

XMReality signs three year contract with Electrolux Professional

XMReality AB (publ) (NASDAQ First North: XMR) and Electrolux Professional have signed a 3-year agreement covering the use of Remote Guidance. The XMReality Remote Guidance will be integrated into Electrolux Professional customer offering. The agreement is worth approximately SEK 1 million over the three year period.

The shared solution means that XMReality's product will be deployed at Electrolux's units in the Nordic countries, Germany, Austria, Switzerland and Italy for the purpose of improved customer support. Electrolux Professional offers commercial products and services within food, beverage and laundry to other companies. They are one of the market leaders with sales in over 100 countries to customer segments such as hotels, restaurants, healthcare and education.

"We are very pleased to have signed this agreement with Electrolux Professional. A 3-year contract is a clear sign that the market is maturing and customers are expanding their commitments. It also confirms that XMReality Remote Guidance is being prioritized by customers", says Jörgen Rimmelg, CEO XMReality.

"This deepened collaboration with XMReality is perfectly aligned with Electrolux Professional's strategic direction to further develop capabilities of remote and instant technical support towards our customers and extensive partner network. Our ambition is to do a step-change to secure an even stronger and more efficient Customer Care operation with a better utilization of modern technology and digitalization", says Magnus Sävenäs, Group VP Customer Care & Quality in Electrolux Professional.

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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 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

About Electrolux Professional

Electrolux Professional is one of the leading global providers of food service, beverage and laundry for professional users. The Group's innovative products and worldwide service network make their customers' work-life easier, more profitable – and truly sustainable every day. Their solutions and products are manufactured in 12 plants in seven countries and sold in over 110 countries. In 2019, Electrolux Professional had global sales of SEK 9,3bn and approximately 3,600 employees. For more information please visit www.electroluxprofessional.com