



Realfiction is testing customer-engaging mixed reality concept in one of Denmark's largest shopping malls

Realfiction Holding AB ("Realfiction") announces that the company today has initiated a two-week test period of a concept for shopping malls and department stores that want to attract customers and invite them into their loyalty programs. During the test period, a family friendly treasure hunt will take place at Fisketorvet – Copenhagen Mall in Copenhagen with the assistance of the company's mixed reality displays. Realfiction has already initiated discussions with additional interested shopping malls.

Realfiction sees strong economic potential in this and similar concepts that can be adapted and distributed through the company's global partner network that encompasses most parts of the world including Europe, North and South America, Asia and Australia.

"By using the wow factor and the broad application range of our experience platform and our Dreamoc and DeepFrame displays, we are able to create substantial value for this end-client segment. This concept creates a very visual and exciting experience for the visitors that takes them to different parts of the shopping mall and creates an incitement to join its loyalty program. We can thus create value that is easy to measure and in very high demand," says Realfiction's CEO Clas Dyrholm.

The test period in Copenhagen will run during week 9 and 10 with a Dreamoc XXL3 display as a central hub, and several smaller Dreamoc HD3 displays placed in different locations of the shopping mall. By finding all displays and collecting clues together with the animated character 'Pepper', participants of the treasure hunt can compete for cinema tickets for the whole family. During the test period Realfiction will be using different anonymized analytic methods to evaluate the concept.

During the coming months, Realfiction will be able to communicate more on its development of ready-to-use concepts for shopping malls, department stores and retail chains as well as the corresponding process aimed at car manufacturers, which is the company's other priority end-client segment.

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Sedermera 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 February 26th, 2018.

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.