

Press release
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Realfiction receives order for 49 Dreamoc HD3 displays to be used by global snack company Mondelez

Realfiction Holding AB ("Realfiction") announces an order for 49 Dreamoc HD3 mixed reality displays that will be used by one of the world's largest snacks companies Mondelez. 30 displays will be used in South Africa, while the remaining 19 units will be used for testing and evaluation in additional markets.

The displays will be sold to Realfiction's partner Animmersion, who will provide them to Mondelez together with assistance during the creation of 3D content and on-site implementation. Of the 49 displays in total, 30 will be set up in retail locations in South Africa. The remaining units will be used for testing and evaluation of the concept in Brazil, Argentina, Germany, Greece, Mexico and further not yet disclosed countries.

The order follows the completion of a first round of evaluations where 28 Dreamoc HD3 units bought by Animmersion in 2017 were used in Australia, Brazil and Spain.

"This order, as well as our on-going project with pharmaceutical company Pfizer, is a clear indication of the great interest in our mixed reality solutions among global retail brands and companies. We are pleased to be able to convert this interest into promising orders with our long-time partner Animmersion," says Realfiction's CEO Clas Dyrholm.

Realfiction is currently rolling out a hardware rental concept, and is also finalizing a powerful content creation platform. Together, these tools will be used to form a winning strategy for the future.

"In 2018, we are aiming to enable much faster rollouts of mixed reality concepts at a fraction of today's up-front cost for hardware and 3D content. This could unlock a huge, global market for us," says Clas Dyrholm.

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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 May 29th, 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.