

Good Morning

Thank you for the opportunity to provide input to the CMA's provisional findings and possible remedies (should the provisional findings be maintained) in relation to the Tobii/Smartbox merger.

Although the CMA findings relate primarily to the U.K. market as I understand, my business is the Australian dealer for Smartbox and so changes will have impact all around the world where people with disabilities rely on these specialised products. In addition the business context and status of Smartbox in U.K. has importance for its partners. In this context I would like to contribute comments.

Comments on the Findings:

The findings of the CMA are aligned with the situation I have previously identified as a Smartbox partner. It seems that the CMA has brought a investigative thoroughness, understanding of this sensitive market and the clients we work to the findings.

Comments on Possible Remedies

Should the provisional findings be maintained the possible remedies a full divestiture seems to offer the preferred solution. To achieve the best outcomes for the customers I propose the following points as important to address:

For Smartbox to be retained as a complete entity with products, people, processes and all elements packaged. This would enable the success of the company to continue without compromise. Splitting off of any product or element may risk losing a key element of the successful model. Retaining the whole company also preserves the less tangible but equally important ethos, culture, vision and missions of Smartbox which have unpinning the growth and success.

The Smartbox worldwide partner network has always been strong and reciprocal and in many cases existed over decades, as it has with me. As partners we are valued as contributors in developments and ongoing projects. The relationships are significant and we are not treated as mere "sales agents" but true partners in the Smartbox world. These long and strong associations are key elements to the success of Smartbox as we all help support the business around the world. I strongly support a new buyer who would continue to implement the current Distributor Agreements to preserve these important relationships.

The support of the proposal to offer Smartbox as a complete entity with the current Distributor Agreements is demonstrated by the position of Smartbox in the market of our unique industry. There may well be improvements and further developments but these are unlikely to follow dismantling of the current business but more to build on this strong foundation.

Yours sincerely

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