swissnet Group: Subsidiary Lokalee Successfully Enters the Moroccan Market

- **Partnership with Aleph Hospitality, the largest independent hotel management company in the Middle East and Africa**
- **Comprehensive end-to-end service offering for the hospitality industry through Lokalee's AI-powered concierge platform**
- **Tourism in Morocco is booming, already the second most visited destination in Africa**

Berg, Schweiz – 6. March 2025 swissnet Group (ISIN: CH0451123589 - Ticker: 81D GY) continues to successfully implement its international expansion strategy. Through its subsidiary Lokalee, an operator of an AI-based concierge services platform, the swissnet Group has successfully entered the Moroccan tourism market. Lokalee's innovative software solution is initially being deployed in Moroccan hotels managed by Aleph Hospitality, the largest independent hotel management company in the Middle East and Africa. Aleph Hospitality currently manages more than 30 hotels across 8 countries, with further expansion of the Lokalee solution into more Aleph Hospitality hotels planned in the coming months.

Lokalee offers a range of AI-powered tools that take personalization to a whole new level. The platform provides hotel guests with tailored recommendations for events, activities, restaurants, and lifestyle services, leveraging advanced data analytics to understand user preferences and curate the most relevant suggestions. With Lokalee, hotels can enhance guest experience and expand their service offerings, while also generating additional revenue through commission-based in-app bookings and optimizing concierge service operations. The Lokalee app supports guests throughout their entire journey—from seamless online check-in with mobile key functionality to digital access to hotel services, exclusive local event recommendations, and a smooth check-out process. Once implemented, Lokalee acts as the central communication hub and direct digital link between the hotel, guests, and booking platforms.

Morocco is becoming increasingly popular among global tourists. With 14.5 million international visitors in 2023, the country is the second most visited destination in Africa, after Egypt. Morocco boasts a rich cultural heritage, diverse landscapes, and vibrant cities such as Casablanca, Marrakech, and Rabat.

Jonathan Sauppe, CEO of swissnet Group, comments: *"A memorable vacation today is about far more than just a good hotel. With our hospitality solutions, hotel operators can offer travelers personalized and authentic experiences, far from mass tourism. This increases customer satisfaction, opens new revenue streams, and creates loyal repeat guests.*

About swissnet Group

The swissnet Group 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 swissnet group umbrella are known for their outstanding expertise in digital transformation and Software as a Service. With intelligent and fully cloud-based technologies, the swissnet Group offers its customers tangible added value and success by improving their omnichannel strategies. The company is listed on the Frankfurt Stock Exchange and traded in the XETRA segment.

For more information, please visit http://www.swissnet.ag.

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