

Press release
August 15th, 2017



Realfiction Holding AB: The company intends to start recruitment process to recruit COO

Realfiction Holding AB ("Realfiction") hereby announces that the company intends to recruit a Chief Operating Officer ("COO"). The purpose of such recruitment is to find a person who will strengthen Realfiction's management and operations to ensure that the company's full potential in Mixed Reality is met. This will include ensuring that all the company's projects and initiatives are well coordinated and supporting the company's transition from selling hardware to delivering complete solutions within Mixed Reality.

"Realfiction is well positioned for growth in Mixed Reality in the coming years. In order to ensure that the company fulfills its full potential for growth, we have now decided to hire a COO. We are looking forward to the recruitment process and to finding a person with the right profile that fits our team and has the ability to lift the company further", comments Realfiction's CEO Clas Dyrholm.

Certified Adviser

Sedermera Fondkommission is the company's Certified Adviser.

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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 August 15th, 2017.

About Realfiction

Founded in Denmark in 2008, Realfiction is a market innovator within mixed-reality solutions, a market estimated to reach USD 80 billion in 2025. Realfiction's first product, Dreamoc, has since its launch sold over 10.000 units, and the company is now launching its new patent-pending technology DeepFrame, a series of ground-breaking large format mixed-reality screens. DeepFrame offers a wealth of new applications for companies across industries such as entertainment, manufacturing and retail, as well as a broad range of future consumer products.