

## **XMReality increases focus on the American market and will close its Hamburg office**

As previously communicated, XMReality currently experiences an increase in use of its Remote Guidance as well as in customer enquiries. The company has a good momentum and has during the first half of 2020 decided to put additional focus on the American market by employing more resources in the US. A Vice President of Sales and a Sales & Marketing Manager have recently been hired to grow business in North and South America. In order to further push this growth, especially in the US, the one person German office in Hamburg will be closed and resources re-allocated.

"We are able to extend our European and EMEA sales from our Swedish headquarter, which optimizes resources. Our US operation is now up and running with the ambition to further grow business in North and South America. In consequence, we have decided to close our office in Germany and focus the effort and associated resources on our Swedish and US operations." Says Jörgen Rimmelg, CEO of XMReality.

The German office in Hamburg will be open throughout September 2020 and close down on October 1<sup>st</sup>.

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

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### **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 (Application Programming Interfaces)

### **About XMReality**

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 Bosch Rexroth, ABB, Siemens Industrial Turbomachinery, Electrolux and Bombardier. XMReality is headquartered in Linköping, Sweden, and is listed on Nasdaq First North (ticker: XMR). Further information is available under [www.xmreality.com](http://www.xmreality.com)