

Press release
May 15th, 2019

Nustay partners with Agoda to distribute hotel inventory

Today, Nustay A/S (“Nustay”) announces that the company has entered into an agreement with Agoda (“Agoda”), part of Booking Holdings (Nasdaq BKNG) to become a hotel supply partner to Agoda. With this strategic partnership, Agoda will have access to Nustay’s curated inventory of more than 10,000 hotels.

The partnership is particularly important for Nustay as Agoda is one of the world’s fastest growing online travel agents (OTAs) with a strong presence in Asia, which is a growing market for Nustay. The collaboration will provide Asian and other international travellers greater accessibility to accommodation around the world to suit their travel needs. The integration with Agoda is expected to go live in the end of Q3 2019.

CEO Mathias Lundoe Nielsen comments

“I am very proud to announce this new partnership with Agoda. Agoda is a part of Booking Holdings and is one of the world’s fastest growing OTAs, and it is of course a great proof of our competitiveness that they have signed this agreement with Nustay to offer their customers more hotel choices. Furthermore, Agoda is particularly active on the highly lucrative Asian market which is great for Nustay since we are not yet very active marketing-wise in Asia ourselves. We expect to see the positive impact from this deal already in Q4 this year and I look very much forward to co-operating with Agoda.”

About Agoda

Agoda is one of the world’s fastest growing online travel booking platforms. From its beginnings as an e-commerce start-up based in Singapore in 2005, Agoda has grown to offer a global network of 2 million properties in more than 200 countries and territories worldwide, offering travelers easy access to a wide choice of luxury and budget hotels, apartments, homes and villas to suit all budgets and travel occasions.

Headquartered in Singapore, Agoda is part of Booking Holdings (Nasdaq: BKNG) and employs more than 4,000 staff in more than 30 countries. Agoda.com and the Agoda mobile app are available in 38 languages.

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 May 15th, 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.