

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: Milestone reached after record breaking number of sign-ups

Yesterday, the 15th of January, MenuCard AB (“MenuCard”) launched its app to employees in its latest flagship membership company. As a result, MenuCard realized more than 1.500 sign-ups in less than one day. This also means that MenuCard has passed the milestone of 20.000 activated users. MenuCard is working towards a year-end goal of 50.000 users.

As announced on December 22, MenuCard finished 2017 on an all-time high with significant expectations for 2018. Also, during 2017, MenuCard invested heavily in preparation for further acceleration in number of users and usage 2018, including a simplified sign-up procedure. The first strong sign of this preparation paying off, was the massive sign-up by employees from the latest, larger new MenuCard partner-company (name not disclosed) as seen yesterday.

More specifically, the MenuCard app was downloaded by more than 1.500 individual employees in less than one day in the latest flagship membership company (agreement with said company was announced on December 4, 2017). During the latest 90 days, a total of 5.000 users have signed-up, leaving the current total to more than 21.000 users. MenuCard is working towards a year-end goal of 50.000 users, which, along with increased user frequency is expected to lead to break-even.

Kim Lykke Sommer, the CEO of MenuCard comments: *“We are beginning to harvest the fruits from our pursuit of best practice across our many member companies. As an example, this includes a simplified sign-up procedure with a dedicated sign-up code, as opposed to manual registration of company data. Signing up more than 1.500 employees in one day allows us to grow our gross base of active users by more than 7% in just one day. To us, this is a significant milestone that underscores the current acceleration of MenuCard”.*

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This press release contains information that MenuCard AB is obligated to make public pursuant to the EU Market Abuse Regulation. This information was provided, through the above contact, for publication on the 16th of January 2018.

<https://menucard.dk/>
MenuCard AB

MenuCard was founded in Denmark and digitalizes restaurant visits in an international scalable way. MenuCard is an app-based service that targets companies and their employees. Through the app, employees can handle everything from getting inspiration and booking a table, to payment with up to 30 percent discount and an receipt of the restaurant

visit that is compatible into the company's administrative system. MenuCard co-operates with over 200 companies, that combined has over 450 000 employees. MenuCard also has agreements with over 550 quality restaurants in Denmark. 200 of these are connected to the new TAKEOUT service, giving users the possibility to get quality food delivered at a discount. MenuCard are approved by the Danish Finanstilsynet, the equivalent to the Swedish Finansinspektionen.