and suppliers to work according to the same sustainability principles as Smart Eye regarding the environment, business ethics and people, including human rights.

#### Ethical innovation

We focus on ensuring that all innovation is ethical and responsible, and conduct our research with reliability, honesty, respect and accountability.

### Goals for responsible innovation

SUBJECT	GOAL	RESULT
Business ethics – internal training courses	All employees receive annual sustainability training in the Code of Conduct and in internal guidelines and policies.	>50% percent of those employed at the beginning of the year have undergone the training.
Business ethics – reports from whistleblowers	If a whistleblower report is received, an investigation is to be initiated within two business days.	One whistleblower report was received during the year, which did not lead to an internal investigation, as it was an attempted fraud against the company.
Personal privacy	Zero personal privacy violation, and where GDPR audit is performed no remarks in the annual GDPR audit.	No suspected violations were reported or investigated, and no remarks in the GDPR-audit.
Sustainable purchasing	All larger suppliers are to work according to environmental, social, and ethical principles equivalent to the principles in Smart Eye's Code of Conduct.	All larger suppliers have received and approved the Supplier Code of Conduct.
Anti-corruption	Zero incidents related to corruption or breaches of law.	No incidents were reported or investigated.
Human rights	Zero human rights violations.	No suspected violations were reported or investigated.

### Safe use of Smart Eye technology

Smart Eye's technology is used to understand, support and predict human behavior in complex environments. The software collects anonymized data on human behavior and processes it in real time.

In Automotive, Smart Eye's technology contributes to improved traffic safety. The company's Driver Monitoring System (DMS) plays an important role in reducing the risk of accidents related to human error. The system warns drivers when they are beginning to lose focus due to inattention and/or drowsiness, thus reducing the risk of accidents. The technology can also contribute to lower insurance costs for drivers who install the system in their vehicles.

In most cases, the data from use of Smart Eye's technology are stored with customers. In some cases, Smart Eye may store and process data for a limited time. In these cases, the data are always erased according to clear procedures. Read more about how Smart Eye works with IT security below. During 2024, a GDPR review was conducted by Affectiva's business area Media Analytics in the US. The review identified zero GDPR-related incidents.

All issues pertaining to personal privacy are always handled meticulously and in accordance with applicable laws and regulations in order to prevent improper or unethical use of the technology. While Smart Eye does not store any sensitive information, a risk remains that the company's software could be used for profiling or for improper purposes, for example to violate human rights or monitor behaviors.

Furthermore, Smart Eye works systematically to ensure that we follow all international embargoes and applicable sanctions.

**Protect human rights**

Smart Eye respects and has committed to follow conventions on human rights, such as the Universal Declaration of Human Rights. Accordingly, we combat all forms of child labor, unpaid overtime work, forced labor and other violations of human rights and freedoms. The greatest risk of human rights violations is found in the supply chain, for example through poor working conditions or negative effects of mineral extraction on local communities. Read more under Sustainable purchasing on page 37-38.

Other risks include the use of Smart Eye's data for incorrect and unethical purposes.

Smart Eye endeavors to ensure that the company's technology is used with integrity and in accordance with ethical guidelines. Smart Eye strives for inclusion and combats discrimination and injustice resulting from algorithmic bias and data bias. Thanks to a comprehensive and diversified database with data from over 90 countries, Smart Eye can train and validate its software to minimize bias and take into account cultural and contextual differences in human behavior.

**Maintain high IT security**

Smart Eye works systematically to ensure a high level of IT security. These efforts include technical measures such as redundant IT environments, modern firewall solutions, segmented networks, data encryption, endpoint protection, server and network monitoring, as well as a reliable identity solution.

Smart Eye has well-documented processes for onboarding and offboarding, new and decommissioned computers, regular patching and updates to servers and network environments. We also have documented guidelines for allocating authorization, meticulous software reviews, and establishment of approved applications.

Smart Eye has a Group-wide IT-security policy. Trainings are conducted annually and are intended for all employees.

Smart Eye's goal is to achieve IT certification of the company in accordance with ISO 27001 in 2025.

**Zero tolerance for corruption**

Smart Eye has a zero-tolerance policy for all forms of bribery and other corruption. Corruption could damage Smart Eye's reputation and be costly. In addition, poor business ethics could entail risks that make it difficult to attract and retain employees.

Our goal is to have zero incidents related to breaches of laws, regulations, and internal policies. Suspected deviations from policies or regulations, breaches of law or other irregularities can be anonymously reported by employees or external parties via Smart Eye's whistleblower function.

**Activities in 2024**

During the year, we updated our Code of Conduct, which includes guidelines for combating corruption and conflicts of interest, and also clarifies our responsibility to society. Smart Eye has also conducted Code of Conduct trainings. By combining theory with practical examples, the training has improved awareness of ethics in everyday decisions. During the year, a majority of employees carried out sustainability training, which also included the Code of Conduct.

A workshop and training were also held in 2024 for the Board on topics such as sustainability governance, ESG risks, and regulations such as CSRD.

**Whistleblower function**

Smart Eye's whistleblower function is a channel in which employees and external parties can anonymously report suspected irregularities without fear of reprisals.



The notification is made to the Chair of the Board, the CFO, or to another senior executive, and the individual submitting the notification may choose to whom it will be anonymously made. All reported incidents are forwarded to the Audit Committee.

The reporting platform received one (1) report during the year, which did not lead to an internal investigation, as it was an attempted fraud against the company.

### Transparency in reporting

Smart Eye's business shall be conducted with good business ethics and transparency, and everything we do is reflected correctly in the company's reporting. All financial reporting and accounting are done in a timely manner and in accordance with applicable laws and regulations, as well as generally accepted accounting principles. To improve transparency, in 2025 we will make our sustainability data more accessible and present it in a clear and comparable format.

### Goal

Smart Eye has a zero-tolerance policy for all forms of corruption and bribery. In 2024, no incidents of corruption were reported.

### Continuous improvements

Smart Eye works continuously with improvements for long-term corporate responsibility and responsible innovation.

### For 2025, we plan to:

- Develop a comprehensive ESG risk assessment to identify more, and prioritize governance-related risks.
- Introduce additional KPIs to measure progress in corporate responsibility.
- Continue to train employees in our guidelines and policies in sustainability.



- Continue to inform suppliers about Smart Eye's Supplier Code of Conduct and our requirements of them.

### Sustainable purchasing

Smart Eye has several hundred suppliers, the majority of which are in Sweden, China and USA. Smart Eye purchases components and products such as computers, cameras and circuit boards. In addition, Smart Eye purchases services from local consultants.

Risks in the supply chain include environmental pollution and water consumption when products and components are manufactured, as natural resources are consumed in the process. There are also risks in the area of human rights violations, risks of a poor work environment and unacceptable working conditions, as well as negative effects of mineral extraction on local communities.

Smart Eye opposes all forms of child labor, forced labor, unreasonable working conditions and other violations of human rights and freedoms, and prioritizes materials and components with a low environmental impact.

All suppliers and partners are selected based on criteria related to quality and sustainability, as well as prior experience with collaboration. Smart Eye expects all partners and suppliers to work according to the same sustainability principles as Smart Eye regarding the environment, business ethics and human rights.

Our Supplier Code of Conduct establishes that suppliers must follow principles on human rights and working conditions, minimize their environmental impact, and conduct business ethically. Our ambition is for all of our suppliers to comply with our Code of Conduct.



If Smart Eye were to discover that a supplier was not complying with our expectations and requirements related to sustainability, we would initiate a dialog with the supplier and then take action accordingly.

## People

### Corporate culture and core values

Smart Eye's core values – human, groundbreaking, perseverance and ethical – constitute the foundation of our corporate culture, which is central to creating engagement and a good work environment. Our values mean that we value human contact, we never stop learning new things and developing, we get the job done; and we work ethically and with a high level of integrity.

### Work environment and employee well-being

Motivated and committed employees are crucial for our continued success. We endeavor to have a safe, inclusive and healthy work environment where all employees thrive, based on respect, friendliness, competence and a functioning work-life balance. We work continuously to improve our workplaces in order to promote a culture in which everyone thrives.

Because we only employ white-collar workers, our health and safety efforts are focused on counteracting the negative health effects of stress and a poor work-life balance, and on ensuring a stimulating work environment.

Employee well-being is regularly investigated through surveys and interviews. Surveys are conducted annually and address, among other things, each employee's opportunity to influence their situation at work, work conditions and effects on personal health.

## Target values for people

SUBJECT	GOAL	RESULT
Employee satisfaction	>8 eNPS (Employee Net Promoter Score).	8.31 eNPS
Gender balance	Shall be improved by following up gender distribution at Smart Eye.	New HR system facilitates tracking and reporting of demographic information.
Discrimination	Zero tolerance of discrimination at the workplace.	Two cases of age discrimination were reported.
Safety at the workplace	Zero high-consequence occupational injuries.	One case of a minor occupational injury that did not lead to sick leave.

Smart Eye offers all employees occupational health services, favourable wellness allowances and the opportunity to undergo health examinations. All employees are offered one hour of exercise during working hours per week. Voluntary activities and networking after working hours are also offered to promote a pleasant corporate culture.

Employees at all of Smart Eye's offices regularly take part in performance evaluations, at which they also discuss career opportunities. Annual salary reviews are conducted to ensure fair wage-setting, free from unfair differences in pay.

Smart Eye conducts ongoing initiatives to follow up on employee health and well-being.

### Annual employee surveys

In our annual employee survey, we met our target of >8 eNPS<sup>1</sup> (Employee Net Promoter Score). It is important to us to respond to and manage all viewpoints from our employees. Issues addressed in this year's employee survey included leadership, work environment and health, and corporate culture.

Employees' viewpoints in the surveys are taken into consideration and followed up on. In recent years, we took the following actions based on employee viewpoints:

- We adjusted our processes to better manage stress levels at our Gothenburg office. For example by lowering the "signal level" in our

<sup>1</sup>) eNPS (Employee Net Promoter Score) is a measure of employee engagement and loyalty, where employees respond to the question: "How likely are you to recommend your employer to others?" A score above 0 is considered good..

time reporting system for overtime, following up on this, and scheduling a prehab meeting if needed.

- For the purposes of promoting an open corporate culture, we have developed a new process in which employees can anonymously ask management questions. The questions are then discussed at monthly meetings with the CEO and management team, in which all employees in the Group have the opportunity to participate. Questions that are addressed could pertain to working hours, recruitment, training and more.
- We have developed and implemented new guidelines and policies.

For an innovative technology company like Smart Eye, open communication and well-functioning cooperation between teams across various departments and countries is essential. Team activities are held with multiple offices in order to strengthen cooperation.

### Gender distribution per country (number of employees\*)

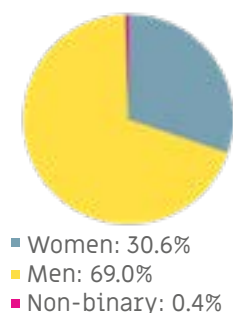
	Women	Men	Non-binary	TOTAL
Sweden	31	88	0	119
Egypt	28	40	0	68
Denmark	16	27	0	43
USA	9	28	1	38
Germany	0	5	0	5
China	2	1	0	3
Japan	0	3	0	3
UK	0	2	0	2
Canada	0	1	0	1
India	0	1	0	1
Singapore	1	0	0	1
<b>TOTAL</b>	<b>87</b>	<b>196</b>	<b>1</b>	<b>284</b>

\*Number of employees as of 31<sup>st</sup> December 2024.

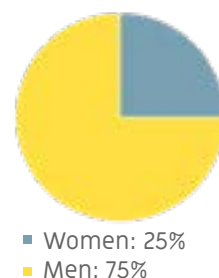


### Gender distribution

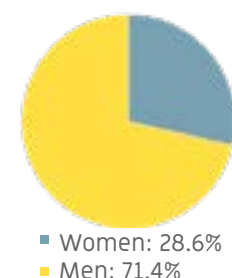
All employees



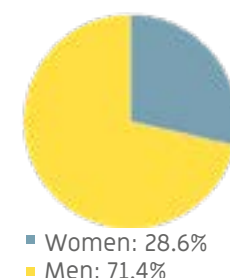
Other managers



Management team



Board of Directors



All employees are encouraged to collaborate with their colleagues. Many of our employees have backgrounds in computer science, and several have studied at the doctoral level. We offer excellent work conditions and the opportunity to contribute to pioneering innovations alongside highly qualified colleagues.

Since 2023, we have improved our management system for health and well-being by more clearly compiling and providing information about our various systems and policies on the intranet. These efforts continued in 2024.

#### Gender equality and diversity

Diversity among employees and an inclusive corporate culture are important for Smart Eye. They fuel innovation and broaden perspectives, facilitating a better understanding of the changes taking place in the world. The company actively strives to improve representation of under-represented groups and to promote equality throughout the organization.

One measure taken by Smart Eye to improve the gender balance is to ensure objective recruitment processes that draw candidates of various backgrounds.

Consideration is also given to gender distribution and other diversity-related parameters for promotions. In addition, we follow up on gender distribution in various professional groups.

Inclusion and safety at the workplace are ensured through a workplace culture in which everyone is treated with respect. We have zero tolerance of all forms of discrimination, including gender, age, religion, sexual orientation, ethnicity, or any other type of discrimination. Smart Eye actively works to combat discrimination and for a continuous dialog to ensure an inclusive approach.

Employees are encouraged to report all suspected inappropriate behavior or other irregularities to management, or anonymously using Smart Eye's

whistleblower function. Read more about the whistleblower function on page 36-37.

We safeguard our employees' right to freedom of association and collective bargaining.

#### Goal

Smart Eye's goal is for at least 30 percent of senior positions to be held by women. In 2025, this goal will be reviewed and concretized. During the year, the share of female employees rose from 26 percent to just over 30 percent. The share of women on the management team is unchanged at 29 percent, and the share of women among other managers has declined slightly, from 26 to 25 percent.

The share of employees at our larger offices, in Sweden, Egypt, Denmark and USA shall be at least 30 percent women. In 2024, the share of women at these offices was: Sweden 26 percent, Egypt 41 percent, Denmark 37 percent and US 24 percent.

Smart Eye's goal is to have zero cases of discrimination. Two cases of discrimination were reported

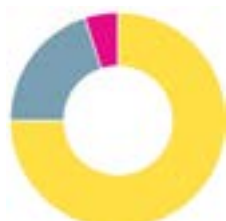
## Age distribution

All employees



■ <30 years: 23%  
■ 30-50 years: 62%  
■ >50 years: 15%

Other managers



■ <30 years: 5%  
■ 30-50 years: 75%  
■ >50 years: 20%

Management team



■ <30 years: 0%  
■ 30-50 years: 43%  
■ >50 years: 57%

Board of Directors



■ <30 years: 0%  
■ 30-50 years: 29%  
■ >50 years: 71%



during the year. The cases pertained to age discrimination and have now been resolved.

#### Number of employees:

As of December 31, 2024, Smart Eye had 284 employees and 27 consultants (headcounts). The employees are based in Sweden, Egypt, Denmark, USA, Germany, China, Japan, UK, Canada, India, and Singapore.

#### Pay differences between genders at the larger offices

##### Sweden

The highest salary for women is 97% of the highest salary for men (excluding the salary of the CEO of the Smart Eye Group). The median salary for women is 98% of the median salary for men (excluding the salary of the CEO of the Smart Eye Group).

##### Egypt

The highest salary for women is 212% of the highest salary for men. The median salary for women is 54% of the median salary for men.

##### Denmark

The highest salary for women is 70% of the highest salary for men. The median salary for women is 79% of the median salary for men.

##### USA

The highest salary for women is 92% of the highest salary for men. The median salary for women is 104% of the median salary for men.

#### Skills development

To ensure long-term competitiveness, Smart Eye offers employees continuous education and development. We are proud to be a business with a focus on learning. Learning, skills development and knowledge exchange are part of daily work. Smart Eye also offers additional skills development according to the needs of employees and the organization.

In 2024, a majority of staff underwent training in the Code of Conduct. In addition, several other

training initiatives were carried out, such as programming and other technical training, as well as sustainability training.

## Environment

#### Climate change

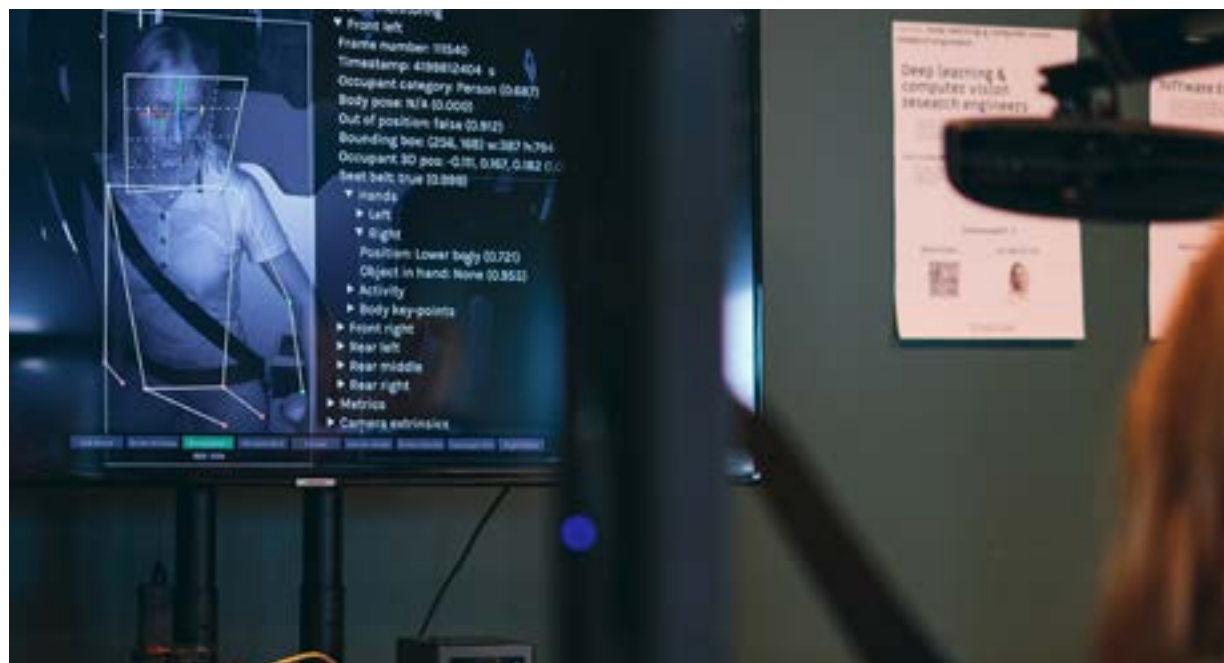
Smart Eye's environmental impact derives primarily from internal energy consumption at our sites, energy required for our software development, hardware production, data and IT systems, as well as emissions from business travel.

The components of Smart Eye's Applied AI Systems and Research Instruments products are mainly purchased from Sweden and China and assembled in China and Sweden. As our production volumes are currently relatively small, emissions due to shipping of our components are limited. This is likely to change as our production volumes increase.

We work to reduce our climate impact and endeavor to limit our environmental impact from travel, product development, our offices, waste and other sources. We work proactively to optimize transport and logistics processes in order to reduce emissions from business trips and the transport of goods.

Hybrid work and digital meetings have reduced travel, a lasting effect of the Covid-19 pandemic. Smart Eye's offices are in cities and many employees commute to work by bicycle or public transport. The company offers all employees in Sweden a bicycle benefit, and the Gothenburg headquarter premises also offer ample bicycle parking as well as changing and shower facilities.

Smart Eye's international operation includes some business trips by air since customer meetings and trade fairs are an important part of our business. The company focuses on minimizing business travel or choosing the travel option with the lowest environmental impact, thus limiting emissions.



### Renewable energy

Our ambition is to use renewable energy sources where available. Smart Eye has a goal to transition to renewable energy consumption, to the greatest extent possible, at its offices and data centers.

### Activities 2024

In 2024, Smart Eye worked to analyze the impact of its operation on the environment, including risks and opportunities related to the climate transition.

During 2024, the company began to map and gradually introduce energy efficiency improvements, both to reduce energy consumption and to transition to fossil-free electricity use only. This process includes reviewing energy sources and converting to renewable energy at our offices, where available.

Efforts to measure and document emissions in scope 1 and 2 began during the year. Data collection and mapping of emissions began at the offices in Gothenburg, Boston, Cairo, and Copenhagen. The result is presented in the diagrams on page 43.

The data regarding carbon dioxide emissions has been collected through qualitative surveys, but also from estimates in cases where we have not been able to obtain information. Regarding the CO<sub>2</sub> emissions for Egypt, we have based our calculations on the average CO<sub>2</sub> emissions per kWh for the country (ourworldindata.org), and on the proportion of energy that is renewable and non-renewable. The same applies to one of the suppliers in Denmark. Regarding CO<sub>2</sub> emissions for cars, we have assumed a standard of 1,500 km per year for cases where the company provides company or benefit cars to employees.

For the cars used for test driving in our development, we have assumed a standard depending on how much they are assessed to have been used during the year.

## Goals for environmental protection

SUBJECT	GOAL	RESULT
Carbon dioxide emissions (scope 1 and 2)	Reduce carbon dioxide emissions from our offices; choose green energy sources where available.*	During 2024, the company has expanded its process for measuring carbon emissions in our value chain, which has resulted in the company reporting CO <sub>2</sub> emissions in scope 1 and scope 2 for 2024.
Carbon dioxide emissions (scope 3)	Before making decisions on business trips, the environmental impact should be considered, not only the cost.	We hold virtual meetings when in-person meetings are unnecessary.
Recycle	Product documentation shall include general information on local recycling and tips for what can be recycled.	Our documentation contains recycling instructions.

*\*Smart Eye currently lacks absolute targets for its carbon emissions. The company's ambition is to define targets for its carbon emissions by 2025.*

### Goal

Smart Eye endeavors to minimize its climate footprint and reduce emissions in scope 1, 2 and 3. In 2025, Smart Eye plans to set targets for reduced carbon dioxide emissions. The ambition is to set climate goals to achieve net zero emissions in a given year.

### Resource consumption and circular economy

Smart Eye purchases computers, circuit boards, cameras, cables and other components. We endeavor to minimize waste and maximize reuse of resources throughout the value chain. In our own operation, Smart Eye maximizes the use of electronic equipment for the longest possible time, for example by reusing end-of-life computers.

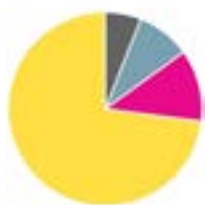
All hardware delivered to our customers has a limited lifespan. Smart Eye encourages reuse of hardware and other products when they are worn out, including electronic waste. For example, Smart Eye sends customers manuals on how to recycle obsolete products, which is thought to result in less electronic waste.

### Goal

Smart Eye does not currently have goals related to resource use and circular economy, but as this is among our prioritized areas, we will evaluate relevant metrics and goals.

## Energy consumption and carbon emission

Energy consumption by  
office/country 2024 (kWh)



- Gothenburg, Sweden: 854,292 (73%)
- Cairo, Egypt: 143,664 (12%)
- Boston, USA: 102,857 (9%)
- Copenhagen, Denmark: 75,874 (6%)

**Total: 1,176,686**

CO<sub>2</sub>-emission by office/  
country 2024 (tonnes)



- Gothenburg, Sweden: 119.5 (51%)
- Cairo, Egypt: 81.9 (35%)
- Boston, USA: 28.4 (12%)
- Copenhagen, Denmark: 6.5 (3%)

**Total: 236.3**

Renewable and non-renewable  
energy 2024 (kWh)



- Renewable energy: 696,849 (59%)
- Non-renewable energy: 479,838 (41%)

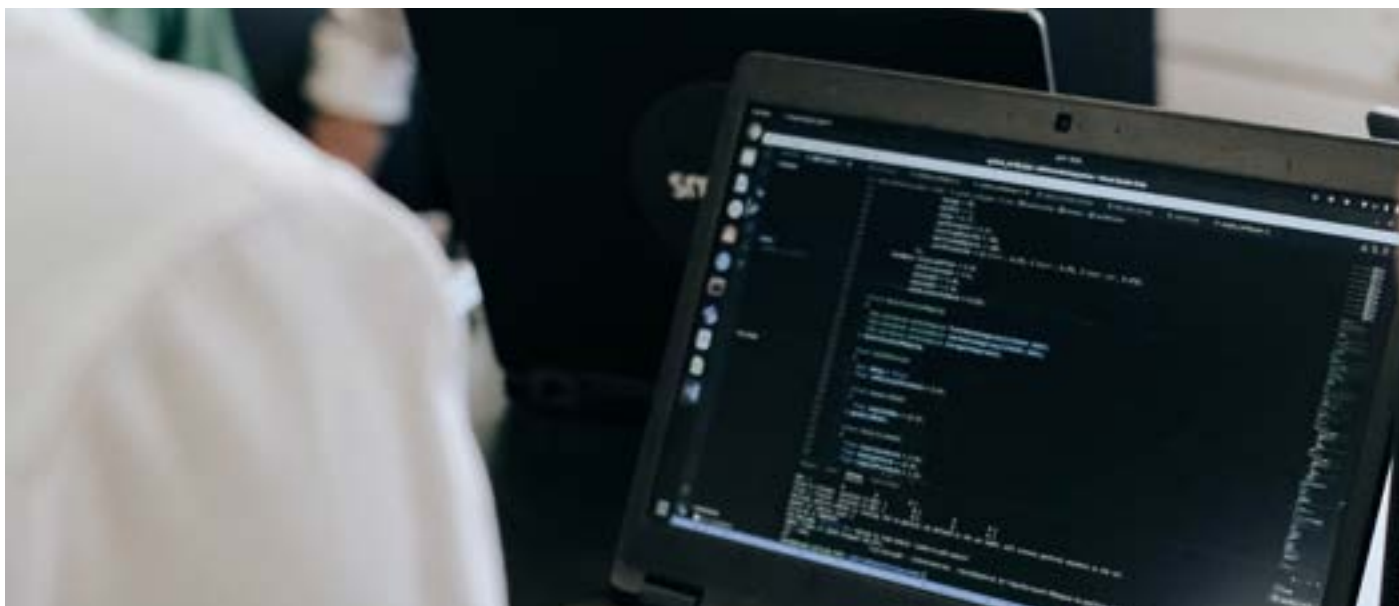
**Total: 1,176,686**

Annual emission Scope 1  
and Scope 2, 2024 (tonnes)



- Scope 1: 15.8 (7%)
- Scope 2: 220.5 (93%)

**Total: 236.3**



**Scope 1** includes direct greenhouse gas emissions, i.e emissions from sources that the organization itself is responsible for and can influence. Smart Eye reports emissions from vehicles that the organization owns or controls.

**Scope 2** covers indirect emissions from purchased energy, like electricity, district heating, and cooling, supplied externally but used by Smart Eye themselves.



## Company values



### Human

**We value human connection**

Diversity and inclusion make our technology and our company better. We develop technology in the service of humanity – with creativity, empathy, and respect. We value an open, collaborative, warm and fun corporate culture that fosters individual well-being and makes our families a priority.

*We deliver value, but more importantly, we value being human.*

### Groundbreaking

**We always learn and innovate**

We are a company of firsts; therefore, we think beyond limitations to push the boundaries of what is possible. We are the world experts in what we do and with an open mind we never stop learning. We continuously strive to build things that have never existed before.

*Every technological leap forwards is preceded by a mind thinking about the future.*

### Perserverant

**We get stuff done**

Our curiosity, purpose and passion drive us to solve hard problems and take on new challenges. We work hard – not because we have to, but because we want to. We strive for excellence and we fundamentally believe when there is a will, there is a way.

*Impossible only means you haven't found a way yet*

### Ethical

**We have high integrity and ethics**

We hold the highest standards for all we do, especially the accuracy of our science. We are committed to the ethical development and deployment of AI. We respect people's privacy, speak with clarity and transparency about our technology, and encourage others to do the same.

*It's not enough with good intentions, it's what you do that defines you*

## Increased shareholders, reduced market capitalization

Smart Eye's share has been listed on Nasdaq First North since December 7, 2016. The issue price was SEK 46 per share. The share is categorized in the industrial goods and services sector and is traded under the ticker symbol SEYE.

Smart Eye's share price declined by 31% in 2024 and the closing price for the year was SEK 61.30 as of December 30, which means that the company's market capitalization at year-end was SEK 2,268 (3,125) million, a reduction of 27%. Smart Eye shares traded at a value of SEK 4,094 (2,463) million in 2024, corresponding to average daily sales of SEK 16.3 (10.0) million.

The total number of shares traded in 2024 corresponds to 136% (144%) of the average number of shares outstanding during the year. Smart Eye's Certified Adviser is Bergs Securities AB, which can be reached at +46 (0)8 408 933 50 or [info@bergssecurities.se](mailto:info@bergssecurities.se).

### Shares and share capital

At the beginning of 2024, the number of shares outstanding was 35,192,232 (22,232,951), and share capital was SEK 3,519,223.20. During the year, Smart Eye carried out one set-off issue and one directed share issue, and share capital increased by a total

of SEK 180,353.60. At the end of 2024, the total number of shares outstanding in Smart Eye was therefore 36,995,768, and share capital was SEK 3,699,576.80. All shares carry equal voting rights and entitle the holder to an equal share in the company's assets.

Closing price per  
December 30th 2024

**61.30 SEK**

### Ten largest shareholders, 30th December 2024

NAME	SHARE OF VOTES AND CAPITAL	NUMBER OF SHARES	MARKET CAP MSEK
Handelsbanken Fonder	8.65%	3,200,000	196.2
Första AP-fonden	8.11%	3,000,000	183.9
Nordnet Pensionsförsäkring	5.22%	1,932,942	118.5
Avanza pension	4.97%	1,839,480	112.8
Mats Krantz including related parties	3.24%	1,200,040	73.6
Anders Jöfelt	3.21%	1,185,833	72.7
Martin Krantz	2.85%	1,053,052	64.6
Linda Jöfelt	2.42%	894,482	54.8
Consensus Asset Management	2.41%	890,460	54.6
UJ Holding ApS	1.69%	625,510	38.3
Others	57.23%	21,173,969	1,298.0
<b>Total</b>	<b>100%</b>	<b>36,995,768</b>	<b>2,268.0</b>

### Shareholders

Handelsbanken and Första AP-fonden as well as founders Mats and Martin Krantz remain the company's largest shareholders. The number of shareholders increased during the year by 3% for a total of 16,036 (15,527).

### Outstanding incentive programs

The Annual General Meeting on May 17 resolved to introduce a long-term incentive program in the form of performance-based share options directed at employees in the Smart Eye Group. Under the Share Option Program 2024, participants are given the opportunity to receive shares free of charge, so-called performance shares.

The maximum number of performance shares will amount to 636,400, of which 533,600 will be allocated to participants and 102,800 will be used by the company to cover social security contributions associated with the program. To enable the incentive program, the AGM also resolved on an issue of not more than 636,400 warrants directed at the wholly owned subsidiary JN Data i Göteborg AB, which may result in the company's share capital increasing by a maximum of SEK 63,640.

In addition, the company has two current incentive programs adopted by the EGM on June 29, 2022 and by the AGM on May 2, 2023.

### Dividend policy

Smart Eye is in a phase of development and any surpluses are planned to be reinvested in the company's progress. The Board does not intend to propose a dividend. The AGM resolves on any dividends following a proposal from the Board.

### Share price performance in 2024



### Share price performance and trading volume

	2024	2023	2022	2021
Closing price December, SEK	61.30	88.80	45.86	196.60
Market capitalization December, MSEK	2,267.8	3,125.1	1,019.6	4,345.4
Share price performance in the year	-31.0%	93.6%	-76.7%	-9.4%
Share price high, SEK	115 (Jun)	94 (Dec)	206 (Jan)	285 (Jun)
Share price low, SEK	50 (Nov)	32 (Jan)	38 (Dec)	173 (Oct)

## Management report

The Board of Directors and Chief Executive Officer of Smart Eye AB (publ), corporate identity number 556575-8371, hereby present the annual and consolidated report for the financial year 2024. Figures in parentheses refer to the previous year.

### Information about the business

Smart Eye is a global leader in Human Insight AI, using machine learning and a multimodal approach to understand, support, and predict human behavior in complex environments. Its mission is to bridge the gap between humans and machines for a safe and sustainable future. Smart Eye Group consists of two business areas: Automotive and Behavioral Research.

Solutions from the Automotive business area are already built into next-generation vehicles, leading the way to safer and human-centric mobility. The offering includes a road-ready DMS system and advanced Interior Sensing solutions developed over two decades of vehicle research and proven by 359 design wins from 22 of the world's leading vehicle manufacturers, including BMW, Polestar, Volvo Cars, Audi, Porsche and GM. The business area also provides complete hardware and software solutions for vehicle fleets and aftermarket.

In the research area, Research Instruments develops and sells one of the world's most advanced eye-tracking systems for analyzing human behavior.

Thanks to its unparalleled performance in complex situations, this technology offers powerful insight into human behavior and human-machine interaction in automotive, aviation, assistive technology, behavioral science and many more fields. This technology is currently used by NASA, Airbus, Boeing, Daimler, Audi, GM, Universal Studio Media Labs, Harvard University and hundreds of research organizations and universities worldwide.

Media Analytics' trailblazing facial expression analysis helps companies obtain a deeper understanding of how consumers engage with their content, products, and services in automotive, media and entertainment, market research and beyond. These solutions are used by several Fortune Global 500 companies and by the largest advertisers.

iMotions provides the world's leading biosensor software platform, which synchronizes data streams from multiple sensors in real time. Used by over 1,400 organizations around the world, the iMotions platform allows researchers in academia and industry to gain a more comprehensive understanding of human behavior with greater speed and ease.

### Research and Development

Research and development is a significant part of the Group's operating expenses, accounting for approximately 41%, which is in line with the previous year. The high proportion of resources allocated

to R&D is driven by the continued development and enhancement of the Group's offering to the automotive industry.

Smart Eye AB was founded in 1999 and is headquartered in Sweden, with offices in the US, UK, Germany, Denmark, Egypt, China, and Japan.

### Subsidiaries

Smart Eye AB has the subsidiaries Affectiva Inc. (US), iMotions A/S (Denmark), Smart Eye Japan Co. (Japan), Chongqing Smart Eye Technology Co., Ltd. (China) as well as Smart Eye GmbH (Germany). There were no purchases or sales from or to the subsidiary JN Data AB, which was dormant during the financial year.

### Sustainability

Smart Eye's sustainability initiatives aim to reinforce the Group's long-term competitiveness and strength. A sustainable business culture is critical for Smart Eye's development and continued growth. Of the UN's 17 Sustainable Development Goals, Smart Eye has chosen to focus on gender equality, work conditions and economic growth, sustainable cities and communities, as well as peace, justice and strong institutions. Based on these global sustainability goals, we summarize our sustainability initiatives as responsible innovation and an ambition to have a positive impact on people and the environment.



In 2024, we initiated the process of being able to meet the requirements of and report according to the EU Corporate Sustainability Reporting Directive (CSRD) and the associated European Sustainability Reporting Standards (ESRS). The sustainability report contains information on Smart Eye's environmental, social and ethical impacts, risks and opportunities, as well as governance. We work continuously to introduce several new and updated processes, policies, and activities.

## Revenue

### Group

Net sales during the year amounted to SEK 355.0 (302.2) million, an increase of 17% compared with the previous year.

Net sales for the Automotive business area (Automotive Solutions and AIS) amounted during the year to SEK 133.8 (88.2) million, corresponding with growth of 52%. The growth is driven by higher license revenues attributable to increased production of cars with our DMS solution, as well as higher project revenues attributable to more NRE projects.

Net sales for the Behavioral Research business area (Research Instruments, Media Analytics and iMotions) amounted during the year to SEK 221.2 (214.1) million, corresponding with an increase of 3%. Business units iMotions and Research Instruments are fueling the growth, while Media Analytics reports slightly lower revenues compared with last year.

### Parent Company

Net sales for January to December 2024 amounted to SEK 196.3 (148.6) million. Growth for the period was 32%, driven mainly by higher license and NRE revenues for Automotive. Business units AIS and Research Instruments also reported revenue growth between the years.

## Operational performance

### Group

EBITDA was SEK -82.3 (-124.9) million. One-time costs attributable to restructuring during the year amounted to SEK -24.1 million.

EBITDA excluding restructuring costs totaled SEK -58.3 (-120.1) million. The improved performance totaled SEK 61.8 million and is driven by higher sales. Gross profit increased by SEK 51.8 million between the years. Operating expenses excluding restructuring costs decreased between years by SEK 10.0 million.

Operating loss was SEK -250.3 (-282.9) million. Depreciation of the surplus values (goodwill, trademark, technology and customer relations) created in conjunction with the acquisitions of Affectiva and iMotions amounts to SEK -116.2 (-116,3) million.

### Parent Company

Operating loss for the year was SEK -155.2 (-195.4) million. The improved result was mainly driven by higher license and project revenues in Automotive Solutions, but also by the fact that AIS and Research

Instrument are reporting growth between the years. Gross profit increased by SEK 47.6 million. Operating expenses increased by SEK -7.4 million, mainly attributable to IT and other administrative expenses as well as lower realized exchange gains.

### Cash flow and financial position

Cash and cash equivalents were SEK 22.4 million. In addition, the Group has two unutilized bank overdraft facilities, one of SEK 20 million and one of DKK 8 million as well as additional credit of SEK 175 million. As of December 31, the company had utilized SEK 25 million of available additional credit and available cash and cash equivalents total SEK 229.7 million.

The equity ratio at the end of the year was 83% compared to 85% at the same time last year. Cash flow from operating activities before changes in working capital in the period January–December was SEK -80.9 (-112.2) million. Cash flow after changes in working capital in the same period was SEK -115.9 (-121.5) million. Change in working capital is impacted mainly by finance leases and accrued project revenues during the period.

## Significant events in the financial year

### Set-off issue

In accordance with the press release published on October 26, 2021, Smart Eye Aktiebolag (publ) entered into an agreement to acquire all shares in iMotions A/S. As a condition in the share purchase agreement, an additional purchase price could also be paid provided that certain predetermined targets

were met. Smart Eye has, after negotiations with the sellers of iMotions, determined the additional purchase price, which consisted of consideration in cash and shares in Smart Eye. In total, the sellers of iMotions received an additional purchase price of SEK 13,000,079 of which 153,536 shares in Smart Eye constituted the share consideration.

#### Breakthrough order of Interior Sensing AI

In the first quarter of 2024, the company has taken its first five design wins to deliver its combined Driver Monitoring System (DMS) and Cabin Monitoring System (CMS) technology to new car models. By extending our world-leading DMS technology to the entire vehicle interior and all its occupants, Smart Eye's Automotive Interior Sensing AI enables car manufacturers to offer new features for improved safety and comfort in their vehicles. Smart Eye's Interior Sensing technology incorporates key components from Affectiva, pioneers in facial expression analysis and part of the Smart Eye Group since 2021.

#### Breakthrough order for Fleet Driver Monitoring System AIS

In March 2024, the company signed a contract to deliver its Fleet Driver Monitoring system to two medium-sized truck models of a large European manufacturer of commercial vehicles. The newly launched product is a complete hardware and software system intended for original or aftermarket installation in commercial vehicles, mainly trucks and buses.

#### Directed share issue

The Board of Directors of Smart Eye AB, based on the authorization granted to the Board at the Annual General Meeting on May 2, 2023, resolved on a directed share issue of 1,650,000 new shares (corresponding to approximately 5 percent of the number of outstanding shares and votes) at a subscription price of SEK 91 per share, which means that the company receives SEK 150,150,000 before transaction costs. The subscription price in the new share issue has been determined through an accelerated book-building procedure and corresponds to a discount of approximately 4 percent compared to the closing share price and a premium of approximately 5 percent compared to the 30-day volume-weighted average price on Nasdaq First North Growth Market, as of March 21, 2024. Interest in the new share issue was very large, both from existing shareholders as well as several new Swedish and international institutional investors. Andra AP-fonden, Adrigo Asset Management and Handelsbanken Fonder participated in the issue, among others.

#### Expanded credit facility

Smart Eye has entered into an agreement on market terms with an independent credit market actor group, enabling the company to secure a total credit facility of SEK 150 million. With this credit facility, Smart Eye increases its unused credit line from SEK 82 million to SEK 232 million. The credit facility has been arranged with the purpose of creating financial buffers, should the economic climate continue to negatively impact new car sales. Additionally, it ensures that Smart Eye can proceed with its expansion plans, including further development of new products and potential acquisitions.

#### Numerous design wins during the year

Smart Eye achieved 63 design wins in 2024, with a total estimated value of SEK 1,520 million, based on projections of the estimated product lifecycle. In February, the company also received 2 additional design wins, which combine DMS and CMS, also called Interior Sensing, for an estimated order value of SEK 100 million. The company now reports a total of 359 design wins, of which 7 are related to Interior Sensing.

#### Change of Certified Adviser (CA)

Bergs Securities took over as Certified Adviser (CA) on December 11, 2024. Before that, Carnegie Investment Bank AB (publ) was Certified Adviser for the parent company.

#### Proposal for appropriation of profits

The following funds are at the disposal of the Annual General Meeting, SEK:

Share premium reserve (unrestricted)	2,384,192,287
Retained profit or loss	-825,645,765
Net profit/loss for the year	-128,597,875
	<b>1,429,948,647</b>

The Board proposes that the following amount be carried forward:

Share premium reserve (unrestricted)	2,384,192,287
Retained profit or loss	-954,243,640
	<b>1,429,948,647</b>

## Future progress and significant risks and uncertainties

### Operational risks

The Group's operations involve risk factors that could negatively impact its business and financial position.

The ability to retain current employees, as well as to recruit new talent, is critical to the Group's future development. If key personnel leave the Group or if it fails to attract qualified candidates, this could adversely affect operations. The Group actively works to attract and retain talent.

Delays in the Group's development efforts or an inability to keep pace with technological advancements may lead to reduced or lost competitiveness. Inadequate quality in the Group's delivered products could result in liability claims. Furthermore, insufficient product quality could lead to reduced demand for the Group's products. The further development of existing offerings and the creation of new ones remain a central part of the Group's strategy.

The Group's intellectual property is of great importance to its operations. If the Group fails to adequately protect its intellectual assets, others may succeed in developing similar solutions, copying, or otherwise exploiting the technology and products the Group uses and develops. If the Group's protective measures prove insufficient or if its assets are

misused, this could negatively impact the business. The Group may also be required to initiate legal proceedings to protect its intellectual property and trade secrets. Such proceedings can be costly and time-consuming for Group management.

During the year, the Group has worked to strengthen its IT and data security.

### Financial risks

A positive cash flow is a prerequisite for long-term investment in the Group's competitiveness. The Behavioral Research business area is currently profitable and generates positive cash flow. Demand for and production of vehicle models related to the Group's design wins have a significant impact on the company's license revenues and, over time, determine when the Automotive business area—and the Group as a whole—will achieve profitability and positive cash flow.

The Group is currently financed through share capital, credit facilities, and the positive cash flow from Behavioral Research, pending positive cash flow from the Automotive business area. The Group conducts ongoing cash flow analyses based on planned production ramp-up related to license revenues and adjusts operating expenses through continuous efficiency improvements, pending EBITDA profitability and positive cash flow. The objective is not to increase operating expenses until a positive cash flow has been achieved.

If the Group does not generate revenues and cash flows to the extent or within the time frame deemed reasonable by the Board of Directors, additional capital may be required. The Group continuously evaluates the need for any additional financing, as well as financing options.

Invoicing is primarily conducted in euros or U.S. dollars. As sales increase, the Group's exposure to currency risk also increases. The Group continuously monitors exchange rate developments and assesses this risk exposure on an ongoing basis.

### Market risks

Human Insight AI, including eye-tracking, is an evolving technology. There is a risk that interest in technologies for behavioral analysis will decline, which could have a negative impact on the Group's sales. In the Behavioral Research business area, the greatest short-term market risk is access to funding for academic research. A general decline in funding could be partly offset by greater penetration of the market, because the presence of the Group's technology is still emerging.

The company's primary goal is to provide DMS and Interior Sensing for the automotive industry, which requires car manufacturers to decide to integrate these technologies with safety functions and self-driving functionality into future models. There is a risk that the automotive industry could decide to introduce DMS and Interior Sensing at a slower pace than expected by the Group. There is also a risk that consumers do not see the value of

the functionality facilitated by the technology, which may reduce the automotive industry's interest in the technology and thus the Group's products. Overall, delayed or unsuccessful introduction of DMS and Interior Sensing in the automotive industry may cause a risk of a lower growth rate, or the complete absence of growth potential for the Group, with a negative impact on the Group's operational activities. The Group's planned growth rate and thus path to profitability as well as positive cash flow generation is robustly connected to the introduction of legislation in the EU that makes DMS mandatory. At the time of publication of this report, there are no indications of delays in this legislation.

#### External risks

Smart Eye monitors the development of crisis areas around the world, such as the war in Ukraine and the situation in the Middle East. The Group has no operations in these regions, and we continuously evaluate the potential impact on our business and follow advice and recommendations from authorities and the international community.

The parent company also monitors developments in the global automotive industry, which is greatly affected by the pace of change in the technology shift from fossil to electric power and changing import duties between countries and regions for the purposes of guiding and protecting domestic vehicle production.

Furthermore, it is not excluded that the Group, partners, suppliers and/or customers could be affected in the future, both directly and indirectly, as a result of macroeconomic events or global disruptions to the supply chain. The Group proactively monitors developments and makes continuous assessments of how geopolitical development impacts our business and the financial market. Combined, a number of global factors are impacting consumers and our customers and will ultimately also affect us and our revenue development.

#### Corporate governance

The Group endeavors to maintain a high standard of corporate governance through the clarity and simplicity of its management systems and governance documents. The corporate governance of Smart Eye AB proceeds from Swedish law, mainly the Swedish Companies Act, Annual Accounts Act and the rules for issues on the First North Growth Market.

#### Work of the Board of Directors

The primary duty of the Board of Directors is to manage the Group's operations so as to promote shareholder interests and generate long-term healthy returns on capital. The work of the Board of Directors is formalized by legislation and regulations, including the Swedish Companies Act, Articles of Association and the rules of procedure adopted by the Board of Directors for its work. The Board's rules of procedure, with instructions for the Chief

Executive Officer and reporting instructions, are updated and adopted annually. The rules of procedure define the Board's work methods and are based on considerations including a yearly cycle. Each Board meeting has one or more themes and the Board also deals with ongoing and arising matters.



## Group

## Five-year summary

	2024	2023	2022	2021	2020
Net sales, TSEK	355,049	302,233	219,539	109,679	65,097
Gross profit, TSEK	318,999	267,099	192,499	97,250	57,520
Gross margin, %	90	88	88	89	88
EBITDA, TSEK*	-82,334	-124,912	-193,822	-71,711	-55,598
Operating profit/loss, TSEK	-250,325	-282,902	-343,034	-130,909	-77,156
Operating margin, %	neg.	neg.	neg.	neg.	neg.
Profit/loss after tax, TSEK	-230,410	-75,543	-340,285	-132,713	-77,557
Earnings per share, SEK**	-6.23	-2.14	-12.98	-5.99	-4.66
Earnings per share after full dilution, SEK**	-6.23	-2.14	-12.98	-5.99	-4.66
Return on equity, %	-14.5	-4.8	-26.1	-21.1	-20.1
Total assets, TSEK	1,917,150	1,827,550	1,681,082	1,745,342	386,468
Shareholders' equity, TSEK	1,593,019	1,558,555	1,302,772	1,449,895	352,627
Shareholders' equity per share, SEK**	43.06	44.20	49.69	65.46	21.20
Shareholders' equity per share after full dilution, SEK**	42.46	42.82	49.69	63.80	20.70
Shareholders' equity ratio, %	83	85	77	83	91
Cash ratio, %	76	130	66	279	253
No. of shares	36,995,768	35,262,405	26,218,933	22,148,650	16,630,882
No. of shares after full dilution	37,516,272	36,396,805	26,218,933	22,726,150	17,031,082

\* Previous year's EBITDA is adjusted for depreciation related to financial lease.

\*\* The subscription price in the directed share issue carried out in March 2024 was SEK 91 per share, corresponding to approximately 96% of the share's fair value on the last day before the publication of the directed share issue. The comparison figures are recalculated, as a consequence of the directed share issue, with the calculated bonus factor of 1.002.

Definitions of key ratios are presented in Note 1.

## Group

# Income statement

TSEK	Note	2024	2023
<b>Operating revenue</b>			
Net sales	3, 4	355,049	302,233
Cost of goods sold		-36,050	-35,134
<b>Gross Profit</b>		<b>318,999</b>	<b>267,099</b>
Sales expenses	5, 7, 8	-170,427	-174,770
Administrative expenses	5, 6, 7, 8	-166,860	-146,974
Research and development expenses	5, 7, 8	-232,416	-232,880
Other operating income		9,608	13,423
Other operating expenses		-9,229	-8,800
<b>Operating profit/loss</b>		<b>-250,325</b>	<b>-282,902</b>
<b>Financial income and expenses</b>			
Interest income and similar profit items		2,022	1,912
Interest expenses and similar loss items		-4,430	-2,254
<b>Total financial income and expenses</b>		<b>-2,408</b>	<b>-342</b>
<b>Profit/loss after financial items</b>		<b>-252,733</b>	<b>-283,244</b>
Tax on the results from the period	9	22,323	207,701
<b>Net profit/loss for the year</b>		<b>-230,410</b>	<b>-75,543</b>

## Group

# Balance sheet

TSEK Note 2024 2023

## ASSETS

### Non-current assets

<i>Intangible assets</i>			
Capitalized development expenditure	10	362,643	296,735
Goodwill	11	637,458	669,675
Concessions, patents, licenses and similar rights		15	25
Trademarks	12	61,061	64,008
Technology	13	315,601	293,136
Customer relationships	14	68,031	71,679
<b>Total intangible assets</b>		<b>1,444,809</b>	<b>1,395,258</b>
<i>Tangible assets</i>			
Equipment, tools, fixtures and fittings	15	32,209	14,829
<i>Financial assets</i>			
Deferred tax assets	17	232,946	204,592
<b>Total non-current assets</b>		<b>1,709,964</b>	<b>1,614,679</b>
<b>Current assets</b>			
<i>Inventories, etc</i>			
Raw materials and consumables		28,766	21,708
<i>Current receivables</i>			
Trade receivables		53,553	54,300
Current tax assets		3,967	5,994
Other current receivables		5,949	5,282
Prepaid expenses and accrued income	16	92,549	45,854
<b>Total current receivables</b>		<b>156,018</b>	<b>111,430</b>
Cash and bank balances		22,402	79,733
<b>Total current assets</b>		<b>207,186</b>	<b>212,871</b>
<b>TOTAL ASSETS</b>		<b>1,917,150</b>	<b>1,827,550</b>

## Group

# Balance sheet, continued

TSEK Note 2024 2023

## SHAREHOLDERS' EQUITY AND LIABILITIES

### Shareholders' equity

Share capital		3,700	3,519
Other contributed equity		2,406,106	2,250,275
Other equity		-816,787	-695,238
<b>Total shareholders' equity</b>		<b>1,593,019</b>	<b>1,558,555</b>

<b>Provisions</b>			
Deferred tax liability	17	127,762	121,666
<b>Total provisions</b>		<b>127,762</b>	<b>121,666</b>

<b>Non-current liabilities</b>			
Other non-current liabilities	18	1,744	3,974
Other liabilities to credit institutions	19	11,562	1,511
<b>Total non-current liabilities</b>		<b>13,306</b>	<b>5,485</b>

<b>Current liabilities</b>			
Interest-bearing liabilities		25,000	0
Other liabilities to credit institutions	19	11,198	3,499
Advance payments from customers		762	3,706
Trade payables		27,194	20,740
Tax liabilities		512	0
Other current liabilities		8,081	18,495
Accrued expenses and prepaid income	20	110,316	95,404
<b>Total current liabilities</b>		<b>183,063</b>	<b>141,844</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>1,917,150</b>	<b>1,827,550</b>



## Group

## Changes in shareholders' equity

	Share capital	Other contributed equity	Other equity	Total equity
<b>Opening balance 2023-01-01</b>	<b>2,223</b>	<b>1,887,874</b>	<b>-587,325</b>	<b>1,302,772</b>
New issue	1,270	322,695		323,966
Set-off issue	25	62,896		62,921
Issue costs		-29,207		-29,207
<i>Deferred tax referring to issue costs</i>		6,017		6,017
Option program 2021			2,317	2,317
Incentive program 2022			4,509	4,509
Incentive program 2023			2,178	2,178
Translation difference			-41,374	-41,374
Net profit/loss for the year			-75,543	-75,543
<b>Shareholders' equity 2023-12-31</b>	<b>3,519</b>	<b>2,250,275</b>	<b>-695,238</b>	<b>1,558,555</b>
<b>Opening balance 2024-01-01</b>	<b>3,519</b>	<b>2,250,275</b>	<b>-695,238</b>	<b>1,558,555</b>
Set-off issue <sup>1)</sup>	15	12,266		12,281
New issue <sup>2)</sup>	165	149,985		150,150
Issue costs		-8,085		-8,085
<i>Deferred tax referring to issue costs</i>		1,665		1,665
Option program 2021			1,297	1,297
Incentive program 2022			4,618	4,618
Incentive program 2023			2,943	2,943
Incentive program 2024			1,961	1,961
Translation difference			98,043	98,043
Net profit/loss for the year			-230,410	-230,410
<b>Shareholders' equity 2024-12-31</b>	<b>3,700</b>	<b>2,406,106</b>	<b>-816,787</b>	<b>1,593,019</b>

The share capital consists of 36,995,768 shares with a quota value of SEK 0.1.

1) During the period ongoing a set-off issue was registered and the share capital increased by SEK 15,353.60.

2) During the period ongoing a new issue was registered and the share capital increased by SEK 165,000.00.

## Group

# Cash Flow Statement

TSEK

2024

2023

## Operating activities

Operating profit/loss after depreciation and amortization	-250,325	-282,902
Reversal of depreciation and amortization	167,991	155,235
Reversal of non-cash items	8,829	17,708
Financial payments received	2,022	1,912
Financial disbursements	-8,989	-2,254
Tax paid	-469	-1,945
<b>Cash flow from operating activities before changes in working capital</b>	<b>-80,941</b>	<b>-112,246</b>

## Change in working capital

Change in inventories	-7,058	-11,311
Change in trade receivables	747	-3,332
Change in other current receivables	-44,650	-10,446
Change in trade payables	6,454	-7,674
Change in other current liabilities	9,528	23,475
<b>Changes in working capital</b>	<b>-34,979</b>	<b>-9,288</b>
<b>Cash flow from operating activities</b>	<b>-115,920</b>	<b>-121,534</b>

## Group

## Cash Flow Statement, continued

TSEK 2024 2023

## Investment activities

Acquisition of intangible assets	-102,882	-87,594
Acquisition of tangible assets	-1,976	-7,968
<b>Cash flow from investment activities</b>	<b>-104,858</b>	<b>-95,562</b>

## Financing activities

New issue	142,119	294,862
Change in short-term credit facilities	25,000	-60,000
Non-current liabilities	-2,841	-789
<b>Cash flow from financing activities</b>	<b>164,278</b>	<b>234,073</b>

Translation difference	-831	98
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Cash flow	-57,331	17,075
Opening cash and cash equivalents	79,733	62,658
<b>Closing cash and cash equivalents</b>	<b>22,402</b>	<b>79,733</b>

## NOTE 1 Accounting policies and valuation principles

The parent company's annual and group report have been prepared in accordance with the Swedish Annual Accounts Act and the Swedish Accounting Standards Board's recommendation BFAR 2012:1 Annual Accounts and Consolidated Accounts (K3). The accounting policies are unchanged from the previous year.

### Consolidated accounts

The consolidated financial statements include the parent company and its wholly owned subsidiaries and have been prepared in accordance with the purchase method, which means that subsidiaries' equity on acquisition, measured as the difference between the fair value of assets and liabilities, is wholly eliminated. Accordingly, consolidated equity only includes that portion of subsidiaries' equity that is added after acquisition. Goodwill is the difference between acquired identifiable net assets at the acquisition date and cost and is initially measured at cost.

The company's consolidated accounts cover all companies stated in note 11 of the parent company.

### Business combinations

Business combinations are reported according to the purchase method. The purchase consideration of a business combination is measured at fair value at the acquisition date, which is computed as the total of the fair values of assets transferred, occurring all liabilities taken over, as well as equity instruments issued and expenses directly attributable to the business combination. Transaction expenses are examples of this expenditure.

The identifiable acquired assets and liabilities taken over are accounted at fair value as of the acquisition date with the following exemptions:

- Pension obligations are measured pursuant to K3 chapter 28 Employee Benefits
- Deferred tax assets and deferred tax liabilities are measured pursuant to K3 chapter 29 Income Tax
- Liabilities for share-based payment are measured according to K3 chapter 26 Share-based Payment
- Contingent liabilities, which are measured pursuant to K3 chapter 21 Provisions, Contingent Liabilities and Contingent Assets

A provision for expenditure for restructuring of the acquired entity's operations is included in the acquisition analysis only to the extent that the acquired entity already satisfied the criteria for reporting a provision prior to the acquisition date.

### Foreign currencies

Monetary asset and liability items in foreign currencies are measured at the exchange rate on the balance sheet date. Transactions in foreign currencies are translated at the spot rate on the transaction date.

### Revenue

#### Goods

Sales of goods are recognized when the significant risks and benefits are transferred from the seller to the buyer in accordance with the terms of sale. Sales are recognized after deductions for VAT, discounts and exchange rate differences for sales in foreign currencies. System revenue for which there are non-delivered components that are a condition for the functionality of the system is recognized when these components are delivered.

#### Service assignments

For service assignments at current prices the revenue attributable to a completed service assignment is recognized in pace with completion of the work and the delivery or use of the material.

For service assignments at fixed-price contracts, revenue is recognized based on the performance obligations of the contract:

- *Development costs* revenue is recognized according to the percentage of completion method
- *Development licenses* revenue is accrued over the contract period

#### License revenue

License revenue based on the number of vehicles produced is recognized in the quarter in which the vehicles are produced. License revenue based on a product right is periodized over the contract period.

### Income tax

#### Current tax

Current tax is measured based on the tax rates and tax

rules on the balance sheet date. Deferred tax is measured based on the tax rates and tax rules decided prior to the balance sheet date. Deferred tax liabilities concerning temporary differences that are related to investments in subsidiaries are not recognized in the consolidated accounts, since the Parent Company may in all cases determine the time of reversal of the temporary differences, and it is not deemed to be probable that reversal will take place in the foreseeable future.

#### Deferred tax

Deferred tax assets pertaining to loss carry-forwards or other future tax deductions are recognized to the extent that it is likely that the loss carry-forwards can be offset against surpluses in conjunction with future taxation. Receivables and liabilities are recognized net only when there is a legal right of offset. Current tax, like the change in deferred tax, is recognized in profit or loss unless the tax is attributable to an event or transaction that is recognized directly in shareholders' equity.

### Leases

Lease agreements where essential, the economic benefits and risks attributable to the leased item remain with the lessor, are classified as operating leases in the consolidated accounts, where payments under these agreements are recognized as an expense on a straight-line basis over the lease period.

Lease agreements where essential, the economic risks and rewards of owning an asset are transferred from the lessor to an entity in the group are classified as finance leases in the consolidated accounts. Finance leases imply that rights and obligations are recognized as an asset and liability respectively in the balance sheet. The asset and liability are initially measured at the lower of the asset's fair value and the present value of minimum lease payments. Expenditure directly attributable to the lease agreement is added to the value of the asset. Variable expenses are reported in the period they occur. The leased asset is depreciated on a straight-line basis over its estimated useful life.

### Employee benefits

Employee benefits in the form of salaries, holiday pay, paid sick leave, etc., as well as pensions, are recognized as



## NOTE 1 continued

they are earned. The group only has defined-contribution pension plans. There are no other long-term employee benefits.

### *Defined-contribution pension plans*

Under defined-contribution pension plans, the company pays fixed contributions to a separate independent legal entity and does not have any obligation to pay additional contributions. The company's earnings are charged with expenses as the benefits are earned, which normally corresponds to the time when the premium is paid.

### **Intangible assets**

Intangible non-current assets are recognized at cost less accumulated amortization and any impairment. Cost includes costs directly attributable to the acquisition of the asset. Intangible non-current assets are amortized on a straight-line basis over the asset's estimated useful life. Amortization is recognized as a cost in the income statement.

### *Capitalized development expenditure*

Development costs are capitalized if the project is assumed to be of significant future value to the company. Capitalisation pertains to development costs for a specific application and which are clearly delineated for the project. The group applies the capitalisation model for internally developed intangible assets.

### *The following amortization schedule is applied:*

- Capitalized development expenditure: 10 years
- Goodwill: 10 years
- Trademarks: 10 years
- Technology: 5–10 years
- Customer relationships: 10 years
- Other intangible assets: 10 years

Intangible assets are attributable to vehicle platforms with an estimated useful life based on 10 years. Therefore, the Group's intangible assets are estimated to generate economic benefit for 10 years.

### *Acquisitions as part of a business combination*

Intangible assets acquired in a business combination are identified and reported separately from goodwill when

they fulfill the definition of an intangible asset, and their fair value can be measured reliably. The cost of such intangible assets consists of fair value at the acquisition date. After first-time recognition, the intangible assets acquired in a business combination are reported at cost less accumulated amortization and any accumulated impairment in the same way as intangible assets acquired separately.

### *Goodwill*

On each closing day, the company makes an assessment of whether there is any indication that the value of goodwill is lower than the carrying amount. If such indication exists, the company computes the recoverable amount of goodwill and conducts an impairment test. In the impairment test, goodwill is allocated to the cash-generating units that are expected to benefit from the acquisition. If the recoverable amount of a cash-generating unit is measured at a lower value than its carrying amount, the impairment loss is allocated. First, the carrying amount of the goodwill related to the cash-generating unit is impaired, and then, the carrying amount of other assets are impaired in proportion to the carrying amount of each asset in the unit.

### **Tangible assets**

Property, plant and equipment is recognized at cost less accumulated depreciation and any impairment. Cost includes costs directly attributable to the acquisition of the asset. Additional expenses concerning assets that are not divided into components are added to the cost if they are estimated to give the company future economic benefit, to the extent that the asset's performance increases in relation to the asset's value on the acquisition date. Expenses for ongoing repair and maintenance are recognized as costs. Property, plant and equipment is depreciated on a straight-line basis over the asset's estimated useful life. Depreciation is recognized as a cost in the income statement.

### *The following depreciation schedules are applied:*

- Equipment and tools: 5 years
- Computers: 3 years

If an asset's carrying amount exceeds its estimated recoverable amount, the asset is immediately written down to its recoverable amount.

### **Impairment**

An impairment test is conducted annually on an asset or a group of assets to assess its carrying amount. If the carrying amount exceeds the estimated recoverable amount, it is immediately written down to this recoverable amount.

### **Financial instruments**

Financial instruments recognized on the balance sheet include trade receivables, other receivables, trade payables and loans. The instruments are recognized on the balance sheet when the company becomes party to the contractual terms of the instrument and are valued based on acquisition costs. Financial assets are derecognized from the balance sheet when the right to receive cash flows from the instrument has expired or has been transferred, and the company has transferred essentially all risks and benefits associated with the right of ownership. Financial liabilities are derecognized from the balance sheet when the obligations in the contract are met or otherwise lapse.

### *Trade and other receivables*

Receivables are recognized as current assets, with the exception of items falling due more than 12 months after the balance sheet date, which are classified as non-current assets. Receivables are recognized in the amount at which they are expected to be received less individually assessed doubtful debts.

### *Loans and trade payables*

Loans and trade payables are initially recognized at cost after deducting transaction costs. If the recognized amount differs from the amount to be repaid on the due date, the difference is accrued as an interest cost or interest income over the term of the loan. This means that as of the due date the recognized amount corresponds to the amount to be repaid.

### **Inventories**

Inventories are measured at the lower of cost and net realizable value on the balance sheet date. Cost is calculated

## NOTE 1 continued

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according to the first-in, first-out (FIFO) principle. Net sales value is the sales value after deducting calculated costs that can be attributed directly to the sales transaction.

### Cash and cash equivalents

Cash and cash equivalents include cash on hand, available balances with banks and other credit institutions, as well as other short-term liquid investments that can be readily converted to cash and are subject to an insignificant risk of changes in value. To be classified as cash and cash equivalents, the maturity must not exceed three months from the date of acquisition.

### Provisions

A provision is recognized on the balance sheet when the company has a formal or informal obligation due to an event that has occurred, and it is probable that an outflow of resources will be required to settle the obligation, and a reliable estimate of the amount can be made.

### Cash Flow Statement

The cash flow statement presents the changes in the company's cash and cash equivalents during the financial year. The cash flow statement is prepared according to the indirect method. The recognized cash flow solely includes transactions that involve incoming and outgoing cash payments.

### Definitions of key ratios

#### *Net sales growth*

The percentage net increase in net sales compared with an earlier period. The company believes that this key ratio gives a better understanding of the company's growth.

#### *Gross margin*

Gross profit in relation to net sales.

#### *Operating profit/loss*

Profit/loss before financial income and expenses, and tax.

#### *Operating margin*

Operating profit in relation to net sales.

#### *EBITDA*

Operating profit before depreciation and amortization.

#### *Cash ratio*

Current assets excluding inventories and work in progress as a percentage of current liabilities.

#### *Shareholders' equity ratio*

Equity and untaxed reserves (less deferred tax) in relation to total assets.

#### *Return on shareholders' equity*

Profit after tax in relation to shareholders' equity during the period.

#### *Earnings per share*

Profit for the period divided by the number of shares outstanding at the end of the period.

#### *Earnings per share after full dilution*

Profit for the period divided by the number of outstanding shares after the full dilution at the end of the period.

#### *Shareholders' equity per share*

Shareholders' equity divided by the number of shares at the end of the period.

#### *Shareholders' equity per share after full dilution*

Shareholders' equity divided by the number of shares after full dilution at the end of the period.

#### *Dividend per share*

Dividend for the period divided by the number of shares outstanding at the time of the dividend.

#### *Employees*

Number of employees at the end of the period.

## NOTE 2 Estimates and assessments

Within the Group, estimates and assessments are made about the future. The estimates for accounting purposes that result from these will seldom correspond to the actual result. The estimates and assumptions that involve a significant risk of significant adjustments in the reported values of assets and liabilities in the coming years are dealt with in outline below.

### Capitalization of development expenditure

Recognition of capitalized development expenditure requires assessments to determine whether expenditure can be capitalized during the course of a project. Factors affecting the assessment are which development phase the project is in and what future earnings capacity the projects expected to contribute. To ensure this is managed correctly, the Group continuously works with project documentation and follow-up, monitoring expenditure incurred in relation to the project budget, and forecasts of future earning capacity. A change in the assessment of the projects' earnings capacity could have significant consequences on the Group's earnings in future earning capacity.

### Valuation of goodwill and other intangible assets

An impairment test of reported goodwill and other intangible assets is performed every year. The

calculations on which the assessment is based on, are based on estimated future cash flows in the units concerned. The discount rate applied is estimated based on the current circumstances, risk, etc.

### Revenue recognition – fixed-price contracts

For service assignments under fixed-price contracts, revenue is recognized based on a weighted assessment of the performance obligations included in the contract. This means that a judgment is required regarding the allocation of the transaction price between performance obligations, as well as the timing of revenue recognition for each obligation. A change in this assessment could have a significant impact on the financial reporting.

### Tax carry forwards

The reported value of deferred tax assets relating to losses carried forward have been tested on the balance sheet date. The Group's assessment is that it is highly likely to generate taxable income within the foreseeable future, thereby utilizing the loss carryforwards to an equivalent extent.

Apart from the above, no assessments or estimates have been made that have a significant effect on the amounts reported in the financial report or would entail a significant risk of a significant adjustment of the reported values of assets or liabilities during the next financial year.

## NOTE 3 Net sales per business area

	2024	2023
Behavioral Research	221,290	213,965
Automotive	133,759	88,268
<b>Total</b>	<b>355,049</b>	<b>302,233</b>

## NOTE 4 Net sales by geographical markets

	2024	2023
The Nordics	7,643	10,140
Europe excl. the Nordics	76,933	95,607
North America	164,455	133,408
Asia	91,563	51,063
Other markets	14,455	12,014
<b>Total</b>	<b>355,049</b>	<b>302,233</b>

## NOTE 5 Operating leases

Future minimum lease payments to be paid for non-cancellable leases.

	2024	2023
Due for payment within a year	44,104	36,135
Due for payment later than one year but within five years	71,026	90,276
Due for payment later than within five years	0	999
<b>Total</b>	<b>115,130</b>	<b>127,409</b>
Lease payments expensed in the period	34,914	29,876

## NOTE 6 Auditor's fee

	2024	2023
<b>Deloitte AB</b>		
Audit assignment	897	972
Audit activities in addition to the audit assignment	0	296
Other services	76	233
<b>Total</b>	<b>973</b>	<b>1,501</b>

	2024	2023
<b>Grant Thornton</b>		
Audit assignment	104	180
Other services	183	64
<b>Total</b>	<b>287</b>	<b>244</b>
<b>Total auditor's fee</b>	<b>1,260</b>	<b>1,745</b>

Audit assignment means the auditor's fee for the statutory audit. This work includes review of the annual report and bookkeeping, the Board of Directors' and CEO's administration, and fees for audit consulting in connection with the audit assignment.

## NOTE 7 Employees

Average number of employees divided by country and gender.

Sweden	2024	2023
Women	29	27
Men	87	89
<b>Total</b>	<b>116</b>	<b>116</b>

Denmark	2024	2023
Women	16	14
Men	27	26
<b>Total</b>	<b>43</b>	<b>40</b>

Germany	2024	2023
Women	0	0
Men	5	3
<b>Total</b>	<b>5</b>	<b>3</b>

USA	2024	2023
Women	13	13
Men	30	30
Non-binary	1	0
<b>Total</b>	<b>44</b>	<b>43</b>

Egypt	2024	2023
Women	28	29
Men	40	38
<b>Total</b>	<b>68</b>	<b>67</b>

Japan	2024	2023
Women	0	0
Men	2	2
<b>Total</b>	<b>2</b>	<b>2</b>

China	2024	2023
Women	2	2
Men	1	1
<b>Total</b>	<b>3</b>	<b>3</b>

Singapore	2024	2023
Women	1	1
Men	0	0
<b>Total</b>	<b>1</b>	<b>1</b>

Great Britain	2024	2023
Women	1	1
Men	2	1
<b>Total</b>	<b>3</b>	<b>2</b>

Canada	2024	2023
Women	0	0
Men	3	3
<b>Total</b>	<b>3</b>	<b>3</b>

India	2024	2023
Women	0	0
Men	1	1
<b>Total</b>	<b>1</b>	<b>1</b>

Australia	2024	2023
Women	0	0
Men	0	1
<b>Total</b>	<b>0</b>	<b>1</b>

Average number of employees	2024	2023
Women	90	87
Men	199	195
<b>Total</b>	<b>289</b>	<b>282</b>

Number of presidents and other senior executives	2024	2023
Women	2	5
Men	8	11
<b>Total</b>	<b>10</b>	<b>16</b>

Board of directors at balance day	2024	2023
Women	2	2
Men	6	7
<b>Total</b>	<b>8</b>	<b>9</b>



## NOTE 7 Employees continued

Salaries, fees and other remuneration	Fees	Other remuneration	Fees	Other remuneration
<b>Board of Directors</b>	2024		2023	
Anders Jöfelt, Chairman	655	0	601	0
Lars Olofsson, Director	392	0	389	0
Mats Krantz, Director	270	0	268	0
Magnus Jonsson, Director	270	0	268	0
Eva Elmstedt, Director	410	0	405	0
Cecilia Wachtmeister, Director	325	0	322	0
Tobias Sjögren, Director	270	0	180	0
<b>Total</b>	<b>2,592</b>	<b>0</b>	<b>2,433</b>	<b>0</b>

Participation board meetings, 2024	Regular meetings 6 occasions	Audit committee 5 occasions	Remuneration committee 4 occasions
Anders Jöfelt	6	5	4
Lars Olofsson	6		4
Mats Krantz	6		
Magnus Jonsson	6		
Eva Elmstedt	6	5	
Cecilia Wachtmeister	6	5	
Tobias Sjögren	6		

### Salaries and remuneration to the CEO and other senior executives

	2024	2023	2024	2023	2024	2023	2024	2023
CEO	3,269	3,039	0	0	1,110	955	<b>4,379</b>	<b>3,994</b>
Other senior executives	36,816	40,248	2,378	1,895	3,869	2,604	<b>43,063</b>	<b>44,747</b>
<b>Total</b>							<b>47,442</b>	<b>48,741</b>

The CEO is subject to six months' mutual notice of termination. On termination by the company, the CEO is not entitled to any severance pay. There are no agreements on severance pay with the company's other employees.

### Salaries, fees and other remuneration

	2024	2023
Board of directors	2,592	2,433
CEO	3,269	3,039
Other senior executives	36,816	40,248
Other employees	223,342	207,892
<b>Total</b>	<b>266,019</b>	<b>253,611</b>

### Social security charges and pensions

Statutory and contractual social security charges	34,464	26,295
Pension costs	15,318	11,933
<b>Total</b>	<b>49,782</b>	<b>38,228</b>

### Pension costs

CEO	0	0
Other senior executives	2,378	1,895
Other employees	12,940	10,038
<b>Total</b>	<b>15,318</b>	<b>11,933</b>

Salary	Pension costs	Social security costs	Total
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## NOTE 8 Share-based payments

At an EGM 29th June 2022 it was resolved on the adoption of a long-term incentive program in the form of performance-based share options directed at employees within the Smart Eye group. Under the Share Option Program 2022, participants are given the opportunity to receive shares free of charge, so called performance shares. The maximum number of performance shares will amount to 440,000, whereby 378,500 shares shall be allotted to participants and 61,500 shares shall be used by the Parent company to cover social security contributions associated with the program. In order to enable the incentive program, the EGM also resolved on an issue of not more than 440,000 warrants directed at the wholly-owned subsidiary JN Data i Göteborg AB, as a result of which the Parent company's share capital may increase by a maximum of SEK 44,000.

At the AGM 2nd May 2023 it was resolved on the adoption of a long-term incentive program in the form of performance-based share options directed to employees within the Smart Eye group. Under the Share Option Program 2023, participants are given the opportunity to receive shares free of charge, so called performance shares. The maximum number of performance shares will amount to 580,000, whereby 486,300 shares shall be allotted to participants and 93,700 shares shall be used by the Parent company to cover social security contributions associated with the program. In order to enable the incentive program, the AGM also resolved on an issue of not more than 580,000 warrants directed to the wholly-owned subsidiary JN Data i Göteborg AB, as a result of which the Parent company's share capital may increase by a maximum of SEK 58,000.

At the AGM 17th May 2024 it was resolved on the adoption of a long-term incentive program in the form of performance-based share options directed to employees within the Smart Eye group. Under the Share Option Program 2024, participants are given the opportunity to receive shares free of charge, so called performance shares. The maximum number of performance shares will amount to 636,400, whereby 533,600 shares shall be allotted to participants and 102,800 shares shall be used by the Parent company to cover social security contributions associated with the program. In order to enable the incentive program, the AGM also resolved on an issue of not more than 636,400 warrants directed to the wholly-owned subsidiary JN Data i Göteborg AB, as a result of which the Parent company's share capital may increase by a maximum of SEK 63,640.

## NOTE 9 Income tax

	2024	2023
Current tax	-6,432	962
Deffered tax	28,755	206,739
<b>Total income tax</b>	<b>22,323</b>	<b>207,701</b>

### Reconciliation of tax expense

Accounted profit/loss before tax	-252,733	-283,248
Tax at current tax rate 20,6%	52,063	58,348
Effect of foreign tax rates	5,262	8,301
Tax effect on non-deductible expenses	-263	-661
Tax effect on non-taxable income	276	261
Tax effect on non-recognized loss carry-forward	-4,955	-1,874
Tax effect on previously non-recognized loss carry-forward	0	172,933
Tax effect on amortization of goodwill	-23,807	-23,833
Other	-6,253	-5,774
<b>Recognized tax income</b>	<b>22,323</b>	<b>207,701</b>

The group's loss carry-forwards amounts to a total of TSEK 1,682,157 (1,381,737), where TSEK 255,029 (219,170) have been capitalized as a deferred tax asset.

## NOTE 10 Capitalized development expenditure

	2024	2023
Opening cost	503,974	421,441
Capitalized expenses for the year	97,176	86,318
Translation difference	11,580	-3,784
<b>Closing accumulated cost</b>	<b>612,730</b>	<b>503,974</b>

Opening amortization	-207,238	-172,537
Amortization for the year	-41,174	-35,634
Translation difference	-1,675	933
<b>Closing accumulated amortization</b>	<b>-250,087</b>	<b>-207,238</b>
<b>Closing residual value according to plan</b>	<b>362,643</b>	<b>296,735</b>

**NOTE 11** Goodwill

	2024	2023
Opening cost	874,694	904,509
Translation difference	82,801	-29,815
<b>Closing accumulated cost</b>	<b>957,495</b>	<b>874,694</b>
Opening amortization	-205,020	-117,707
Amortization for the year	-92,199	-90,756
Translation difference	-22,819	3,443
<b>Closing accumulated amortization</b>	<b>-320,038</b>	<b>-205,020</b>
<b>Closing residual value according to plan</b>	<b>637,458</b>	<b>669,675</b>

**NOTE 12** Trademarks

	2024	2023
Opening cost	82,480	85,324
Translation difference	7,705	-2,845
<b>Closing accumulated cost</b>	<b>90,185</b>	<b>82,480</b>
Opening amortization	-18,473	-10,253
Amortization for the year	-8,684	-8,543
Translation difference	-1,967	324
<b>Closing accumulated amortization</b>	<b>-29,124</b>	<b>-18,473</b>
<b>Closing residual value according to plan</b>	<b>61,061</b>	<b>64,008</b>

**NOTE 13** Technology

	2024	2023
Opening cost	304,793	316,534
Translation difference	29,005	-11,741
<b>Closing accumulated cost</b>	<b>333,798</b>	<b>304,793</b>
Opening amortization	-11,656	-6,692
Amortization for the year	-5,242	-5,160
Translation difference	-1,299	196
<b>Closing accumulated amortization</b>	<b>-18,197</b>	<b>-11,656</b>
<b>Closing residual value according to plan</b>	<b>315,601</b>	<b>293,136</b>

**NOTE 14** Customer relationships

	2024	2023
Opening cost	95,310	98,509
Translation difference	9,173	-3,201
<b>Closing accumulated cost</b>	<b>104,483</b>	<b>95,308</b>
Opening amortization	-23,629	-14,094
Amortization for the year	-10,061	-9,910
Translation difference	-2,762	376
<b>Closing accumulated amortization</b>	<b>-36,451</b>	<b>-23,629</b>
<b>Closing residual value according to plan</b>	<b>68,031</b>	<b>71,679</b>

**NOTE 15** Equipment, tools, fixtures and fittings

	2024	2023
Opening cost	51,014	42,567
Acquisitions for the year	27,735	9,194
Translation difference	1,780	-747
<b>Closing accumulated cost</b>	<b>80,529</b>	<b>51,014</b>
Opening depreciation	-36,185	-30,562
Depreciation for the year	-10,609	-6,275
Translation difference	-1,526	653
<b>Closing accumulated depreciation</b>	<b>-48,320</b>	<b>-36,185</b>
<b>Closing residual value according to plan</b>	<b>32,209</b>	<b>14,829</b>

The balance sheet item includes lease objects that are held under financial lease agreements with the following reported values:

Opening cost	9,271	8,090
Acquisitions for the year	25,758	1,180
Closing accumulated cost	35,029	9,271
Opening depreciations	-5,123	-2,368
Depreciation for the year	-6,811	-2,755
Closing accumulated depreciation	-11,934	-5,123
<b>Closing residual value according to plan</b>	<b>23,095</b>	<b>4,148</b>

Depreciation of financial lease agreements takes place over the leasing period, normally 3 years. For more information regarding lease agreements, see note 1 *Leases*.

## NOTE 16 Prepaid expenses and accrued income

	2024	2023
Prepaid rents	598	3,040
Accrued income and ongoing contribution projects	76,821	36,586
Other prepaid expenses	15,130	6,229
<b>Total prepaid expenses and accrued income</b>	<b>92,549</b>	<b>45,854</b>

## NOTE 17 Deferred tax

Temporary differences in the following entries and loss carry-forwards have resulted in deferred tax assets and deferred tax liability:

	2024	2023
Unutilized losses carried forward	255,029	219,170
Capitalized development expenditure	-22,083	-14,578
<b>Total deferred tax assets</b>	<b>232,946</b>	<b>204,592</b>

Temporary differences on intangible and tangible assets	127,762	121,666
<b>Total deferred tax liability</b>	<b>127,762</b>	<b>121,666</b>

## NOTE 18 Other non-current liabilities

	2024	2023
Due for payment later than one year but within five years	1,744	3,974
<b>Total other non-current liabilities</b>	<b>1,744</b>	<b>3,974</b>

## NOTE 19 Other liabilities to credit institutions

	2024	2023
Due for payment within one year	11,198	3,499
Due for payment later than one year but within five years	11,562	1,511
<b>Total other liabilities to credit institutions</b>	<b>22,760</b>	<b>5,010</b>

The Group has entered into finance leases for IT equipment and data storage. The leases are non-terminable and the lease periods are normally 3 years. Variable fees relate primarily to interest expenses. The Group's expensed variable fees for the year amounts to SEK 7,890 (5,991) thousand. At the end of the lease period, the Group has the option to acquire the leased assets on the terms and conditions set out in the lease agreements. There are no restrictions in the current agreements, however, the assets cannot be sub-leased during the lease period. The dates of the finance lease liability are clarified below:

	2024	2023
Due for payment within one year	11,198	2,499
Due for payment later than one year but within five years	11,562	559
<b>Total</b>	<b>22,760</b>	<b>3,058</b>

Long-term component (included in the item Liabilities to credit institutions)	11,562	559
Short-term component (included in the item Liabilities to credit institutions)	11,198	2,499
<b>Total</b>	<b>22,760</b>	<b>3,058</b>

Information on reported values regarding tangible fixed assets which are held through financial lease agreements can be found in note 15 Equipment, tools, fixtures and fittings.

## NOTE 20 Accrued expenses and prepaid income

	2024	2023
Accrued salaries and holiday pay	25,402	21,505
Accrued social security charges	4,935	4,139
Accrued expenses	14,228	15,091
Prepaid income	60,804	50,111
Other items	4,947	4,559
<b>Total accrued expenses and prepaid income</b>	<b>110,316</b>	<b>95,404</b>

## NOTE 21 Transactions with related parties

There were no transactions with related parties in the year apart from intercompany transactions and those transactions stated in notes 7 and 8.

## NOTE 22 Pledged assets and contingent liabilities

For own provisions and liabilities	2024	2023
Floating charges	20,000	20,000
	<b>20,000</b>	<b>20,000</b>

The board has not identified any contingent liabilities.



## NOTE 23 Events after the balance day

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### **Licensing of iris-scanning technology from Fingerprint Cards AB (publ)**

Smart Eye announced on January 6 that the company has entered an agreement to license iris-scanning technology from Swedish company Fingerprint Cards, for a total consideration of SEK 50 million. The consideration consists of an initial license fee of SEK 23 million paid in Smart Eye shares, an additional up to SEK 17 million divided into two performance-based payments, and finally a maximum of SEK 10 million in potential royalties based on Smart Eye's sales in the automotive industry.

### **Two new design wins for Interior Sensing**

Smart Eye has been selected to deliver its Interior Sensing, which combines Driver Monitoring System (DMS) and Cabin Monitoring System (CMS) software, to two car models. Estimated revenue for the order is SEK 100 million, based on product lifecycle projections. This was announced on February 12.

### **Increased Tariffs on Exports to the US**

After the balance sheet date, the US has indicated that it may impose increased tariffs on car exports. The majority of vehicle models containing the company's technology are sold and manufactured in markets outside the US. However, increased tariffs in the US may have some impact on the company's revenue.

### **The company secures another Tier 1 agreement directly with a global Japanese automaker.**

Smart Eye has signed an agreement to deliver its DMS software for two new car models from a leading Japanese automaker. As a Tier 1 supplier, the company is strengthening its role as a strategic partner to OEMs. Production is set to begin in 2027, with the order valued at SEK 200 million – and an upsell potential of over SEK 2.4 billion.

## Parent

## Income statement

TSEK	Note	2024	2023
<b>Operating revenue</b>			
Net sales	3, 4	196,279	148,573
Cost of goods sold		-18,496	-18,415
<b>Gross Profit</b>		<b>177,783</b>	<b>130,158</b>
Sales expenses	5, 7, 8	-98,746	-100,745
Administrative expenses	5, 6, 7, 8	-104,249	-81,575
Research and development expenses	5, 7, 8	-131,049	-147,961
Other operating income		8,236	11,438
Other operating expenses		-7,170	-6,699
<b>Operating profit/loss</b>		<b>-155,195</b>	<b>-195,384</b>
<b>Financial income and expenses</b>			
Interest income and similar profit items		2,169	2,361
Interest expenses and similar loss items		-2,879	-1,597
<b>Total financial income and expenses</b>		<b>-710</b>	<b>764</b>
<b>Profit/loss after financial items</b>		<b>-155,905</b>	<b>-194,620</b>
Tax on the results from the period	9	27,307	168,453
<b>Net profit/loss for the year</b>		<b>-128,598</b>	<b>-26,167</b>

## Parent

## Balance sheet

TSEK Note 2024 2023

## ASSETS

## Non-current assets

<i>Intangible assets</i>			
Capitalized development expenditure	10	253,917	207,340
Concessions, patents, licenses and similar rights		15	25
<b>Total intangible assets</b>		<b>253,932</b>	<b>207,365</b>
<i>Tangible assets</i>			
Equipment, tools, fixtures and fittings	12	8,101	9,344
<i>Financial assets</i>			
Participations in Group companies	11	1,228,048	1,223,623
Deferred tax assets	13	209,273	174,470
<b>Total financial assets</b>		<b>1,437,321</b>	<b>1,398,093</b>
<b>Total non-current assets</b>		<b>1,699,354</b>	<b>1,614,802</b>

<b>Current assets</b>			
<i>Inventories, etc</i>			
Raw materials and consumables		27,749	21,708
<i>Current receivables</i>			
Trade receivables		24,499	32,275
Receivable from Group companies		243	6,953
Current tax assets		3,967	5,994
Other current receivables		3,319	2,045
Prepaid expenses and accrued income	14	86,250	37,939
<b>Total current receivables</b>		<b>118,278</b>	<b>85,206</b>
Cash and bank balances		9,192	61,063
<b>Total current assets</b>		<b>155,219</b>	<b>167,977</b>
<b>TOTAL ASSETS</b>		<b>1,854,573</b>	<b>1,782,779</b>

## Parent

## Balance sheet, continued

TSEK	Note	2024	2023
<b>EQUITY AND LIABILITIES</b>			
<b>Equity</b>			
<i>Restricted equity</i>			
Share capital		3,700	3,519
Share premium reserve		21,914	21,914
Fund for development costs		253,917	205,377
<b>Total restricted equity</b>		<b>279,531</b>	<b>230,810</b>
<i>Unrestricted equity</i>			
Share premium reserve		2,384,192	2,228,360
Retained profit or loss		-825,646	-761,757
Net profit/loss for the year		-128,598	-26,167
<b>Total unrestricted equity</b>		<b>1,429,948</b>	<b>1,440,436</b>
<b>Total shareholders' equity</b>		<b>1,709,479</b>	<b>1,671,246</b>
<i>Non-current liabilities</i>			
Other long-term liabilities	15	1,546	3,570
<b>Total non-current liabilities</b>		<b>1,546</b>	<b>3,570</b>
<i>Current liabilities</i>			
Interest-bearing liabilities		25,000	0
Advance payments from customers		762	3,706
Trade payables		20,962	14,833
Liabilities to Group companies		39,754	26,808
Other current liabilities		7,304	17,842
Accrued expenses and prepaid income	16	49,766	44,774
<b>Total current liabilities</b>		<b>143,548</b>	<b>107,963</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>1,854,573</b>	<b>1,782,779</b>



## Parent

## Changes in shareholders' equity

	Share capital	Share premium reserve (restricted)	Fund for development cost (restricted)	Share premium reserve (unrestricted)	Retained profit or loss	Profit/loss for the year	Total equity
<b>Opening balance 2023-01-01</b>	<b>2,223</b>	<b>21,914</b>	<b>170,528</b>	<b>1,865,959</b>	<b>-577,297</b>	<b>-158,616</b>	<b>1,324,712</b>
Appropriation of profit					-158,616	158,616	
New issue	1,270			322,695			323,966
Set-off issue	25			62,896			62,921
Issue costs				-29,207			-29,207
<i>Deferred tax referring to issue costs</i>				6,017			6,017
Option program 2021					2,317		2,317
Incentive program 2022					4,509		4,509
Incentive program 2023					2,178		2,178
Fund for development costs			62,102		-62,102		
Reversal of fund for development costs			-27,253		27,253		
Profit/loss for the year						-26,167	-26,167
<b>Shareholders' equity 2023-12-31</b>	<b>3,519</b>	<b>21,914</b>	<b>205,377</b>	<b>2,228,360</b>	<b>-761,757</b>	<b>-26,167</b>	<b>1,671,246</b>
<b>Opening balance 2024-01-01</b>	<b>3,519</b>	<b>21,914</b>	<b>205,377</b>	<b>2,228,360</b>	<b>-761,757</b>	<b>-26,167</b>	<b>1,671,246</b>
Appropriation of profit					-26,167	26,167	
Set-off issue <sup>1)</sup>	15			12,266			12,281
New issue <sup>2)</sup>	165			149,985			150,150
Issue costs				-8,085			-8,085
<i>Deferred tax referring to issue costs</i>				1,665			1,665
Option program 2021					1,297		1,297
Incentive program 2022					4,618		4,618
Incentive program 2023					2,943		2,943
Incentive program 2024					1,961		1,961
Fund for development cost			77,705		-77,705		
Reversal of fund for development costs			-29,164		29,164		
Profit/loss for the year						-128,598	-128,598
<b>Shareholders' equity 2024-12-31</b>	<b>3,700</b>	<b>21,914</b>	<b>253,917</b>	<b>2,384,192</b>	<b>-825,646</b>	<b>-128,598</b>	<b>1,709,479</b>

The share capital consists of 36,995,768 shares with a quota value of SEK 0.1.

1) During the period ongoing a set-off issue was registered and the share capital increased by SEK 15,353.60.

2) During the period ongoing a new issue was registered and the share capital increased by SEK 165,000.00.

## Parent

## Cash Flow Statement

TSEK 2024 2023

## Operating activities

Operating profit/loss after depreciation	-155,195	-195,384
Reversal of depreciation	34,241	31,041
Reversal of non-cash items	6,268	9,081
Financial payments received	2,271	2,361
Financial disbursements	-8,587	-1,597
Tax paid	0	-1,945
<b>Cash flow from operating activities before changes of working capital</b>	<b>-121,002</b>	<b>-156,443</b>

## Change in working capital

Change in inventories	-6,041	-11,311
Change in trade receivables	7,776	-185
Change in other current receivables	-47,026	-1,804
Change in trade payables	6,130	-6,526
Change in other current liabilities	14,767	32,304
<b>Changes in working capital</b>	<b>-24,394</b>	<b>12,477</b>
<b>Cash flow from operating activities</b>	<b>-145,396</b>	<b>-143,966</b>

## Parent

## Cash Flow Statement, continued

TSEK 2024 2023

## Investment activities

Acquisition of intangible assets	-77,704	-62,103
Acquisition of tangible assets	-1,845	-7,498
Issued loan Group company	0	-6,386
<b>Cash flow from investment activities</b>	<b>-79,549</b>	<b>-75,987</b>

## Financing activities

New issue	142,119	294,862
Change in short-term credit facilities	25,000	-60,000
Amortization loan Group company	5,955	0
<b>Cash flow from financing activities</b>	<b>173,074</b>	<b>234,862</b>

Cash flow	-51,871	14,909
Opening cash and cash equivalents	61,063	46,154
<b>Closing cash and cash equivalents</b>	<b>9,192</b>	<b>61,063</b>

## NOTE 1 Accounting policies and valuation principles

The parent company's annual accounts have been prepared in accordance with the Swedish Annual Accounts Act and the Swedish Accounting Standards Board's recommendation BFNAR 2012:1 Annual Accounts and Consolidated Accounts (K3). The accounting policies are unchanged from the previous year.

### Foreign currencies

Monetary asset and liability items in foreign currencies are measured at the exchange rate on the balance sheet date. Transactions in foreign currencies are translated at the spot rate on the transaction date.

### Revenue

#### Goods

Sales of goods are recognized when the significant risks and benefits are transferred from the seller to the buyer in accordance with the terms of sale. Sales are recognized after deductions for VAT, discounts and exchange rate differences for sales in foreign currencies. System revenue for which there are non-delivered components that are a condition for the functionality of the system is recognized when these components are delivered.

#### Service assignments

For service assignments at current prices the revenue attributable to a completed service assignment is recognized in pace with completion of the work and the delivery or use of the material.

For service assignments at fixed-price contracts, revenue is recognized based on the performance obligations of the contract:

- *Development costs* revenue is recognized according to the percentage of completion method
- *Development licenses* revenue is accrued over the contract period

#### License revenue

License revenue based on the number of vehicles produced is recognized in the quarter in which the vehicles are produced. License revenue attributable to license agreements with customers is periodized over the contract period.

### Income tax

#### Current tax

Current tax is measured based on the tax rates and tax rules on the balance sheet date. Deferred tax is measured based on the tax rates and tax rules decided prior to the balance sheet date. Deferred tax liabilities concerning temporary differences that are related to investments in subsidiaries are not recognized in the consolidated accounts, since the Parent Company may in all cases determine the time of reversal of the temporary differences, and it is not deemed to be probable that reversal will take place in the foreseeable future.

#### Deferred tax

Deferred tax assets pertaining to loss carry-forwards or other future tax deductions are recognized to the extent that it is likely that the loss carry-forwards can be offset against surpluses in conjunction with future taxation.

Receivables and liabilities are recognized net only when there is a legal right of offset. Current tax, like the change in deferred tax, is recognized in profit or loss unless the tax is attributable to an event or transaction that is recognized directly in shareholders' equity.

### Leases

Lease agreements where essential, the economic benefits and risks attributable to the leased item remain with the lessor, are classified as operating leases in the consolidated accounts, where payments under these agreements are recognized as an expense on a straight-line basis over the lease term. The parent company has operating leases only.

### Employee benefits

Employee benefits in the form of salaries, holiday pay, paid sick leave, etc., as well as pensions, are recognized as they are earned. The parent company only has defined-contribution pension plans. There are no other long-term employee benefits.

#### Defined-contribution pension plans

Under defined-contribution pension plans, the company pays fixed contributions to a separate independent legal entity and does not have any obligation to pay additional contributions. The company's earnings are charged with expenses as the benefits are earned, which normally corresponds to the time when the premium is paid.

### Intangible assets

Intangible non-current assets are recognized at cost less accumulated amortization and any impairment. Cost includes costs directly attributable to the acquisition of the asset. Intangible non-current assets are amortized on a straight-line basis over the asset's estimated useful life. Amortization is recognized as a cost in the income statement.

#### Development work

Development costs are capitalized if the project is assumed to be of significant future value to the company. Capitalization pertains to development costs for a specific application and which are clearly delineated for the project. The group applies the capitalization model for internally developed intangible assets.

*The following amortization schedule is applied:*

- Capitalized development expenditure: 10 years
- Other intangible assets: 10 years

Intangible assets are attributable to vehicle platforms with an estimated useful life based on 10 years. Therefore, the Group's intangible assets are estimated to generate economic benefit for 10 years.

### Tangible assets

Property, plant and equipment is recognized at cost less accumulated depreciation and any impairment. Cost includes costs directly attributable to the acquisition of the asset.

Additional expenses concerning assets that are not divided into components are added to the cost if they are estimated to give the company future economic benefit, to the extent that the asset's performance increases in relation to the asset's value on the acquisition date. Expenses for ongoing repair and maintenance are recognized as costs. Property, plant and equipment is depreciated on a straight-line basis over the asset's estimated useful life. Depreciation is recognized as a cost in the income statement.

*The following depreciation schedules are applied:*

- Equipment and tools: 5 years
- Computers: 3 years



## NOTE 1 continued

If an asset's carrying amount exceeds its estimated recoverable amount, the asset is immediately written down to its recoverable amount.

### Impairment

An impairment test is conducted annually on an asset or a group of assets to assess its carrying amount. If the carrying amount exceeds the estimated recoverable amount, it is immediately written down to this recoverable amount.

### Financial instruments

Financial instruments recognized on the balance sheet include trade receivables, other receivables, trade payables and loans. The instruments are recognized on the balance sheet when the company becomes party to the contractual terms of the instrument and are valued based on acquisition costs.

Financial assets are derecognized from the balance sheet when the right to receive cash flows from the instrument has expired or has been transferred, and the company has transferred essentially all risks and benefits associated with the right of ownership. Financial liabilities are derecognized from the balance sheet when the obligations in the contract are met or otherwise lapse.

### Trade and other receivables

Receivables are recognized as current assets, with the exception of items falling due more than 12 months after the balance sheet date, which are classified as non-current assets. Receivables are recognized in the amount at which they are expected to be received less individually assessed doubtful debts.

### Loans and trade payables

Loans and trade payables are initially recognized at cost after deducting transaction costs. If the recognized amount differs from the amount to be repaid on the due date, the difference is accrued as an interest cost or interest income over the term of the loan. This means that as of the due date the recognized amount corresponds to the amount to be repaid.

### Shares and participations in subsidiaries

Shares and participations in subsidiaries are recognized at cost after deducting for any impairment. Cost includes the purchase consideration paid for shares and acquisition expenses.

### Inventories

Inventories are measured at the lower of cost and net realizable value on the balance sheet date. Cost is calculated according to the first-in, first-out (FIFO) principle. Net sales value is the sales value after deducting calculated costs that can be attributed directly to the sales transaction.

### Cash and cash equivalents

Cash and cash equivalents include cash on hand, available balances with banks and other credit institutions, as well as other short-term liquid investments that can be readily converted to cash and are subject to an insignificant risk of changes in value. To be classified as cash and cash equivalents, the maturity must not exceed three months from the date of acquisition.

### Provisions

A provision is recognized on the balance sheet when the company has a formal or informal obligation due to an event that has occurred, and it is probable that an outflow of resources will be required to settle the obligation, and a reliable estimate of the amount can be made.

### Cash Flow Statement

The cash flow statement presents the changes in the company's cash and cash equivalents during the financial year. The cash flow statement is prepared according to the indirect method. The recognized cash flow solely includes transactions that involve incoming and outgoing cash payments.

### Definitions of key ratios

#### Net sales growth

The percentage net increase in net sales compared with an earlier period. The company believes that this key ratio gives a better understanding of the company's growth.

#### Gross margin

Gross profit in relation to net sales.

#### Operating profit/loss

Profit/loss before financial income and expenses, and tax.

#### Operating margin

Operating profit in relation to net sales.

#### EBITDA

Operationing profit before depreciation and amortization.

#### Cash ratio

Current assets excluding inventories and work in progress as a percentage of current liabilities.

#### Shareholders' equity ratio

Equity and untaxed reserves (less deferred tax) in relation to total assets.

#### Return on shareholders' equity

Profit after tax in relation to shareholders' equity during the period.

#### Earnings per share

Profit for the period divided by the number of shares outstanding at the end of the period.

#### Earnings per share after full dilution

Profit for the period divided by the number of outstanding shares after the full dilution at the end of the period.

#### Shareholders' equity per share

Shareholders' equity divided by the number of shares at the end of the period.

#### Shareholders' equity per share after full dilution

Shareholders' equity divided by the number of shares after full dilution at the end of the period.

#### Dividend per share

Dividend for the period divided by the number of shares outstanding at the time of the dividend.

#### Employees

Number of employees at the end of the period.

## NOTE 2 Estimates and assessments

Within the parent company, estimates and assessments are made about the future. The estimates for accounting purposes that result from these will seldom correspond to the actual result. The estimates and assumptions that involve a significant risk of significant adjustments in the reported values of assets and liabilities in the coming years are dealt with in outline below.

### Capitalization of development expenditure

Recognition of capitalized development expenditure requires assessments to determine whether expenditure can be capitalized during the course of a project. Factors affecting the assessment are which development phase the project is in and what future earnings capacity the projects expected to contribute. To ensure this is managed correctly, the company continuously works with project documentation and follow-up, monitoring expenditure incurred in relation to the project budget, and forecasts of future earning capacity. A change in the assessment of the projects' earnings capacity could have significant consequences on the company's earnings in future earning capacity.

### Valuation shares in subsidiaries

An impairment test is performed each year in accordance with the accounting principle for financial assets described in Note 1. The calculations are the basis for the assess-

ment based on estimated future cash flows, based on next-of-kin year financial budgets. Furthermore, an average discount rate in local currency after tax has been used in the calculations. If any of these factors are appreciated significantly lower, there may be a need for impairment.

### Revenue recognition – fixed-price contracts

For service assignments under fixed-price contracts, revenue is recognized based on a weighted assessment of the performance obligations included in the contract. This means that a judgment is required regarding the allocation of the transaction price between performance obligations, as well as the timing of revenue recognition for each obligation. A change in this assessment could have a significant impact on the financial reporting.

### Tax carry forwards

The reported value of deferred tax assets relating to losses carried forward have been tested on the balance sheet date. The Group's assessment is that it is highly likely to generate taxable income within the foreseeable future, thereby utilizing the loss carryforwards to an equivalent extent.

Apart from the above, no assessments or estimates have been made that have a significant effect on the amounts reported in the financial report or would entail a significant risk of a significant adjustment of the reported values of assets or liabilities during the next financial year.

## NOTE 3 Net sales per business area

	2024	2023
Behavioral Research	62,520	60,306
Automotive	133,759	88,268
<b>Total</b>	<b>196,279</b>	<b>148,573</b>

## NOTE 4 Net sales by geographical markets

	2024	2023
The Nordics	9,539	3,673
Europe excl. the Nordics	33,850	65,475
North America	73,441	39,721
Asia	71,165	39,306
Other markets	8,284	399
<b>Total</b>	<b>196,279</b>	<b>148,573</b>

## NOTE 5 Operating leases

Future minimum lease payments to be paid for non-cancellable leases.

	2024	2023
Due for payment within a year	33,498	23,749
Due for payment later than one year but within five years	65,711	73,907
<b>Total</b>	<b>99,209</b>	<b>97,655</b>
Lease payments expensed in the period	22,340	17,861

## NOTE 6 Auditors' fee

	2024	2023
<b>Deloitte AB</b>		
Audit assignment	897	972
Audit activities in addition to the audit assignment	0	296
Other services	76	233
<b>Total auditors' fee</b>	<b>973</b>	<b>1,501</b>

Audit assignment means the auditors' fee for the statutory audit. This work includes review of the annual report and bookkeeping, the Board of Directors' and CEOs' administration, and fees for audit consulting in connection with the audit assignment.

## NOTE 7 Employees

Average number of employees divided by country and gender.

<b>Sweden</b>	2024	2023
Women	29	27
Men	87	89
<b>Total</b>	<b>116</b>	<b>116</b>

### Number of presidents and other senior executives

Women	2	2
Men	5	6
<b>Total</b>	<b>7</b>	<b>8</b>

### Board of directors at balance day

Women	2	2
Men	5	5
<b>Total</b>	<b>7</b>	<b>7</b>

## NOTE 7 Employees continued

Salaries, fees and other remuneration	Fees	Other remuneration	Fees	Other remuneration
	2024	2023		
<b>Board of Directors</b>				
Anders Jöfelt, Chairman	655	0	601	0
Lars Olofsson, Director	392	0	389	0
Mats Krantz, Director	270	0	268	0
Magnus Jonsson, Director	270	0	268	0
Eva Elmstedt, Director	410	0	405	0
Cecilia Wachtmeister, Director	325	0	322	0
Tobias Sjögren, Director	270	0	180	0
<b>Total</b>	<b>2,592</b>	<b>0</b>	<b>2,433</b>	<b>0</b>

Participation board meetings, 2024	Regular meetings 6 occasions	Audit committee 5 occasions	Remuneration committee 4 occasions
Anders Jöfelt	6	5	4
Lars Olofsson	6		4
Mats Krantz	6		
Magnus Jonsson	6		
Eva Elmstedt	6	5	
Cecilia Wachtmeister	6	5	
Tobias Sjögren	6		

### Salaries and remuneration to the CEO and other senior executives

	2024	2023	2024	2023	2024	2023	2024	2023
CEO	3,269	3,039	0	0	1,110	955	<b>4,379</b>	<b>3,994</b>
Other senior executives	8,966	8,287	1,956	1,666	2,863	2,604	<b>13,785</b>	<b>12,557</b>
<b>Total</b>							<b>18,164</b>	<b>16,551</b>

The CEO is subject to six months' mutual notice of termination. On termination by the company, the CEO is not entitled to any severance pay. There are no agreements on severance pay with the company's other employees.

Salaries, fees and other remuneration	2024	2023
Board of directors	2,592	2,433
CEO	3,269	3,039
Other senior executives	8,966	8,287
Other employees	78,062	69,556
<b>Total</b>	<b>92,889</b>	<b>83,315</b>

### Social security charges and pensions

Statutory and contractual social security charges	23,775	20,804
Pension costs	11,085	9,454
<b>Total</b>	<b>34,860</b>	<b>30,258</b>

### Pension costs

CEO	0	0
Other senior executives	1,956	1,666
Other employees	9,129	7,788
<b>Total</b>	<b>11,085</b>	<b>9,454</b>

Salary	Pension costs	Social security costs	Total
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## NOTE 8 Share-based payments

At an EGM 29th June 2022 it was resolved on the adoption of a long-term incentive program in the form of performance-based share options directed at employees within the Smart Eye group. Under the Share Option Program 2022, participants are given the opportunity to receive shares free of charge, so called performance shares. The maximum number of performance shares will amount to 440,000, whereby 378,500 shares shall be allotted to participants and 61,500 shares shall be used by the Parent company to cover social security contributions associated with the program. In order to enable the incentive program, the EGM also resolved on an issue of not more than 440,000 warrants directed at the wholly-owned subsidiary JN Data i Göteborg AB, as a result of which the Parent company's share capital may increase by a maximum of SEK 44,000.

At the AGM 2nd May 2023 it was resolved on the adoption of a long-term incentive program in the form of performance-based share options directed to employees within the Smart Eye group. Under the Share Option Program 2023, participants are given the opportunity to receive shares free of charge, so called performance shares. The maximum number of performance shares will amount to 580,000, whereby 486,300 shares shall be allotted to participants and 93,700 shares shall be used by the Parent company to cover social security contributions associated with the program. In order to enable the incentive program, the AGM also resolved on an issue of not more than 580,000 warrants directed to the wholly-owned subsidiary JN Data i Göteborg AB, as a result of which the Parent company's share capital may increase by a maximum of SEK 58,000.

At the AGM 17th May 2024 it was resolved on the adoption of a long-term incentive program in the form of performance-based share options directed to employees within the Smart Eye group. Under the Share Option Program 2024, participants are given the opportunity to receive shares free of charge, so called performance shares. The maximum number of performance shares will amount to 636,400, whereby 533,600 shares shall be allotted to participants and 102,800 shares shall be used by the Parent company to cover social security contributions associated with the program. In order to enable the incentive program, the AGM also resolved on an issue of not more than 636,400 warrants directed to the wholly-owned subsidiary JN Data i Göteborg AB, as a result of which the Parent company's share capital may increase by a maximum of SEK 63,640.

## NOTE 9 Income tax

	2024	2023
Current tax	-5,831	0
Deferred tax	33,138	168,453
<b>Total income tax</b>	<b>27,307</b>	<b>168,453</b>

### Reconciliation of tax expense

Accounted profit/loss before tax	-155,905	-194,620
Tax at current tax rate 20,6%	32,116	40,092
Tax effect on non-deductible expenses	-180	-147
Tax effect on previously non-recognized loss carry-forward	0	128,509
Other	-4,629	0
<b>Recognized tax income</b>	<b>27,307</b>	<b>168,453</b>

The company's loss carry-forwards amount to a total of TSEK 1,015,890 (846,942), where TSEK 209,273 (174,470) have been capitalized as a deferred tax asset.

## NOTE 10 Capitalized development expenditure

	2024	2023
Opening cost	383,946	321,843
Capitalized expenses for the year	77,705	62,103
<b>Closing accumulated cost</b>	<b>461,651</b>	<b>383,946</b>

Opening amortization	-176,606	-147,913
Amortization for the year	-31,128	-28,693
<b>Closing accumulated amortization</b>	<b>-207,734</b>	<b>-176,606</b>
<b>Closing residual value according to plan</b>	<b>253,917</b>	<b>207,340</b>



## NOTE 11 Participations in group companies

	2024	2023	Group	Corp. ID no.	Registered office	Share of equity (%)
Opening cost	1,223,623	1,210,034	JN Data AB	556563-7849	Gothenburg	100
Shareholder contribution	4,425	13,589	Smart Eye Japan Co. Ltd	0104-01-139423	Tokyo	100
<b>Closing accumulated cost</b>	<b>1,228,048</b>	<b>1,223,623</b>	Chongqing Smart Eye Technology Co. Ltd.	MA60M7N03Q	Chongqing	100
<b>Closing residual value according to plan</b>	<b>1,228,048</b>	<b>1,223,623</b>	Smart Eye GmbH	DE345508843	Hildesheim	100
			Affectiva Inc.	26-4691073	Boston	100
			iMotions A/S	33 50 40 04	Copenhagen	100

Group	Corp. ID no.	No. of shares	Share of equity (%)	Share of vote (%)	Book value 2024-12-31	Book value 2023-12-31
JN Data AB	556563-7849	1,000	100	100	371	371
Smart Eye international Inc.	6303763	1,000	100	100	0	90
Smart Eye Japan Co. Ltd	0104-01-139423	2,000	100	100	842	842
Chongqing Smart Eye Technology Co. Ltd.	MA60M7N03Q	1,000	100	100	291	291
Smart Eye GmbH	DE345508843	25,000	100	100	256	256
Affectiva Inc.	26-4691073	35,261,757	100	100	766,041	762,638
iMotions A/S	33 50 40 04	710,957	100	100	460,247	459,135
					<b>1,228,048</b>	<b>1,223,623</b>

**NOTE 12** Equipment, tools and installations

	2024	2023
Opening cost	22,614	15,116
Acquisitions for the year	1,846	7,498
<b>Closing accumulated cost</b>	<b>24,460</b>	<b>22,614</b>
Opening depreciation	-13,269	-11,024
Depreciation for the year	-3,090	-2,245
<b>Closing accumulated depreciation</b>	<b>-16,359</b>	<b>-13,269</b>
<b>Closing residual value</b>	<b>8,101</b>	<b>9,344</b>

**NOTE 13** Deferred Tax

Tax loss carry-forwards have resulted in deferred tax assets:

	2024	2023
Unutilized losses carried forward	209,273	174,470
<b>Total deferred tax</b>	<b>209,273</b>	<b>174,470</b>

**NOTE 14** Prepaid expenses and accrued income

	2024	2023
Prepaid rents	0	34
Accrued income and ongoing contribution projects	75,722	35,516
Other prepaid expenses	10,528	2,389
<b>Total prepaid expenses and accrued income</b>	<b>86,250</b>	<b>37,939</b>

**NOTE 15** Other long-term liabilities

	2024	2023
Due for payment later than one year but within five years	1,546	3,570
<b>Total other long-term liabilities</b>	<b>1,546</b>	<b>3,570</b>

**NOTE 16** Accrued expenses and prepaid income

	2024	2023
Accrued salaries and holiday pay	13,452	12,714
Accrued social security charges	4,234	3,995
Accrued expenses	11,827	12,993
Prepaid income	15,305	10,849
Other items	4,948	4,224
<b>Total accrued expenses and prepaid income</b>	<b>49,766</b>	<b>44,774</b>

**NOTE 17** Transactions with related parties

There were no transactions with related parties in the year apart from intercompany transactions and those transactions stated in notes 7 and 8.

**NOTE 18** Pledged assets and contingent liabilities

	2024	2023
For own provisions and liabilities		
Floating charges	20,000	20,000
<b>Total pledged assets and contingent liabilities</b>	<b>20,000</b>	<b>20,000</b>

The Board has not identified any contingent liabilities.

**NOTE 19** Proposed appropriation of earnings

The Board of Directors propose that the funds available for appropriation:

	2024	2023
Share premium reserve (unrestricted)	2,384,192,287	2,227,415,551
Retained profit or loss	-825,645,765	-760,812,439
Net profit/loss for the year	-128,597,875	-26,166,622
<b>Total</b>	<b>1,429,948,647</b>	<b>1,440,436,490</b>

Carried forward

Share premium reserve (unrestricted)	2,384,192,287	2,227,415,551
Retained profit or loss	-954,243,640	-786,979,061
	<b>1,429,948,647</b>	<b>1,440,436,490</b>

The Income Statements and Balance Sheets will be submitted to the  
AGM on 13 May 2025 for approval.

Gothenburg, 14 April 2025.

**Martin Krantz**

CEO

**Anders Jöfelt**

Chairman of the Board

**Cecilia Wachtmeister**

Board member

**Eva Elmstedt**

Board member

**Mats Krantz**

Board member

**Tobias Sjögren**

Board member

**Lars Olofsson**

Vice Chairman of the Board

**Magnus Jonsson**

Board member

Our audit report regarding this annual report has been submitted 14 April 2025.

Deloitte AB

**Harald Jagner**

Authorized Public Accountant

# Auditor's report

## To the general meeting of the shareholders of Smart Eye AB (publ) corporate identity number 556575-8371

This is a translation of the Swedish language original. In the events of any differences between this translation and the Swedish original the latter shall prevail.

### Report on the annual accounts and consolidated accounts

#### Opinions

We have audited the annual accounts and consolidated accounts of Smart Eye AB (publ) for the financial year 2024-01-01 - 2024-12-31. The annual accounts and consolidated accounts of the company are included on pages 47-83 in this document.

In our opinion, the annual accounts and consolidated accounts have been prepared in accordance with the Annual Accounts Act and present fairly, in all material respects, the financial position of the parent company and the group as of 31 December 2024 and their financial performance and cash flow for the year then ended in accordance with the Annual Accounts Act. The statutory administration report is consistent with the other parts of the annual accounts and consolidated accounts.

We therefore recommend that the general meeting of shareholders adopts the income statement and balance sheet for the parent company and the group.

#### Basis for Opinions

We conducted our audit in accordance with International Standards on Auditing (ISA) and generally accepted auditing standards in Sweden. Our responsibilities under those standards are further described in the Auditor's Responsibilities section. We are independent of the parent company and the group in accordance with professional ethics for accountants in Sweden and have otherwise fulfilled our ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinions.

## Other Information than the annual accounts and consolidated accounts

This document also contains other information than the annual accounts and consolidated accounts and is found on pages 2-46 and 86-89. The Board of Directors and the Managing Director are responsible for this other information.

Our opinion on the annual accounts and consolidated accounts does not cover this other information and we do not express any form of assurance conclusion regarding this other information.

In connection with our audit of the annual accounts and consolidated accounts, our responsibility is to read the information identified above and consider whether the information is materially inconsistent with the annual accounts and consolidated accounts. In this procedure we also take into account our knowledge otherwise obtained in the audit and assess whether the information otherwise appears to be materially misstated.

If we, based on the work performed concerning this information, conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### Responsibilities of the Board of Directors and the Managing Director

The Board of Directors and the Managing Director are responsible for the preparation of the annual accounts and consolidated accounts and that they give a fair presentation in accordance with the Annual Accounts Act. The Board of Directors and the Managing Director are also responsible for such internal control as they determine is necessary to enable the preparation of annual accounts and consolidated accounts that are free from material misstatement, whether due to fraud or error.

In preparing the annual accounts and consolidated accounts, The Board of Directors and the Managing Director are responsible for the assessment of the company's and the group's ability to continue as a going concern. They disclose, as applicable, matters related to going concern and using the going concern basis of accounting. The go-

ing concern basis of accounting is however not applied if the Board of Directors and the Managing Director intends to liquidate the company, to cease operations, or has no realistic alternative but to do so.

### Auditor's responsibility

Our objectives are to obtain reasonable assurance about whether the annual accounts and consolidated accounts as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinions. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and generally accepted auditing standards in Sweden will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these annual accounts and consolidated accounts.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the annual accounts and consolidated accounts, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinions. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of the company's internal control relevant to our audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors and the Managing Director.
- Conclude on the appropriateness of the Board of Directors' and the Managing Director's use of the going concern basis of accounting in preparing the annual accounts and consolidated accounts. We also draw a

conclusion, based on the audit evidence obtained, as to whether any material uncertainty exists related to events or conditions that may cast significant doubt on the company's and the group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the annual accounts and consolidated accounts or, if such disclosures are inadequate, to modify our opinion about the annual accounts and consolidated accounts. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause a company and a group to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the annual accounts and consolidated accounts, including the disclosures, and whether the annual accounts and consolidated accounts represent the underlying transactions and events in a manner that achieves fair presentation.
- Plan and perform the group audit to obtain sufficient and appropriate audit evidence regarding the financial information of the entities or business units within the group as a basis for forming an opinion on the consolidated accounts. We are responsible for the direction, supervision and review of the audit work performed for purposes of the group audit. We remain solely responsible for our opinions.

We must inform the Board of Directors of, among other matters, the planned scope and timing of the audit. We must also inform of significant audit findings during our audit, including any significant deficiencies in internal control that we identified.

#### **Report on other legal and regulatory requirements Opinions**

In addition to our audit of the annual accounts and consolidated accounts, we have also audited the administration of the Board of Directors and the Managing Director of Smart Eye AB (publ) for the financial year 2024-01-01 - 2024-12-31 and the proposed appropriations of the company's profit or loss.

We recommend to the general meeting of shareholders that the profit to be appropriated in accordance with the proposal in the statutory administration report and that the members of the Board of Directors and the Managing Director be discharged from liability for the financial year.

#### **Basis for Opinions**

We conducted the audit in accordance with generally accepted auditing standards in Sweden. Our responsibilities under those standards are further described in the Auditor's Responsibilities section. We are independent of the parent company and the group in accordance with professional ethics for accountants in Sweden and have otherwise fulfilled our ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinions.

#### **Responsibilities of the Board of Directors and the Managing Director**

The Board of Directors is responsible for the proposal for appropriations of the company's profit or loss. At the proposal of a dividend, this includes an assessment of whether the dividend is justifiable considering the requirements which the company's and the group's type of operations, size and risks place on the size of the parent company's and the group's equity, consolidation requirements, liquidity and position in general.

The Board of Directors is responsible for the company's organization and the administration of the company's affairs. This includes among other things continuous assessment of the company's and the group's financial situation and ensuring that the company's organization is designed so that the accounting, management of assets and the company's financial affairs otherwise are controlled in a reassuring manner. The Managing Director shall manage the ongoing administration according to the Board of Directors' guidelines and instructions and among other matters take measures that are necessary to fulfill the company's accounting in accordance with law and handle the management of assets in a reassuring manner.

#### **Auditor's responsibility**

Our objective concerning the audit of the administration, and thereby our opinion about discharge from liability, is to obtain audit evidence to assess with a reasonable degree of assurance whether any member of the Board of Directors or the Managing Director in any material respect:

- Has undertaken any action or been guilty of any omission which can give rise to liability to the company, or
- In any other way has acted in contravention of the Companies Act, the Annual Accounts Act or the Articles of Association.

Our objective concerning the audit of the proposed appropriations of the company's profit or loss, and thereby our opinion about this, is to assess with reasonable degree of assurance whether the proposal is in accordance with the Companies Act.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with generally accepted auditing standards in Sweden will always detect actions or omissions that can give rise to liability to the company, or that the proposed appropriations of the company's profit or loss are not in accordance with the Companies Act.

As part of an audit in accordance with generally accepted auditing standards in Sweden, we exercise professional judgment and maintain professional scepticism throughout the audit. The examination of the administration and the proposed appropriations of the company's profit or loss is based primarily on the audit of the accounts. Additional audit procedures performed are based on our professional judgment with starting point in risk and materiality. This means that we focus the examination on such actions, areas and relationships that are material for the operations and where deviations and violations would have particular importance for the company's situation. We examine and test decisions undertaken, support for decisions, actions taken and other circumstances that are relevant to our opinion concerning discharge from liability. As a basis for our opinion on the Board of Directors' proposed appropriations of the company's profit or loss we examined whether the proposal is in accordance with the Companies Act.

Deloitte AB

Signature on Swedish original

Harald Jagner

Authorized Public Accountant



## Board of Directors



### Magnus Jonsson

Board member since 2014

Date of birth: 1956

#### Educational background:

MSc, Mechanical Engineering, Chalmers University of Technology

#### Other appointments:

Chairman of the Board of Powercell AB, AB Magnus Jonsson and Magnus Jonsson Consulting AB, Chairman of the board of Gapwaves AB and board member at Inspirion AB

#### Previous appointments in the last five years:

Board member of Nilsson Special Vehicles AB, Chairman of the Board of AstaZero AB, Mobility Sweden, Leading Light AB

**Holdings:** 4,712 shares



### Eva Elmstedt

Board member since 2019

Date of birth: 1960

#### Educational background:

Bachelor's degree in Economics and Computer Science from Indiana University of Pennsylvania, USA, and Stockholm School of Economics

#### Other appointments:

Chairman of Nordlo (former Telia International Carrier), Omegapoint, Seriline and Board member of Addlife, Arjo and Elanders, and Fagerhult.

#### Previous appointments in the last five years:

EVP of Global Services at Nokia Networks and Nokia Siemens Networks and senior positions at Ericsson AB, the telecom operator 3 and Semcon

**Holdings:** 8,640 shares



### Anders Jöfelt

Chairman of the Board since 2017

Date of birth: 1975

#### Educational background:

MSc, Computer Engineering, Lund University's Faculty of Engineering

#### Other appointments:

Product owner SVT Play

#### Previous appointments in the last five years:

None.

#### Holdings:

1,185,833 shares



### Cecilia Wachtmeister

Board member since 2019

Date of birth: 1966

#### Educational background:

MSc Industrial Engineering and Management from the Institute of Technology at Linköping University

#### Other appointments:

CEO IAR Systems, Chief Commercial Officer at KAMBI Plc. Cecilia is also a Board member of HMS Networks AB and IAR Systems

#### Previous appointments in the last five years:

Senior positions within Ericsson AB

**Holdings:** 14,000 shares



### Lars Olofsson

Board member since 2017

Date of birth: 1951

#### Educational background:

Graduate in Business Administration 1975, University of Lund, Sweden PED, IMD Lausanne, Switzerland

#### Other appointments:

Chairman LO Advise Sarl.

#### Previous appointments in the last five years:

Vice Chairman of Axfood AB, Chairman of TCC Global NV, Board member of Axel Johnson AB

**Holdings:** 75,700 shares



### Mats Krantz

Board member since 1999 (Chairman of the Board 1999-2017)

Date of birth: 1947

#### Educational background:

Master Brewer at the Scandinavian School of Brewing in Copenhagen

#### Other appointments:

Chairman of Letter Cube Digital AB, and Board member of M. Irwin & Krantz AB

#### Previous appointments in the last five years:

None.

**Holdings:** Mats Krantz holds 1,000,040 personally and 200,000 shares via related parties



### Tobias Sjögren

Board member since 2023

Date of birth: 1975

#### Educational background:

EMBA at M-gruppen

#### Other appointments:

Board member Fox in a Box Stockholm AB

#### Previous appointments in the last five years:

CEO and Board member of Starbreeze AB, Board member Swedish Game Developer Association.

**Holdings:** 2,750 shares

## Executive Management Team



### Martin Krantz

Founder and CEO of Smart Eye  
Date of birth: 1971

**Educational background:**

MSc, Engineering Physics, Chalmers University of Technology

**Other appointments:** Inga.

**Prev. appointments the last five years:**

Chairman of 1928 Diagnostics

**Holdings:** 1,053,052 shares



### Peter Hartzbech

Founder & CEO iMotions

Employed since 2005 (founder of iMotions)

Date of birth: 1976

**Educational background:** Bachelor's degree,

Business Administration, CBSI, Advanced Management Program, MIT

**Other appointments:** Co-founder of By Founders Early Stage Venture fund

**Prev. appointments the last five years:** None

**Holdings:** 586,732 shares



### Solmaz Shahmehri

Executive VP Automotive & Applied AI

Employed since 2009

Date of birth: 1982

**Educational background:** Master of Science degrees in Software Engineering & Technology from Chalmers University of Technology.

**Other appointments:** None

**Prev. appointments the last five years:** None

**Holdings:** 19,625 shares



### Mats Benjaminsson

Chief Financial Officer

Employed since 2022

Date of birth: 1968

**Educational background:** Bachelor's degree in Accounting, Finance & Information Technology, Jönköping University

**Other appointments:** CFO SKF Sweden, Interim CFO Sjöson AB and Midroc Rodoverken AB, Interim Change Manager, Getinge AB

**Prev. appointments the last five years:** None

**Holdings:** 10,300 shares



### Martin Rydberg

Chief Technical Officer

Employed since 2001

Date of birth: 1976

**Educational background:** Master of Science in Computer Science and Engineering Chalmers University of Technology

**Other appointments:** Board deputy JN Data i Göteborg AB

**Prev. appointments the last five years:** None.

**Holdings:** 38,973 shares



### Julia Wadman

Chief Human Resources Officer

Employed since 2017

Date of birth: 1969

**Educational background:** Bachelor's degree in Business Administration

**Other appointments:** JUWA HR Tjänster AB

**Prev. appointments the last five years:** None.

**Holdings:** 698 shares



### Henrik Lind

Chief Research Officer

Employed since 2017

Date of birth: 1961

**Educational background:** MScEE (1987) Chalmers University of Technology

**Other appointments:** Technical Leader Volvo Cars, Head of development Hasselblad Electronic Imaging, Board member Innoble AB

**Prev. appointments the last five years:** None.

**Holdings:** 8,615 shares



### Detlef Wilke

Vice President Innovations & Strategic Partnerships

Employed since 2021

Date of birth: 1971

**Educational background:** Dipl. Ing Elektrotechnik (FH), Network Engineer, Project Management, Internal Quality Auditor ISO9001 DGQ,

**Other appointments:** None

**Prev. appointments the last five years:** Chairman of CLEPA mirror group for Euro NCAP

**Holdings:** 5,693 shares

# Annual General Meeting

## Annual General Meeting in Smart Eye Aktiebolag (publ)

Smart Eye Aktiebolag (publ), reg. no. 556575-8371, with its registered office in Gothenburg, has convened the Annual General Meeting to be held on Tuesday 13 May 2025 at 16.00 at the address, Masthamnsgatan 3, level 3, 413 29 Gothenburg.

The complete notice has been published in Post- och Inrikes Tidningar and is available on the company's website, [www.smarteye.se](http://www.smarteye.se).

## Registration and notification

A shareholder who wishes to participate in the annual general meeting must be recorded as a shareholder in the share register maintained by Euroclear Sweden AB relating to the circumstances on Monday 5 May 2025.

A shareholder who wishes to participate in the Annual General Meeting at the venue, in person or by a proxy, must register with the company no later than Wednesday, May 7, 2025, via e-mail to [arsstamma@smarteye.se](mailto:arsstamma@smarteye.se) or by post to Smart Eye Aktiebolag (publ), Annual General Meeting 2025, Att. Linn Samuelsson, Masthamnsgatan 3, level 3, 413 29 Gothenburg. Please state name, social security number or organization number, address, telephone number and the number of any assistants.

In order to have the right to participate in the Annual General Meeting, a shareholder who has had his shares registered in the name of a nominee must, in addition to registering for the Annual General Meeting, have the shares registered in their own name so that the shareholder is entered in the share register as of Monday, May 5, 2025. Such re-registration can be temporary (so-called voting rights registration) and is requested from the nominee in accordance with the nominee's procedures at

such a time in advance as the nominee determines. Voting rights registration completed by the nominee no later than Wednesday, May 7, 2025 is taken into account when preparing the share register.

## Proxy, etc.

If the shareholder is a legal person, a certificate of registration or equivalent authorization document must be attached to the form. If a shareholder is represented by a proxy in the meeting room, a written and dated power of attorney, and a certificate of registration or equivalent document of authority for a legal entity, should be sent to the company at the above address in good time before the Annual General Meeting. The power of attorney form is available on the company's website, [www.smarteye.se](http://www.smarteye.se)

## Group management

**Jay Turcot**  
VP, AI  
Affectiva since 2011

**Magnus Brunzell**  
VP, AIS  
Smart Eye since 2019

**Manal Ramsis**  
General Manager  
Smart Eye Egypt  
Affectiva since 2019

**Graham Page**  
Global Managing Director  
of Affectiva Media Analytics  
Affectiva since 2019

**Christian Schnell**  
VP, Quality  
Smart Eye since 2022

**Linn Samuelsson**  
General Counsel  
Smart Eye since 2024

**Lisa Strandvik**  
Head of Global  
Marketing  
Smart Eye since 2021

**Tim Peacock**  
Chief Integration Officer  
and VP, Data Management  
Affectiva since 2011

**Xingfei Zhao**  
General Manager  
Smart Eye China  
Smart Eye since 2018

**Kenji Nakamura**  
General Manager  
Smart Eye Japan  
Smart Eye since 2022

**Ulrika Berglin**  
Hardware &  
Manufacturing Manager  
Smart Eye since 2024



## Calendar

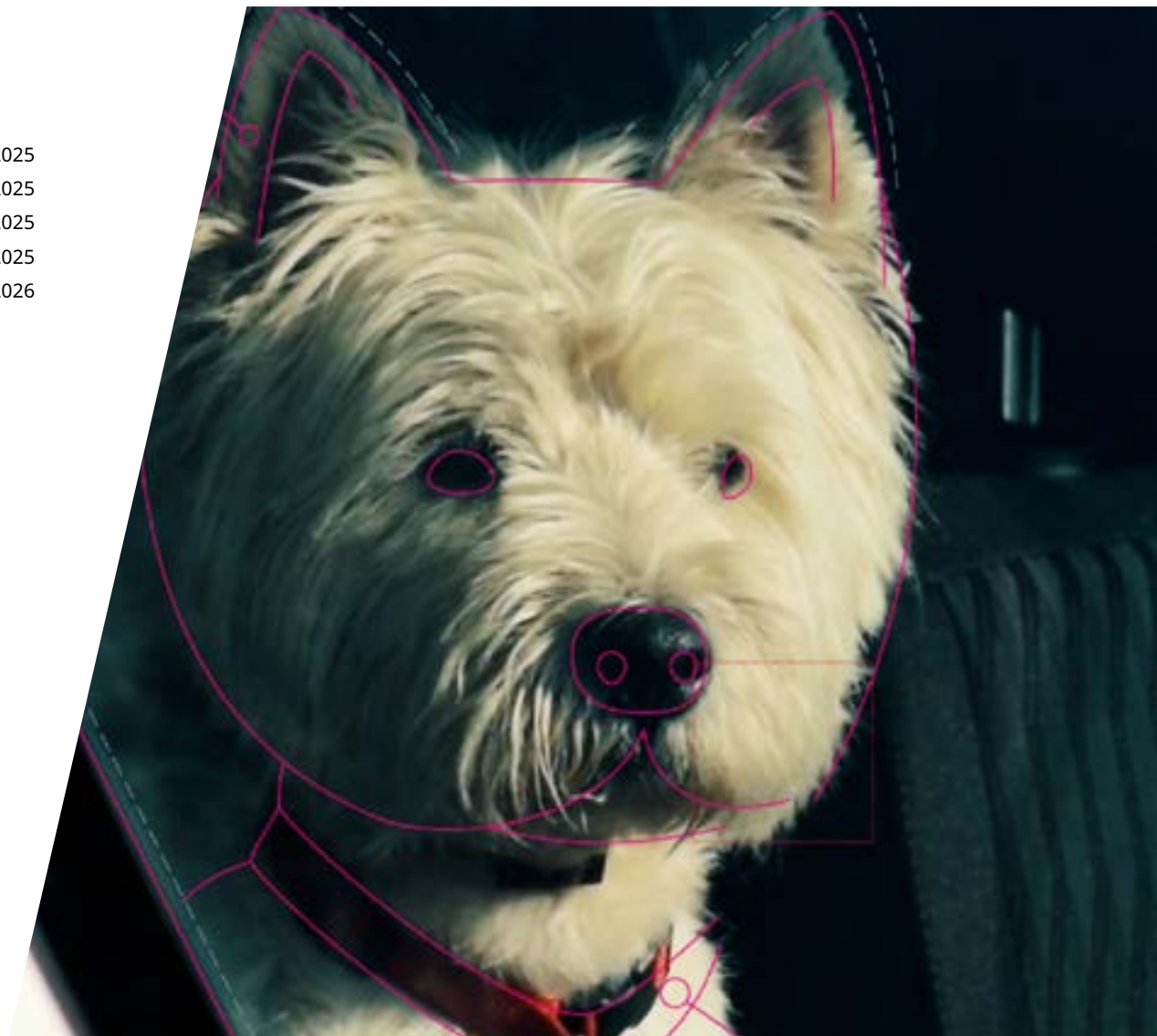
Annual General Meeting  
Interim report Jan-Mar 2025  
Interim report Apr-Jun 2025  
Interim report Jul-Sep 2025  
Interim report Oct-Dec 2025

May 13th 2025  
May 13th 2025  
August 15th 2025  
November 14th 2025  
February 2026

## Contact

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**Mats Benjaminsson**  
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