



PRESS RELEASE

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Zaplox announce the launch of Mobile Keys in Google Wallet at Strawberry's Clarion Hotel Post

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Zaplox, a leading provider of digital guest solutions, enables Strawberry's Clarion Hotel Post to offer NFC mobile keys in Google Wallet. With this feature added to their digital guest journey, they are now the first, and only hotel in the world to offer mobile keys in both Google Wallet and Apple Wallet, using this technology.

"We are honored to announce the launch of mobile keys in Google Wallet. This launch demonstrates our vision of delivering next-generation technology and proves that when visionary minds unite and work together with the latest technology, we can truly leave a mark on the industry," said Kim Lood, CTO at Zaplox.

In 2023, Zaplox entered a close collaboration with Google to develop a proof of concept for mobile keys in Google Wallet, at Google's Bay View Suites in Mountain View, California, using the existing BLE technology. This was the first step in a partnership that has prompted the launch of mobile keys at Clarion Hotel Post, now leveraging NFC. This launch is a result of Zaplox's close collaboration with Google, Vingcard, an ASSA ABLOY company and leading provider of security access solutions and other advanced technologies, and NXP Semiconductors, a renowned manufacturer of integrated circuits.

Using a mobile key in Google Wallet provides enhanced convenience to Clarion Hotel Post guests. With a simple setup process, guests can effortlessly add their room key to Google Wallet and access their digital key to unlock the room, as well as other facilities throughout the property, whenever needed.

"Becoming the first hotel in the world to offer mobile keys in both Google Wallet and Apple Wallet is a testament to our commitment to enhancing the guest experience at every touchpoint and underscores the importance of collaborating with industry-leading technology partners. Our guests are always at the heart of everything we do, and we strive to continually improve the guest journey with innovative solutions that meet the expectations of the modern traveler. Behind every innovation lies a catalyst, an enabler of transformation, which is why we have chosen to work closely with Zaplox," said Christian Lundén, Vice President Strategic Growth, at Strawberry.

"At Zaplox we believe in empowering our customers and unlocking the possibilities of what technology enables. Working hand in hand with a forward thinking and innovative customer like Strawberry is truly an exciting journey where we get to witness technology and its potential on efficiency and guest satisfaction first hand. Today we are extra proud to enable Strawberry and the Clarion Hotel Post to be the first hotel in the world to offer this to their guests," said Tess Mattisson, President and CEO at Zaplox.

Google Wallet room keys are compatible with Vingcard door locks and Vostio Access Management by Vingcard.

"Mobile key solutions continue evolving to address guest demands for greater flexibility over how they choose to interact with the service. We are honored to work alongside Zaplox in deploying Google Wallet compatibility for Mobile Access at Clarion Hotel Post, providing its guests with an opportunity to take room access convenience a step further. As a company that shares our goal of bringing more innovation into the modern guest journey, we look forward to expanding our relationship with Zaplox as an option for more properties that are seeking the benefits of digital wallet-compatible Mobile Access," said Richard Eastburn, Senior Director and Head of Product Management at Vingcard.

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Certified Adviser for Zaplox is Svensk Kapitalmarknadsgranskning AB.

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About Zaplox

Zaplox is a trusted provider of digital guest solutions for the hospitality industry. Its SaaS platform is designed to enhance the guest experience, offering a comprehensive suite of services, including self-service check-in and mobile keys. Zaplox's platform is a valuable complement to hospitality, supporting hotel chains, resorts, and casinos in EMEA, North America, and APAC to provide a seamless digital experience for their guests. Founded in 2010 in Lund, Sweden, Zaplox has established itself as a leading innovator in the industry, enabling its customers to provide their guests with the best possible experience from the time of reservation to departure. The company is listed on the Nasdaq First North Growth Market. For more information, please visit www.zaplox.com.

About Strawberry

Strawberry is a portal to a wide variety of hotels, meetings, restaurants and spas, as well as great benefits and rewards for our members. With over 225 hotels across the Nordics, we offer hotel brands such as Comfort Hotel®, Quality Hotel™, Clarion Hotel® and Clarion Collection® Hotel, in addition to more than 40 independent hotels. Through the Strawberry app, web and membership, you get access to our universe of experiences, with our promise to make life more fun, meaningful and exciting. More to explore at Strawberryhotels.com

About Vingcard

Vingcard is a leading provider of security access solutions and other advanced technologies designed for the evolving needs of the hospitality, off-site student accommodations and build to rent industries. With a commitment to serving as the industry's trusted partner for enhanced security, Vingcard's comprehensive range of integrated solutions are designed to ensure safer, more adaptive business operations able to deliver enhanced efficiency and end-user satisfaction. Vingcard, Your trusted partner for enhanced security.

Vingcard is part of ASSA ABLOY Global Solutions, which provides safe and sustainable cutting-edge technology solutions for physical and digital access management control. As a full solutions provider, ASSA ABLOY Global Solutions is part of the wider ASSA ABLOY Group. Being a global leader in access solutions, the Group operates worldwide with 61,000 employees and holds leading positions in areas such as efficient door opening, trusted identities, and entrance automation.

