

beaconsmind AG: Hauck & Aufhäuser Lampe Privatbank AG continues to rate beaconsmind share as "Buy" – Price target EUR 30.00

Zurich, Switzerland – 15 June 2022 – Hauck & Aufhäuser Lampe Privatbank AG has taken the listing in the Scale market segment on the Frankfurt Stock Exchange of beaconsmind AG (ISIN: CH0451123589 - Ticker: MLBMD), a leading SaaS provider in the field of location-based marketing (LBM) & analytics, as well as the company's recent roadshow as an appropriate occasion to publish an updated study on beaconsmind. The rating of the beaconsmind share is "Buy" with a price target of EUR 30.00. With the current price target, Hauck & Aufhäuser Lampe Privatbank AG sees a very high upside potential of 150 percent. The closing price of the beaconsmind share (Frankfurt) was EUR 12.00 on 14.06.2022.

beaconsmind benefited, among other things, from the significant recovery in global retail and is well capitalised to implement the planned rollout in further markets, says analyst Marie-Therese Gruebner. The further capital market-friendly reporting standards adopted by beaconsmind should, moreover, reduce complexity and further increase visibility on the capital market. The research study also positively highlights the company's attractive new customer wins as well as the key financial ratios for the first half of fiscal 2021/2022. Furthermore, beaconsmind has growth opportunities through its expansion in India and Saudi Arabia. To develop its business activities in the two countries, beaconsmind recently announced the strengthening of its sales team by renowned experts.

The current study by Hauck & Aufhäuser Lampe Privatbank AG on beaconsmind is available for download on the corporate website of beaconsmind www.beaconsmind.com in the "Investor Relations" section.

About beaconsmind

Founded in 2015 in Switzerland, beaconsmind AG 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 the Frankfurt Stock Exchange with XETRA trading and on Euronext in Paris.

For more information, please visit www.beaconsmind.com

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