

Crowdsoft sign their first deal in UK

Ashton Gate Stadium deploys Crowdsoft's mobile app technology

Ashton Gate, the home of Bristol City Football Club and Bristol Rugby, has signed an agreement with Crowdsoft Technology, a Swedish publicly traded company, to trial its enterprise-grade mobile app solution, C-One.

Crowdsoft's cloud-based C-One will deliver enhanced communication efficiency at Ashton Gate by facilitating a collaborative and secure communications environment between management and operations. C-One's central control functionality facilitates issue resolution between multiple operational teams by acting as a depository for all formats of information, including text, image, voice and video, while C-One's geolocation capability pinpoints resource available in real time across multiple sites.

Crowdsoft's app will be the first solution deployed across Ashton Gate's industry-leading SDN communications platform, which has delivered a high-speed resilient WiFi communications network in the stadium. The trial will also assess how Ashton Gate's operating systems could be integrated with Crowdsoft's communication solution to create the industry's first 'smart stadium' environment.

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This information is information that Crowdsoft Technology AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was provided through the contact person above, for publication on 22 January 2018.

About Ashton Gate

Ashton Gate Stadium completed a two-year £45m redevelopment in September 2016, transforming it into a state-of-the-art 26,500-seater venue. It is part of Stephen Lansdown's group of sporting companies and is home to Bristol City FC; Bristol Rugby; Bristol Sport and now the largest conference and events centre in the South West of England.

About Crowdsoft

Crowdsoft Technology AB was founded in 2014, was publicly listed in Sweden in 2016, and set up an office in the UK in 2017. Crowdsoft is a developer of cloud-based communications systems which drive operational efficiencies across

Press Release
January, 23rd 2018



complex business environments. In December 2017 it acquired Flowscape AB, the leading Workplace solution provider.

The share is listed on the Swedish marketplace AktieTorget with the short name CROWD.