

NUSTAY

Nustay appoints new CFO

Today, Nustay A/S (“Nustay”) announces that Søren Morbitzer Christoffersen has been appointed as new CFO for the company. Christoffersen has an educational background as M.Sc. in Economics & Business Administration and as a state-authorized Public Accountant. For over 30 years, he has worked with all aspects of finance, strategy, management, processes and tax & legal. Since 1997, he has also held several board memberships in various companies. Christoffersen’s previous assignments includes several leading roles over 15 years in the A.P. Møller Maersk group, CFO for TDC Mobile, and CEO for Ultrav Business Support. He will commence his position as CFO at Nustay on 15-10-2019.

CEO Mathias Lundoe Nelsen comments:

“I am proud that we have been able to attract such an experienced and high-performing individual such as Søren to Nustay. He is highly analytical, very swift in understanding complex businesses and also very result-driven. Combined with his long experience within finance, I’m convinced that he is a perfect match for the role as CFO at Nustay – a job that requires a lot of skill and an ability to handle the ever-changing and fast-moving hotel market. I would also like to thank our current CFO, Simon Lajlev Larsen, for his contributions to the company, not least for the leading role he took in our IPO process earlier this year. All in all, I believe that this change in management is a reflection of Nustay’s vision of becoming a leading player on the hotel booking market.”

For further information about Nustay, please contact:

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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 October 7th, 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 with Nustay’s innovative and advanced hotel booking platform which 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 by combining the best and most important aspects of existing online booking – a large hotel inventory, a great booking experience and competitive prices.