

Translation of release in Swedish (please refer to Swedish version in case of discrepancies):
Pressmeddelande från MenuCard AB

MenuCard AB Valby, Danmark,
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MenuCard: Signs with White Guide top 10 restaurant and expands its Event service

MenuCard AB ("MenuCard") adds Dragsholm Slot, Slotskøkkenet to its list of top restaurants and expanding its position as Denmark's leading quality restaurant program for companies and their employees.

As announced on December 4, 2017 MenuCard recently entered into its biggest corporate agreement to date, with another one of Denmark's largest companies. This agreement will be rolled out in January 2018. MenuCard announces today, January 8, 2018 that the company has signed Dragsholm Slot, Slotskøkkenet to its list of top restaurants, which holds a Michelin star and is included in the White Guides top 10 list. The owner of Slotskøkkenet also owns the Brdr. Price restaurants that are already represented in MenuCard. The new agreement with Dragsholm Slot will also be rolled out by end of January 2018.

Kim Lykke Sommer, the CEO of MenuCard comments: "It is very comforting to see how our ability to attract both companies and restaurants in the heaviest category is continuing to grow. To a large extent, one leads to the other, based upon the simple logic that the best companies want to join when the best restaurants are on the list and vice versa".

With this, MenuCard adds not only to its existing list of Michelin starred restaurants, yet at the same time this adds a prominent member of the exclusive White Guide list, which is the well-known, leading Nordic gastronomic restaurant guide. The board assesses that the best restaurants look to each other to measure quality. MenuCard will also benefit from the fact that not only do companies look to the list of restaurants. The same logic applies between top restaurants and chefs in the Nordics. In essence, having such strong and well known reference points at a Nordic level will provide a potential shortcut to sign up of similar gastronomic leaders in other Nordic markets when MenuCard launches its service there.

With the signing of Dragsholm Slot with Slotskøkkenet, the Bistro and "Madbar", MenuCard has also agreed that our corporate customers can book events and stays at the Castle through MenuCard. This contributes to the critical mass of MenuCard Event Service, and the attraction of MenuCard's "key ambassadors" within MenuCard Partner Companies, such as Personal Assistants, Travel / Event managers, etc.

Kim Lykke Sommer continues: "We know that being top of mind of our users is key to MenuCard. We also know that the relevance and variety of our offerings are key parameters. Therefore, I am particularly proud of the additions that we have made to our service over the last few months. This includes 80 new restaurants, the TAKEOUT service which allows all our users to order food from more than 200 restaurants for delivery and now also the addition of yet another gastronomic pearl as well as the added business in our Event service that will occur when our partners start booking events, conferences and stays at the hotels/castles, etc. that are now also part of MenuCard".

For more information about MenuCard, please contact:

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Denna information är sådan information som MenuCard AB är skyldigt att offentliggöra enligt EU:s marknadsmissbruksförordning. Informationen lämnades, genom ovanstående kontaktpersons försorg, för offentliggörande den 9 januari 2018.

<https://menucard.dk/>

MenuCard AB

MenuCard grundades i Danmark och digitaliserar restaurangbesöket på ett internationellt skalbart sätt. MenuCard är en app-baserad tjänst som vänder sig till företag och deras anställda. Via appen kan medarbetaren hantera allt från att få inspiration och att boka bord till mobilbetalning med upp till 30 procents rabatt och en redovisning av restaurangbesöket som passar in i företagets administrativa system. MenuCard samarbetar med fler än 200 företag, som har över 450 000 anställda. MenuCard har sammanlagt avtal med fler än 550 kvalitetsrestauranger i Danmark. Av dessa är cirka 200 anslutna till den nya TAKEOUT-tjänsten, som innebär att alla användare kan få utkörd kvalitetsmat med rabatt. MenuCard är godkänd av danska Finanstilsynet, motsvarigheten till den svenska Finansinspektionen.