

REALFICTION™

INVESTOR/COMPANY PRESENTATION

REALFICTION

WE GENERATE **ATTENTION** AND CONVERT **WOW-FACTOR**
INTO **BUSINESS ADVANTAGES** FOR OUR CLIENTS.

WE ARE MAGIC TO THE NEW RETAIL ENVIRONMENT

AND
OR
D
E





PIAGET



GUCCI



LANCÔME



BRITISH AMERICAN TOBACCO



TELLA



EMPORIO ARMANI

BOSS HUGO BOSS

LAMY



Coca-Cola



Van Cleef & Arpels

WHY?

Study: 68% of american consumers admits having purchased a product specifically because a POS solution caught their attention.



MIXED REALITY (MR)

Horsepower: 300

Fuel Economy:
All Wheel Drive 20/28/23

Engine:
3.0-liter 16 Turbo



MARKET POTENTIAL

VR/AR/MR

MOBILE

INTERNET

PC

Horsepower: 300

Fuel Economy:
All Wheel Drive 20/28/23

Engine:
3.0-liter I6 Turbo



CREATORS OF MIXED REALITY

2002
"Fashion Girl" - worlds first retail hologram



2007
Diesel "Liquid Space" fashionshow



2005
"Lexus - Why Live In One Dimension"



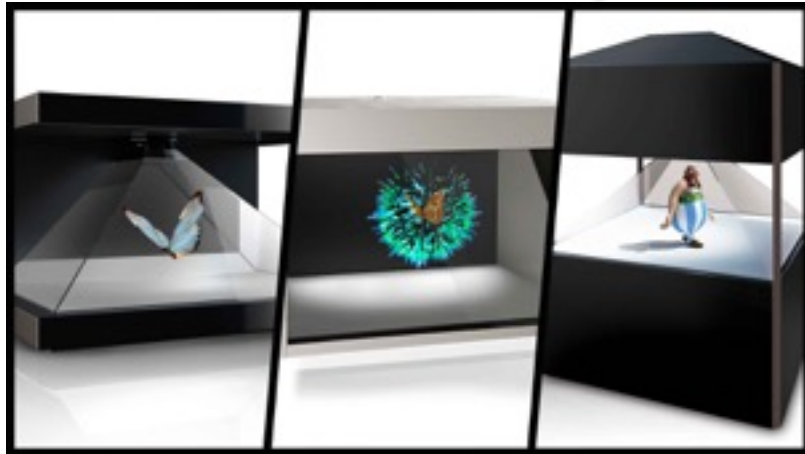
2008
Realfiction is founded



2009 - 2015
Building momentum

+1.000.000 YouTube views

+100 Resellers
+10.000 Units sold



12 mSEK revenue

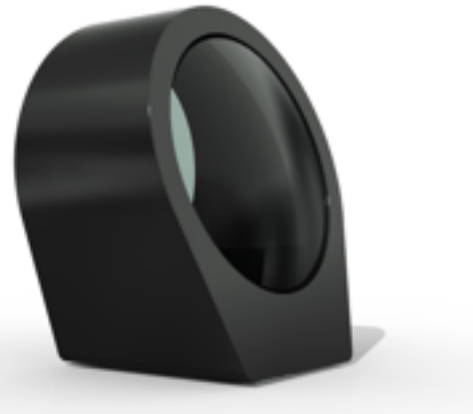
21 mSEK revenue

2017
Danish "Market Development Fund" grants 1,6 mSEK to the development of "DeepFrame".

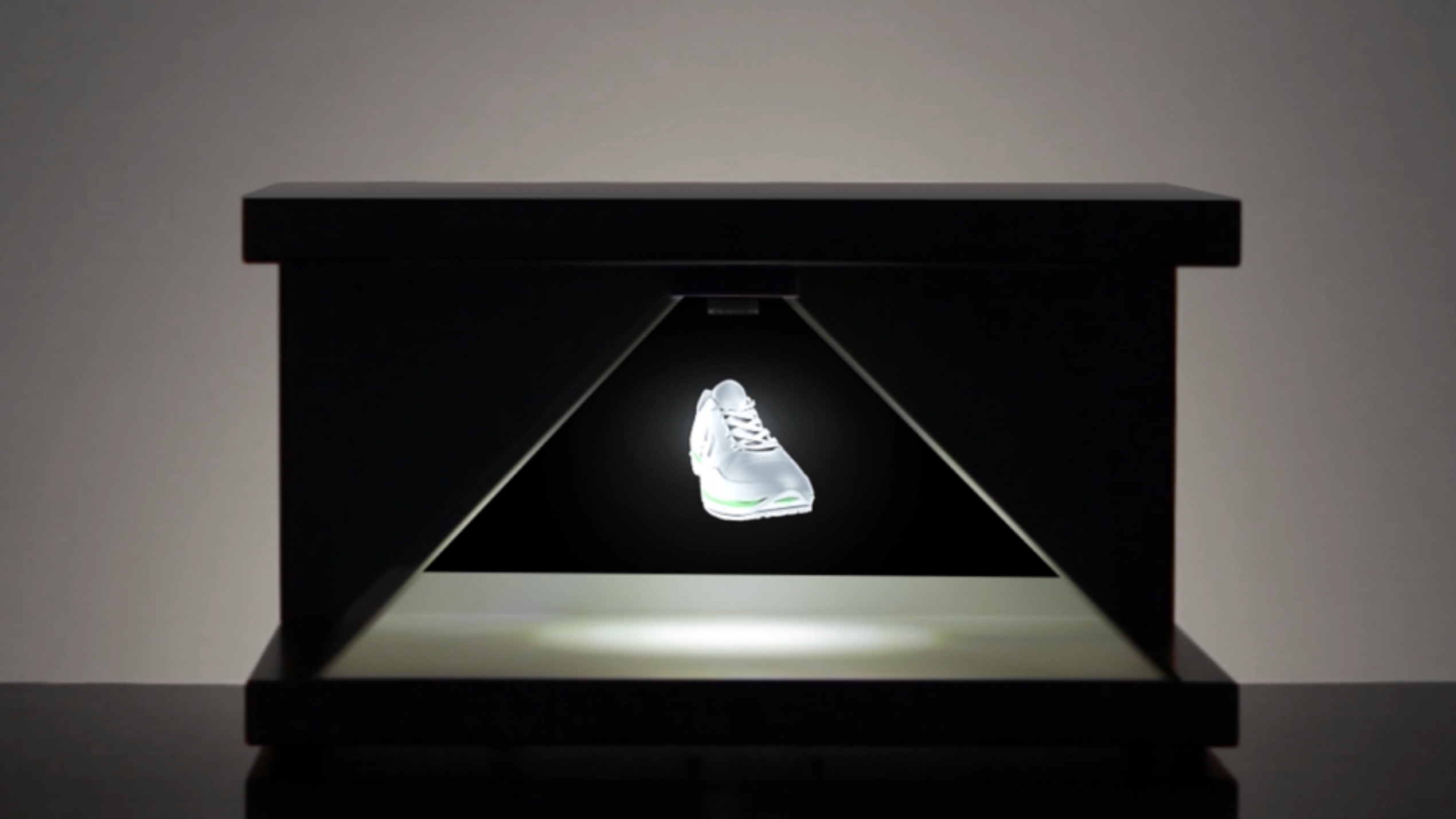
+38 mSEK invested in R&D



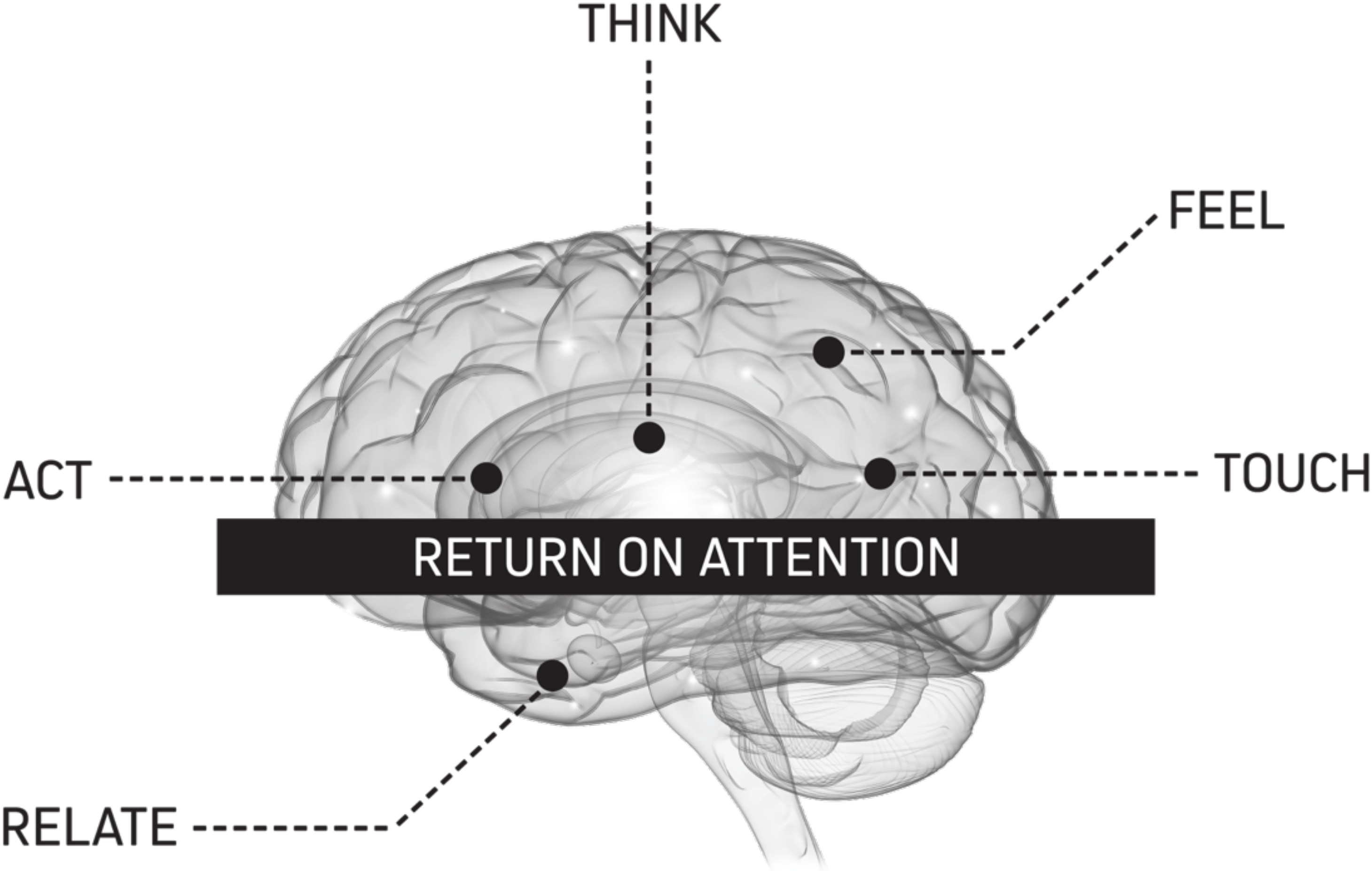
DeepFrame pat. pending



2016
"Return on Attention" shifts focus from hardware to solution.



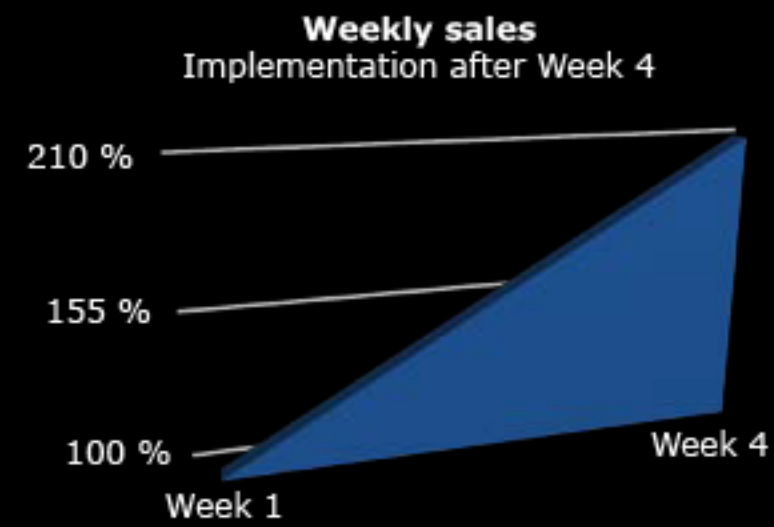
ATTENTION CONVERTED INTO SALES



PROOF

LAKRIDS

BY JOHAN BÜLOW



“...the largest success we have ever had...”

“...a real success with increased sales”

FERRERO ROCHER



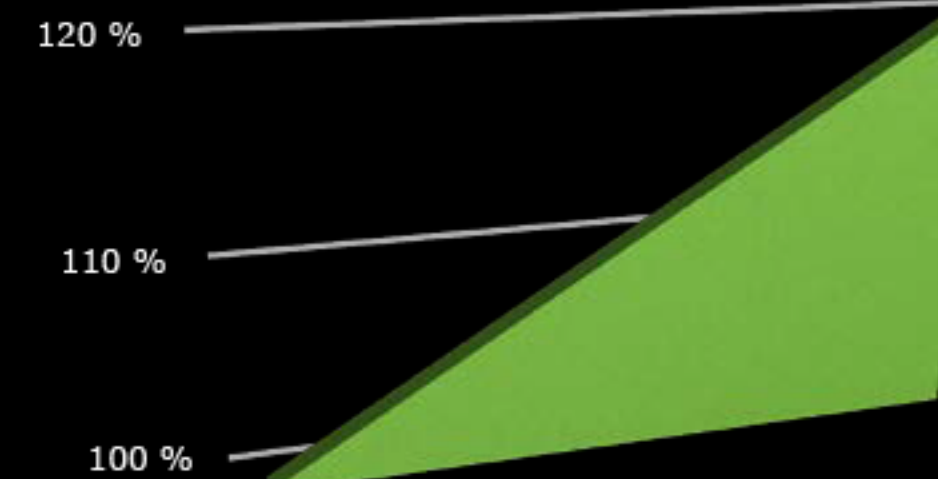
60%
Increase sale



Kellogg's

36%
Increase sale

Coca-Cola



COYOTE

20%

DREAMOC

Dreamoc: Award winning series of mixed-reality displays

IP: Protected by a collection of design patents

Production: High quality at low costs through Asia

Price: Dreamoc HD3 solution equals the price of a 55 inch professional Samsung digital signage display.



SEGMENTS

Shop in Shop



Mall / Retail



Exhibitions



Shopping windows



SCALE THROUGH PARTNERS

Distribution

Currently 5 distribution hubs



Partner Program

+100 Resellers
Working with the best



MAGIC AS A SERVICE

REALFICTION

PARTNER

CUSTOMER

NOW

Hardware
Purchase only - prepaid

Consulting

Content
development

NEW

Campaign Solutions
Rental / Leasing

Individual branding

Rental offering

NEW

Content platform
Subscription based

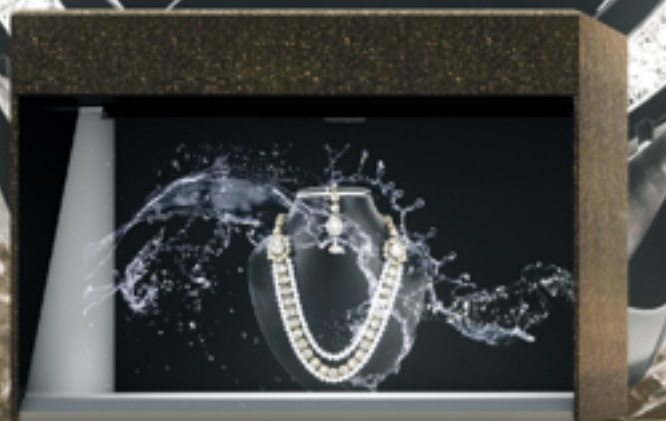
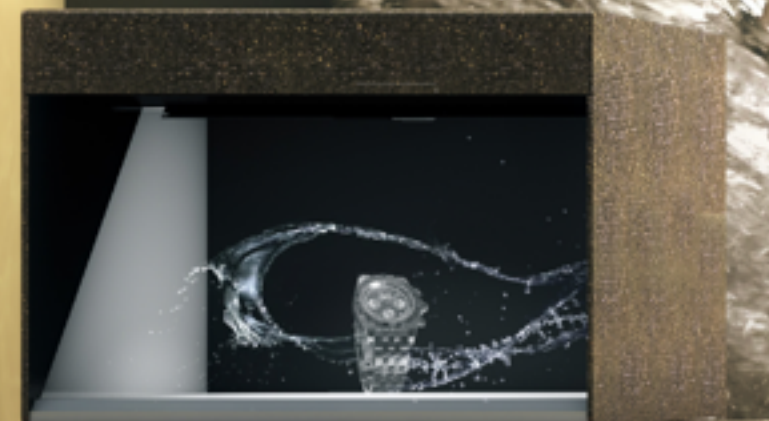
Installation

Software

Service



TECHNOLOGY LIMITATION = SIZE



DEEPFRAME



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DEEPFRAME

DeepFrame: Series of large format mixed-reality displays

IP: Patent pending

Production: Key component developed and manufactured in Asia.

Price: Big price advantage. Long lifetime, low maintenance need and extremely low power consumption.



Factor 1



Factor 1,5



Factor 15

ORGANISATION



MANAGEMENT



CEO
Clas Dyrholm

← **FOUNDERS** →



R&D
Peter Simonsen



SALES
Michael Bjerregaard

Int. Sales Manager



SUPPLY CHAIN
Flemming Kloster

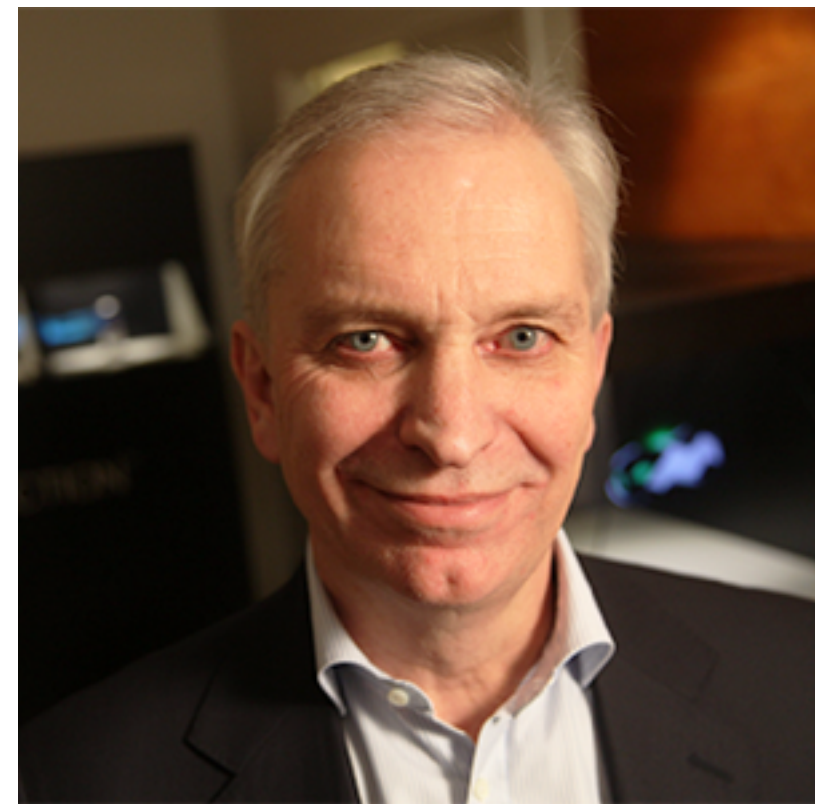
Head of Development
BANG & OLUFSEN



MARKETING
Andreas Andersson

Nordic Marketing Manager
DIESEL

BOARD OF DIRECTORS



CHAIRMAN
Michael Kjær

**Retail
Bus. Dev.**



MEMBER
Morten Johansen

**CFO
Manufacturing**



MEMBER
Peter Mox

**Corporate
Technology**



MEMBER
Søren Jonas Bruun

**Strategy
Finance**

MAJOR AVENUES OF GROWTH AHEAD

FREE POTENTIAL WITH CURRENT SOLUTIONS



LAUNCH OF DEEPFRAME SOLUTIONS



CONSUMER APPLICATIONS IN THE MAKING...



MAGIC MATTERS

