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ReGuest S.p.A.: Board of Directors approves in principle the preparation of a merger of Zeppelin Hotel Tech S.p.A. into ReGuest

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On 25 September 2026, the Board of Directors of ReGuest S.p.A. ("ReGuest") approved in principle the preparation of a merger of its subsidiary Zeppelin Hotel Tech S.p.A. ("ZHT") by absorption into ReGuest.

This approval is subject to the following conditions:

ReGuest acquires at least 90% of ZHT's shares.
The statutory sell-out right of ZHT's remaining shareholders is ensured.
All other legal and statutory requirements are met.

ZHT's management has been instructed to prepare a business plan and to contribute to the company valuation. It will also prepare the economic and accounting effects of the merger and the pricing basis for the sell-out right.

Based on the final documents, the Board of Directors of ReGuest will decide on the further procedural steps and on submitting the merger plan to the competent corporate body. The merger itself has not yet been approved.

About ReGuest S.P.A:

ReGuest S.P.A is a leading company in Customer Relationship Management (CRM) for hotels with a focus on guest communication. The platform offers a suite of tools and services that help hotels increase direct bookings, enhance the guest experience, and maximize revenue. By integrating artificial intelligence and automation technologies, ReGuest enables hotels to deliver personalized communication to their guests across various channels such as email, SMS, and messaging apps. This individualized approach strengthens guest loyalty and boosts customer satisfaction. ReGuest also provides innovative solutions for managing booking inquiries, creating and sending offers, and analyzing guest data. These features empower hotels to operate more efficiently, improve conversion rates, and make well-informed business decisions. Through continuous development and adaptation to the evolving needs of the industry, ReGuest remains at the forefront of the digital transformation in hospitality. With a strong focus on innovation, customer service, and market leadership, ReGuest positions itself as a trusted partner for hotels worldwide

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