

XMReality pre-launch new offering for small and mid-size companies

Linköping, Sweden—XMReality AB (publ) (NASDAQ First North: XMR), an international leader in AR-enabled knowledge sharing, has reached a strategic milestone in developing a new software offering to address a wider market. The new XMReality Business edition, a SaaS offering for purchase online targeted at small and mid-size companies, is now made available for testing to selected customers. The new offering will be made available to a wider range of customers during the summer. The official launch is planned later this year.

XMReality will make its software subscriptions available for on-line purchase. The new offering targets small and midsize companies on the global market and will be a complement to the existing enterprise offering which is currently negotiated and sold on a contract basis with larger organizations.

“XMReality software has been very well received by customers of different sizes and industries. By offering our software with purchase online we open up new opportunities to reach more customers internationally. This will further enforce our position as a worldwide leader in remote guidance.” says Johan Castevall, CEO XMReality

The new offering will include the ability to send web links to non-users. This feature allows any individual who has a problem to immediately receive assistance without the need of installing an app. Users will still benefiting from our many features including hands overlay and enhanced video annotation.

The simplicity, accessibility, and scalability with which the new edition can be purchased and deployed will allow XMReality’s sales team to focus on larger enterprise customers only, while the online SaaS offering will be generating parallel revenues automatically. Additional resources will be added for direct marketing on the internet.

The current enterprise offering will remain and includes more features such as software integration, usage administration, multi-participant calls, IoT visualization and other corporate functionality that are not included in the new on-line edition.

XMReality expects to reach a much wider market and an increased usage of its Remote Guidance solution.

For more information, please contact:

Johan Castevall, CEO XMReality

Phone: +46 (0)73 356 04 81

E-mail: johan.castevall@xmreality.se

About XMReality Remote Guidance™

XMReality Remote Guidance is an AR-enabled knowledge sharing tool that lets you communicate with gestures, speech, chat and pointers with someone at a completely different place. It includes:

- A unique hands-overlay technology that lets you guide someone else’s hands—as if you were there.
- A web portal to manage teams and users, and to measure usage
- Integration through client-side API’s

About XMReality AB

XMReality AB (publ) develops and sells solutions that revolutionizes knowledge sharing through augmented reality (AR). The company is a market leader in remote guidance, which uses AR to guide onsite staff and enable them to resolve or prevent problems. XMReality’s customers are mainly global industrial companies, including ABB, Siemens Industrial Turbomachinery, Electrolux and Bombardier. XMReality is headquartered

NEWS RELEASE
DATE: JUNE 10, 2019



in Linköping, Sweden, and is listed on Nasdaq First North (ticker: XMR).
www.xmreality.com

The company's Certified Adviser is Redeye AB
Certifiedadviser@redeye.se
+46 (0)8 121 576 90
www.redeye.se

The information in this news release is such that XMReality AB (publ) is required to make public in accordance with the Marketing Abuse Regulation issued by the EU. The information has been released by the above-mentioned contact person(s) for publication on Monday June 10, 2019, 08:30 am.