



PRESS RELEASE

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Hoist Group Welcomes AP6 as New Co-Owner

Hoist Group Holding Intressenter AB (publ) ("Hoist Group" or the "Company") is proud to announce the Sixth Swedish National Pension Fund ("AP6") as a new equity investor, strengthening the Company in its ambition for further growth.

Hoist Group is welcoming AP6 as a new shareholder alongside the main owner, the investment fund Accent Equity 2008, and the Company's founder Malcolm Lindblom. AP6 is a specialist fund that is a part of the Swedish national pension system. It invests in unlisted companies, both directly and indirectly through funds, and has more than SEK 30 billion under management. AP6's mission is to generate a long-term high return with adequate risk diversification.

AP6's investment in Hoist Group underpins the substantial development efforts being made by the Company in its evolution to a data-centric partner focused on providing the hospitality industry with business intelligence on the guest journey. It is also the first step in preparing the Company for a potential public listing in the future. The investment provides the Company with SEK 100 million in additional capital, which together with potential future tap-issues on the current bond and any further equity commitments from the owners, supports a substantial capacity for continued M&A activity and organic growth in the years to come.

"It is a great milestone in our development as a company to be able to attract such a reputable and knowledgeable institution as a growth partner – says Alfonso Tasso, CEO of Hoist Group. During the last couple of years Hoist Group has evolved to become the one-stop technology partner of the hospitality industry throughout EMEA. All our staff are excited by the opportunities provided by this digital journey, and the addition of AP6 as a co-owner will allow us to move even quicker towards our goals."

"Hoist Group is a European market leader in its niche, with great potential to grow further – says Vidar Andersch, Investment Director at AP6. We are looking forward to joining forces with Accent Equity, Malcolm Lindblom and the excellent management team to maximise Hoist Group's potential."

This information is information that Hoist Group Holding Intressenter AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation (596/2014/EU). The information was submitted for publication, through the agency of the contact person set out below, at 17:00 CET on March 12, 2019.

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