

## New CEO at XMReality in spring 2020

### **At the end of March, XMReality's current CEO Johan Castevall will hand over to Jörgen Rimmelg, who will join us from international high-tech company Ruag.**

XMReality, a leader in AR-enabled Remote Guidance, is now entering a new expansion phase as more and more of its global customers have begun to incorporate XMReality's solution into their ongoing operations. In connection with this, the current CEO Johan Castevall will hand over the management of the company from March 30, 2020.

*"We thank Johan for his dedication to XMReality," says Claes Nylander, Chairman of XMReality. "During his five years as CEO, Johan has maintained a clear focus on turning the company into a modern, international software business with many global customers. Johan is handing over a company that is well equipped for rapid growth in a global market".*

*"I am also pleased and proud to already be able to present Jörgen Rimmelg as the new CEO," continues Claes Nylander. "Jörgen is a talented leader and has shown in his previous positions that he has a deep understanding of how to create growth in innovation-driven operations with an industrial customer base. In addition, Jörgen has many years of extensive international sales experience in the global industrial market, which has become XMReality's home field".*

*"I warmly welcome Jörgen to XMReality," says Johan Castevall. "I have been very pleased to work with the board and our employees to transition and focus XMReality on its journey into the future. After careful consideration, I have now decided to leave XMReality in order to spend more time with my family at home in Stockholm. I will, of course, continue at full pace until I hand over the baton to Jörgen".*

Jörgen Rimmelg has been head of various industrial business units since 2000. In his current role as Senior Vice President at Ruag, he is responsible for a number of business units in Austria, Germany, Switzerland and the United States. He is currently responsible for operations and business with major companies like Airbus, Boeing, Lockheed Martin, SpaceX and Thales. Business with companies in the automotive, semiconductor and medical technology industries also lies within Jörgen's area of responsibility. He lives in Linköping and has an MSc from the KTH Royal Institute of Technology.

*"I am really looking forward to taking over the leadership of XMReality," says Jörgen Rimmelg. "Although the company in its current form is relatively young, its customer base is strong and consists of many of the world's leading industrial players. XMReality has a strong product and a good offering that is used in fully 42 countries. Together with the company's board of directors, employees, and existing and new customers, I am convinced that we will generate good growth and additional value".*

#### **For more information, please contact:**

Claes Nylander, Chairman XMReality  
Phone: +46 (0) 705 313422  
E-mail: [claes.nylander@xmreality.se](mailto:claes.nylander@xmreality.se)

#### **About XMReality Remote Guidance™**

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

- A unique hands-overlay technology that lets you remotely 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 open APIs

#### **About XMReality**

XMReality AB (publ) develops and sells solutions that revolutionize knowledge sharing through augmented reality (AR). The company is a market leader in remote guidance, where AR can be used to guide on-site

**NEWS RELEASE**  
**DATE: December 27, 2019**



personnel to resolve or prevent problems. XMReality's customers are mainly global industrial companies, including ABB, Siemens industrial Turbomachinery, Electrolux and Bombardier. XMReality is based in Linköping, Sweden, and is listed on Nasdaq First North Growth Market (ticker: XMR). For more information, please visit: [www.xmreality.com](http://www.xmreality.com)

XMReality's Certified Adviser is Redeye AB  
Phone: +46 (0)8 121 576 90  
[Certifiedadviser@redeye.se](mailto:Certifiedadviser@redeye.se)

*The information in this news release is such that XMReality AB (publ) is required to make public in accordance with the Market Abuse Regulation issued by the EU. The information was released by the aforementioned contact person for publication on Friday, 27 December, 2019 at 09:00 CET.*