

Press release
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Realfiction appoints Honeybadger as the company's IR partner

Realfiction Holding AB ("Realfiction") announces that the company has signed an ongoing agreement with Honeybadger AB regarding IR communication services. Accordingly, Honeybadger is appointed as the company's non-exclusive IR partner focusing on the Swedish market.

Honeybadger undertakes to assist Realfiction within strategic advice as well as with the production of for example press releases, annual reports and non-regulatory market communication in Swedish and English. The agreement also covers PR campaigns targeted at Swedish and Danish media to the extent that the parties consider appropriate now and in the future.

"As an innovative, Danish company listed in Sweden with a global network of clients we have a growing need to address our shareholders and the market in an optimal way, without losing focus on our business operations. We have worked with Honeybadger since the fourth quarter of 2017, and they have a blend of creativity, quality and efficiency that appeals to us", says Realfiction's CEO Clas Dyrholm.

"Realfiction's innovative products make it possible to combine the real and the digital world in completely new ways in social contexts. This makes the company inspiring and exciting to work with from a communication point of view, and we look forward to a mutually rewarding collaboration going forward", says Honeybadger's CEO Johan Waldhe.

About Honeybadger

Honeybadger AB is an IR communication agency based in Gothenburg, Sweden that enables listed companies to communicate with shareholders, the market, media and other parties of interest in an efficient, qualitative and transparent way. The company primarily works with clients that have the potential to improve the living conditions of humans, animals and nature through scientific and technological advances. Honeybadger is based on 15 years of experience within communication for listed companies and corporations in the financial sector.

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Certified Adviser

Sedermora Fondkommission is the company's Certified Adviser.

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.