



## Two new board members with international experience joins XMReality's board of directors

**At XMReality AB's Extraordinary General Meeting the 7<sup>th</sup> of October it was decided to increase the number of board members from four to six. In conjuncture Peter Gille and Åsa Arvidsson were appointed to fill the two new positions as board members of XMReality AB.**

"I'm very pleased that we have recruited Åsa and Peter to the board of directors. Both have highly relevant background and experience from growing international technology companies which will complement the current board of directors. Their contribution to the board will be very valuable for XMReality in our continued growth" says Björn Persson, chairman of the board at XMReality.

### **Åsa Arvidsson**

Åsa (born 1972) has a solid background within IT and Telecom where she has held CEO positions for Iver, portfolio companies within EQT and the Swedish branch of Avanade. She also has 10 years of experience from leading positions at IBM and is currently working at Microsoft with focus on ERP-system and transformation.

"XMReality has great potential to use their innovative technology to drive efficiency and create solutions for future global challenges, which is very exciting. With my background in driving digitalization and change management I hope to assist the company to a profitable growth at the same time as the company structure develops to accommodate the customers' needs." says Åsa Arvidsson.

### **Peter Gille**

Peter (born 1962) has a long career as leader for fast growing IT-product companies and is CEO at Cambio Healthcare Systems since 2016. Prior to that Peter was CEO at Nexus between 2006-2015 and has also held several management positions at Oracle. He has a keen interest for sales, innovation within product development and coaching his teammates. Peter is today a member of the board at MSAB (MicroSystemation AB), Swecare Foundation and Kvalprak.

"I look forward to this assignment at XMReality which is an interesting innovative company in an area of great future potential. My experience from new business models and efficient product go-to-market strategy will hopefully be an important contribution to the business' continued development" says Peter Gille.

### **XMReality's board of directors from 7<sup>th</sup> of October 2020**

Björn Persson, chairman of the board  
Anders Ferntoft, member of the board  
Carina Qvarngård, member of the board  
Tommy Johansson, member of the board  
Peter Gille, member of the board  
Åsa Arvidsson, member of the board

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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 develops and sells solutions that revolutionizes knowledge sharing through Augmented Reality (AR). The company is a market leader in Remote Guidance, which uses AR to guide onsite staff to enable quick dispositions, resolutions and/or problem prevention. The product is currently used in almost 60 countries. ABB, Nestlé, Electrolux, AB Inbev, Sidel, Hexagon, Bühler and Minibea Intec are some of the more than 80 customers. With operations in Sweden and US, XMReality is listed on Nasdaq First North (ticker: XMR). Further information is available under [www.xmreality.com](http://www.xmreality.com)