



PRESS CONFERENCE

25/06/2024

INVITATION - ZAPLOX PRESS CONFERENCE

Leading the Future of Mobile Access in Hospitality

Date: 25/06/2024

Time: 2-2.30 pm

Conference speakers:

Christian Lundén, VP Strategic Growth, Strawberry (former Nordic Choice Hotels)

Tess Mattisson, President & CEO, Zaplox

Last year at HITEC, Zaplox made history in the hospitality industry by announcing the launch of Mobile Keys in Apple Wallet, making Strawberry the first hotel outside North America to offer this to their guests.

This year, at HITEC, Zaplox is set to do it again – with a big announcement on mobile access technology.

We invite you to join Zaplox's press conference which will be held in conjunction with the big announcement. This is your opportunity to get firsthand insight and to engage with the pioneers driving this transformative journey.

What to expect:

- **Firsthand insights:** Be one of the first to witness the announcement and its features.
- **Meet the innovators:** Talk to the visionaries who dared to challenge the status quo and reshaped the world of mobile access in hospitality.
- **Insights:** Meet the hotelier to get insights on how they use technology to leverage their digital guest journey, how they collaborate with tech partners, and how they envision the future of guest experience.

-- Additional Information --

Background

In 2010, a bold vision began to take shape. Tess Mattisson, former PR & Marketing Manager at Clarion Hotel Stockholm, and Christian Lundén, VP Strategic Growth at Strawberry saw the potential in mobile technology and how it could impact the hospitality industry. Together with ASSA Abloy, TeliaSonera, Venyon and VingCard Elsafe, they embarked on an ambitious journey, launching the world's first pilot of NFC mobile keys at Clarion Hotel Stockholm.

Fast forward to 2023. Tess Mattisson, now President & CEO at Zaplox joined forces with Christian Lundén, once again. This time they made history by launching mobile keys in Apple Wallet, making Strawberry the first hotel outside North America to offer this to their guests. This achievement was not only a testament to their dedication, but also a shift in the hospitality industry – setting new standards for guest convenience.

A journey of Innovation

Zaplox and Strawberry's journey is one of persistent innovation and courage. Their work has pushed the boundaries of what's possible and the technology has transformed the way hoteliers welcome their guests. In the ever-evolving hospitality industry, Zaplox continues to lead the change, enabling hotels like Strawberry, to tap in to the latest technology, ensuring they always remain at the forefront of extraordinary guest experiences.

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About Zaplox

Zaplox is a trusted provider of digital guest solutions for the hospitality industry. Its SaaS platform is designed to enhance the guest experience, offering a comprehensive suite of services, including self-service check-in and mobile keys. Zaplox's platform is a valuable complement to hospitality, supporting hotel chains, resorts, and casinos in EMEA, North America, and APAC to provide a seamless digital experience for their guests. Founded in 2010 in Lund, Sweden, Zaplox has established itself as a leading innovator in the industry, enabling its customers to provide their guests with the best possible experience from the time of reservation to departure. The company is listed on the Nasdaq First North Growth Market. For more information, please visit www.zaplox.com.

About Strawberry

Strawberry is a portal to a wide variety of hotels, meetings, restaurants and spas, as well as great benefits and rewards for our members. With over 225 hotels across the Nordics, we offer hotel brands such as Comfort Hotel®, Quality Hotel™, Clarion Hotel® and Clarion Collection® Hotel, in addition to more than 40 independent hotels. Through the Strawberry app, web and membership, you get access to our universe of experiences, with our promise to make life more fun, meaningful and exciting. More to explore at Strawberryhotels.com