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ReGuest S.p.A.: ReGuest S.p.A. reduces its stake in Servecloud AG from 30% to 3% and converts EUR 2.5 million into a convertible loan

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In 30th September 2026, ReGuest S.p.A. reduced its shareholding in Servecloud AG (CH) from 30% to 3% under a mutual agreement with Kingstone Capital Holding AG. The stake, which had been carried at a total value of EUR 3.0 million, was settled as follows: EUR 0.5 million was returned to ReGuest AG in cash, and the remaining EUR 2.5 million was converted into an interest-bearing convertible loan with a term of three years. The loan bears interest at 6.0% p.a. and entitles ReGuest AG to convert into shares of Servecloud AG at maturity and upon the occurrence of defined events (annual conversion window, early repayment, financing round, change of control).

With this transaction, ReGuest S.p.A. reduces its equity risk vis-à-vis Servecloud AG, secures ongoing interest income, and retains, through the conversion right, the option to benefit from a future increase in value. The cash inflow of EUR 0.5 million strengthens the company's liquidity. The remaining 3% stake will continue to be carried at approximately EUR 0.30 million. The transaction has no impact on the half-year figures as of 30 June 2026.

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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This notification is a mandatory notification pursuant to Article 17 of the Market Abuse Regulation. This announcement does not constitute an offer to buy securities or a solicitation of an offer to buy securities of ReGuest AG. Any future offer of securities of the Company will be made in accordance with and on the basis of the applicable capital market regulations.

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