

PRESS RELEASE  
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## Swiss based Epteca signs service agreement with Swedish AI company Reedz.

**Epteca, serving leading brands and processing 200+ million annual travelers with its award-winning platform, has agreed on an extensive service agreement with Swedish AI company Reedz, covering several joint projects (including potential EU pilot projects) regarding localization, translation, and machine-reading of translated text to near-human speech in 80+ languages to accelerate market expansion across Europe, Middle East and South-East Asia.**

Through the agreement, Epteca and Reedz will evaluate several unique mutual opportunities, fueled by Epteca rapid international expansion, and enabled by the Reedz AI linguistic technology that offers truly outstanding scalability and time-to-market in new languages across geographies. For Reedz, the agreement also means an opportunity to further rapidly develop and optimize its own groundbreaking AI technology service, which greatly reduces the time and cost of high-quality translations and multi-lingual audio productions.

Bojan Jokic, CEO, Epteca said: "At Epteca we are confident the agreement with Reedz will enable us to further accelerate our expansion into new markets as part of our geographical roadmap. Through our working with hundred's of leading global beauty and fashion brands and travel companies who all together are part of the € 280 billion a year travel-ancillary and travel-retail ecosystem that we successfully serve. Reedz will have a unique opportunity to grow together with us."

"At Reedz we are excited about the opportunity to work together with Epteca and support them in their market expansion with localized and scalable communication in native languages for their hundred's of leading global brand and 200+ million travelers. This agreement is an important milestone for us to proof our worth in e-commerce and traveltech that I am confident will play a major role in the development of both Epteca and Reedz," said John Strandberg, Founder of Reedz.

About Epteca; [epteca.com](https://epteca.com):

Epteca, with headquarters in Zug Switzerland, is a leader in contextual advertising catering for the needs of leading brands and their audiences in the €280 billion a year industry Epteca serves. With Epteca solution, leading FMCG advertisers reach new consumers in brand-safe environments with engaging digital formats and sustainable, reliable results while eliminating marketing waste. At the same time, leading travel companies and airlines using Epteca end-to-end solution create the best ancillary content for their audiences delivering value-added customer service throughout the journey and generate incremental new revenues.

Contact person: Bojan Jokic, CEO

About Reedz AB; [reedz.com](https://reedz.com):

Reedz Neural Communication Network Solution ("RNCN") revolutionize traditional translation and audio production value chains, providing high-quality and scalable translations and human-quality multilingual audio in 80+ languages. Since its launch in 2020, the company has grown at record speed and RNCN is now used by publishers, media, e-commerce, edtech, fintech and govtech actors. Reedz solves its partners' global communication needs including localizing services and product information and making knowledge and training available in all the world's languages.

Contact person: John Strandberg, Founder