

beaconsmind AG adopts change in fiscal year

Zürich, Switzerland – 7 April 2022 – beaconsmind AG (ISIN: CH0451123589 – Ticker: MLBMD), a leading SaaS provider in the field of Location-Based Marketing (LBM) & Analytics, has adopted the adaptation of its fiscal year (so far 1 July to 30 June of the following year) to the calendar year. The Administrative Board of beaconsmind has approved a corresponding proposal today at a meeting of the Administrative Board. During the first half of fiscal 2022/2023 there will be a short fiscal year for the period from 1 July 2022 to 31 December 2022. The next fiscal year of beaconsmind, which will correspond to the calendar year, will then be the year 2023. The alignment of the fiscal year with the calendar year is expected to simplify accounting and improve comparability with key performance indicators.

About beaconsmind

Founded in 2015 in Switzerland, beaconsmind is a pioneer in the field of location-based marketing (LBM) software for retail chains. By fitting stores with Bluetooth beacons that precisely locate and identify customers, and by integrating its Software Suite, beaconsmind opens a brand-new channel for retailers to interact with their customers. Thanks to its solution, retailers can converge digital and physical shopping and address the convenience gaps of each. The shares of the company (ISIN: CH0451123589 – Ticker: MLBMD) are listed on Euronext in Paris. For more information, please visit www.beaconsmind.com

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