

Press release
8 December, 2017



Realfiction recruits Søren Steen Pedersen as COO with focus on the company's digital media platform

Realfiction Holding AB ("Realfiction") announces that Søren Steen Pedersen, with extensive experience of creating digital platform solutions, has been recruited to the position as Chief Operation Officer (COO). He will assume the position on December 15th. Søren will be an important part of the company's current development towards becoming a leading global distributor of complete mixed reality solutions.

Søren Steen Pedersen has previously, among other things, co-founded and developed the company adQuota's international advertising platform for mobile phones, and worked in a similar position at MobilePeople. He holds a master's degree from Copenhagen Business School with focus on organisation and leadership.

– Søren has just the experience and competence profile that we have been searching for to the role as COO of Realfiction. With the launch of DeepFrame and Dreamoc Diamond, as well as the development of our rental concept and our easy-to-use content creation platform, we have all the tools needed to expand into a leading, global distributor of complete mixed reality solutions. With Søren, we now also have the leading force that is necessary to merge these tools into an accessible digital media platform that will attract existing as well as new clients, says Realfiction's CEO Clas Dyrholm.

Clas Dyrholm is also pleased that Søren Steen Pedersen can assume the position as COO as early as December 15th this year, and thus contribute to maintaining the company's strong momentum since its listing on Nasdaq First North this spring.

– We currently have a head start in a new industry that is growing rapidly, and to be able to maintain this leading position it is crucial that we keep developing and refining our offer, says Clas Dyrholm.

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Certified Adviser

Sedermøra Fondkommission is the company's Certified Adviser.

This information is information that Realfiction Holding AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on December 8th, 2017.

About Realfiction Holding AB

Founded in Denmark in 2008, Realfiction is a leading mixed-reality solutions company, a market estimated to reach USD 80 billion by 2025. The company's first product, Dreamoc, has been sold in over 10.000 units. DeepFrame, a new patent-pending product platform available as mixed-reality displays in larger and smaller formats, was made available to customers in September 2017. DeepFrame enables a wide range of new application areas for companies within entertainment, manufacturing and retail. The platform is also being developed for innovative consumer products. For easy access to Realfiction's products, the company provides complete solutions that can be purchased, rented or leased in collaboration with a global network of distributors and content creators. Realfiction Holding AB's share is publicly traded on Nasdaq Stockholm First North under the symbol "REALFI" The share's ISIN code is SE0009920994.