

Press release
2 May 2019



Realfiction Holding AB publishes video footage from investor event

In connection with the Company's current rights issue and capital increase, the Company hosted an investor event on 29 April 2019.

During the investor event, Realfiction CEO Clas Dyrholm presented the previously released information memorandum and underlying STEP-UP-19 strategy. Clas Dyrholm elaborated on the growth of Realfictions Magic-as-a-Service concept and provided insights on the nature, potential, plan and progress of the Echo technology project. Furthermore, Clas Dyrholm was interviewed by Sarah Ophelia Møss from Ophelia Invest. Earlier the same day the Management Team of AR Scandinavia was interviewed on location, providing valuable industry insights into the AR/VR/MR market.

The videos and other information about Realfictions ongoing capital increase including instructions on how to subscribe for shares and subscription rights before the deadline, 10 May 2019 can be accessed at Realfictions investor site, [here](#). For direct link to each of the videos, please use the following links:

- Investor presentation [link](#)
- CEO interview [link](#)
- ARscandinavia interview [link](#)

"I was glad to meet so many investors and potential investors at our event this week. Realfiction is chasing the holy grail of the industry, by creating a whole new type of pixel technology. The Project Echo is quite a big step – quite a big leap that Realfiction is working to achieve. At the same time, and even in its early days, our Magic-as-a-Service concept is already growing our topline and gross profit margin at a scale which makes me believe that Magic-as-a-Service will grow internationally and become a very profitable business. By adding the funding from this new investment round, our business will be ready for further, significant acceleration in accordance with our STEP-UP-19 strategy," says Realfiction's CEO Clas Dyrholm and adds "If you share my belief that Magic-as-a-Service represents an opportunity that reaches far beyond our initial success and if you believe that there is just a slight chance that we will succeed with Project Echo, then I invite you to participate in this current rights issue. I look forward to creating more magical moments for clients, partners and investors."

Founder and chairman of ARscandinavia, Fredrik Nilsson comments: "We like the space of AR/MR in the marketing field. We believe that the sector will be revolutionized by technologies such as those owned and offered by Realfiction and we think they lead the world with their technology. They are definitely one of the most interesting cases in this field in Scandinavia and Europe, I would say. We look forward to meeting again at our upcoming AR event in Malmö on 22 May, where Realfiction has been invited to present again".

For the avoidance of doubt, all statements made at the investor meeting serve to elaborate on the information provided in the information memorandum, and in the event of any discrepancy or doubt, the

information of the information memorandum prevails. The two first video links above contain forward-looking statements which reflect Realfiction's current view on future events and financial and operational development. Words such as "intend", "will", "expect", "believe", "anticipate", "may", "plan", "estimate" and other expressions than historical facts which imply indications or predictions of future development or trends, constitute forward-looking statements. Forward-looking statements inherently involve both known and unknown risks and uncertainties as they depend on future events and circumstances. Forward-looking statements do not guarantee future results or development and the actual outcome could differ materially from the forward-looking statements. The information, opinions and forward-looking statements concluded in this announcement speak only as of its date and are subject to change without notice.

For more information about Realfiction Holding AB, please contact:

Clas Dyrholm, founder and CEO

Telephone: +45 25 22 32 81

Email: clas@realfiction.com

www.realfiction.com

About Ophelia Invest and Sarah Ophelia Møss

Ophelia Invest (www.opheliainvest.dk) offers everything from lectures, workshops and events to articles, blogs, videos and podcasts all about investments. Ophelia Invest is also the founder/originator/initiator/architect of Denmark's new publishing house, Forlaget Penge, that publishes books on private finance and investments for everyone. Ophelia invest is headed by its founder, Sarah Ophelia Møss.

About ARscandinavia

Based in Malmø, ARscandinavia (www.arscandinavia.se) is an Investment Company investing in the next major technology revolution after the internet and mobile phone - Augmented Reality. ARscandinavia was founded by its chairman, Fredrik Nilsson and Magnus Nicklasson is the Investment Director for the Funds of ARscandinavia.

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.