

Press release  
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## Realfiction enters Germany in 25 EDEKA stores to commence its German Magic-as-a-Service media channel

Realfiction has entered into an agreement with EDEKA that will open for testing the Magic-as-a-Service offering in 25 EDEKA stores in the Niedersachsen and Nordrhein-Westfalen regions in Germany. The first campaign will go live on the 16<sup>th</sup> of March 2020, and the test phase is planned to last for the remaining part of 2020.

The EDEKA chain is the largest German supermarket corporation with more than 11.000 stores, approximately 376,000 employees and annual revenue of 53.6 billion Euro (<https://verbund.edeka/>). The 25 test stores are large “hypermarket” types, with a mix of “E-Center” and “Marktkauf” stores. The evaluation of the test phase will decide whether to scale the solution further into hundreds of “hypermarket” stores under the EDEKA umbrella. The agreement will not substantially impact our financial results in 2020 neither positive nor negative. The interesting thing about the agreement is the huge potential that both EDEKA and Realfiction believe exists, if it is decided to go forward in large scale.

### Low cost, low risk, high potential

Realfiction has teamed up with two German partner companies on sales and logistic services, who will collaborate with EDEKA to ensure a smooth and cost-efficient performance. EDEKA were open to commence with the media channel in more than 25 stores for the test phase, and the agreement allows Realfiction to place up to three displays in each of the 25 stores. To maintain simplicity in the beginning, Realfiction prefers that the German implementation is based on a limited number of stores and one display per store, but also to keep the risk low while establishing sales documentation from German stores for brand owners before entering the large and high-potential German market at scale. During 2020 we may decide to add a second or third display in each of the 25 initial stores, to allow for more simultaneous campaigns in case needed.

### Clas Dyrholm, CEO of Realfiction comments

“With the learnings from our trial implementations of the Magic-as-a-Service concept in Denmark and Sweden in mind, we decided to approach the huge and important German market with an updated and more efficient go-to-market approach. Collaboration is key to success and we are excited to introduce our Magic-as-a-Service retail concept in EDEKA and Germany. Given the test phase throughout 2020 we have sufficient time to demonstrate the power of 3D wow-factor to attract more brand-owners, as well as giving EDEKA’s shoppers something new to explore while visiting the stores. It is of course our ambition to scale the new mixed reality media channel far beyond the 25 test stores.”

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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, at 9.30 CET on 12 February 2020.*

**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.