

ANDREAS JONSSON RESIGNS AS CEO OF XMREALITY AB – ALEXANDER SANDSTRÖM APPOINTED AS NEW CEO

Andreas Jonsson has informed the board that he wishes to resign from his position as CEO of XMReality AB. The board has appointed Alexander Sandström, currently the Chief Technology Officer of the company, as the new CEO of XMReality with immediate effect.

“Andreas has done a fantastic job with the restructuring required to turn the company around and has laid the foundation for achieving positive cash flow. We wish Andreas the best of luck in his future endeavors,” says Björn Persson, Chairman of the Board of XMReality.

“It has been a challenging time for the company, requiring extensive measures over the past year. We have undergone major restructuring, and the company is now entirely different from what it was just a year and a half ago and is much closer to achieving the goal of positive cash flow. At this point, I feel it is time to hand over to new leadership and for me to take on new exciting challenges,” says Andreas Jonsson.

Alexander Sandström, who takes over as the new CEO with immediate effect, has, since he started his position three years ago, continuously driven innovation and the development of XMReality's product with a focus on the customers. In addition to having broadened the product by launching several new important capabilities, such as step-by-step instructions, documentation, and third-party integrations, he has also laid the foundation for a scalable business by simultaneously developing the product to better support online purchases and self-service onboarding of new customers entirely on their own. This has contributed to the product's continued competitiveness, despite the recent downsizing of the company, and enables the business to continue to grow.

The recent years of product development have given the company strong competitive advantages in the customer segment it has focused on for the past year, which is also evident from the large number of new customers the company has acquired since then. Alexander has been with XMReality since 2021 and has had a successful career in international leadership roles in product, product development, and marketing at companies such as Amazon, Net Insight, and Ericsson.

This information is information that XMReality is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-09-09 08:57 CEST.

XMReality's Certified Adviser is Carnegie Investment Bank AB (publ).

Email: certifiedadviser@carnegie.se

For more information, please contact:

Björn Persson, chairman of the board XMReality

Phone: +4670 207 41 25

E-mail: bjorn.persson@lrf.se

About XMReality

XMReality AB (publ) develops and sells solutions that revolutionize knowledge transfer through so-called Augmented Reality (AR). The company is a market leader in remote guidance where you guide a person on site via AR to solve problems or prevent them from occurring. The product is used globally in more than 60 countries. Nestlé, Electrolux, Sidel and Heineken are examples of the more than 150 customers. XMReality is based in Linköping and in the U.S. and is listed on the Nasdaq First North Growth Market (ticker: XMR). For more information, visit: www.xmreality.com