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beaconsmind Group successfully closed the acquisitions of Swissnet AG and Lokalee and completed the set up new Swissnet MENA entities

Wollerau, Switzerland - January 15, 2025 - beaconsmind Group (ISIN: CH0451123589 - Ticker: MLBMD) has successfully closed the acquisitions Swissnet AG and Swissnet ICT GmbH ("Swissnet") as well as Advanced Digital Technology DWC-LLC ("Lokalee"), operator of a platform for digital concierge services. Both acquisitions and set up of the MENA entities are marking a pivotal milestone in the company's strategic realignment and expansion into a multi-product IT infrastructure and SaaS solution provider.

Explanatory part

With the acquisition of Swissnet AG, an ICT service provider offering high-speed internet, mobile, fixed network, cloud, and managed IT services, beaconsmind significantly enhances its service portfolio to include comprehensive IT infrastructure solutions. Swissnet serves medium-sized enterprises and large international corporations in the DACH region.

Through the acquisition of Lokalee, an AI-powered SaaS platform providing digital concierge services for the hospitality sector, beaconsmind gains access to innovative technology for personalized lifestyle recommendations, events, and activities curated by local insiders, which also expands its services in B2B sector.

The acquisitions serve as a foundation for the newly planned Swissnet Group, with rebranding to take effect still in January 2025. Furthermore, the new Swissnet MENA entities "Swissnet MENA IT Technologies Service LLC" and "Swissnet MENA IT Technologies Trading LLC" have been set up. The newly established Swissnet MENA entities will enable the new Swissnet Group to establish a leading position as an ICT service provider offering services to all verticals with a focus on hospitality in the MENA region.

The share capital of beaconsmind AG has been increased by CHF 378,547.20 to CHF 848,479.80 as a result of the cash and non-cash capital increases in the course of the transactions.

Based on current projections, the beaconsmind Group anticipates pro forma revenues of CHF 26 to 28 million and an EBITDA of CHF 6 to 7 million at the Group level for 2025, driven by recent acquisitions and the joint venture.

About the beaconsmind group / new Swissnet Group

The beaconsmind Group/ future Swissnet Group was founded in Switzerland in 2015 and is a leading provider of location-based marketing software (LBM), Wi-Fi infrastructure systems and Wi-Fi guest hotspots. The group serves customers in the retail, hospitality, healthcare and public sectors, among others. The subsidiaries under the beaconsmind group umbrella are known for their outstanding expertise in digital transformation, location-based marketing, infrastructure and Wi-Fi services with SaaS solutions. With intelligent and fully cloud-based technologies, the beaconsmind group offers its customers tangible added value and success by improving their omnichannel strategies. With the acquisition of Swissnet and Lokalee, beaconsmind Group will transform and rename itself into Swissnet Group, significantly increasing its market presence on a global basis.

Further information can be found at https://beaconsmind.com/investor-relations/

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