

Zaplox Reinforces U.S. Presence with Appointment of Chris Clement as Vice President Sales, North America

Market innovator of hotel mobile key services for the global hotel industry further expands its North American presence with key staff appointment

SWEDEN, OCTOBER 6, 2017 — Zaplox AB, a market innovator of advanced mobile key services for the global hospitality industry, today announced the appointment of Chris Clement as Vice President Sales, North America. The recent addition represents an important step for Zaplox in implementing its growth plans for the U.S. market, which were announced earlier this year. Clement is joining the Zaplox team, effective October 10, 2017.

Zaplox provides a comprehensive platform developed specifically for the hospitality industry to help hoteliers implement a complete mobile guest journey. This consists of mobile check-in, mobile keys, and mobile checkout, as well as access to guest services and special promotions that are designed to maximize revenue.

The U.S. hospitality market is a key area of focus for Zaplox, as several large and mid-sized hotel chains are based in the region. With his extensive experience in the North American hotel industry, Clement has held positions with some of the world's largest hotel chains, and also has proven successful in providing hospitality software solutions for his clients.

"We look forward to expanding our presence in the U.S. with an extremely experienced team member," said Magnus Friberg, CEO at Zaplox. "With an extensive network of contacts in our target group of large and mid-sized hotel organizations, Chris adds key insight and knowledge of the market and its demands, which we expect to help us grow our business according to our plans."

Commenting on his appointment, Clement added, "This is a great opportunity for me to join forces with a global team in a high growth company. I believe that the Zaplox solutions will change the hospitality market and have a major impact on the overall guest experience. I am looking forward to joining the Zaplox team, in order to provide the most innovative solutions and outstanding service to our customers."

For more information on how Zaplox is revolutionizing mobile key services for hotels, please visit www.zaplox.com.

Zaplox AB (publ): A leading provider of advanced mobile key services to the global hotel market. Zaplox operates globally, offering the hospitality industry a turnkey platform, including a mobile key app or SDK (Software Development Kit) for managing the guest experience, based on a secure and efficient mobile key system. With mobile technology, Zaplox offers hotels and their guests more value by a better way of checking in and out, and by distribution of mobile keys directly to the guests' smartphones. The system saves time and costs, and gives the hotel a direct communication channel with the guest, thereby offering possibilities for generating additional revenue. The Zaplox solution works on all major smartphone platforms, supports all major hotel door locks and hotel systems, and can replace or coexist with all current keycard technologies. Zaplox was founded in 2010 at IDEON Science Park in Lund, Sweden. The solution has been installed and in commercial use since 2011, with more than 1,5 million guest nights. With operations in Europe and North America, Zaplox offers flexible, customer-oriented support.

Zaplox is listed on Nasdaq Stockholm First North. Sedermera Fondkommission is the Certified Adviser.

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