



XMReality has continued momentum in the U.S. food and beverage industry

The U.S. entity of XMReality, XMReality Inc., has just signed a new customer within the food production industry – JLS Automation. This is one of several new customer deals that the U.S. subsidiary has brought in during the past months within the food and beverage segment, indicating a growing momentum for XMReality’s U.S. sales.

JLS Automation is a leading manufacturer of easy-to-use hygienic robotic packaging solutions that optimize performance for the food industry. They help customers solve complex packaging problems while handling strict sanitary requirements. XMReality Remote Guidance will be used for their aftermarket support. Ensuring that their customers in bakery, cheese, fresh produce, frozen foods, meat, and poultry receive best-in-class support and service.

“It’s great to see that our U.S. sales team is now delivering a steady stream of new customers,” says Andreas Jonsson, CEO at XMReality. “We have made several changes to our setup in the U.S., starting with a new President, Tim Koepl, beginning of last year and this year we invested to expand the U.S. sales team. With that said, I’m really happy to see that these strategic investments are now starting to pay off and we will work to ensure that we keep up this positive momentum.”

About JLS Automation

JLS Automation is based in York, Pennsylvania. The company specializes in producing hygienic robotic packaging solutions that are used by food processors of all sizes, from small businesses to large multinational corporations. JLS’s products are designed to improve performance, yield, and food safety while reducing manual labor and costs. For more information, visit: <http://www.jlsautomation.com/>

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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 135 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