



Press release
27 November, 2018

Realfiction announces Mixed Reality media channel with Bilka

Realfiction Holding AB (“Realfiction”) has agreed with Bilka, Denmark’s #1 hypermarket chain, to establish its Magic-as-a-Service concept with open-ended placement of 1-3 mixed reality displays at each of Bilka’s 19 hypermarkets. This new Mixed Reality media channel will provide Bilka’s new and existing suppliers with unique campaign opportunities, ensuring brand exposure to 6-8 million visitors each month.

With Magic-as-a-Service, new and existing suppliers to the Bilka hypermarkets will be able to book their unique campaign to promote specific products. All of the Mixed Reality displays will be delivered and installed within the next 6 weeks, and their placement in each hypermarket can be adjusted to achieve the optimal position for each supplier and campaign purpose.

“We are excited to see the adoption of our Magic-as-a-Service concept developed into a media channel together with the Salling Group (owners of the Bilka hypermarkets). I am confident that the effect of our displays will deliver great value for the different brand owners and suppliers in terms of increased attention and sales,” says Realfiction’s CEO Clas Dyrholm.

Realfiction’s MaaS concept is already in use at all of the 19 Bilka hypermarkets as a part of an ongoing campaign by Danske Spil, the largest betting company in Denmark.

Going forward, Realfiction will be responsible for the relationship with the brands/suppliers to Bilka, including contact, negotiation, booking, delivery of content, running of the campaign and invoicing for the service provided. Dialogue is already in place with a number of brands that have reacted favourably to the Danske Spil campaign.

“With this new media channel we are able to deliver in-store experiences that connect brands and consumers in a very unique way. As the placements in the hypermarkets are already secured, you can essentially bring your campaign to the market much faster” says Clas Dyrholm.

For more information about Realfiction’s Mixed Reality media channel initiative, please see press release dated November 26. Also, **please be invited to today’s Webinar** the 27.11 at 17.00 PM, hosted by Nordnet. Sign-up is available at www.realfiction.com/investor. At the webinar, Realfiction will present its STEP-UP 19 plan, which is centered around its Magic-as-a-Service concept. Also, at the Webinar, Realfiction will present a new, ground-breaking technology as promised in its press release dated October 4.

For more information about Realfiction Holding AB, please contact:

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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 November 27, 2018.

About Realfiction Holding AB [REALFI]

Founded in Denmark in 2008, Realfiction is a leading innovator and provider of mixed-reality solutions and services, a market estimated to reach USD 80 billion by 2025. Realfiction continues to invent technologies within Mixed Reality, with an intention to disrupt the industry by pursuing the vision of converting science fiction into real fiction. Realfiction Holding AB's share is publicly traded on Nasdaq Stockholm First North under the symbol "REALFI". The share's ISIN code is SE0009920994.