



EQS-Ad-hoc: Beaconsmind AG / Key word(s): Miscellaneous  
Beaconsmind AG announces the publication of a research update

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**beaconsmind AG (ISIN: CH0451123589, Euronext: MLBMD, Vienna: BMD) announces the publication of a research update**

**Zurich, Switzerland - December 20, 2021 - beaconsmind (ISIN: CH0451123589 - Ticker: MLBMD), a SaaS provider in Location-Based Marketing (LBM) and analytics for retail chains** announces today the issuance of an updated research coverage report by Hauck & Aufhäuser.

Hauck & Aufhäuser has updated its price target to EUR 34.00 and restated its buy rating on the back of a "Strong pipeline despite CoV headwinds". The price target implies a 270% upside from the current share price. A version of the updated research report is available on the company's website [www.beaconsmind.com](http://www.beaconsmind.com). Hauck & Aufhäuser will provide ongoing research coverage as part of this report.

**Streamlining of capital markets policy and commitment to increased trading liquidity**

In addition, Baader Bank will provide ongoing research coverage beginning 2022. Edison Group will prepare an independent research coverage report in connection with the company's initial public offering in Frankfurt planned for the first quarter 2022. The company is committed to a transparent investor relations policy with a focus on increasing the overall share liquidity in 2022 and has implemented the technical trading possibility for investors across different listing exchanges.

**About beaconsmind**

Founded in 2015 in Switzerland, beaconsmind is a pioneer in the field of location-based marketing (LBM) software for retail chains. beaconsmind helps retailers run successful location-based marketing campaigns. By fitting stores with Bluetooth beacons that precisely locate and identify customers, and by integrating its Software Suite, beaconsmind opens a brand-new channel for retailers to interact with their customers, fundamentally transforming the shopping experience. Thanks to its solution, retailers can converge digital and physical shopping and address the convenience gaps of each.

For more information, please visit [www.beaconsmind.com](http://www.beaconsmind.com)

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End of Announcement

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