



itrinity Acquires Touch Stay, Bolstering its Portfolio of High-Growth SaaS Businesses

Brighton, UK & Prague, CZ - 8 May 2024: itrinity, the portfolio company behind successful SaaS businesses like UptimeRobot.com, GeoTargetly.com, and Mangools.com, is thrilled to announce the acquisition of Touch Stay, a leader in digital guidebooks, effective May 1st, 2024.

This strategic move aligns perfectly with itrinity's focus on investing in highly profitable and fast-growing SaaS companies. Touch Stay's impressive track record and talented team are a perfect fit, and we believe together we can unlock even greater potential.

We are excited to welcome Touch Stay's team, whose expertise has been instrumental in their success. By combining forces, we anticipate valuable synergies that will accelerate Touch Stay's continued growth within the industry.

"itrinity remains committed to its core strategy of supporting and scaling exceptional SaaS businesses," says Michal Aftanas, CEO of itrinity. "We are confident that Touch Stay will continue to flourish under our shared vision."

Andy McNulty, CEO and Co-founder of Touch Stay says, "The combination of our accommodation industry knowledge and expertise with itrinity's innovation in SaaS is a natural fit certain to benefit both operators and guests. We are delighted to have the support of itrinity and are excited to enhance our offering to our customers. We're also grateful to AJL Atelier for their guidance and expertise throughout the acquisition process and as we begin a promising future under new ownership."

- Ends -

About itrinity

You can find more information about itrinity and its products [here](#).

About Touch Stay



Communicate exceptionally every time with a Touch Stay digital guidebook. Reduce questions, enable customers to help themselves, regain time in the day for the business and team. Consolidate information, examples and recommendations in one place. Update changing information instantly. Increase revenue, create loyalty, build rapport with your end user through proactive and meaningful communication.

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Touch Stay

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