Aurora Days

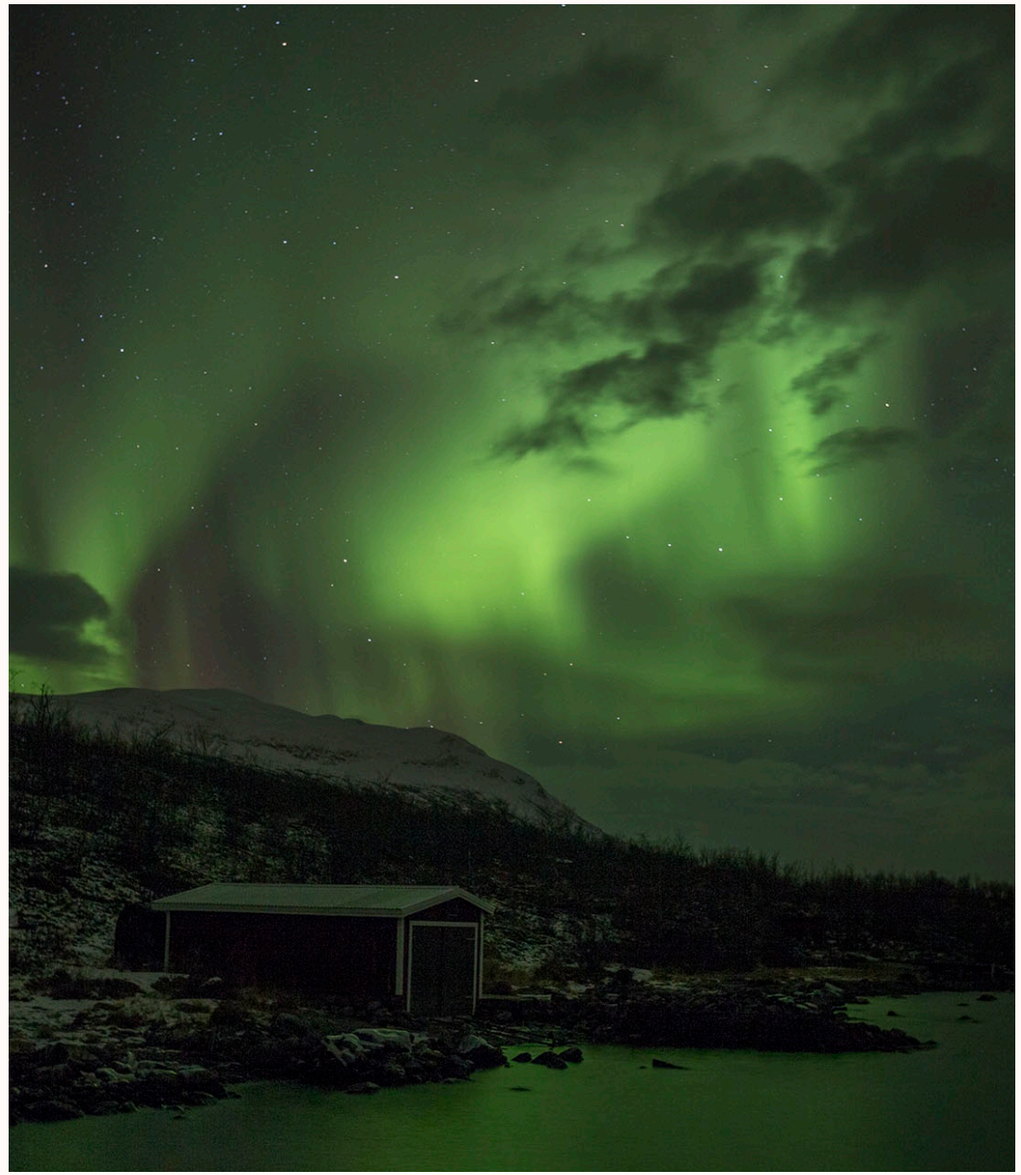
BUSINESS PLAN / PRODUCT UPDATE / 6 OCTOBER 2026

Northern Sweden, brought to life.

A richer way to discover the North.

AN INVITATION TO BUILD AURORA DAYS

The stay is just the beginning.



FOR TRAVELLERS

We're building a way to plan a whole trip around a stay: local places, food and experiences, day by day.

FOR PROPERTY OWNERS

Owners add details and photos. After approval, Aurora will automatically create their listing and web page. Operations tools are included at no extra cost. Owners can also choose Full Service for bookings, guest contact and local services.

International travellers already come to Norrbotten.

Nearby regions attract a higher share of guest nights from abroad. That suggests room for Norrbotten to grow.



2025 / SHARE OF GUEST NIGHTS

- International 36%
- Domestic 64%

2.88m

2025 / MILLION GUEST NIGHTS

SEK 1.66bn

2025 / BILLION SEK EARNED BY PLACES TO STAY

NEIGHBOURING MARKETS

2025 / foreign guest nights

Northern Norway

+16%

vs 2024; 48% of all guest nights

Finnish Lapland

+8%

vs 2024; 58% of all guest nights

One guest night = one guest staying one night. Commercial stays; regional definitions differ. [1,2]

Sources: [1] Tillväxtverket. [2] NordNorsk Reiseliv / SSB; Visit Finland. Full references: p. 23.

A whole northern experience, planned around each guest.



Aurora Days will bring stays, local experiences and food together into one trip, shaped around what each guest wants to see and do.

The Trip Planner will help guests choose places, plan their days and find practical travel advice.

STAY

Independent cabins and local hosts

EXPLORE

Guides, nature and nearby experiences

TASTE

Food that belongs to the place

Aurora's four business areas.

Each area has a clear role and will grow into a department as Aurora develops.

FOR PROPERTY OWNERS

Aurora Full Service

Helps owners rent out their homes: listings, pricing, bookings, guest contact and local services.

FOR GUESTS

Aurora Days

Stays, the Trip Planner, local experiences and motorhomes in northern Sweden.

FOR HOSTS

Aurora Operations

Keeps property details, calendars, bookings and daily tasks in one place. Also planned as a separate service.

FOR PROPERTY INVESTORS

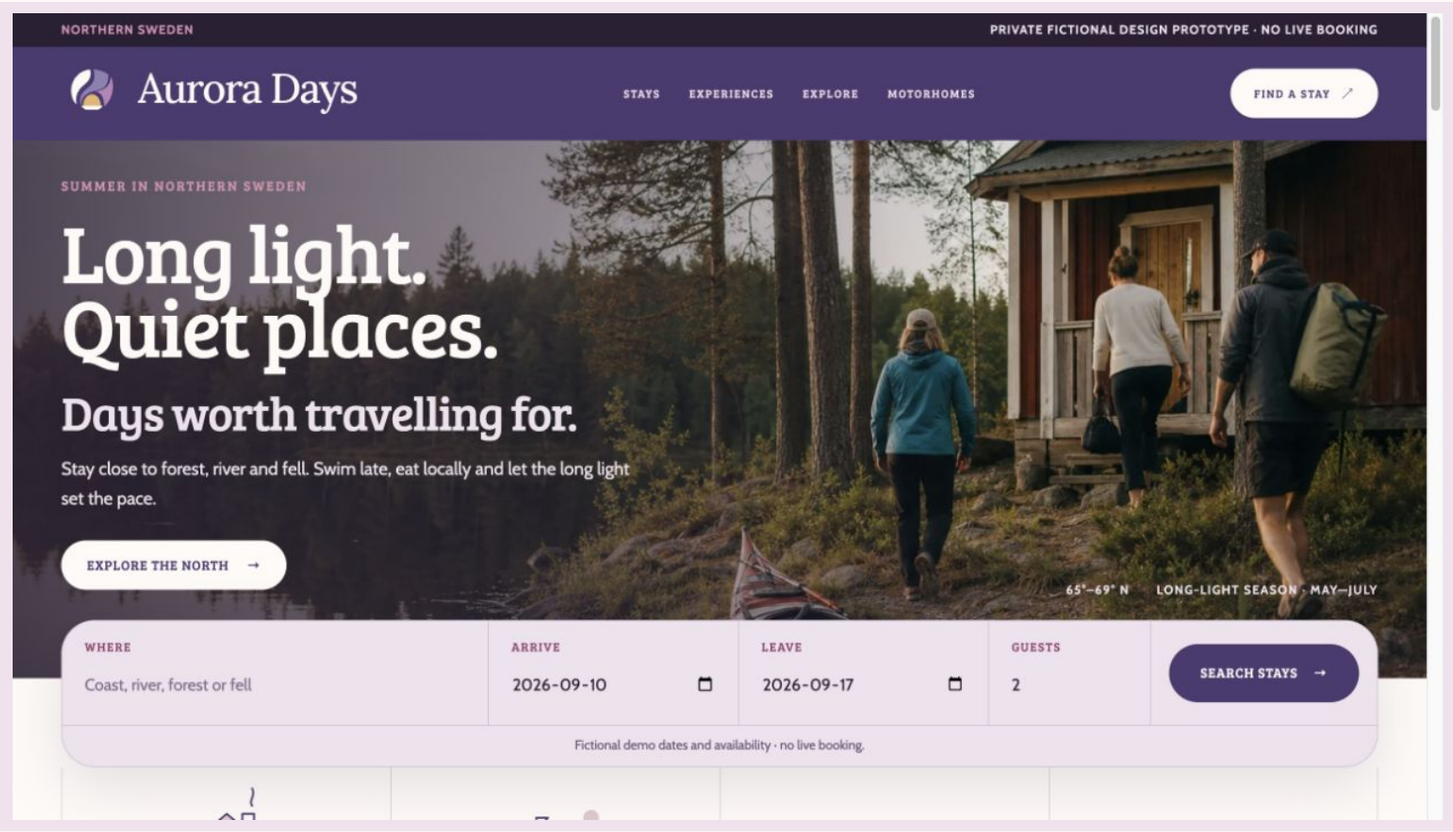
Aurora Fastigheter

Plans to buy homes for shared ownership, rented out through Aurora Full Service. Each home gets its own plan and agreed terms.

Midnattssol AB Shared technology, content and marketing.

Make the North easy to discover.

We bring stays, activities, food and local guides together, so visitors can plan a whole trip in one area.



Choose where to stay

Find a cabin, a small local stay or a hotel that suits you.

Find things to do nearby

Explore nature, try local activities and find places to eat nearby.

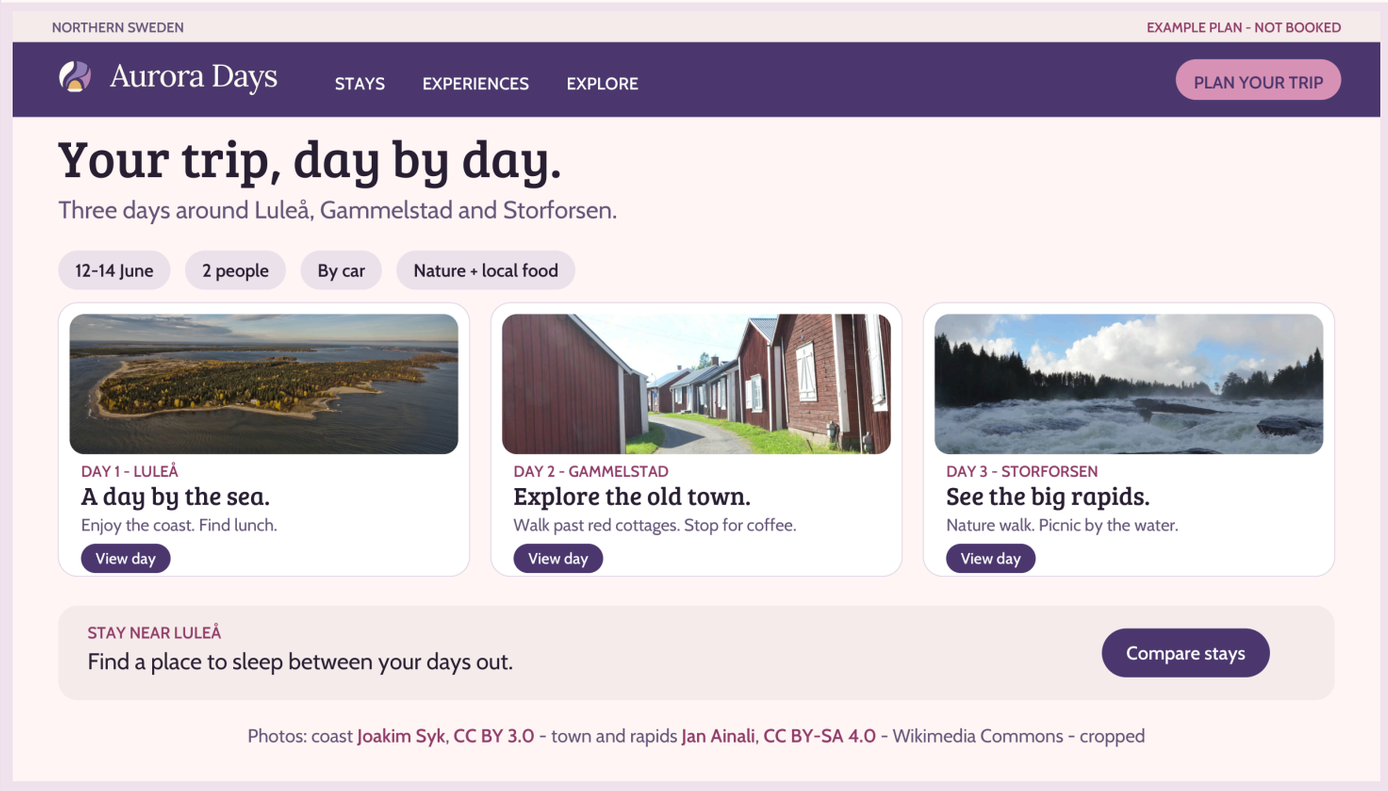
Plan your days

Use maps and travel tips to plan each day around your stay and activities.

An early test version, shown privately on 9 September 2026. The dates shown are made up for the example. This is not proof that these stays can be booked. [4]

Aurora Trip Planner.

We are building a planner that turns your dates and interests into a plan for each day.



Example design. The planner is still being built. A plan is not a booking. Check dates and prices with the host. [4]

01 Tell us about your trip

Choose dates, the number of travellers and interests. Tell us your budget, how you will travel and how busy each day should be.

02 See ideas for each day

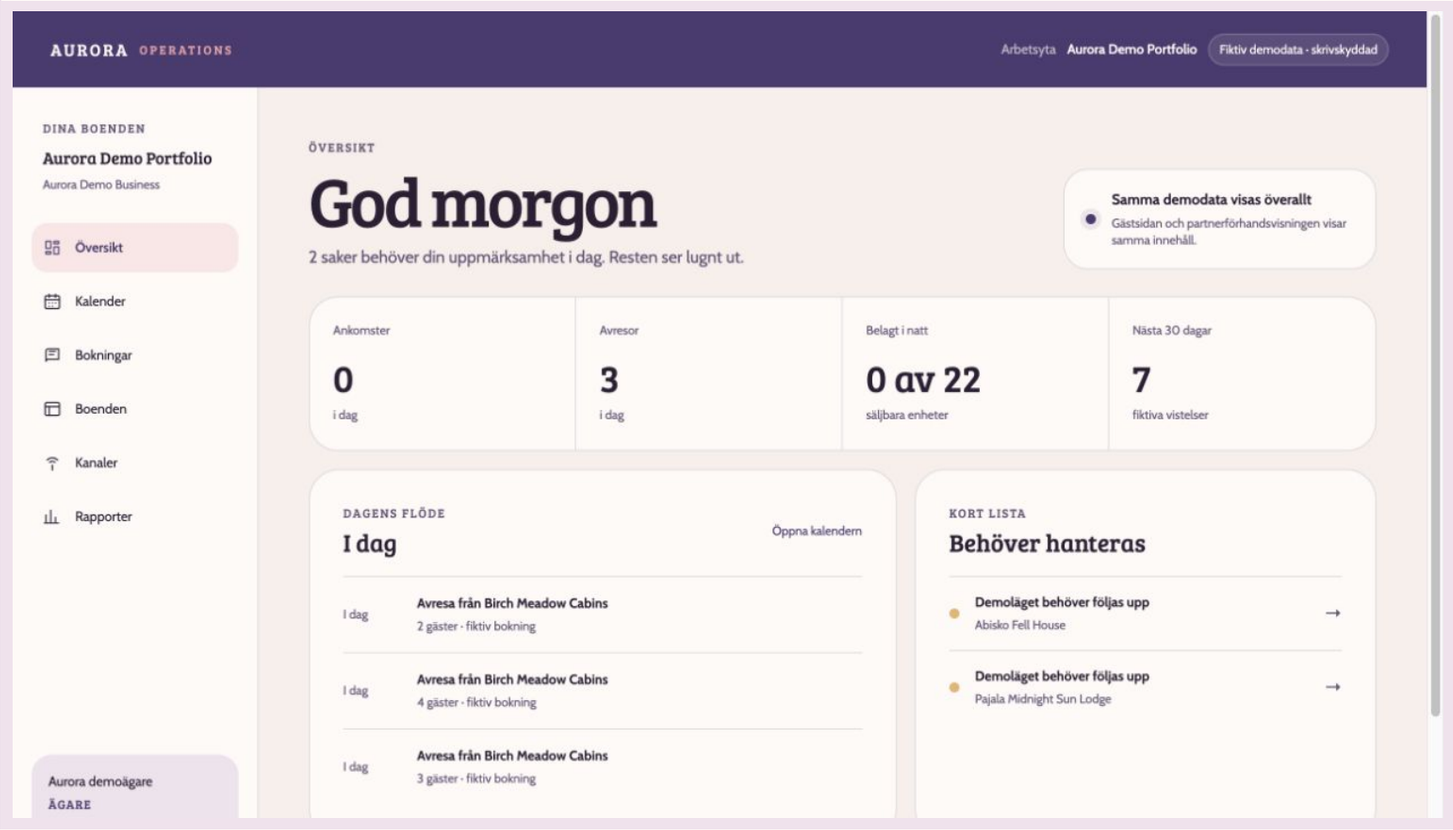
Places to stay, things to do and places to eat, with useful advice.

03 Ask or book with a host

The first version will use partner links. You can ask the host or book on their site. Booking inside Aurora is planned for later.

Less admin. More time for guests.

We are building Aurora Operations so hosts can keep property details, dates and bookings in one place. It is designed for one cabin, several rooms or more than one property.



See what needs attention today

See who is arriving or leaving, which rooms are booked and what needs your attention.

Keep the details in one place

Keep details, photos, rooms, prices and free dates together.

Spend less time on admin

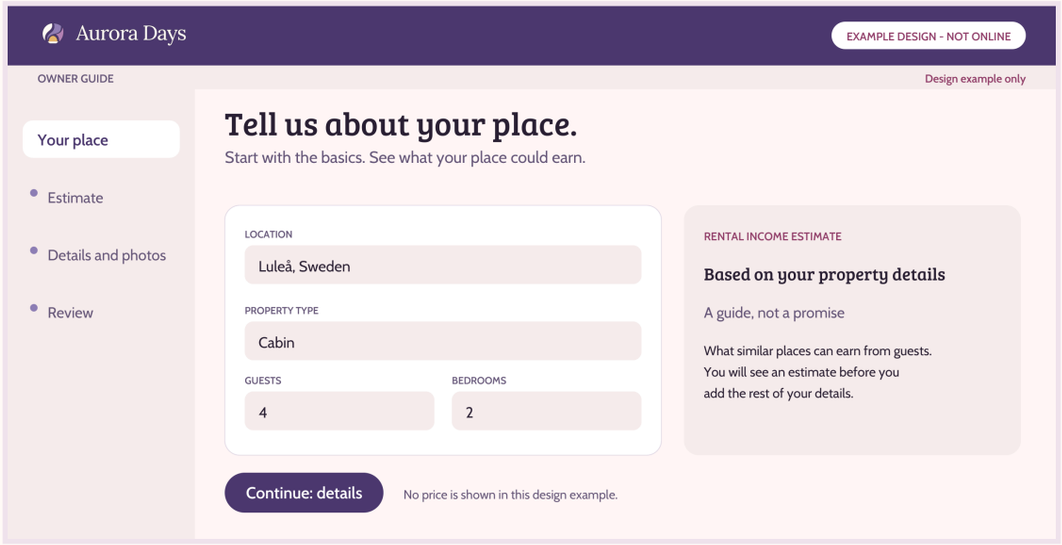
The aim: less repeated work, better guest follow-up and more direct and repeat bookings.

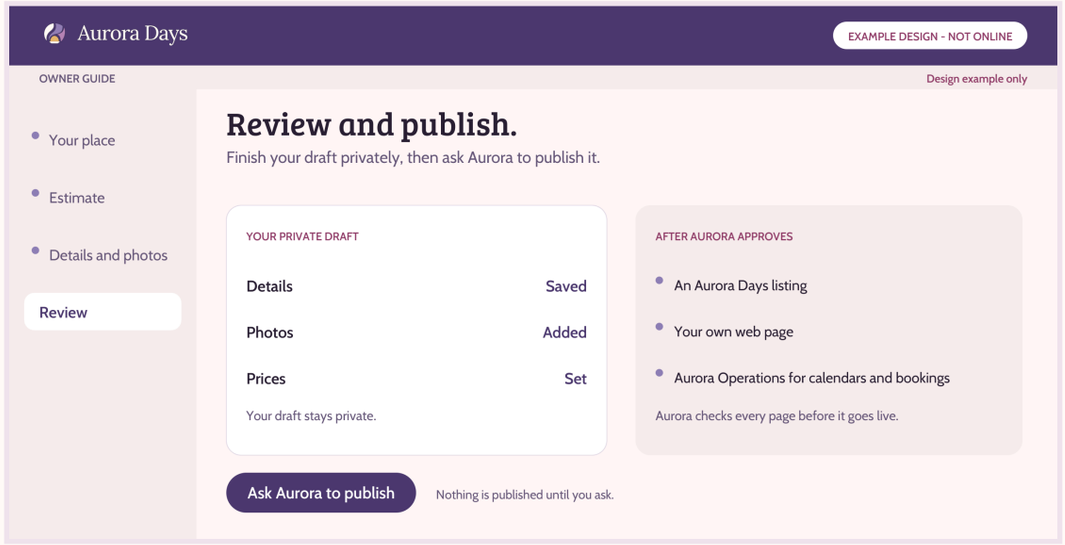
A private example from 9 September 2026, with made-up details. In this example, users cannot change details, take payments or connect to other booking sites. [4]

Join Aurora Days, step by step.

Your own landing page and Operations, at no extra cost.

Aurora creates your page from your details and photos when you join Aurora Days.





1. Start with a few details

Add your location, property type, bedrooms and how many guests can stay.

2. See what it could earn

Get an estimate of rental income before you add the rest. It is a guide, not a promise.

3. Add details and photos

Save your private draft and return later. Check everything before you ask Aurora to publish it.

4. Get your page and Operations

After approval, Aurora publishes your listing and creates your landing page with access to Operations.

Example designs. The Owner Guide is being built and is not online. Rental income estimates are not guarantees. [4]

Videos that make people want to visit.



VIDEO CONCEPT / EXAMPLE AREA: LULEÅ ARCHIPELAGO

The first release is planned to include three main videos, pages about each area and short clips. We do not yet have audience or booking results for this plan.

We plan to use YouTube videos to introduce local hosts, stays, things to do and food in northern Sweden. Each video will give travellers an idea for a trip, then lead them to the practical information they need to plan it.

01 **Meet a local host**

The person, the stay and their favourite places.

02 **Spend a few days in one area**

A stay, experiences and local food in one journey.

03 **Help viewers plan the trip**

Show how to get there, what to pack and the best time to visit.

How travellers find Aurora Days.

Videos, search, advertising, creators and local partners will lead travellers to useful trip pages on Aurora Days.



YOUTUBE

Build interest and a returning audience.

GOOGLE SEARCH

Help people already planning a trip.

GOOGLE ADS

Test search and video campaigns.

META ADS

Reach travel audiences with visual stories.

Travel creators and local partners

Aurora Days

Plan the trip · Enquire · Book with a local host

Short clips, social and follow-up

These are planned ways to reach travellers. They are not agreed partnerships. We will track bookings from each route and work out what it costs to win each booking.

Invite travel creators to the North. Help their viewers plan a trip.

We plan to invite people who make travel videos and posts to stay with local hosts and try nearby activities. Their stories will help travellers find Aurora Days.

01



Choose who to invite

Invite people whose followers enjoy nature and travel in northern Sweden.

02



Plan the trip together

Agree where they will stay, what they will do, what they will share and what the visit will cost.

03



Help viewers plan a trip

Link their videos and posts to Aurora Days, so viewers can find the stay and plan their own trip.

Each visit will have an agreed budget and clear terms for payment, use of the content and marking paid posts.

Two ways to rent out. Operations is included.

Choose the rental partnership that fits how involved you want to be.

YOU HOST

22%

of accommodation revenue from Aurora bookings

We find guests. You host.

You manage guest communication, the stay and cleaning.

AURORA FULL SERVICE

15% + 25%

booking fee first, then 25% of what remains

Hand over the keys.

We find guests, handle hosting and guest communication, and arrange cleaning.

Cleaning is charged separately.

Both options include Operations, a web page for your property and a place in the Trip Planner. Cleaning is separate. Worked example: page 14.

Operations on its own

NO AURORA DAYS LISTING NEEDED

Property details, availability and bookings.

SEK 299 / month

Introductory price / one accommodation

Excluding VAT

More than one accommodation?

Personal quote based on your properties and needs.

Future option: fixed monthly rent. Once revenue supports it, Aurora may rent selected homes, furnish them if needed, pay the owner fixed rent and cover running costs.

What a Full Service partnership could look like.

A 12-month example of bookings through Aurora. We take 15% of accommodation money first, then 25% of what remains. Cleaning is paid separately to Aurora.

ANNUAL ILLUSTRATION / SEK / ROUNDED TO WHOLE KRONOR

	35% OF NIGHTS BOOKED	50% OF NIGHTS BOOKED	65% OF NIGHTS BOOKED
Accommodation revenue	253,120	361,600	470,080
Guest cleaning fees	31,938	45,625	59,313
Total guest payments	285,058	407,225	529,393
Booking fee (15% of accommodation money)	37,968	54,240	70,512
Accommodation money left after booking fee	215,152	307,360	399,568
Aurora Full Service (25% of money left)	53,788	76,840	99,892
Cleaning money paid to Aurora	31,938	45,625	59,313
Total paid to Aurora, before its costs	**123,694**	**176,705**	**229,717**
Owner receives, before own costs and tax	**161,364**	**230,520**	**299,676**

Aurora must still pay for hosting work, cleaning, laundry, travel and supplies from this money. It is not profit.

Assumptions: 365 days; average stay 4 nights; seasonal rates SEK 1,500–2,500; cleaning SEK 1,000 per booking (SEK 750 for a two-night stay in the source). Occupancy and seasonal accommodation revenue are supplied assumptions, not proven demand. Fees from other booking sites are not included. Owner costs and tax are excluded. Rounded rows may differ by SEK 1.

Source: Property calculation, 17 September 2026; recalculated for Aurora-channel fees on 6 October 2026. This is an example, not a promise of income or an agreed contract.

How Aurora plans to earn money.

ILLUSTRATIVE EXAMPLES / SEK / EXCLUDING VAT

Standard booking

22% booking fee

SEK 6,000

Booking through Aurora



SEK 4,680
Owner

SEK 1,320
Aurora fee

Aurora Full Service

15% booking fee, then 25% for Full Service

SEK 6,000

Accommodation revenue
before fees, through Aurora



SEK 3,825
Owner

SEK 2,175
Aurora fee

SEK 900 booking fee + SEK 1,275 service fee.
Cleaning is charged separately.

Operations on its own

Monthly software fee

SEK 299

Starting price per month
For one property. No extra software fee for Aurora Days partners.

Multiple accommodations

Pricing is quoted individually according to scope.

The people building Aurora Days.

Together, they are building a service to help visitors discover local places and plan a trip.



Solomon Pettersson

PRODUCT, TECHNOLOGY & VIDEO

Leads the development of Aurora Days and Aurora Operations, including software, AI tools and video production. He connects the technology with the stories that inspire people to visit.



Marie Meritsdotter

BUSINESS & PARTNERSHIPS

Brings more than 30 years of experience in business, sales and working with clients. She builds relationships with local hosts and partners. She leads sales, shapes how Aurora is presented and finds new partners and customers.

Prove one area before we grow.

The first six months will test whether Aurora Days can attract international travellers, generate paid bookings, create value for local hosts and win paying Aurora Operations customers.

We are already in contact with property owners who want help renting out. The next step is to agree pilot properties, services and terms.

MONTHS 1-2

Build the first local offer

Choose one area and season. Agree the stays, experiences and food with local partners. Define prices, commission, payment, cancellations and responsibilities. Prepare the area pages and videos. Plan a collaboration with a creator or influencer, with an agreed budget.

CHECK / Ready for launch: partners and offers are agreed, and booking and payment steps have been tested.

MONTHS 3-4

Launch and measure

Publish the videos and area pages. Test advertising and creator visits. Track the journey from viewer to website visitor, enquiry and paid booking. Begin testing paid Aurora Operations subscriptions.

CHECK / Check the results: completed bookings, paying customers for Operations on its own, and the cost of winning each booking.

MONTHS 5-6

Decide what is ready to grow

Repeat the videos, offers and marketing routes that work. Review traveller demand, value for local partners and whether software customers plan to keep paying.

CHECK / Use the results to decide whether to seek a second investment. Expansion and further funding depend on results.

Month 1 starts when funding and the basic setup are ready. Count returning viewers, website visits, questions, completed bookings and customers who keep paying for Operations on its own.

SEK 131,000 per month. Six months, plus a three-month reserve.

FOUNDER BUDGET / SEK

SIX MONTHS OF OPERATIONS

SEK 786,000

THREE-MONTH RESERVE

SEK 393,000

TOTAL CAPITAL SOUGHT

SEK 1,179,000

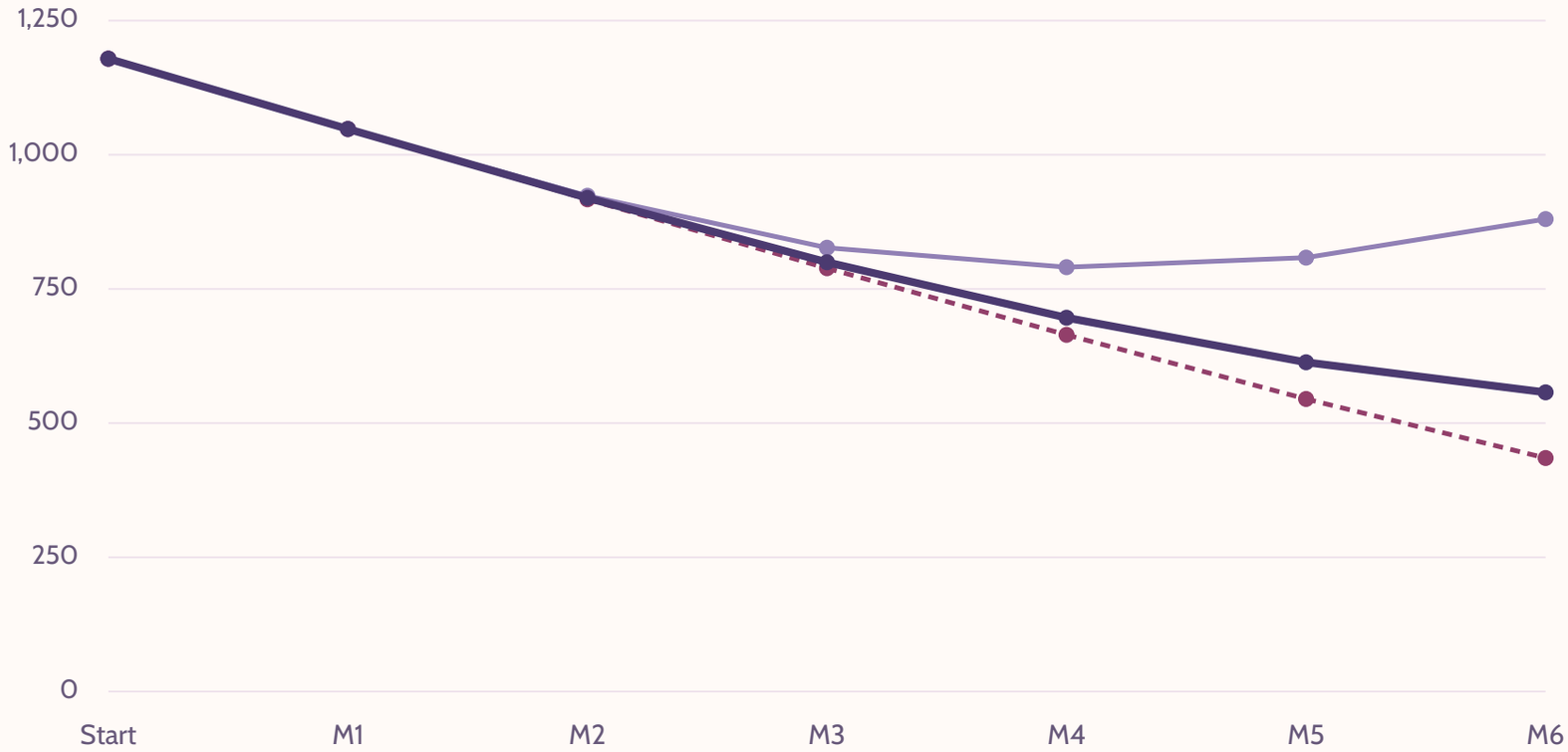
COST	MONTHLY	6 MONTHS
AI, systems, hosting and software	20,000	120,000
Salary	60,000	360,000
Travel	5,000	30,000
Marketing	30,000	180,000
Legal	2,500	15,000
Other	10,000	60,000
Bookkeeping	1,500	9,000
Insurance and bank	2,000	12,000
TOTAL	**131,000**	**786,000**

If we spend as planned and earn nothing, SEK 393,000 will remain after six months. That pays for three more months at the same cost.

Six months to test demand. More time to cover our costs.

Each example starts with SEK 1,179,000. After six months, SEK 434,992 to SEK 880,160 remains. With no income, SEK 393,000 remains.

CASH / THOUSANDS OF SEK



CASH REMAINING AT MONTH 6

HIGH SCENARIO

SEK 880,160

360 paid bookings
40 months paid for Operations

REFERENCE SCENARIO

SEK 557,380

120 paid bookings
20 months paid for Operations

LOW SCENARIO

SEK 434,992

30 paid bookings
8 months paid for Operations

These examples use the 22% booking fee for owners who host guests themselves, plus Operations sold on its own at SEK 299 a month. One customer paying for one month counts as one paid month. Full Service, custom software prices and future fixed-rent homes are not included. Money owed to hosts is not counted as Aurora's cash.

Make one area work. Then repeat what works.

01

First local cluster

Luleå, Boden, Piteå and Älvsbyn.

02

Norrbotten, cluster by cluster

Jokkmokk, Porjus, Kvikkjokk and Vuollerim. Arvidsjaur, Arjeplog and Kiruna.

03

Across the North

Expand elsewhere in northern Sweden, followed later by Norway and Finland.

Aurora Days

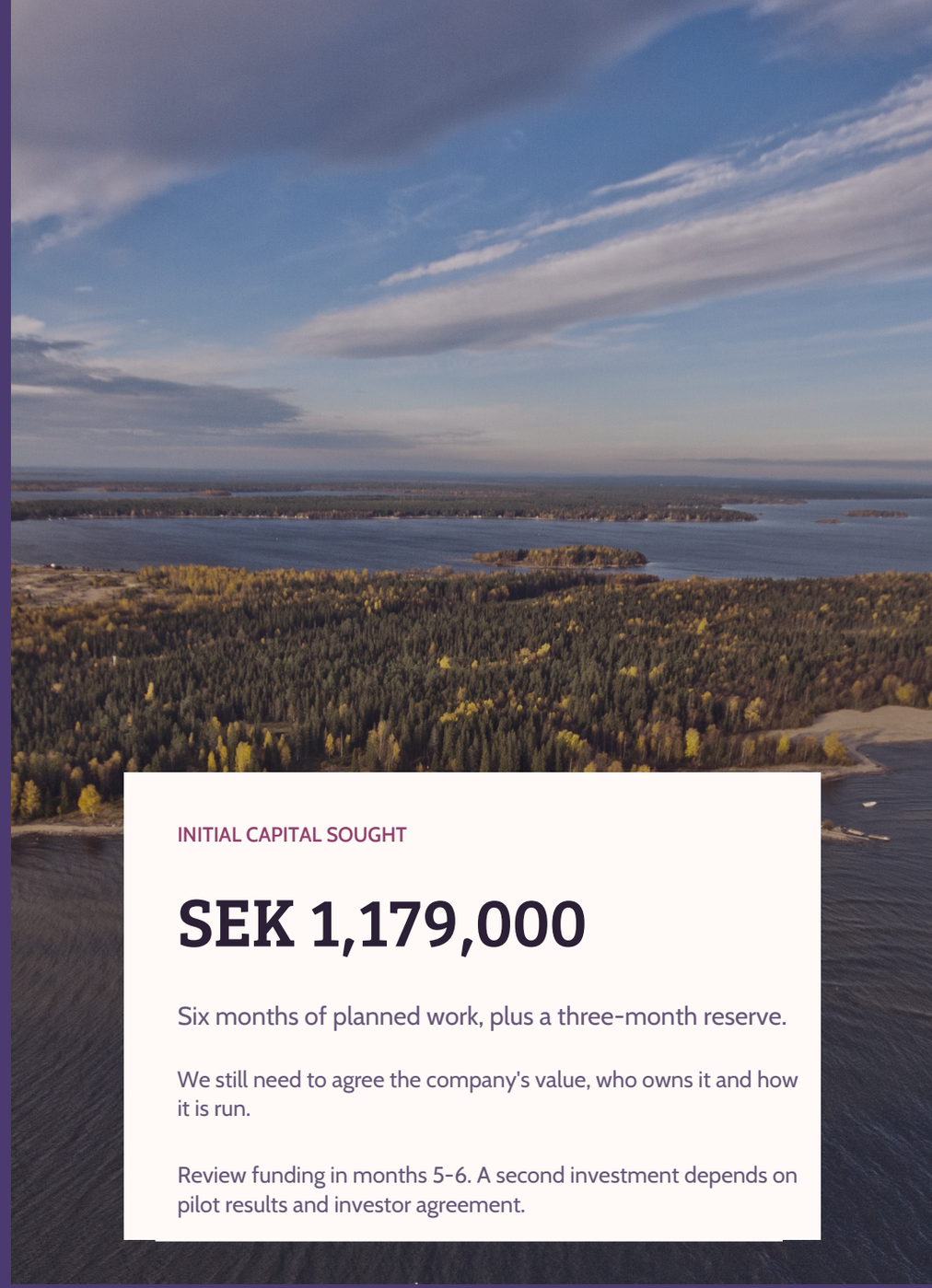
INVESTMENT OPPORTUNITY

Help travellers discover and book more of northern Sweden.

Build the first stage. Prepare for a second investment.

We seek local investors who bring money, tourism experience and local contacts. This first investment will pay for a small local launch and help us decide whether to seek more funding.

Board participation may be discussed separately. Investment terms and the goals for the first six months will be agreed with investors.



INITIAL CAPITAL SOUGHT

SEK 1,179,000

Six months of planned work, plus a three-month reserve.

We still need to agree the company's value, who owns it and how it is run.

Review funding in months 5-6. A second investment depends on pilot results and investor agreement.

Find the weak points. Fix them before we grow.

We will test whether people book, what it costs to win bookings, whether hosts and payments work, whether customers find the service useful, and whether our team and budget can manage.

WHAT CAN GO WRONG	HOW WE RESPOND
Attention does not become bookings	Track the journey from viewers to website visitors, enquiries and completed bookings. Change the audience, offer or page where people stop.
Winning bookings costs too much	Measure the cost of winning bookings by channel, including advertising, creator fees, production and staff time. Increase spending only when completed bookings, the money left after direct costs and partner value justify it.
Local hosts cannot deliver reliably	Confirm availability, prices, capacity, response times and responsibilities before publishing an offer. Track cancellations and guest issues.
Customers do not see enough value to keep paying for Operations on its own.	Start with one useful task. Track whether customers use it, save time and intend to renew. Improve or simplify it before adding features.
The team takes on more than it can deliver.	Focus on the first Aurora Days area and start with a small set of useful Operations tasks. Do the work in stages. Decide who is responsible. Bring in extra experts only when needed.
Aurora runs short of cash or loses access to critical systems.	Review cash monthly and decide on spending or funding before it becomes urgent. Keep banking, booking, payment and customer accounts under company control, with contractual rights to essential data, content and software.

The six-month marketing budget is SEK 180,000. Dividing it by the 120 bookings in the reference example gives SEK 1,500 per booking. This is not a measured cost. We must also count production and staff time.

The evidence behind the plan.

Published figures describe travel in the region. Founder records explain the plan. The product pictures and financial figures are examples, not proof of results.

1 / NORRBOTTEN ACCOMMODATION DATA / 2025

Tillväxtverket: 2,881,446 commercial guest nights, 36% international and SEK 1.664bn in accommodation revenue. Guest nights are not unique visitors. Figures in the plan are rounded.

Source.

2 / NEIGHBOURING MARKETS / 2025

Northern Norway: +16% foreign nights; share 48%.
Nordland, Troms and Finnmark; 2025 vs 2024, pp. 3-4.
Finnish Lapland: +8%; share 58%; tourism region.
Visit Finland, 2025 vs 2024, p. 16. Coverage differs.

Norway report. Finland report.

3 / CREATOR COLLABORATIONS

YouTube guidance on paid promotions. Creator agreements should cover fees, publication timing, advertising disclosure and content-reuse rights.

Source.

4 / FOUNDER MATERIAL AND PRODUCT STATUS

Founder records and Studio revision 30. Checked 6 October 2026: the Trip Planner is being improved in private; the Owner Guide is being built and is not online. Pages 7 and 9 show new example designs from October. Pages 6 and 8 show September test screens with made-up details. These pictures do not show that live bookings, payments, AI writing or links to other booking sites work.

5 / AUDIENCE MEASUREMENT

YouTube explains how to count new and returning viewers. Returning viewers show interest, not bookings. Track visits to Aurora, questions and completed bookings.

Source.

6 / PAID-MEDIA ATTRIBUTION

An advertising tool may report a booking that would have happened anyway. Check its figures against Aurora's booking and payment records. Count each booking only once.

Source.

7 / RIGHTS AND AGREEMENTS

PRV guidance on intellectual-property agreements. The proposed company, ownership, licensing and supplier arrangements must still be documented.

Source.

PHOTOGRAPHS

Vastenjaure / Trougnouf (Benoit Brummer), Wikimedia Commons, CC BY 4.0.

Likskär, Luleå / Joakim Syk, Wikimedia Commons, CC BY 3.0.

Abisko northern lights / Lawrence Hislop, GRID-Arendal; US Embassy Sweden, Wikimedia Commons, CC BY 2.0.

Photographs are proportionally cropped. Product-preview imagery is illustrative.

IDENTITY & CHANNEL MARKS

Aurora Days circular artwork; Bree Serif and Cabin with bundled font licences; custom vector icons. YouTube, Google, Google Ads and Meta marks identify proposed channels only and do not imply partnership or endorsement.

Sources: YouTube / Google / Meta.