

Technology update: Launching Velocity Pro Platform

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Technology update

Today, Movinn is launching a new technology product, Velocity Pro.

It is a white label booking management platform, designed to simplify and accelerate the sourcing and booking process for our external structural partners and clients, thereby empowering stakeholders and strengthening supply chains.

The platform also marks another important step in automating and scaling our sales efforts and increasing sales velocity.

Velocity Pro

Velocity Pro is an invite-only booking management platform that allows structural partners and clients with high annual booking volumes to manage and directly book accommodation without any friction, making it an end-to-end fully digital experience from sourcing, third party approval, booking, order management, billing, communications - and right up to the assignee is inside their temporary accommodation.

By reducing the friction in the booking process for our partners, we are ensuring a smoother and faster experience for every party involved, structurally improving the workflow of key stakeholders in the industry.

The platform will be released in three versions to cover our three main B2B segments: i) Relocation, ii) Corporations and iii) Insurance.

Velocity has been developed in corporation with key industry stakeholders, so while we will keep adding new functionality and doing improvements, we are confident in a fast adaption of the platform.

Head of Finance & IR, Andreas Thaning, states:

"It's a great achievement from our tech team. Velocity Pro is an advanced piece of software and the short term potential is to automate the majority of our inbound B2B-sales and order processing, thereby strengthening structural demand and achieving increased scalability in sales. We are essentially turning daily active users into a salesforce, while also improving the supply chains and empowering those users with automations. So we have obvious selfish motives, but also a genuine desire to improve the workflow of long-term and highly regarded partners. Besides these immediate benefits, the management will assess whether the platform can unlock additional potential in the long term".

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About Us

About Movinn

Founded in October 2014, Movinn A/S has grown to become one of Denmark's leading providers of fully serviced apartments, operating within the PropTech industry and delivering space-as-a-service to mainly large domestic and international corporations and organizations. To stay at the forefront of trends in the real estate and serviced living industry - and to diversify activities - the company has created a house of brands that cover both traditional and emerging client segments.

Inhouse, the company has created a highly integrated value chain and comprehensive tech-products (several software platforms & IoT hardware) to help provide the best possible service and quality to the company's clients and to help scale profitable growth. Movinn has a strong presence in Denmark, covering Aarhus, Odense and Copenhagen (the latter being the largest and primary market), and the company is planning to expand its operations into new European destinations.

Movinn A/S has received approval for admission to trading of its shares on Nasdaq First North Growth Market Denmark under the ticker "MOVINN".