

Press release  
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## Realfiction expands Magic-as-a-Service to Sweden at 14 ICA Maxi hypermarkets

Realfiction Holding AB (“Realfiction”) has been contracted for its first Magic-as-a-Service (MaaS) retail campaign in Sweden with consumer goods company Proctor & Gamble. The campaign, promoting a personal health care product, launched on September 16. The campaign will be active in 14 ICA Maxi hypermarkets located in Stockholm, Gothenburg and Malmö, with additional locations to be added in the near future.

The ICA Maxi hypermarket chain is owned by the ICA Group, a leading Swedish retail company focusing on food and health. The company operates a large number of ICA retail stores in different formats in Sweden, the fast-growing Rimi Baltic retail chain in the Baltic region and the leading Swedish pharmacy chain Apotek Hjärtat.

“We are really excited to introduce our Magic-as-a-Service retail concept in Sweden, with the first campaign featuring a Proctor & Gamble product starting at 14 ICA Maxi locations in Sweden’s three largest cities. This campaign will be a great way to prove our concept in the Swedish market, while grabbing the attention of additional brand owners,” says Realfiction’s CEO Clas Dyrholm.

With the new campaign in Sweden, Realfiction is starting to offer brands exposure on a greater Nordic scale in hypermarkets located in Denmark and Sweden. This combined offer is expected to add attractiveness to the company’s Magic-as-a-Service retail concept in current discussions regarding long-term campaign contracts with leading brand owners.

### For more information about Realfiction Holding AB, please contact:

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### 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.