

## PRESS RELEASE

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# Scandic to expand Signature Collection in Norway and Denmark

The hotels are already part of Scandic's pipeline and will open in 2025 in Tromsø, Norway, and in 2026 in Aarhus, Denmark. The two hotels will now be part of the company's Signature Collection that aims to meet the demand from the growing leisure segment. Today, Scandic has five signature hotels in Stockholm, Helsinki, Bergen and Oslo that target global travelers who consider the hotel stay to be the destination, regardless of the purpose of a trip.

Scandic's Signature Collection is a range of lifestyle hotels that have been developed to bring out a hotel's individual character and satisfy travelers for whom the hotel stay and experience are the central part of a trip. They have been designed as social meeting places for locals and travelers alike.

- Interest in experiences where the hotel is the destination itself has continued to rise, which is why it's fantastic to be expanding our Signature Collection to Tromsø and Aarhus. The hotels are a central part of the urban development projects that are ongoing in each city and will create reasons to travel to both regions. At the same time, we are strengthening Scandic's hotel offering to domestic and international guests, both in Norway and Denmark, says Thérèse Cedercreutz, Chief Commercial Officer at Scandic Hotels Group.

Both hotels will offer wellness areas and fitness facilities as well as rooftop bars, meeting rooms and social spaces to enjoy food and drinks. The hotels will be built with sustainability in focus and the operations of each hotel will be environmentally certified by the Nordic Swan Ecolabel, the official ecolabel in the Nordic countries.

Tromsø is an attractive hotel market for international leisure travelers, a segment that is expected to increase over time, driven by the expansion of Tromsø Airport. It is also an attractive destination for cruises and as well as Northern Lights and mountain tourism. Scandic already operates two hotels in Tromsø with a total of 390 hotel rooms. The new hotel will be located in the new Vervet area and will have 305 rooms.

Aarhus, which is located on Denmark's Jutland peninsula, is the second largest city in the country with about 330,000 inhabitants. Thanks to good infrastructure and connections, the city is easily accessible to domestic and international guests alike. Scandic already operates three hotels in Aarhus with a total of 541 hotel rooms and the new signature hotel will allow Scandic to strengthen its position as the leading hotel operator in the area. The new hotel will have 342 rooms.

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### About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic countries with a network of about 280 hotels and 58,000 hotel rooms in operation and under development at more than 130 destinations. The company is leading the way in integrating sustainability in all areas and its award-winning Design for All concept ensures that Scandic hotels are accessible to everyone. Well loved by guests and employees, the Scandic Friends loyalty program is the largest in the Nordic hotel industry and Scandic is one of the most attractive employers in the region. Scandic is listed on Nasdaq Stockholm. [www.scandichotelsgroup.com](http://www.scandichotelsgroup.com)