



FOR IMMEDIATE RELEASE

Press Release: **Reputize Partners with Hotelbrain**

December 7, 2018 – Athens, Greece

Today, Reputize announced that another leading brand, HotelBrain the leading international hotel management company operating in more than 64 destinations in 10 countries, has selected Reputize guest CRM solution. Reputize will be used at both the property and corporate level to provide the hotel management with data about the guest experience, insight into the competition and workflows for improving operations and engaging with guests.

HotelBrain selected Reputize Reputation after an in-depth review of all the ORM solutions in the market. In particular, HotelBrain wanted to ensure that all hotels, regardless of region, would have a scalable guest engagement solution which results in more reviews being published on the major review portals like Google, Tripadvisor, HolidayCheck, Zoover, TopHotels as well as their own website. HotelBrain will interact with guests over various digital channels - e-mail, QR-codes, your WiFi, iPads, social media to inform, solve issues and up-sell services. This is where Reputize outperformed the other ORM, guest engagement and CRM solutions available on the market today.

Ivo Dimitrov, Reputize's founder and CEO says, "We are very excited to be working with HotelBrain, one of the fastest growing hotel management companies in Europe. We look forward to growing with them and supporting them as they continue their rapid expansion."

About Reputize:

Reputize helps hotels manage guest relations and online reputation from one easy-to-use platform to improve operations, build loyalty and boost reviews. Reputize's investors are German retail giant METRO GROUP and US venture capital Techstars.

To learn more, please visit www.Reputize.com or email [info\(at\)Reputize\(dot\)com](mailto:info(at)Reputize(dot)com).

About Hotelbrain:

HotelBrain is the leading regional white-flag hotel management firm with a proven track record of nearly two decades for delivering returns to a highly diversified profile of hotel asset owners, on a full spectrum of hotel asset types. Operating city hotels & summer/winter resorts of moderate sizes and categories, our focus is on "non-branded management" ensuring flexibility in implementing any soft or other international brand or franchise on the property, if required and as part of our applied process of achieving optimum operational performance and asset value maximization. The firm is a widely recognized hotel asset solution provider to both institutional and individual investors and hotel owners, providing from hands-on development and management advisory services to full third-party management and short or long-term lease solutions and, occasionally, the right-off acquisition of hotel properties as a targeted repositioning and asset value maximization process.

Website: <http://www.hotelbrain.com>

