



## Realfiction announces Q1-2019 growth

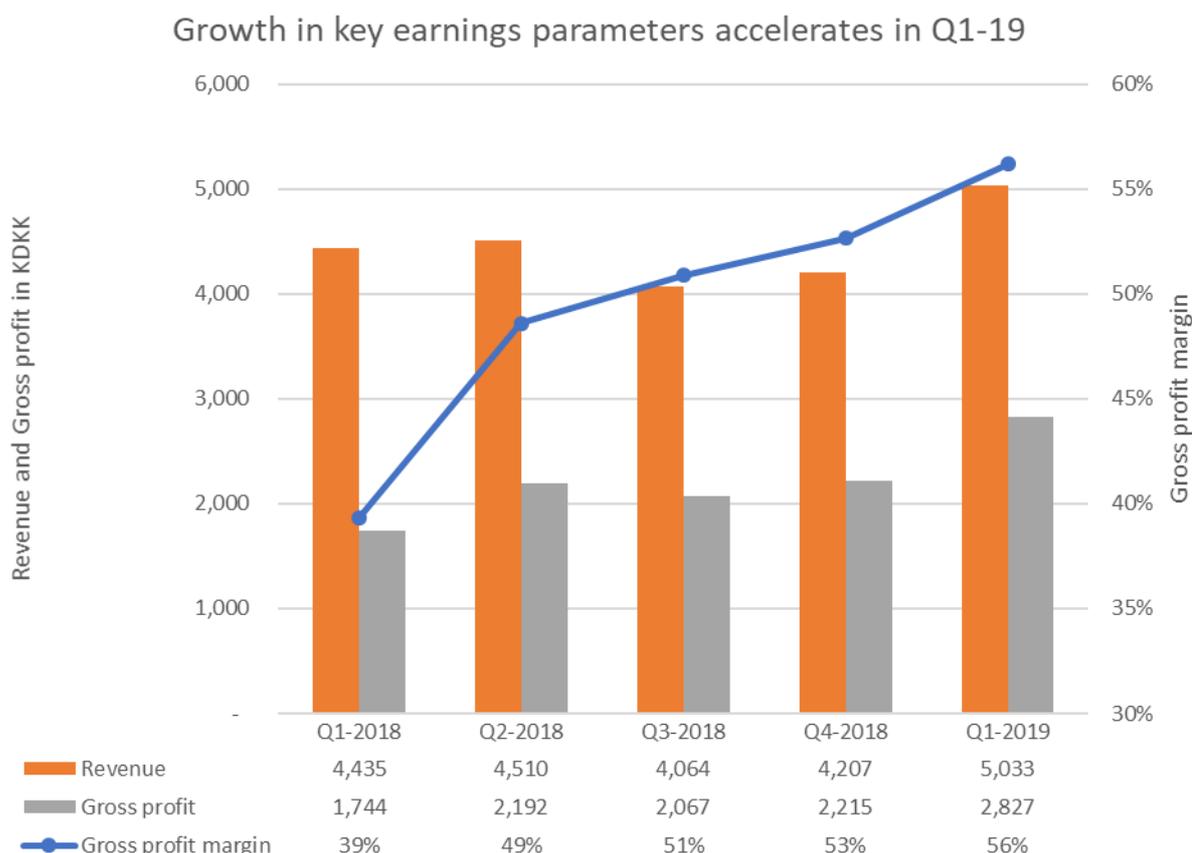
**Realfiction Holding AB (“Realfiction”) announces that it’s revenue, gross profit and gross profit margin continued to grow in Q1 2019.**

Based on preliminary unaudited financial data, the Company expects revenue for the first quarter of 2019 will be KDKK 5,033 (KSEK 7,024). Compared to the average revenue of the previous 4 quarters, this represents an increase of 17% from KDKK 4,304.

Due to the continued acceleration of the Company’s Magic-as-a-Service activities, gross profit and gross profit margin has increased to KDKK 2,827 (KSEK 3,942) and 56% from an average of the previous 4 quarters of KDKK 2,055 and 48%.

The gross profit margin varies from quarter to quarter based on sales mix, and continued growth as experienced lately cannot be guaranteed. It is nevertheless of significance that the gross profit margin in Q1-2019 has increased by 8 percentage points relative to the 2018 average, corresponding to an increase of almost 17%. It is also worth noticing that the Magic-as-a-Service concept is still in its early days.

The development in revenue, gross profit and gross profit margin is illustrated below/attached:



The Group's revenue and gross profit is fully earned in the Danish subsidiary Realfiction ApS. As such, and to avoid that currency fluctuations between DKK and SEK distort the presentation of revenue and gross profit, the above/attached illustration is prepared on the basis of Realfiction ApS' DKK figures. These preliminary key earnings are subject to completion of the Company's accounting procedures.

"Our focus and acceleration of Magic-as-a-Service for both in-store retail advertising and events at exhibition venues is starting to pay off. Our Mixed Reality media channel and solutions for event savvy companies are getting a lot of interest from brand owners," says Realfiction's CEO Clas Dyrholm and adds "Our ambition is to open media channels in more retail chains and further grow our presence in the event market during 2019, and I am thrilled to see that our STEP-UP-19 strategy is already contributing so positively to our growth and key earnings parameters".

Realfiction plans to release its complete Q1-2019 Interim Report on 29 May 2019. The timing of this release was caused by the imminent release of the Company's Rights Issue Memorandum, in which these performance numbers are used as reference.

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*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 24 April 2019.*

**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.