

Press release
4 July 2019



Realfiction Holding AB (publ) announces its first airport and ferry boat media channel

Realfiction Holding AB (“Realfiction”) is launching its first Magic-as-a-Service media channel in the travel retail market, covering airport and ferry boat locations in the Nordic European region with strategic display placements in tax-free shops.

In Realfiction’s recent investment memorandum, plans to launch a Magic-as-a-Service media channel in selected airports in the Nordic European region during the spring of 2019 were announced. And in a press release published on 10 April 2019, the company presented a first order for a Magic-as-a-Service campaign in this segment for an upcoming retail campaign at the Copenhagen Airport, featuring chocolate products from a well-known Danish confectionary brand.

The coverage of this Magic-as-a-Service media channel has now been extended to include airports in Copenhagen, Amsterdam, Aalborg as well as ferry boats from DFDS Seaways and Colorline, and the first campaigns for selected confectionary brands are up and running. With these locations and campaigns, Realfiction is taking its first promising steps into the travel retail and tax-free market space. The company looks forward to adding additional locations in the future.

“With this successful launch of our first Magic-as-a-Service media channel in the travel retail segment, we are continuing to deliver according to our STEP-UP 2019 strategy. I am truly excited that we already have been able to secure several strategic locations in airports and ferry boats in the Nordic European region, which is promising for the future. With substantial interest from retailers and brands, this project is now shaping up to become a new revenue channel for us with strong growth potential,” says Realfiction’s CEO Clas Dyrholm.

Even with existing demand from leading brands seeking to create a wow-factor with Realfiction in this space, getting acceptance from each retail location is required as they provide the physical location for the displays. With a number of significant locations now on board, this process is off to a great start with more locations to be added going forward.

While the total order value for the first campaigns is insignificant, the revenue potential over time is substantial. There is a great demand from brands to create attention in the competitive travel tax-free market segment, and Realfiction is now able to deliver a unique and effective way to do this.

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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 4 July 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.