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FOR IMMEDIATE RELEASE:

## Zaplox Appoints Richard Svensson as Senior Manager, Commercial Services

*Market innovator of hotel mobile key services reinforces its team to further develop sales and service portfolio*

**LUND, SWEDEN — NOVEMBER 21, 2016 —** Zaplox, a market innovator of advanced mobile key solutions for the hospitality industry, today announces the appointment of Richard Svensson as Senior Manager, Commercial Services.

Svensson joined the Zaplox team effective October 17, 2016, and has extensive experience within the international hospitality industry. Having spent more than ten years in management positions at hotels on multiple continents, he most recently served as Assistant Operations Manager at Burj Al Arab in Dubai, the world's most luxurious hotel. He brings to his new position at Zaplox a profound knowledge and understanding of the various challenges and conditions that hoteliers face in today's increasingly complex market.



“We are very happy to reinforce our team with more specialized knowledge and competence from the hospitality industry,” said Magnus Friberg, Zaplox CEO. “We constantly strive for a deeper understanding of our customer base and we continuously add value within our area of expertise that optimizes the guest journey and the development of the guest experience. We see the appointment of Richard Svensson as an important and strategic move, in order to create even greater benefits for both existing and new customers.”

Interest in mobile-based services is booming in the hospitality market, and Zaplox has taken a leading role within mobile guest experiences and digitalization of the guest journey. Zaplox' mobile key solution provides vast possibilities for hoteliers to maximize guest satisfaction and optimize guest communication. With the appointment of Richard Svensson, a seasoned executive with a broad background from the hotel market, Zaplox expects to further accelerate the development of its service portfolio and customer base.

Commenting on his appointment, Svensson stated, "I hope that my broad experience in hotel operations, food and beverage, sales and culinary, as well as in recruitment, with a focus on guest satisfaction and operational efficiency, will add significant value to Zaplox, and I am eager to meet and exceed their customer expectations."

For more information, please visit [www.zaplox.com](http://www.zaplox.com).

**About Zaplox - A leading provider of advanced mobile key services to the global hotel market** | Zaplox operates globally, offering the hospitality industry a turnkey platform, including an app for managing the guest experience, based on a secure and efficient mobile key system. The proprietary Zaplox solution provides hotels with a complete mobile guest journey that includes customized branding and promotional offers presented at the appropriate time and location, in order to maximize both guest satisfaction and 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, and the solution has been installed and in commercial use since 2011. With operations in Europe and North America, Zaplox offers flexible, customer-oriented support. For more information, please visit [www.zaplox.com](http://www.zaplox.com). Please see also [Vimeo.com/Zaplox/Guestjourney](http://Vimeo.com/Zaplox/Guestjourney)