



The largest Nordic hotel company

PRESS RELEASE

April 26, 2016

Scandic strengthens customer dialog through new digital platform

Scandic Hotels, the largest hotel company in the Nordics, is continuing to strengthen its customer dialog and market-leading e-commerce by launching a new digital platform. The platform will improve the customer experience and service level as well as further increase the site's conversion rate. The first step is today's launch of a new commercial website in seven languages.

To optimize meeting customer requirements and the growing demand for dialog and service in digital channels going forward, Scandic has invested in a new digital commercial platform with a focus on the customer experience, service and conversion.

In practice, this means that Scandic will be able to offer a more personalized customer dialog both before, during and after a hotel stay. This includes the "dream phase" where customers begin considering different travel options to following up with improved distribution and search functionality in the customer's "selection phase." The new digital platform will also allow Scandic to communicate in the "planning phase," for example, by offering information about the destinations and hotels. In the future, Scandic will also offer innovative services to help customers during their stay.

- Digitization in the hotel industry is affecting our business in several dimensions. At Scandic, we are focusing on digitization opportunities within the customer experience, sales and distribution as well as increasing the efficiency of our operations, says Frank Fiskers, President & CEO of Scandic Hotels Group.
- With our new digital commercial platform, we will be able to offer a more personalized and individual dialog with our customers that will ensure relevance and engagement and improve the customer experience, says Thomas Engelhart, Chief Commercial Officer, Scandic Hotels Group.

Scandic's new website is optimized for the digital screens customers choose to view information and interact through during the entire customer journey and when booking hotel stays. Visit Scandic's new website at www.scandichotels.com

For more information, please contact:

Thomas Engelhart, Chief Commercial Officer, Scandic Hotels Group
thomas.engelhart@scandichotels.com

Ann-Charlotte Johansson, VP Communications & IR, Scandic Hotels Group
+46 721 80 22 44, ann-charlotte.johansson@scandichotels.com

About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic region with an network of almost 230 hotels with 41,000 rooms in seven countries and run by 14,400 team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.7 million members. Responsibility is a part of Scandic's DNA and Scandic is the 'best hotel brand' in the Nordics (BDRC). Scandic has been listed on Nasdaq Stockholm since December 2, 2015.

www.scandichotelsgroup.com