

NUSTAY

Nustay enters major agreement with Ctrip

Today, Nustay A/S (“Nustay”) announces that the company has entered into an agreement with [Ctrip.com](#) International, Ltd (“Ctrip”) regarding the inclusion of their strong portfolio with approx. 600,000 hotels worldwide (of which approx. 300,000 is directly contracted) into Nustay’s hotel booking platform.

Ctrip is by far the largest OTA in Asia and top global player in terms of GMV (Gross Merchandise Value), helping customers with travel arrangements both domestically and internationally. The new agreement significantly strengthens Nustay’s position on important hotel markets in both Asia, Europe and the US. As a result of the new deal, **Nustay will be one of less than a handful of companies** in Europe & the US with a B2C model, that will have access to Ctrip’s hotel inventory. The partnership includes two integrations, with the first integration going live in June 2019 and the second expected to go live ultimo July 2019. Nustay expects to see the positive impact of the new partnership from August 2019. The agreement was signed in May 2019 and will be ongoing until further notice.

CEO Mathias Lundoe Nielsen comments

“It is very pleasing to announce this new agreement with Ctrip. They will distribute us 600,000 hotels, of which 300,000 of them directly contracted. They are aggressive on pricing, meaning they have very competitive hotel prices in especially Asia Pacific region. We are amongst the very first in Europe & the US to work with them on a model like this, and the agreement will certainly both give us an important edge towards our competitors and be beneficial to our customers. The agreement is especially important since it significantly strengthens our position in Asia, which is both a very lucrative and fast-expanding market. Finally, this deal shows that Nustay always keeps looking for the best opportunities and it also shows the strength of our hybrid business model.”

Chairman of Nustay, Lone Fønss Schrøder, comments

“I am very proud of this new agreement the team at Nustay has secured and not least that Ctrip sees Nustay as an interesting partner. I have extensive personal experience from dealing with Chinese companies, so I know how much hard work that lies behind these types of deals and how rewarding the right partnership can be for the customers and the partners. This agreement shows that Nustay is on the right track in its development and I look forward to seeing the positive impact that the Ctrip agreement will bring for all stakeholders.”

GM of Overseas Platform at Ctrip Hotel BU, Wyndon Xie comments

“I am really excited about the upcoming partnership with Nustay, it is an emerging OTA in Europe with impressive business growth in the recent years. With Ctrip’s attempt on global expansion for the next few years, Nustay definitely will play a strategic role along the journey. Last but not least, Ctrip would like to grow with Nustay by offering the most competitive and widest coverage products globally, I truly look forward to the win-win partnership bringing about outstanding achievement for both”.

About Ctrip.com International, Ltd.

Ctrip.com International, Ltd. is a leading provider of online travel and related services, including accommodation reservation, transportation ticketing, package tour and in-destination services, corporate travel management, and other travel related services. It enables business and leisure travellers to make informed and cost-effective bookings by aggregating comprehensive travel related information and offering its services through an advanced transaction and service platform consisting of its mobile apps, Internet websites and centralized, toll-free, 24-hour customer service center. The family of travel brands mainly includes: Ctrip, the largest online travel agency in terms of gross merchandise value and the best-known travel brand in China; Qunar, a leading online travel agency in China; Trip.com, an online travel agency for global consumers; and Skyscanner, a leading global travel search site. Since its inception in 1999, Ctrip Group has experienced substantial growth and become one of the largest travel service providers in the world.

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This information is information that Nustay A/S is obliged to publish in accordance with the EU Market Abuse Regulation. The information was provided by the contact person above for publication on May 27th, 2019.

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 personalized 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 combining the best and most important aspects of existing online booking – a large hotel inventory, a relevant & transparent booking experience, and lower prices than its competitors.