

Press release
April 10, 2019

Nustay enters partnerships with several new hotel suppliers and increases its ability to grow sales globally

Today, Nustay A/S (“Nustay”) announces that the company has entered into new partnerships with four new B2B hotel suppliers. The partnerships will enable all hotels available through each supplier to be available on Nustay’s website for hotel bookings. The B2B suppliers include specialist for the hotel markets in e.g. North America, Caribbean, CIS, South East Asia and the Middle East and thus these new partnerships will further strengthen Nustay’s position as a booking site for hotel rooms on key markets worldwide. All partnerships were formalized in April 2019 and are ongoing until further notice.

Presentation of each new hotel supplier:

- **TBO Holidays** – has approx. 460,000 hotels available with focus on South East Asia, The Middle East and Europe. TBO Holidays compliments Nustay’s existing inventory, whilst bringing approx. 100,000 exclusive direct hotel contracts, allowing competitive pricing and guaranteed room allotments in fast growing regions for Nustay’s sales.
- **BookOhotel** – has approx. 80,000 hotels available with focus on North America, Latin America and the Mediterranean. BookOhotel is a strong addition to Nustay’s inventory in the Americas and will provide an increased inventory, as Nustay’s marketing focus moves to beach and sun destinations for the summer high season.
- **GetaRoom** – has approx. 160,000 hotels available, with approx. 60 % located on the North American market. GetaRoom are specialists on hotels in the US and Canada but are also present on the markets in the Caribbean, Mexico and the Dominican Republic. GetaRoom was founded by Bob Diener and David Litman who are the original founders of hotels.com.
- **Bronevik** – has approx. 12,000 hotels in Russia and the CIS region (Commonwealth of Independent States, including Azerbaijan, Belarus and Kazakhstan), making them one of the market leaders in the region when it comes to availability and price.

CEO Mathias Lundoe Nielsen comments

“It is very pleasing to announce these new partnerships with even more key B2B hotel suppliers. It underlines Nustay is seen by the industry as a fast-moving and attractive new market player in online hotel booking. These new partnerships increase the availability of bookable hotels on our website on several key markets including North America and South East Asia, but also on the growing markets in Eastern Europe and Western Asia. Furthermore, since many of the new hotel suppliers have direct agreements with the hotels instead of supplying them through aggregators, this puts us closer to the source which will lead to even better hotel deals for our customers. In combination, I believe that these new partnerships are another testament to our growth and that they will bring a significant boost to Nustay’s market presence and sales.”

For further information about Nustay, please contact:

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This information is information that Nustay A/S is obliged to publish in accordance with the EU Market Abuse Regulation. The information was provided by the contact person above for publication on April 10, 2019.

About Nustay

Nustay is a Danish company within the hotel booking market that offers its customers a new booking concept. Nustay has a vision of becoming the best and most disruptively innovative hotel booking platform in the world. The company’s innovative and advanced hotel booking platform has been under development since 2014 and is today online, active and has proven its ability to handle customers all over the globe. Nustay is an Online Travel Agency that delivers personalised hotel deals for each registered user depending on the preferences of the user and the type of stay. Nustay differs itself from its competitors – current OTA market actors such as Booking.com and Hotels.com – by combining the best and most important aspects of existing online booking – a large hotel inventory, a great booking experience and lower prices than its competitors.