

TODAY THE SUBSCRIPTION PERIOD IN XMREALITY'S RIGHTS ISSUE BEGINS

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Today, on 6 August 2024, the subscription period begins in XMReality AB (publ)'s ("XMReality" or the "Company") rights issue of shares which were announced through a press release on 28 June 2024 (the "Rights Issue"). The subscription period runs up to and including 20 August 2024. Please note, that some banks and nominees may have an earlier response deadline for subscription in the Rights Issue. Shareholders should therefore check with their bank or nominee if they have an earlier response date for subscription of shares.

Time plan for the Rights Issue

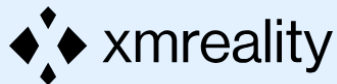
August 6 – August 15, 2024	Trading in subscription rights
August 6 – August 20, 2024	Subscription period
August 6 – August 29, 2024	Trading in BTA
August 21, 2024	Estimated date for announcement of the outcome of the Rights Issue

Subscription with preferential rights - directly registered shareholders

Directly registered shareholders who, on the record date on 2 August 2024, were registered in the share register maintained by Euroclear Sweden AB ("Euroclear") and on behalf of the Company, receive subscription rights in relation to the registered holdings as well as a pre-printed issue report with an attached payment notice from Euroclear. In the event that a different number of subscription rights than what is stated in the pre-printed issue report is utilized for subscription, the special application form available on the Company's website, www.xmreality.com, shall be used as a basis for subscription together with simultaneous cash payment.

Subscription with preferential rights – nominee registered shareholders

Shareholders whose holdings of shares in the Company were nominee registered on the record date of 2 August 2024 shall subscribe and pay for shares in accordance with instructions from the respective nominee. Please note that some banks and nominees may have an earlier response deadline for subscription in the Rights Issue. Shareholders should therefore check with their bank or nominee if they have an earlier response date for subscription of shares.



Subscription without preferential rights - directly registered shareholders

For subscription without preferential rights, the special application form available on the Company's website www.xmreality.com shall be used. Notification of allocation is given by distribution of a contract note. Only those who are allocated shares will receive a contract note.

Subscription without preferential rights – nominee registered shareholders

Application for subscription without preferential rights through a nominee is made according to instructions from the respective nominee. Only those who are allocated shares will receive a notice of allocation from their nominee.

Advisors

XMReality Group has engaged Penser by Carnegie, Carnegie Investment Bank AB (publ), and Ramberg Advokater KB as financial and legal advisors in connection with the Rights Issue.

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

Email: certifiedadviser@carnegie.se

For more information, please contact:

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About XMReality

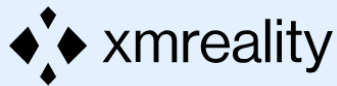
XMReality AB (publ) develops and sells solutions that revolutionize knowledge transfer through so-called Augmented Reality (AR). The company is a market leader in remote guidance where you guide a person on site via AR to solve problems or prevent them from occurring. The product is used globally in 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

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Forward-looking statements

This press release may contain forward-looking statements that reflect the Company's intentions, beliefs, or current expectations about and targets for the Company's future results of operations, financial condition, liquidity, performance, prospects, anticipated growth, strategies and opportunities and the markets in which the Company operates. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believe", "expect", "anticipate", "intend", "may", "plan", "estimate", "will", "should", "could", "aim" or "might", or, in each case, their negative, or similar expressions. The forward-looking statements in this press release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, it can give no assurances that they will materialize or prove to be correct. Because these statements are based on assumptions or estimates and are subject to risks and uncertainties, the actual results or outcome could differ materially from those set out in the forward-looking statements as a result of many factors. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking statements. The Company does not guarantee that the assumptions underlying the forward-looking statements in this press release are free from errors nor does it accept any responsibility for the future accuracy of the opinions expressed in this press release or any obligation to update or revise the statements in this press release to reflect subsequent events. Undue reliance should not be placed on the forward-looking statements in this press release. The information, opinions and forward-looking statements contained in this press release speak only as at its date and are subject to change without notice. The Company does not undertake any obligation to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this press release, unless it is not required by law or stock market regulations.

Image Attachments

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