

Press release

February 13, 2019

Nustay receives approval for listing and publishes prospectus

Today, Nustay A/S ("Nustay") announces that the company has received approval for listing at Spotlight Stock Market. Nustay also today publishes a prospectus for the upcoming new issue of shares, in which the subscription period starts on the 14th of February 2019. The prospectus is available on the websites of Nustay (www.nustay.com), Sedermera Fondkommission (www.sedermera.se) and at the website of Spotlight Stock Market (www.spotlightstockmarket.com). Teaser and subscription form will be published on the webpages mentioned above at the start of the subscription period.

About the upcoming new share issue and listing at Spotlight Stock Market

During 2019 and forward, Nustay's revenue is expected to increase significantly as more budget is allocated towards online performance marketing activities. Furthermore, Nustay aims to launch a new customer loyalty program, a mobile app, and to launch additional hotels and holiday homes on its platform. Nustay's platform is already globally scalable and highly customizable with localized content using cutting-edge frontend- and backend technologies. An increasing handled revenue continuously strengthens the company's own cash reserves, as the company will have the customers' advance payments in hand until the suppliers are paid. This reduces the need for additional external funding and provides more financial resources for additional marketing. When the net revenue exceeds the company's marketing spend, which is possible through a large-enough handled revenue, Nustay will reach positive marketing contribution. The Board assesses that this will occur during 2020. In order to add capital, Nustay has decided to raise approximately DKK 21.3 million before issue costs, prior to a planned listing on Spotlight Stock Market. The capital that Nustay is provided with through the new issue is primarily intended to finance marketing of the company's hotel booking platform to facilitate Nustay's continued growth. The new share issue is also intended to finance other operating expenses and provide a spread in ownership to build a wide base of ambassadors and potential new customers. Nustay has been approved for listing at Spotlight Stock Market. The approval is given under the condition that the company raises the minimum limit of approximately DKK 13.9 million and that the company obtains a sufficient number of shareholders in accordance with Spotlight Stock Market's listing agreement. The first day of trading on Spotlight is planned to be the 22nd of March 2019.

Investor meetings

In connection with the IPO, Nustay will present the business and future plans at a number of investor events. See schedule below for details. Participation at the investor events is free of charge.

Date and time	Event	Place	Registration
February 19, 2019 17:30 – 20:00	Investor meeting in Copenhagen together with Nordnet	Nordnet Bank Havneholmen 25, 7., 1561 Copenhagen V, Denmark	Registration is made at www.sedermera.se
February 21, 2019 11:30 – 13.00	Investor meeting in Stockholm	Scandic Klara, Slöjdgatan 7, 111 57 Stockholm, Sweden	Registration is made at www.sedermera.se
February 25, 2019 17:00 – 18.00	Webinar in Helsinki together with Nordnet	The webinar will be broadcast online at Sedermera's and Nordnet's websites	No registration beforehand is necessary
February 26, 2019 08:30 – 10.00	Investor breakfast in Oslo together with Nordnet	Nordnet Bank Akersgata 45, 0158 Oslo, Norway	Registration is made at www.sedermera.se
February 27, 2019 16:00 – 16.45	Webinar in Copenhagen together with Nordnet	The webinar will be broadcast online at Sedermera's and Nordnet's websites	No registration beforehand is necessary

Offering in summary

- **Subscription period:** February 14th – March 5th, 2019.
- **Subscription price:** DKK 7,20 per share.
- **Subscription post:** The minimum subscription is 500 shares, corresponding to 3 600 DKK.
- **Issue volume and minimum limit for implementation:** The offer comprises a maximum of 2 962 777 shares, equivalent to approx. DKK 21,3 million. The minimum limit for the new share issue's implementation is approx. DKK 13,9 million, approx. 65% of the total issue volume.
- **Number of shares before new share issue:** 15 257 888 shares.
- **Valuation (pre-money):** Approximately DKK 110 million, corresponding to approximately SEK 151 million.
- **Subscription commitments:** The Company has received subscription commitments of approximately DKK 12 million, a total of approximately 56 percent of the issue volume.
- **Listing on Spotlight Stock Market:** The share in Nustay is planned to be listed on Spotlight. The trading is planned to commence on March 22nd, 2019.

Financial advisor, legal advisor and Selling Agent

Sedermøra Fondkommission is acting as financial advisor and issuing agency to Nustay in connection with the IPO and the planned listing at Spotlight Stock Market. Legal advisor is Markets & Corporate Law. Nordnet Bank AB will act as nordic Selling Agent in the IPO.

For further information about the IPO and the listing, please contact:

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Telephone: +46 (0) 40-615 14 10
E-mail: info@sedermøra.se
Website: www.sedermøra.se

For further information about Nustay, please contact:

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About Nustay

Nustay is a Danish company within the hotel booking market that offers its customers a new booking concept. Nustay has a vision of becoming the best and most disruptively innovative hotel booking platform in the world. The company's innovative and advanced hotel booking platform has been under development since 2014 and is today online, active and has proven its ability to handle customers all over the globe. Nustay is an Online Travel Agency that delivers personalised hotel deals for each registered user depending on the preferences of the user and the type of stay. Nustay differs itself from its competitors – current OTA market actors such as Booking.com and Hotels.com – by combining the best and most important aspects of existing online booking – a large hotel inventory, a great booking experience and lower prices than its competitors.