



XMReality AB appoints Frida Finér as new CFO

Frida Finér will assume the position of CFO at XMReality AB on April 2, 2024, as the current CFO, Lotta Ekerbring, retires. With substantial experience in finance and international collaboration, amongst others with the United States, Frida will be an asset to the company's ongoing international growth.

With over 10 years of experience in finance and leadership roles, Frida Finér has held various positions within finance management in growing businesses in recent years. She has also run her own company for several years. Her most recent role is as Finance Director at Teledyne SP Devices. In that capacity, she gained valuable experience in international collaboration with both European and American units. Frida is an accounting graduate from Plushögskolan in Linköping. She will work in parallel with the current CFO for a period of time to ensure a smooth transition before officially assuming the role on April 2, 2024.

"I am very pleased to welcome Frida to XMReality. Her broad background combined with solid financial knowledge will greatly benefit us in our continued journey towards profitability," says Andreas Jonsson, CEO of XMReality.

"XMReality has a very exciting product and the future at its feet. I am thrilled to take on the role as XMReality's new CFO, and I look forward to steering the company towards profitability with my new colleagues," says Frida Finér.

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The company's Certified Adviser is Redeye AB
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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 and Heineken 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