

NUSTAY

Nustay hits all-time high sales record

Today, Nustay A/S (“Nustay”) announces that on Saturday December 21st the company hit an all-time high sales record with the highest number of bookings and handled revenue that Nustay has had in a single day since the platform was launched. A total of 751 hotel bookings was successfully completed on the platform during the 24-hour period, resulting in a total handled revenue of more than 681,000 DKK.

Mathias Lundoe Nielsen, CEO, comments

“We are of course extremely happy to announce this sales record and we are proud that we are able to achieve such high sales numbers in the end of December, which is considered to be the most low-season period in online hotel booking. During 2019 we have been working hard on the technical aspects of our platform, optimising our supply of hotel rooms, as well as our online marketing, and this work is now paying off. Yesterday, December 22nd, we were only 6,700 DKK short from hitting another new sales record. We are excited to see what 2020 brings.”

Stein-Thore Mortensen, Head of Paid Media, comments

“The whole marketing team are incredibly proud to be able to go against seasonality and increase sales in a normally challenging period of the season with both a lower amount of bookings and lower average booking value. We spent a lot of effort working on activating marketing on new platforms in preparations for 2020’s ambitious goals- and it is absolutely wonderful to see the hard work paying off.”

For further information about Nustay, please contact:

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This information is information that Nustay A/S is obliged to publish following the EU Market Abuse Regulation. The information was provided by the contact person above for publication on December 23, 2019.

About Nustay

Nustay is a Danish online hotel booking company established in 2014. The company has developed an innovative booking platform offering the lowest possible hotel prices while also enhancing customer’s booking experience. Nustay has set out an ambitious vision to become the global leader within the online hotel booking industry, and is confident its large hotel room inventory, novel pricing strategy, and transparent booking process, will achieve that goal.