Global agreement on indoor mapping for LinkedIn

MapsPeople A/S | Global agreement on indoor mapping for LinkedIn

Company Announcement No. 12 - 2021, inside information: MapsPeople enters agreement with LinkedIn.

Aalborg, October 1st 2021

Global agreement on indoor mapping for LinkedIn

> Today, MapsPeople announces a 3-year global agreement to implement MapsIndoors in all of LinkedIn's offices. LinkedIn has been a customer of MapsPeople since 2019, and the new agreement extends the coverage to a rollout of indoor mapping and navigation for all 33 offices in 30 cities.

MapsIndoors helps to optimize the utilization of LinkedIn's offices globally and to enhance overview and seamless planning of everyday life for the company's employees. The platform is integrated with internal booking systems, calendars, facility management systems and various IoT sensors that register occupancy of desks and meeting rooms.

Michael Gram, CEO of MapsPeople comments: *"We are very proud that one of the leading tech giants and the world's largest professional networking sites has chosen MapsPeople to support their new hybrid workplace plans. The deep integration of MapsIndoors to LinkedIn's internal systems and live sensor data are expected to add great value to their office spaces worldwide."*

LinkedIn has more than 16,000 full-time employees with offices in more than 30 cities around the world. LinkedIn is an existing customer of MapsPeople in the United States.

The new agreement does not affect ARR guidance (company announcement no. 2-2021), which remains at DKK 44.3M for 2021.

CONTACT INFORMATION

MapsPeople A/S

Michael Gram, CEO

Mobile (+45) 53 74 09 00

Email mg@mapspeople.com

Stigsborgvej 60, 9400 Nørresundby

Certified Advisor

Grant Thornton

Jesper Skaarup Vestergaard

Mobile (+45) 31 79 90 00

Grant Thornton Stockholmsgade 45 2100 Copenhagen Ø Denmark

IMPORTANT INFORMATION

This announcement is not an offer to sell or a solicitation of any offer to buy any securities issued by MapsPeople A/S in any jurisdiction where such offer or sale would be unlawful and the announcement and the information contained herein are not for distribution or release, directly or indirectly, in or into such jurisdictions, including but not limited to, the United States, Australia, Canada or Japan.

This announcement does not constitute an offering circular, Prospectus or other offer document and nothing herein contains an offering of securities. No one should purchase or subscribe for any securities in MapsPeople A/S except on the basis of information in the company description published by the Company in connection with the Offering and admission of such securities to trading on Nasdaq First North Growth Market Denmark ("First North"), which is available on the Company's website.

Neither the existing shares of MapsPeople A/S nor the Offer Shares have been, or will be, registered under the United States Securities Act of 1933, as amended ("Securities Act"). Neither the existing shares nor the Offer Shares may be offered or sold, directly or indirectly, in or into the United States or to persons residing there. Moreover, the Offering is not made to persons resident in Australia, Hong Kong, Japan, Canada, New Zealand, South Africa, Switzerland, or Singapore or to persons whose participation would require the publication of a prospectus, registration or other measures. Any application to subscribe for the Offer Shares in violation of these restrictions may be void. Persons who receive copies of this announcement are required to inform themselves about, and comply with, such restrictions. Any failure to comply with the restrictions described may result in a violation of securities regulations.

Certain statements in this announcement constitute forward-looking statements. Forward-looking statements are statements (other than statements of historical fact) relating to future events and the Company's anticipated or planned financial and operational performance. The words "targets", "believes", "expects", "aims", "intends", "plans", "seeks", "will", "may", "might", "anticipates", "would", "could", "should", "continues", "estimates" or similar expressions or the negative forms thereof, identify certain of these forward-looking statements. Other forward-looking statements can be identified in the context in which the statements are made. The Company has based these forward-looking statements on its current views with respect to future events and financial performance. By their nature, forward-looking statements are based on certain assumptions and projections on future events and financial performance, which involve a number of risks and uncertainties that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. These risks, uncertainties and assumptions could adversely affect the outcome and financial consequences of the plans and events described herein. Actual results are likely to differ from those set forth in the forward-looking statements. Any forward-looking statements speak only as at the date of this document and neither the Company nor any of its respective affiliates, directors, officers, employees, advisors, or any other person is under any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. You should not and may not rely on these forward-looking statements.

Source: MapsPeople

Tag: MapsPeople-Company-Announcements