

Press release from MenuCard AB, Valby, Denmark
22 January 2018 (please refer to Swedish version in case of discrepancies)

MenuCard: Milestone passes with 100 transactions in a day

On Saturday, the 20th of January 2018, MenuCard AB (“MenuCard”) passed its milestone of reaching 100 transactions in one day. The final number of the day was 130 transactions. MenuCard is working towards a year-end goal of about 500 transactions per day, corresponding to about one visit per restaurant per day on average.

As announced previously, the key focus of MenuCard in 2018 is adding critical mass measured in traffic and revenue based on the growing critical mass of restaurants and companies that have entered agreements with MenuCard as their exclusive partner.

In Q3, 2017 the average number of transactions per day was about 35 and the top number of transactions in one day was 72. In Q4, 2017 the average number of transactions per day was about 44 and the top number of transactions in one day was 84. With 130 transactions as a new top number of transactions in one day (up by 73.6%), the growth continues.

A good number of large transactions on the 20th of January also meant a new top gross revenue per day (revenue at restaurants before discounts) with 157.000 DKK. The previous top gross revenue per day was set in Q4, 2017 at 86.000 DKK (up by 82.5%).

Kim Lykke Sommer, the CEO of MenuCard comments: *“With last week’s records, we are off to a strong start in 2018. The consequence is that we are growing fast towards our goal of being the preferred standard, used and appreciated by leading restaurants, companies and their employees. Coupled with the fact, that January is not a month that we would normally associate with a record breaking number of MenuCard restaurant visits, this truly makes me proud and confident with our continued development”.*

For more information about MenuCard, please contact:

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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 22th of January 2018.

MenuCard AB (menucard.dk): MenuCard was founded in Denmark and digitalizes restaurant visits in an internationally 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. The amount after discount is transferred to MenuCard’s account and the restaurant as well as the user obtains an instant digital receipt. MenuCard obtains a 3-5% transaction fee and settles with the restaurant bi-monthly. MenuCard has partnered with over 200 companies, with about 500.000 employees in aggregate and over 550 quality restaurants in Denmark. 200 of these are connected to the new TAKEOUT service, giving MenuCard users the possibility to get quality food delivered within an hour at a 5% discount. MenuCard is approved by the Danish “Finanstilsynet”, the equivalent to the Swedish “Finansinspektionen”.