



# The world's largest brewing company signs Master Agreement with XMReality for the European zone

Anheuser Busch Inbev and XMReality AB has signed a master agreement to provide Remote Guidance for the European zone. The initial order includes licenses for XMReality Remote Guidance with branding. The total order value is 570 TSEK of which 90% is annual software licenses.

*"We already have business with Anheuser Busch Inbev, but it has been limited to specific use and region. This new order allows for general usage in a much larger geographical area. We are pleased to see that XMReality Remote Guidance continue to generate superior value for companies within the Food & Beverage sector",* says Jörgen Rimmelg, CEO XMReality.

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 16-09-2021 11:37 CET.

## **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 revolutionize knowledge transfer through so-called Augmented Reality (AR). The company is a market leader in remote guidance where you guide a person on site via AR to solve problems or prevent them from occurring. The product is used globally in more than 60 countries. ABB, Nestlé, Electrolux, Sidel, Heineken and Saab are examples of the more than 90 customers. XMReality is based in Linköping and the USA and is listed on the Nasdaq First North Growth Market (ticker: XMR). For more information, visit: [www.xmreality.com](http://www.xmreality.com)

## **About the Customer**

Read more about the Anheuser Busch Inbev here: <https://www.ab-inbev.com/>

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