



Cloapp launch Closr 2.0 with built-in networking feature MINGL at Roy Awards in Stockholm

The Uppsala-based startup wants to improve the way people connect at events, conferences and other meet-ups.

Closr 2.0 with MINGL - *Find interesting people near by, send out your business card and expand your network with ease at the next event #MINGL #PRM #CRM #networking*

MINGL is a GPS-based feature within the Closr app for networkers or anyone that craves a fast and easy way of connecting with the new people that they meet - and to exchange contact details with people near by using just a few swipes and clicks. Even on your Watch.

Notifications is also a new feature in Closr that aggregates reminders and calendar events in your iPhone and connects the people associated with them to help users quickly freshen up on their notes before they walk in to a meeting.



EXPAND YOUR NETWORK WITH MINGL

Find new interesting people near by and add them to your contacts in a new and innovative way.

RECEIVED CALL

MB

Markus Bodström
Manager at Sasktel
Regina, Canada



Pontus Boström
Viral Marketing Intern at Cloapp
Uppsala, Sweden

52) MINGL

WJ

Wille Jensen
Director at KLM
Solna, Sweden



Pontus Boström
Viral Marketing Intern at Cloapp
Uppsala, Sweden

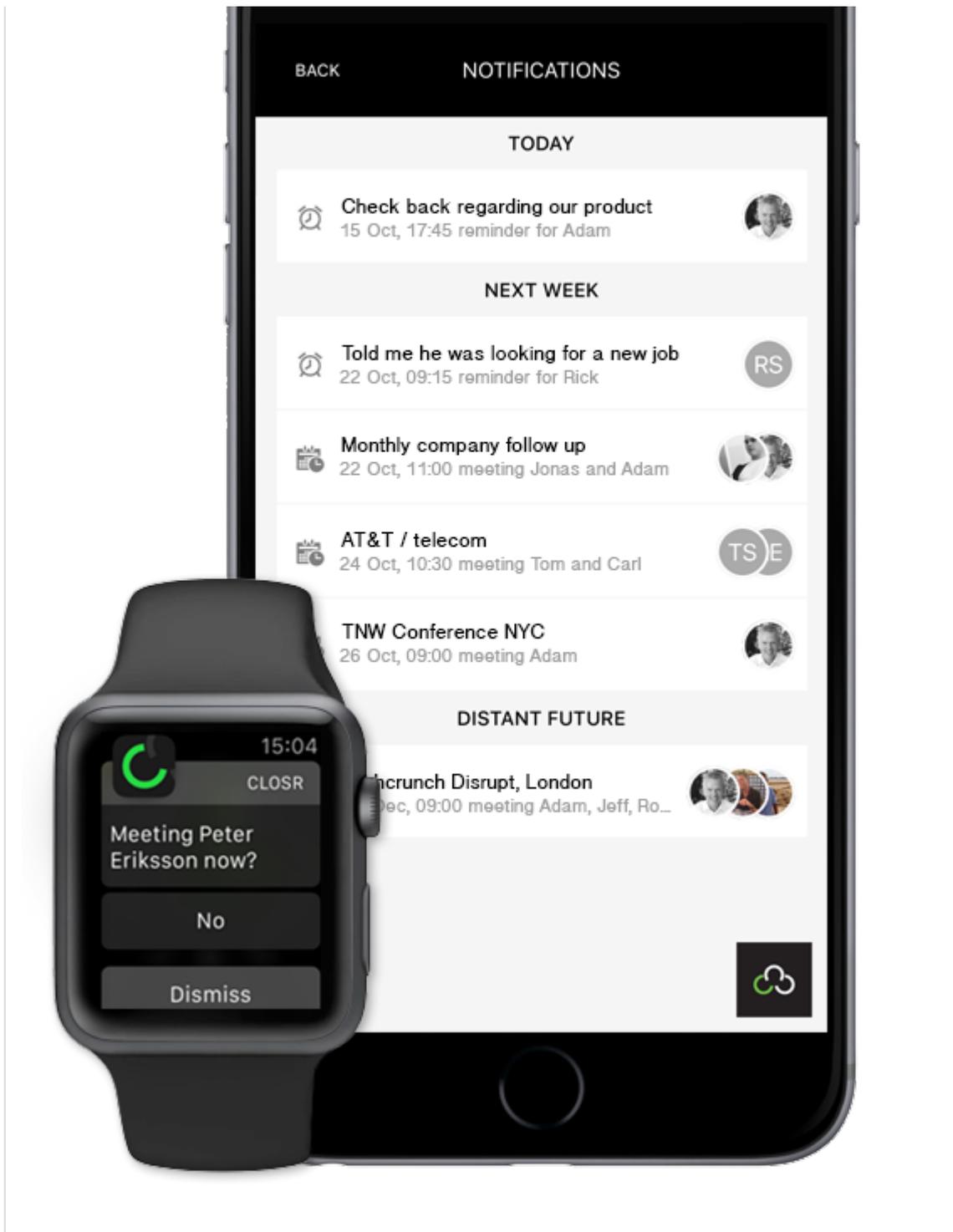
KC

Krille Christoffersson
CMO at AT&T
Espoo, Finland

Markus Bodström
Manager at Sasktel
Regina, Canada

Activate MINGL





“Closr is not only about managing your existing relations with the people in your contact list. It's also about finding new, interesting people to connect with. That gives this productivity app a completely different edge, and also opens up a new market for us,,

— Alex Lewerentz, CEO at Cloapp

And launching Closr 2.0 at the industry event Roy Awards is the perfect fit according to Peter Eriksson, CMO at Cloapp.

“It's the perfect mix of people working within pr and marketing, as well as their customers and general networkers. All of which are in our main target group for the Closr app,,

— Peter Eriksson, CMO at Cloapp

About Roy Awards (Roygalan)

Roygalan is initiated by Swedish Film & TV Producers' Association to promote Sweden's best commercials and the people behind them. The awarded categories are: Best Commercial, Best Commercial Director, Best Commercial Photographer, Best Animation, Best Interactive Commercial, Best Visual Effect, Best Commercial Editor (New), Best Music in a Commercial (New), "Folkets Pris" and Royalty.

2015 years Roygala will be held Oktober 21 at Berns/Chinateatern.

Cloapp/Closr is also the category sponsor for "Best Interactive Commercial" at the awards.

More info here: www.roygalan.se

Download Closr v2.0 on the App Store

Closr is free to use and available worldwide. Download it here: <https://itunes.apple.com/app/apple-store/id991779134?pt=117702270&ct=v2mail&mt=8>

SPOKESPERSON



Alex Lewerentz

Co-founder, CEO & Head of Product

 alexlewerentz

 alewe73

ABOUT CLOAPP

Cloapp is a tech Startup company from Uppsala, Sweden developing the Personal Relationship Management app Closr. Closr lets users add information and remember important things about their contacts. It also helps them find and re-discover common touchpoints and interests. Winner of "Best Startup Pitch" at tech event Uppstart and selected as one of 150 Startups from all over the world to participate in TNW BOOST - a program dedicated to accelerating the growth of early-stage Startups.

For more information visit the company's website www.cloapp.com and the official app site for Closr www.closr.io



Cloappressroom