



XMReality signs new client deal with Kloppenberg

XMReality has added Kloppenberg, a subsidiary of the Middleby Corporation, to its growing clientele. This collaboration further solidifies XMReality's position as a trusted partner for delivering cutting-edge remote support services to the food service manufacturing industry in the United States.

Kloppenberg, recognized for its excellence in innovative ice storage solutions, is an esteemed part of the Middleby Corporation family. With a legacy spanning decades, Kloppenberg has become synonymous with high-quality equipment tailored to meet the industry's unique needs.

To enhance customer support and service efficiency, Kloppenberg has chosen XMReality's Remote Guidance to further expand its support capabilities. Implementing XMReality's video technology will empower Kloppenberg's support teams to deliver real-time assistance, ensuring streamlined maintenance and troubleshooting for their supplied ice storage equipment.

Ryne Simeone, Vice-President of Business Development for XMReality Inc, expressed his enthusiasm for the latest collaboration, stating, *"We are thrilled to welcome Kloppenberg into the XMReality family. This deal is a testament to our team's dedication and hard work in consistently providing a top-notch solution. As we continue to expand our footprint within the Middleby Corporation, we look forward to contributing to the success of Kloppenberg by providing smart and sustainable support services."*

About Kloppenberg

Established in 1941, Kloppenberg has an 80-year history crafting premier stainless products and today focuses on superior-quality ice storage, ice transport, and ice dispensing systems. Joining The Middleby Corporation in 2022 marked a global expansion for the company. Committed to sustainability, Kloppenberg prioritizes innovation and efficiency. Headquartered in Denver, Colorado, the company continues its legacy of providing top-quality products with the motto "Quality is the Best Buy,".

For more information, please contact:

Johanna Edepil, CMO XMReality
Phone: +46 730 981 281
E-mail: johanna.edepil@xmreality.com

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