

## International Brewing Company selects XMReality

A large number of breweries around the world will now get access to technical support through XMReality Remote Guidance. Anheuser Busch InBev NV, the world's largest brewery and owner of 500 beer brands, known brands such as Corona, Budweiser, Stella Artois and Beck's has chosen XMReality to build a world class service.



ABInBev

Anheuser Busch Inbev has decided to equip three of their Zone Brewery Support locations with XMReality's Remote guidance in order to further improve technical support, reaching their breweries worldwide, enhancing service excellence and brewery output, transforming the service process in a sustainable way.

AB Inbev implements XMReality Helpdesk executing web-guidance, allowing the expert to guide any client or personnel carrying a smartphone, anywhere, giving helpdesk experts flexibility and ability to guide, validate and solve issues faster. With multi-participant calls, training and knowledge sharing, including different sites and people is easily performed by connecting several people within the same call. Through XMReality Remote Guidance InBev will save cost consuming trips, supporting sustainable service, reduce time for equipment repair and overall downtime.

*"We are very excited to use XMReality Remote Guidance Solution to enhance our remote assistance process and bring our SMEs on the Zone level closer to the breweries," says Adam Spunberg, Global Director of Tech Exploration at AB InBev. "We chose XMR because of the versatility in integrating with our current systems, and the agnosticism in being able to work with a number of different glasses hardware options around the world. We have very high hopes for this partnership!"*

*"XMReality is happy to welcome Anheuser Busch InBev to the world of Remote Guidance users. With AB InBev we continue to create and expand our customer value offered to the brewing industry. We know that improved productivity as well as focusing on sustainability is important to AB InBev and we are happy to contribute to their endeavor to meet these targets", says Johan Castevall, CEO XMReality.*

### 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 in a completely different location. 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 APIs

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**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 in Linköping, Sweden, and is listed on Nasdaq First North Growth Market (ticker: XMR).  
[www.xmreality.com](http://www.xmreality.com)

**About Anheuser Busch Inbev**

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). Our Dream is to bring people together for a better world. Beer, the original social network, has been bringing people together for thousands of years. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients. Our diverse portfolio of well over 500 beer brands includes global brands Budweiser®, Corona® and Stella Artois®; multi-country brands Beck's®, Castle®, Castle Lite®, Hoegaarden® and Leffe®; and local champions such as Aguila®, Antarctica®, Bud Light®, Brahma®, Cass®, Cristal®, Harbin®, Jupiler®, Michelob Ultra®, Modelo Especial®, Quilmes®, Victoria®, Sedrin®, and Skol®. Our brewing heritage dates back more than 600 years, spanning continents and generations. From our European roots at the Den Hoorn brewery in Leuven, Belgium. To the pioneering spirit of the Anheuser & Co brewery in St. Louis, US. To the creation of the Castle Brewery in South Africa during the Johannesburg gold rush. To Bohemia, the first brewery in Brazil. Geographically diversified with a balanced exposure to developed and developing markets, we leverage the collective strengths of approximately 175,000 employees based in nearly 50 countries worldwide. For 2018, AB InBev's reported revenue was 54.6 billion USD (excluding JVs and associates). [www.inbev.com](http://www.inbev.com)