

Zaplox Reinforces and Expands Management Team with Newly Appointed Chief Technical Officer and Chief Marketing Officer

Zaplox AB (publ) (“Zaplox”), a market innovator of mobile key services for the global hotel industry, has strengthened its management team with the appointment of two C-level executives to newly created positions. Hotel technology industry veteran Eric Michélsen has been tapped as chief technical officer (CTO) and Pernilla Brodd has been named chief marketing officer (CMO), with both officially joining the company as of December 2017.

Zaplox has continued to expand its organization over the past 12 months in order to align with its stated 2017 growth plan and the rapid pace of the company’s global expansion. Both of the newly recruited personnel support Zaplox’ ongoing commitment to maximize service quality and brand standards. With solid experience in introducing software solutions in various industries and proven expertise in the hospitality technology and access/security sectors, Michélsen joins the Zaplox team as CTO. He brings with him many years of industry experience, having served in several executive level roles, including as CTO at ASSA ABLOY Hospitality. As the company’s new CMO, Brodd brings extensive experience in brand building and strategy, with several years of success in expansive global sales initiatives and significant growth at software companies such as InRiver and Consafe Logistics.

”We are adding resources in two key business areas as planned,” said Magnus Friberg, CEO at Zaplox. “Based on growing customer needs, we are further developing our service offering and we continue to build our brand in a way that supports our sales, both short term and long term. Both Eric and Pernilla have the background and the competencies needed to help take Zaplox to the next level and expand our global footprint.”

Providing a comprehensive platform developed specifically for the global hospitality industry, Zaplox aims to help hoteliers implement a complete mobile guest journey. The innovative platform includes mobile check-in, mobile key and mobile check-out, as well as access to guest services and special promotions that are designed to assist the property in maximizing revenue.

For more information, 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 2,0 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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This is an English version of a Swedish press release communicated by Zaplox AB. In any case of doubt or possible differences regarding the different versions it is the Swedish version that shall apply.