



## **XMReality signs a three-year contract with Heineken, one of the top three brewing companies in the world**

**XMReality has signed a three-year software subscription contract with Heineken. The contract is worth 2,2 million SEK over a three-year period. The prioritized use cases are equipment diagnostics, technical support and training, auditing, installation, and commissioning.**

“Heineken is the second large brewing company that selects to deploy XMReality Remote Guidance™. To start off we performed a four-month Pilot, resulting in an obvious and quick return on Investment in broad approach covering different use cases. Before entering the Pilot, Heineken performed a thorough review of the competitive landscape in the field of remote support solutions on the market finding XMReality to be the best fit, supporting the world most international brewery”, says Jörgen Rimmelg, CEO at XMReality.

“We are excited to include this technology in our Connected Brewery Product portfolio. It offers new opportunities for remote support and quick sharing of knowledge throughout our global brewery network, supporting increased efficiency and safety in our operations.” Says Michiel Maagd Manager Global Portfolio Connected Brewery at HEINEKEN.

This disclosure contains information that XMReality is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on 26-02-2021 14:12 CET.

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

Jörgen Rimmelg, CEO XMReality  
Phone: +46 739 822 409  
E-mail: [jorgen.rimmelg@xmreality.se](mailto:jorgen.rimmelg@xmreality.se)

### **About XMReality AB**

XMReality 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 to enable quick dispositions, resolutions and/or problem prevention. The product is currently used in almost 60 countries. ABB, Nestlé, Electrolux, AB Inbev, Sidel, Hexagon, Bühler and Minibea Intec are some of the more than 80 customers. With operations in Sweden and US, XMReality is listed on Nasdaq First North (ticker: XMR). Further information is available under [www.xmreality.com](http://www.xmreality.com)

### **About Heineken**

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 300 international, regional, local and specialty beers and ciders. HEINEKEN is committed to innovation, long-term brand investment, disciplined sales execution and focused cost management. Through 'Brewing a Better World', sustainability is embedded in the business. HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. It employs over 85,000 employees and operates breweries, malteries, cider plants and other production facilities in more than 70 countries.

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