

PRESS RELEASE
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Scandic Go to open its doors today in Stockholm

Scandic Go is Scandic's new brand in the fast-growing economy segment, offering smart accommodation solutions in attractive city locations at a good price. The first guests will check in today at Scandic Go, Upplandsgatan 4.

- Interest has been high and we're very excited to finally open our first Scandic Go hotel. Launching the brand now is timely and Scandic Go will attract a new generation of hotel guests from around the world. With Scandic Go, we will take a great step forward in developing the economy segment in the Nordic countries. We also see significant expansion opportunities outside our Nordic markets, says Jens Mathiesen, President & CEO of Scandic Hotels.

The economy segment of the hotel industry has grown rapidly in recent years and it is expected to expand further, driven by the changed travel behavior and financial situations of many travelers. Scandic Go will attract travelers with a good price, welcoming design, smooth self-service and breakfast and hot meals around the clock.

Rooms at Scandic Go have been designed with smart solutions and clever storage facilities. The new hotel on Upplandsgatan in Stockholm has a focus on double rooms, but at future Scandic Go hotels, guests will also be able to book rooms with bunk beds – ideal for friends who want to spend more time together and also save money. Guests who want to relax in their rooms can simply connect their phones to the TV and stream content. To make it easy to travel light, laundry facilities will also be available on site.

Guests will be welcomed by a lounge bar with a café feel and the traditional breakfast buffet has been replaced by a selection of croissants and sandwiches as well as coffee, tea and fresh juices at a good price. In terms of hot food, a carefully curated range of street food and hearty grilled sandwiches will be available for guests to order on their phones.

- Scandic Go will offer a smart stay for travelers focused on experiencing the city. We need to understand and adapt to the younger generation of travelers for whom the hotel stay is often not the most important part of a trip. This is why we've chosen not to limit guests to fixed meal times or force them to pay for services they don't need. At Scandic Go, you can stay downtown, eat when you want, travel light and manage everything on your phone, says Thérèse Cedercreutz, Chief Commercial Officer at Scandic Hotels Group.

The new hotel is certified by the Nordic Swan Ecolabel and by testing new materials, investing in sustainable finishes and interior design with as low CO₂ emissions as possible, the aim is to offer an environmentally friendly hotel experience. In the hotel's decor, recycled materials have been prioritized, such as chairs made from coffee grounds and table tops made from recycled textiles. In as far as possible, items used in the hotel can also be taken apart for reuse or recycling.

Scandic Go, Upplandsgatan 4 is Scandic's first Scandic Go hotel. The next Scandic Go will open in as early as summer 2024 in the centrally located Fridhemsplan area on the island of Kungsholmen in Stockholm. More openings are expected. Scandic aims to eventually lead the market in the economy segment in the Nordic countries and increase the pace of expansion outside of the region.

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

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