



XMReality appoints new CFO

As of March 1st, Lotta Ekerbring will take over as Chief Finance Officer (CFO) at XMReality. Lotta will replace the current CFO, Claes Pettersson, who will leave the company for retirement. Lotta will contribute with significant experience in the field and has previous experience as CFO in a high-tech company with subsidiaries in North America.

XMReality, a leading supplier of software solutions for Remote Guidance based on Augmented Reality, has appointed Lotta Ekerbring as new Chief Finance Officer. Lotta has worked at XMReality since May 2018 and she will replace Claes Pettersson who will leave the company for retirement. Claes will be available to XMReality in an advisory capacity on a case-by-case basis. As CFO, Lotta will be responsible for the company's financial operations, including reporting, processes, and corresponding staff. This applies to the operations in the U.S., Sweden, and the consolidation into the mother company XMReality AB.

Ekerbring brings with her relevant and significant experience from holding positions within financial accounting, auditing and has previously served as CFO for a high-tech company with subsidiaries in North America.

"I have had the pleasure to be a part of XMReality's exciting journey for the past few years and. I am very much looking forward to contributing even more to the company's development in the role as CFO" says Lotta Ekerbring. "We have a competitive product that contributes to increased efficiency and improved carbon footprint for our user base, which I believe is a winning combination for future growth."

"Lotta has great experience and her performance within our company has been outstanding. XMReality's customer base is continuously increasing and is becoming more and more global. Lotta contributes with a large financial toolbox well suited for our growth ambitions in general, and in US specifically. I am very pleased with this recruitment and look forward to work directly with Lotta. Also, since 1st of January, Andreas Jonsson has taken over as Chief Sales Officer replacing Marcin Szymanski who has left the company. We are now a very strong Management Team, ready bring this company into the future. Lotta is a skilled and knowledgeable team player greatly appreciated by the whole Management Team" says Jörgen Remmelg, CEO at XMReality.

The information has been released by the below-mentioned contact person(s) for publication on Thursday February 3, 2022, 09:00 CET.

For more information, please contact:

Johanna Edepil, CMO XMReality

Phone: +46 730 981 281

E-mail: johanna.edepil@xmreality.com

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 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. ABB, Nestlé, Electrolux, Sidel, Heineken and Saab are examples of the more than 100 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

The company's Certified Adviser is Redeye AB

Phone: +46 (0)8 121 576 90

Certifiedadviser@redeye.se

www.redeye.se