

Press release from MenuCard AB, Valby, Denmark on March 20, 2017

MenuCard and Copenhagen Concepts sign break-through agreement

MenuCard, powering the relationship between quality restaurants, companies and their employees, has signed an open-ended agreement with Copenhagen Concepts - a group of leading quality restaurants and -chains in Denmark, Hamburg and London, including renowned steak-house MASH.

After its IPO in February 2017, MenuCard has expanded its activities in Denmark as planned. Now, MenuCard announces a partnership with Copenhagen Concepts that will strengthen both parties' market leading position and take their service to a new level:

- **Most requested restaurants**
Copenhagen Concepts is a leading group of quality restaurants and restaurant chains in Denmark with highly profiled names such as Le Sommelier, Umami, Kabuku and MASH. These restaurants are the most requested and sought group of restaurants amongst MenuCard members. At the same time, the employees of MenuCards more than 100 partner-companies are most wanted guests.
- **Exclusive digital agreement**
Copenhagen Concepts is the first partner to handle all company agreements exclusively through MenuCard's digital platform. This way, Copenhagen Concepts restaurants will avoid hassle, and be able to communicate to their guests in a structured manner. This is in contrast to "non-MenuCard" restaurants that struggle to manage guest communication and multiple agreements with companies manually.
- **Agreement extends beyond Denmark's borders**
The MASH Restaurants have expanded to Hamburg and London and for the first time, MenuCard will become available to members, visiting international locations outside the Nordics as well. This way, MenuCard's internationalization can be supported not only by large Danish companies with extensive activities abroad, making MenuCard available to their local employees, but also by restaurants that reach out to clients through MenuCard on international locations.

Kim Lykke Sommer says: "I am very proud of this agreement as it further strengthens MenuCards position as the leading partner in Denmark for quality restaurants that wish to handle their relationships with companies in a smooth and structured way. Also, I'm happy to bring this announcement because MASH in particular is the restaurant chain that most of our members have been requesting to be part of MenuCard".

This announcement does not affect MenuCard's financial expectations for 2017.

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This information is information that MenuCard AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on March 20th, 2017.

MenuCard's restaurant app appeals to companies and their employees for business as well as private use. Users get inspiration, check menus, book a table, and pay via MenuCards own payment system, as approved by the Danish Financial Authority; including getting up to 30% discount. A receipt is sent directly to the user or the company for their expense system. MenuCard was founded in Denmark and has signed +100 companies with +300.000 employees and +250 quality restaurants. MenuCard primary revenue source is a percentage of the restaurant spend, yet a number of adjacent revenue streams are being developed.