

PRESS RELEASE

April 30, 2025

Scandic and SAS introduce matching membership levels

Today, the strategic partnership between Scandic and SAS is being enhanced by introducing the possibility to match membership levels between the Scandic Friends and SAS EuroBonus loyalty programs. In June, the possibility to exchange points will also be introduced, allowing members to seamlessly transfer points between the two programs.

Just in time for the summer, two of the leading companies within the travel industry in the Nordic countries are introducing membership level matching and the possibility to exchange points. This offers loyalty members in both programs a new world of benefits, making it easier to tailor their travel experiences to their needs. The aim of the strategic partnership is to continue offering unique and exclusive benefits to more than 11 million members across two of the hospitality industry's largest loyalty programs.

- We have a clear focus on developing and improving our loyalty program and doubling the number of members by 2030. We aim to achieve this by offering our members more benefits that will create stronger engagement and an even greater willingness to choose Scandic when they're on the go, says Thérèse Cedercreutz, CCO at Scandic Hotels Group.
- This reflects our continued dedication to improving the experience for our EuroBonus members by offering benefits that genuinely elevate the travel journey. With more than 8 million members today, we're pleased to add greater value, giving customers more reasons to continue choosing SAS, says Aron Backström, Vice President Product & Loyalty at SAS.

Matching membership levels

When the membership accounts between Scandic Friends and EuroBonus are linked, membership levels in each loyalty program will be matched. Depending on their level, members from Scandic Friends level 4 and above will enjoy everything from more bonus points on flights, access to fast track, free rebooking on SAS flights as late as on the same day and entry to SAS's exclusive lounges. Membership levels will be matched as follows:

Scandic Friends to SAS EuroBonus

- Level 4 (Dear Friend) = EuroBonus Silver
- Level 5 (Loyal Friend) = EuroBonus Gold
- Level 6 (True Friend) and level 7 (Best Friend) = EuroBonus Diamond

Exchanging points

In June, the possibility to exchange points will be introduced, allowing members at all levels to transfer points between the programs quickly and smoothly. This means that members will be able to convert 1 EuroBonus point into 2 Scandic Friends points and vice versa, that is, convert 2 Scandic Friends points into 1 EuroBonus point. There is no limit to the number of points that can be exchanged per transaction and no fee for exchanging points between the programs. The validity of transferred points will be the shorter of either their original validity or one year.

For more information, please contact:

Malin Selander, Communications Director, Scandic Hotels Group

Email: malin.selander@scandichotels.com

Phone: +46 70 426 40 06

About Scandic Hotels Group

Scandic is the largest hotel company in the Nordics with approximately 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 alike, the Scandic Friends loyalty program is the largest in the Nordic hospitality industry and Scandic is one of the most attractive employers in the region. Scandic is listed on Nasdaq Stockholm. www.scandichotelsgroup.com