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## ASX RELEASE

# VECTION'S HOLOGRAPHIC SHOWCASE OF VOLVO'S FIRST ELECTRIC CAR

## Volvo to present European preview at Volvo Studio Milan

Vection Technologies Ltd (ASX:VR1) (**Vection** or the **Company**), a multinational software company that creates **3D**, Virtual Reality (**VR**) and Augmented Reality (**AR**) solutions, is pleased to announce that its holographic AR marketing solution has been confirmed for the European showcase preview of Volvo's first fully electric car.

The fully electric Volvo XC40 SUV will be introduced in the European preview on 23 January 2020, at the Volvo Studio Milan.

### Highlights

- **Vection continues to cement its position as a leading global supplier of VR and AR technologies to the automotive industry**
- **Vection's AR technology to showcase Volvo's first fully electric car in European preview**
- **Strong continued endorsement by Volvo Car Italy of Vection's AR technologies for automotive marketing**
- **Milestone achievement for Vection's automotive marketing technology gaining worldwide exposure at the event on 23 January 2020**

### Volvo XC40 SUV AR Marketing Solution

Vection's AR marketing solutions have demonstrated to be effective tools to boost the automaker's brand awareness and appeal across a greater number of potential customers. Through Vection and Volvo Car Italy's ongoing partnership Volvo Car Italy has engaged Vection to develop its (fourth) piece of proprietary technology, a holographic AR marketing tool to showcase Volvo's first electric car, the XC40 SUV for the upcoming Official European preview.

This engagement follows on from the Framework Agreement executed with Volvo Car Italy in May 2019. Since the commencement of the partnership, Volvo Car Italy and Vection have successfully introduced AR technologies across multiple Volvo Car Italy's marketing initiatives.

This innovative marketing tool will showcase captivating augmented reality-based holograms which have demonstrated a high-rate of success in engaging with global audiences.

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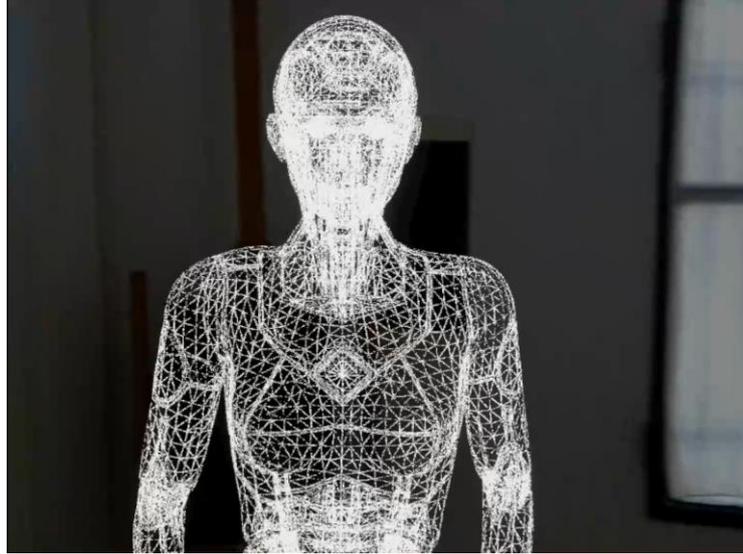
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**Figure 1:** Vection's holographic AR technology for the Volvo E.V.A. initiative hologram

This project will initially generate ~A\$60,000 in near-term revenue for Vection.

**Chiara Angeli, Sales & Marketing Director of Volvo Car Italy, commented:**

*"Vection's VR and AR automotive marketing solutions have added tremendous value to Volvo Car Italy. We are very excited to have Vection as our technology partner in the launch of Volvo's first fully electric car in the European preview at Volvo Studio Milan."*

**Gianmarco Biagi, Vection's Managing Director, commented:**

*"This agreement represents a strong endorsement of Vection's technology supporting Volvo Car Italy's marketing initiatives at a European level with the launch of Volvo's first fully electric car."*

*"Volvo Car Italy represents a key partner for Vection in its commercial strategy activation across the automotive industry. Vection continues ongoing negotiations across multiple key companies in the automotive industry and will keep the market informed as appropriate."*

**For more information:**

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**About Vection (ASX:VR1):**

Vection is a multinational software company that makes 3D, Virtual Reality (VR) & Augmented Reality (AR) software services for the engineering, manufacturing, architecture, construction, education and healthcare industries. Vection operates on an Enterprise business model based on bespoke fees and on a Software as a Service (SaaS) business model based on recurring subscription revenue.

[www.vection.com.au](http://www.vection.com.au)

**About Volvo Car Italy:**

Volvo Car Italy is one of the most well-known and respected premium car brands, preparing for a new future that will be all-electric, autonomous and connected. Volvo Car Italy is part of Volvo Car Group (Volvo Cars) which is owned by Zhejiang Geely Holding (Geely Holding) of China. The group structure comprises Volvo Cars and related businesses: car subscription service Care by Volvo, mobility company M, electric performance arm Polestar as well as sizeable stakes in new Chinese car brand LYNK & CO and software company Zenuity.

*ASX release authorised by the Board of Directors of Vection Technologies Ltd.*