

Press release

February 14, 2019

## The subscription period in Nustay's new share issue prior to listing at Spotlight Stock Market begins today

Today, Nustay A/S ("Nustay") announces the start of the subscription period in the company's new share issue prior to planned listing on Spotlight Stock Market. A fully subscribed new share issue will provide the company with approximately DKK 21.3 million before issue costs. Nustay has secured approximately DKK 12 million, corresponding to approx. 56 percent of the total issue volume through subscription commitments. The capital is primarily intended to finance marketing of the company's hotel booking platform to facilitate the company's continued growth. The new share issue is also intended to finance operating expenses and provide a spread in ownership to build a wide base of ambassadors and potential new customers. Prospectus, teaser and subscription form are available via the websites of the company ([www.nustay.com](http://www.nustay.com)) and Sedermera Fondkommission ([www.sedermera.se](http://www.sedermera.se)). The investment documents are also available via the website of Spotlight Stock Market ([www.spotlightstockmarket.com](http://www.spotlightstockmarket.com)). Nordnet Bank AB is acting as Selling Agent in the new share issue, which will be marketed in Denmark, Sweden, Norway and Finland.

### Mathias Lundoe Nielsen, Founder and CEO of Nustay, comments:

*"Our vision is simple – to provide smart access to the best prices for all hotels and rental properties in the world in a single search. We have a very strong foundation in the company with a highly developed technical platform up-and-running – and this together with our exceptionally strong team and the agreements we already have in place, makes Nustay an interesting investment proposition according to me. We have a unique position as a new player in the hotel OTA market with a radically different approach that puts the customers' personal preferences and low prices first. With this approach, we believe that we can attract a large number of customers and take a sizable part of the market for online hotel bookings in the future. With that, I want to welcome you as a shareholder in Nustay – the world's smartest platform for finding hotel rooms at the cheapest prices."*

### About the new share issue and listing at Spotlight Stock Market

Nustay is now conducting a new share issue of approximately DKK 21.3 million before issue costs, prior to a planned listing at Spotlight Stock Market. The capital that Nustay is provided with through the new issue is primarily intended to finance marketing of the company's hotel booking platform to facilitate Nustay's continued growth. The new share issue is also intended to finance other operating expenses and provide a spread in ownership to build a wide base of ambassadors and potential new customers. During 2019 and forward, Nustay's revenue is expected to increase significantly as more budget is allocated towards online performance marketing activities. Furthermore, Nustay aims to launch a new customer loyalty program, a mobile app, and to launch additional hotels and holiday homes on its platform.

### Offering in summary

- **Subscription period:** February 14<sup>th</sup> – March 5<sup>th</sup>, 2019.
- **Subscription price:** DKK 7,20 per share.
- **Subscription post:** The minimum subscription is 500 shares, corresponding to 3 600 DKK.
- **Issue volume and minimum limit for implementation:** The offer comprises a maximum of 2 962 777 shares, equivalent to approx. DKK 21.3 million. The minimum limit for the new share issue's implementation is approx. DKK 13,9 million, approx. 65 percent of the total issue volume.
- **Number of shares before new share issue:** 15 257 888 shares.
- **Valuation (pre-money):** Approximately DKK 110 million, corresponding to approximately SEK 151 million.
- **Subscription commitments:** Nustay has received subscription commitments of approximately DKK 12 million, a total of approximately 56 percent of the issue volume.
- **Listing at Spotlight Stock Market:** The share in Nustay is planned to be listed on Spotlight Stock Market. The trading is planned to commence on March 22<sup>nd</sup>, 2019.

### Investor meetings

In connection with the IPO, Nustay will present its business and future plans at a number of investor events. See schedule below for details. Participation is free of charge.

| Date and time                      | Event  | Place  | Registration   |
|------------------------------------|--|--|--|
| February 19, 2019<br>17:30 – 20:00 | Investor meeting in Copenhagen together with Nordnet | Nordnet Bank<br>Havneholmen 25, 7., 1561<br>Copenhagen V, Denmark          | Registration is made at <a href="http://www.sedermera.se">www.sedermera.se</a> |
| February 21, 2019<br>11:30 – 13:00 | Investor meeting in Stockholm                        | Scandic Klara,<br>Slöjdgatan 7,<br>111 57 Stockholm, Sweden                | Registration is made at <a href="http://www.sedermera.se">www.sedermera.se</a> |
| February 25, 2019<br>17:00 – 18:00 | Webinar in Helsinki together with Nordnet            | The webinar will be broadcast online at Sedermera's and Nordnet's websites | No registration beforehand is necessary  |
| February 26, 2019<br>08:30 – 10:00 | Investor breakfast in Oslo together with Nordnet     | Nordnet Bank<br>Akersgata 45,<br>0158 Oslo, Norway                         | Registration is made at <a href="http://www.sedermera.se">www.sedermera.se</a> |
| February 27, 2019<br>16:00 – 16:45 | Webinar in Copenhagen together with Nordnet          | The webinar will be broadcast online at Sedermera's and Nordnet's websites | No registration beforehand is necessary  |

### Financial advisor, legal advisor and Selling Agent

Sedermera Fondkommission is acting as financial advisor and issuing agent to Nustay in connection with the IPO and the planned listing at Spotlight Stock Market. Legal advisor is Markets & Corporate Law. Nordnet Bank AB will act as nordic Selling Agent in the IPO.

### For further information about the IPO and the listing, please contact:

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Website: [www.sedermera.se](http://www.sedermera.se)

### For further information about Nustay, please contact:

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### 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.