

Press release

02 October, 2018



Realfiction receives DeepFrame One order from one of the world's largest automotive companies

Realfiction Holding AB ("Realfiction") announces that the company has received an order for a DeepFrame One mixed reality display to be used by one of the world's largest automotive companies. It will be one of the automotive company's centrepieces in several upcoming exhibitions in Asia.

The order consists of a complete DeepFrame One mixed reality system and is sold through Realfiction's Singapore-based partner George P. Johnson (www.gpj.com).

"We spotted the automotive industry as one of particular interest and relevance for DeepFrame early on. As a result, we have worked with applications for the automotive industry since the launch of our DeepFrame One earlier this year. Therefore, this is a breakthrough order for Realfiction as it will show off the strengths of our DeepFrame technology when used by a leading car brand. Automotive companies are all about using cutting edge technology to deliver the best transport experience possible, and thus a perfect match for us as we can recreate experiences, features and the feeling of a brand in a limited physical space where a test-drive isn't possible," says Realfiction's CEO Clas Dyrholm.

The order of the DeepFrame One system is valued at approximately 450 000 SEK. The unit will be delivered this month

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Sedermøra 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 October 02th, 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. In collaboration with a global network of distributors and content creators, Realfiction's portfolio of products can be either purchased, rented or accessed through the company's full-solution service concept. Realfiction Holding AB's share is publicly traded on Nasdaq Stockholm First North under the symbol "REALFI". The share's ISIN code is SE0009920994.