



Realfiction Holding AB announces its Q1 Interim Report for January – March 2019

The company announces that the Q1 Interim Report for January – March 2019 is now available. The full report is attached as a separate document and can also be downloaded from the company's website (www.realfiction.com). A printed copy can be ordered via investor@realfiction.com. Below is a brief summary of the Q1 Interim Report.

Important key figures:

- 16% increase in total revenue Q1 2019 compared to Q1 2018
- 66% increase in gross profit in Q1 2018 compared to Q1 2018
- 42% increase (17 points) in Gross profit margin in Q1 2019 compared to Q1 2018

During and after the period, Realfiction has seen progress in a number of areas, including:

Magic-as-a-Service: On 24 April 2019 we announced our expected Q1 2019 revenue, gross profit and gross profit margin. Due to continued acceleration of the Company's Magic-as-a-Service activities, preliminary financial data showed that we expected revenue for the first quarter of 2019 to be TDKK 5,033 (TSEK 7,024). Compared to the average revenue of the previous 4 quarters, this represents an increase of 17% from KDKK 4,304. We further informed that Q1 2019 gross profit and gross profit margin would increase to TDKK 2,827 (TSEK 3,942) and 56% from an average of the previous 4 quarters of KDKK 2,055 and 48%. We are pleased to confirm these numbers in our Q1 Interim Report.

Project Echo: On 18 March 2019, we announced that Project Echo is now patent pending as we submitted patent applications for our new directional pixel technology. We plan to bring 3D to audiences without glasses or other lenses between the human eye and the effect and where 3D objects become solid and can be viewed and interacted with from different angles. This has historically been an unattainable vision for the industry that most people are aware of from science fiction movies.

Capital increase: On 16 May, we announced that to further accelerate our growth, we carried out a Public Issue of 17.4 MSEK in cash and a directed Issue of 6.8 MSEK through conversion of loans. The subscription leads to an increase in the number of shares from 11,633,135 to 14,057,908.

CEO Clas Dyrholm comments: "2019 is off to a positive start for Realfiction. Our growth in both revenue and profit margin lead to a further improvement of the operating result from our Sales Activities, as this improved from a loss of TSEK 2,767 in Q1 2018 to a loss of TSEK 1,388 in Q1 2019. We are on track for breakeven from our Sales Activities, as the amount of revenue coming from our Magic-as-a- Service (MaaS) business model continues to grow. 2019 is in many ways shaping up to be a breakthrough year for Realfiction."

Q1 2019 (01-01-2019 – 31-03-2019)

- Revenue totaled TSEK 7,024 (Q1 2018: TSEK 6,046)
- Gross profit totaled TSEK 3,942 (Q1 2018: TSEK 2,377)
- Gross profit margin was 56.1% (Q1 2018: 39.3%)
- Result after financial items amounted to TSEK -3,209 (Q1 2018: TSEK -3,871)
- Earnings per share SEK -0.24 (Q1 2018: -0.33)
- Cash flow from operating activities was TSEK -1,706 (Q1 2018: TSEK -3,479)

For more information about Realfiction Holding AB, please contact:

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Sedermera Fondkommission is the company's Certified Adviser and can be contacted via ca@sedermera.se or +46 40 615 14 10.

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 29 May 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.