



XREALITY GROUP LIMITED

**xReality Group Limited (ASX:XRG) (XRG)**  
**ACN 154 103 607**

**ASX Release**  
**Sydney, Australia – 22 August 2022**

**Appointment of Global Sales Director**

**xReality Group Limited (ASX:XRG)**

xReality Group Limited (“XRG”), which develops and operates physical and digital simulations, is pleased to advise that in line with the growing market opportunity for both Virtual Reality (VR) and Augmented Reality (AR), it has appointed Will Beaumont as Global Sales Director.

The Global Sales Director role was established in response to the rapidly growing commercial opportunities with Operator Tactical Solutions, the Company’s Military and Law Enforcement virtual reality simulation business unit. The commercial pipeline has been developing across both domestic and international markets including government agencies, distributors and commercial defence contractors.

Will Beaumont is an experienced technology sales leader, having spent the last 16 years in sales leadership roles in SaaS businesses in the Data Platforms, IT Infrastructure and Enterprise technology segments. Notably, Will was instrumental in growing Avoka Technologies YoY revenues from a zero base to over \$30m ARR. This ultimately led to a \$339m acquisition by an international listed technology company.

Before his technology career, Will served as an officer in the Australian Defence Force for 14 years in Infantry and Special Forces units and was also responsible for developing and running major procurement and capability plans for Special Forces.

The appointment aligns with XRG’s recent acceptance into the Commonwealth Government’s “Team Defence Australia” delegation to showcase its products at ARMY-USA, the largest Army-focused conference and trade show in the United States in October 2022. Companies are selected to participate in Defence delegations based on their product offerings and proven track record in line with the domain or focus of each event.

The immediate priorities of the Global Sales Director role will be:

- Growing the international distributor network
- Leading product demonstrations and trials to various state and federal agencies within Australia and Internationally across, Defence, State and Federal Law Enforcement Agencies.
- Ongoing development and execution of the “Go To Market” strategy and commercial sales pipeline.
- Representing the Company at Defence and Law Enforcement trade shows across Australia and the USA, including Land Forces (Australia), ARMY-USA, and I/ITSEC (USA), the world’s largest military focused Training and Simulation event in Orlando, FL.

Will Beaumont said, “I am very pleased to be joining XRG at a very exciting and important period, from my experience and observation, the product–market fit of the solutions on offer are very strong, have a unique value proposition and are validated with feedback from end users. The opportunity for



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growth, given the total addressable market, when combined with interest from domestic and international markets, is very encouraging.”

Wayne Jones, CEO, XRG, said “This appointment is a major step forward in the development and execution of Operator’s Global sales strategy. Will’s background in the military and his experience and expertise in software distribution is quite unique and will assist XRG in meeting current and anticipated demand on a global scale. In our view, and that of the specialist customers we have approached, the XRG military and law enforcement products are considered the “best of breed” and we are looking forward to getting it in the hands of those on the frontline.”

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### **About xReality Group Limited (ACN: 154 103 607)**

xReality Group Limited develops and operates physical and digital simulations. Portfolio companies include Indoor Skydiving facilities, Virtual Reality (VR) and Augmented Reality (AR) entertainment, training, and production.

The Company listed on ASX on 18<sup>th</sup> January 2013 under the code IDZ changing to XRG on 13<sup>th</sup> Dec 2021.

For further information visit: [www.xrgroup.com.au](http://www.xrgroup.com.au)

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