



Sep 17, 2021 13:37 CEST

The world's largest brewing company signs Master Agreement with XMReality for the European zone

Anheuser Busch Inbev and XMReality AB has signed a master agreement to provide Remote Guidance for the European zone. The initial order includes licenses for XMReality Remote Guidance with branding. The total order value is 570 TSEK of which 90% is annual software licenses.

“We already have business with Anheuser Busch Inbev, but it has been limited to specific use and region. This new order allows for general usage in a much larger geographical area. We are pleased to see that XMReality Remote Guidance continue to generate superior value for companies within the Food & Beverage

sector”, says Jörgen Remmelg, CEO XMReality.

This disclosure contains information that XMReality is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was originally submitted for publication, through the agency of the contact person, on 16-09-2021 11:37 CET.

About XMReality Remote Guidance™

XMReality Remote Guidance is an AR-enabled knowledge sharing tool that lets you communicate with gestures, speech, chat and pointers with someone at a completely different place. It includes:

- A unique hands-overlay technology that lets you guide someone else’s hands—as if you were there.
- A web portal to manage teams and users, and to measure usage
- Integration through client-side API’s (Application Programming Interfaces)

About XMReality

XMReality AB (publ) develops and sells solutions that revolutionize knowledge transfer through so-called Augmented Reality (AR). The company is a market leader in remote guidance where you guide a person on site via AR to solve problems or prevent them from occurring. The product is used globally in more than 60 countries. ABB, Nestlé, Electrolux, Sidel, Heineken and Saab are examples of the more than 90 customers. XMReality is based in Linköping and the USA and is listed on the Nasdaq First North Growth Market (ticker: XMR). For more information, visit: www.xmreality.com

About the Customer

Read more about the Anheuser Busch Inbev here: <https://www.ab-inbev.com/>

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XMReality develops and sells solutions that revolutionizes knowledge

sharing through Augmented Reality (AR). The company is a market leader in Remote Guidance, which uses AR to guide onsite staff to enable quick dispositions, resolutions and/or problem prevention. The product is currently used in almost 60 countries. ABB, Nestlé, Electrolux, Sidel, Hexagon, Bühler and Minibea Intec are main customers out of more than 80 Enterprise customers. With operations in Sweden and US, XMReality is listed on Nasdaq First North (ticker: XMR). Further information is available under www.xmreality.com

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