

Press release
25 January 2022



Realfiction and AmTRAN join forces in a strategic alliance to develop ECHO holographic display products

Realfiction Holding AB (“Realfiction”) announces the signing of a Memorandum of Understanding to form a strategic alliance with OEM LCD display manufacturer and large Realfiction shareholder AmTRAN Technology Co. Ltd. (“AmTRAN”). The purpose is to co-operate on the development of holographic LCD displays based on Realfiction’s patent pending ECHO technology.

Realfiction and AmTRAN will now initiate the work of jointly developing certain LCD versions incorporating the ECHO technology. If this development is successful and results in product versions that meet the expectations, the alliance will utilize AmTRAN’s manufacturing facilities and allow both companies to sell the products. The agreement includes a revenue sharing model for products sold that ensures revenue to both parties no matter who is the selling part.

“The LCD version of ECHO represents a faster and less costly route to market. And with AmTRAN being a large and successful manufacturer of quality LCD displays, Realfiction now has a powerful partner. The product development of these specific LCD version products still includes some risk factors. However, Realfiction does not currently foresee any major obstacles that will prevent the completion of such products. We still believe that a first ECHO display product could potentially reach the market in 2023, but it requires a lot of hard work,” says Clas Dyrholm, CEO of Realfiction and continues: “We have known AmTRAN for many years, and this history and trust is exactly what makes this agreement possible. Provided the remaining product development is successful, the agreement provides a clear path to mass-production and sales to both professionals and consumers.”

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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 21.55 CET on 25 January 2022.

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.

About AmTRAN Technology Co. Ltd.

Founded in 1994 and headquartered in New Taipei City, Taiwan, AmTRAN is one of the world's largest display manufacturers and manufactures Realfiction's Dreamoc HD3. AmTRAN's share is publicly traded on the Taiwan Stock Exchange under the symbol "AMTRAN" code 2489. AmTRAN's annual revenue (in 2017) exceeds MUSD 545 and AmTRAN employs more than 2,500.