

Press release
27 November, 2018



Danske Spil extends their “Magic-as-a-Service” campaign in Bilka

Realfiction Holding AB (“Realfiction”) now announces that Danske Spil, the #1 betting company in Denmark, has chosen to extend their MaaS campaign, which is currently running at all 19 Bilka hypermarkets in Denmark.

Both Danske Spil and Bilka has had a positive experience with the campaign, and Danske Spil has now decided to extend their MaaS campaign another month until the end of December 2018. The displays will continue to promote the betting products Euro Jackpot and Lotto, with weekly automatic updates of the content provided by Realfiction, showing the relevant pot sizes.

The significance of the extension is less the specific economic value, which is real, yet undisclosed for competitive reasons. The importance lies in the fact that the brand (Danske Spil) being an early adopter of Realfiction’s “Magic-as-a-Service” has wanted to extend the campaign. Thereby, the reference-value of the customer-case is confirmed and increased for Realfiction’s ongoing dialogue with other brands.

“Danske Spil extending their current campaign is a clear indicator that the MaaS concept not only delivers on creating quality in-store experiences, but also the effect and results that the client is looking for,” says Realfiction’s CEO Clas Dyrholm.

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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 September 27th, 2018.

About Realfiction Holding AB

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.