

INVESTMENT HIGHLIGHTS



A danish company within the **multi-billion dollar hotel booking market** that offers its customers a new booking concept for over 1.5 million hotels world-wide based on a hybrid business model.

80%

Ability to combine the large hotel room inventory from regular travel sites with the prices of specialized B2B deal sites. In approx. **80% of all searches** for hotel rooms, Nustay is on average **30% cheaper** than its competitors.



Exceptionally **strong and diversified Board** and team of people – for instance, Nustay's founder and CEO has founded five e-commerce companies in the past, Nustay's chairman is also active on the boards of e.g. Volvo Cars and IKEA and Nustay's Chief Marketing Officer has been Head of Online Marketing at Momondo for six years.



Ability to deliver **highly personalised offers** to customers, based on interests and preferences.



Attractive direct **agreement with Google Hotel Ads**, and important partnership agreements in place with for example Kayak, Trivago and Momondo.



Platform launched globally and live with more than **8,600 hotel nights booked** in January 2019 alone and is now ready to scale up.



A business model enabling a **continuous strong cash flow** which in turn reduces the company's needs for future external financing with the goal to reach a **positive marketing contribution** by 2020.

With additional financing from the planned IPO, Nustay's revenue is expected to increase significantly – **with a double-digit monthly growth** – in the near future, as more budget is allocated towards online performance marketing activities. Nustay also plans to launch several additions to its platform such as a new customer loyalty program, a mobile app, and to launch additional hotels and holiday homes, in order to further boost the revenue and secure the long-term growth of the company.