

PRESS RELEASE
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Scandic appoints Malin Selander as new Communications Director

Malin Selander has been recruited as new Communications Director for Scandic Hotels Group where she will be responsible for the company's external and internal communication. Most recently, she was VP Communications at Telia Sweden.

Malin Selander has broad experience from senior leadership positions within communications at large Nordic companies including SAS, Tele2 Sweden and SATS Group. Most recently, she has been responsible for Telia Sweden's communications department with a focus on proactive, commercially driven communication strategies and change processes.

- With strong momentum in the company, I'm very happy to welcome Malin to Scandic. Malin is an established leader with broad experience from well-known companies. She will be an asset on Scandic's growth journey, says Jens Mathiesen, President & CEO of Scandic Hotels Group.
- It will be extremely exciting to work with the strongest hotel brand in the Nordic region. I look forward to continuing to develop Scandic's communication, both internally and externally, as well as to helping further strengthen Scandic's brand and culture. I feel enthusiastic about starting this new position, says Malin Selander, new Communications Director at Scandic Hotels Group.

Malin will take over after current Communications Director Elin Westin, who after seven years at Scandic has decided to leave the company.

- During her time at Scandic, Elin has been a key player in establishing a strategic communicative position in the Nordic countries and Northern Europe. She has built a high-performing unit that has played an important role in driving Scandic's growth agenda, sustainability program and corporate culture. I'd like to express my sincere thanks to Elin for her valuable contributions over the years and I wish her all the best in her future endeavors, concludes Jens Mathiesen.

Malin started as Communication Director for Scandic Hotels Group on September 1, 2023.

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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