



XMREALITY AND GÜNTNER U.S. ARE TAKING THEIR STRATEGIC PARTNERSHIP TO THE NEXT LEVEL

XMReality announces the expansion of its partnership with Güntner U.S., a global leader in refrigeration equipment manufacturing. Following a successful initial deployment of XMReality's Remote Guidance™ software, Güntner U.S. has continued to increase its use of the platform throughout the company. They have added XMReality's option for customized branding and are now significantly increasing the number of licenses during contract renewal.

Güntner, a renowned name in commercial cooling and industrial refrigeration since 1931, adopted XMReality's Remote Guidance™ software one year ago to improve its ability to deliver quick and effective remote service and support. The initial implementation covered Güntner's North American operations, which employ over 2,000 individuals. Due to the positive impact on operational efficiency and customer satisfaction, Güntner is now expanding the use of XMReality's innovative remote guidance technology across more teams and departments, solidifying the platform's role in their global service strategy.

"Expanding our collaboration with Güntner U.S. is a testament to the value that XMReality's Remote Guidance™ brings to the table," said Ryne Simeone, Vice President of Business Development at XMReality, Inc. "Güntner is a powerhouse in the cooling and refrigeration industry, and we're thrilled that our solution has proven instrumental in helping them maintain their high standards of service and operational excellence. The purchase of additional licenses underscores the trust and confidence Güntner has in our technology as they continue to innovate and lead in their industry."

"This expansion is yet another clear example of how our strategic shift of sales approach is starting to yield substantial results," said Andreas Jonsson, CEO at XMReality. "By focusing on customers who have a well-defined strategy for deployment, such as Güntner U.S, we can together quickly generate considerable value that will drive higher usage of our platform and subsequent license growth. We will continue focusing on joint value creation, which I'm confident will help us and our customers reach our goals."

About Güntner U.S.

Güntner's global headquarters is in Munich, Germany. Since 1931, Güntner's heating and cooling systems have powered everything from keeping food fresh to providing comfortable indoor temperatures in office buildings and enabling renewable energy production. For more information, visit: <https://www.guntner-solutions.us/>

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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 150 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