XMREALITY SEES RAPID GROWTH WITH GIVEX IN THE INITIAL THREE MONTHS

XMReality can conclude a significant license growth of 25 percent within the first three months of its partnership with GiveX, a global technology company headquartered in Toronto, Canada. Since signing the deal in early July, GiveX has seen rapid adoption of XMReality's Remote Guidance™ software across its operations, contributing to enhanced customer service and support capabilities. With this increase, GiveX becomes one of the larger customers XMReality has in the North American market.

GiveX, a leading provider of gift and e-gift card solutions, loyalty programs, point of sale (POS) systems, data analytics, and stored value ticketing, has chosen to partner with XMReality to enhance its technical support and customer service. The collaboration has already produced significant results, with XMReality's platform for remote guidance being seamlessly integrated into GiveX's operations, enabling quicker and more efficient problem resolution for their global customer base. Something that has resulted in GiveX choosing to expand its use of XMReality within the first three months and, therefore, add additional licenses.

> "In just three months, our teamwork with GiveX has delivered impressive results," stated Ryne Simeone, Vice President of Business Development at XMReality Inc. "GiveX's swift implementation and the positive impact on their customer service processes affirms the ease of use and value of XMReality's Remote Guidance™." Simeone added that "XMReality is proud to be part of their success story and is dedicated to supporting GiveX's growth and commitment to delivering outstanding value to customers worldwide."

XMReality's Remote Guidance™ has, in this short time, become instrumental in helping GiveX provide quicker and more accurate support to its vast network of over 132,000 merchant locations worldwide. By enabling real-time, hands-on assistance regardless of geographical location, XMReality has allowed GiveX to maintain high levels of customer satisfaction and operational excellence.

About GiveX
GiveX is a global technology company that provides merchants with a comprehensive suite of services, including gift and e-gift card solutions, loyalty programs, point of sale (POS) systems,

data analytics, and stored value ticketing. With over 132,000 active merchant locations, GiveX enhances customer engagement and operational efficiency for businesses in the restaurant, retail, and hospitality sectors in over 100 countries. For more information, visit:**https://web.givex.com/**

For more information, please contact:
Johanna Edepil, CMO XMReality
Phone: +46 730 981 281
E-mail: **johanna.edepil@xmreality.com**

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**