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## **Serial Microelectronics (HK) Limited partners with Neonode Inc. as Distributor to Chinese Market**

**SINGAPORE, 8<sup>th</sup> July 2019** —Mainboard-listed Serial System Ltd (“**Serial System**”) is pleased to announce that its subsidiary, Serial Microelectronics (HK) Limited, has entered into a distributor agreement with Neonode Inc. (NASDAQ:NEON) (“**Neonode**”) to promote and sell its optical sensor products in China, Taiwan and Hong Kong.

U.S.-based Neonode is an optical sensing technology company that develops, manufactures and sells advanced sensor modules. It also develops and licenses user interfaces and optical interactive touch solutions. To date, Neonode’s technology has been deployed in over 70 million products, including 4 million cars and 66 million consumer devices.

“This agreement with Serial System is another step in Neonode’s strategy to increase its sales and marketing presence in key markets, following on our agreement with Convergence Promotions LLC for the North American market announced in March earlier this year. The Chinese market is critical to the Company’s success and we welcome the opportunity to partner with Serial System to increase our exposure in China, Taiwan and Hong Kong,” said Håkan Persson, CEO of Neonode Inc.

Derek Goh, Group CEO and Executive Chairman of Serial System, said, “We are impressed with the quality and range of sensor solutions that Neonode has to offer, and we look forward to a very fruitful collaboration for both companies.”

**### End ###**

### **Media & Investor Contact Information**

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### **About Serial System**

Serial System Ltd is an established distributor supplying a customer base of more than 7,000 original equipment manufacturers and major electronics brands spanning a diverse range of industries such as consumer electronics, telecommunications, household appliances, industrial, electronics manufacturing services, automotive and medical. With over 30 offices and 13 warehousing facilities in key Asian markets – Singapore, China, Hong Kong, India, Indonesia, Malaysia, the Philippines, South Korea, Taiwan, Thailand and Vietnam – Serial System has one of the largest and most extensive distribution networks in the region.

### **About Neonode**

Neonode Inc. (NASDAQ:NEON) develops, manufactures and sells advanced sensor modules based on the company's proprietary zForce AIR® technology. Neonode zForce AIR Sensor Modules enable touch interaction, mid-air interaction and object sensing and are ideal for integration in a wide range of applications within the automotive, consumer electronics, medical, robotics and other markets. The company also develops and licenses user interfaces and optical interactive touch solutions based on its zForce CORE technology. To date, Neonode’s technology have been deployed in over 70 million products, including 4 million cars and 66 million consumer devices.