



Andreas Jonsson appointed new CEO at XMReality AB

XMReality AB (publ) has appointed Andreas Jonsson as the new CEO of the company. Andreas Jonsson takes up his new position on May 15.

Andreas Jonsson is presently responsible for XMReality's sales and business development and thus steps into the CEO role with an excellent understanding of the company's operations, and especially the revenue side which is the company's current focus. Since Andreas started at the company at the end of 2021, he has both structured and increased the company's sales through partners. He has also been central in pushing through several important deals, including to several large customers. Andreas takes over from Jörgen Rimmelg, who will retire.

"I am very happy to present Andreas Jonsson as the new CEO" says Björn Persson, chairman of the board of XMReality. "We on the board have had the chance to work closely with Andreas since he joined the company and the choice of Andreas as successor was obvious. He has a deep insight into the business and with his background he is perfect to lead the company in the sales-focused phase we are now in. This will be great!"

Andreas has a solid background in leadership and international marketing and sales. He has held several leading positions with focus on sales and customer relations at Ruag (now Beyond Gravity) and before that he worked at Autoliv with the development of camera systems and algorithms for automated driver assistance. Andreas therefore has a very good insight into our industrial customers' operations and the value the product creates. Andreas lives in Linköping and has a master's degree in Applied Physics and Electrical Engineering from Linköping University.

"I am both proud and happy for receiving the trust to take over as CEO at XMReality. It is a fantastic business with a competitive product and a strong team both in Sweden and the U.S. We will now have a strong focus on increasing sales and delivering on the goals we have previously communicated to the market," says Andreas Jonsson.

Andreas will present the company and himself during Erik Penser Bank's company day on May 25, more information about this can be found [here](#). In addition, an investor event will be held at XMReality's premises together with Erik Penser Bank in Linköping on May 16. If you are interested in participating on May 16, please contact us at info@xmreality.se.

"I also want to take the opportunity to express my deep gratitude to Jörgen. During the three years he has been CEO of XMReality, he has used his deep industrial knowledge to ensure that the company has developed a competitive product adapted for industrial use. His commitment and professional leadership have been central in building the strong organization we have today, including our subsidiary in the U.S., and I wish him all the best in the future," concludes Björn Persson.

This disclosure contains information that XMReality is obliged to make public pursuant to the Swedish Securities Markets Act (2007:528). The information was submitted for publication, through the agency of the contact person on Monday, May 8th 2023, at 14:00 CEST.

The company's Certified Adviser is Redeye AB
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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. Nestlé, Electrolux, Sidel, Heineken and Saab are examples of the more than 125 customers. XMReality is based in Linköping and in the U.S. and is listed on the Nasdaq First North Growth Market (ticker: XMR). For more information, visit: www.xmreality.com