

beaconsmind Group announces 1H 2023 financials

- **Strong balance sheet with CHF 6.8MM equity and confirmed cash breakeven; 1H 2023 still with low legacy revenues and EBITDA**

Zurich, Switzerland – 24 October 2023 – beaconsmind Group (ISIN: CH0451123589 – Ticker: MLBMD), a leading SaaS provider in the field of location-based marketing (LBM) & analytics, has issued the first half year 2023 figures. The company's half year results were still negatively by its single product focus in beaconsmind as well as high one-off costs stemming from M&A-related and restructuring costs inflicted by reorganization measures introduced in FY2022 by Management. For the first time financials of FREDERIX Hotspot GmbH ("FREDERIX") and Socialwave GmbH were partially reflected due to the closing in February and May 2023, respectively.

beaconsmind Group has prepared consolidated financial statements in accordance with IFRS and reports its key financial figures in Swiss francs. For the first half year of 2023, beaconsmind Group posted revenues of CHF 2.7MM vs. previous 2H 2022 of CHF 0.6MM and Earnings before interest, taxes, depreciation, and amortisation (EBITDA) of CHF -0.5MM vs. previous 2H 2022 of CHF -3.18MM. The Gross Profit margin remained stable at 92.3 percent (prior second half year 2022: 82.8 percent). Annual recurring revenues (ARR) of the new software segment made up around 70 percent of total revenues. Services, hardware, and installation revenues accounted for the remaining 30 percent.

About beaconsmind Group

Founded in Switzerland in 2015, beaconsmind Group is at the forefront of location-based marketing (LBM) software, WiFi infrastructure systems, and WiFi Guest Hotspots, catering to sectors such as retail chains, hospitality, healthcare, and the public sector. The subsidiaries under the beaconsmind Group umbrella are recognized for their expertise in digital transformation, Location-Based Marketing, infrastructure, and Wi-Fi services for SaaS clients. Through intelligent, entirely cloud-based technologies, we deliver tangible added value to our clients, empowering their omnichannel strategies with enhanced success.

For more information, please visit <http://www.beaconsmind.com>

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