

swissnet Group launches major new project with leading hotel chain in the DACH region to modernize digital infrastructure at more than 40 locations, with a total potential value of over EUR 3.5 million

Berg, Switzerland – April 30, 2025 – The swissnet Group (ISIN: CH0451123589 – Ticker: MLBMD), a leading provider of integrated ICT solutions and managed services, has secured another major contract in the hospitality sector. The company has been commissioned to conduct a comprehensive infrastructure analysis of more than 40 hotel locations for a well-known hotel group in the DACH region. The aim of the project is to create a complete infrastructure diagnosis as the basis for subsequent modernization and digitization. The project has a total potential value of over EUR 3.5 million.

In the first phase of the project, a contract worth EUR 100,000 was awarded, covering the assessment of the current technical equipment in the areas of Wi-Fi, TV systems, camera installations, and cabling. Based on these results, swissnet will implement customized modernization concepts at the hotels in Germany, Austria, and Switzerland.

The project is being carried out in close cooperation with a strategic technology partner. The focus is on combining on-site assessments with innovative technology consulting and efficient implementation.

“We are pleased to contribute, together with our partner, to the digital transformation of more than 40 hospitality locations across the DACH region,” said Jonathan Sauppe, CEO of swissnet Group. “This contract underscores the trust placed in our ability to manage complex projects comprehensively – from analysis and planning to implementation.”

The full completion of the audits is planned within the next three months. Once the assessments are completed, swissnet Group will be responsible for equipping the locations and managing the long-term operation of the IT infrastructure.

About swissnet Group

The swissnet Group is a leading provider of location-based marketing software solutions (LBM), Wi-Fi infrastructure systems, and guest Wi-Fi hotspots. The group serves clients in sectors such as retail, hospitality, healthcare, and the public sector. Through its subsidiaries, swissnet Group also has outstanding expertise in digital transformation and Software as a Service. Using intelligent and fully cloud-based technologies, swissnet supports companies in implementing their omnichannel strategies—delivering tangible added value and measurable success.