

PRESS RELEASE

July 28, 2025

Scandic strengthens presence in Norway – new franchise hotel in Florø

On December 1, 2025, the Comfort Hotel Victoria in downtown Florø will change its name to Scandic Victoria Florø. The Helle family, which currently owns the hotel, will continue to operate under the Scandic brand according to a franchise agreement. The hotel will be Scandic's 19th franchise hotel – an important part of the company's long-term growth strategy.

At the end of 2025, Scandic will open Scandic Victoria Florø, which will be the company's first hotel in Norway's most westerly city. Florø is known for its natural beauty and robust business community, making the city an attractive destination for business and leisure travelers alike. The Helle family, who signed the franchise agreement with Scandic, will continue to operate the hotel, and they have ambitious plans to continue developing it under the Scandic brand.

Today, Scandic has 18 franchise hotels in Sweden and Norway, and Scandic Victoria Florø will be the 19th franchise in the company's portfolio. Franchise hotels are important to Scandic's growth strategy for 2030.

"Increasing our focus on franchising is an efficient way to complement our expansion in new destinations. Franchises are a central part of our growth strategy for 2030, and we aim to create the best franchise program in the Nordic countries, built on strong local partnerships and a shared passion for the guest experience," says Jens Mathiesen, President & CEO, Scandic Hotels Group.

The long-term franchise agreement with the Helle family will strengthen Scandic's presence in western Norway and Florø. In recent years, the hotel has undergone a comprehensive upgrade, and today it offers 97 rooms and meeting capacity for up to 150 people.

"We are happy to be cooperating with the Helle family and are excited to welcome such a renowned hotel to Scandic's portfolio. The hotel has a high standard and a strong local management team that shares Scandic's values and culture. This is critical for us when signing long-term agreements," says Søren Nystrøm, Director of Franchise, Scandic Hotels Group.

"Victoria Hotel has been an important part of Florø for over a hundred years, and it is important for us to preserve both its identity and local roots. Through our collaboration with Scandic, we gain new inspiration and drive to take the hotel forward, while guests will continue to experience the same hospitality and warm atmosphere they know from before. We look forward to embarking on this new chapter and to further developing both the hotel and Florø as a destination," says Ole Johan Helle on behalf of the Helle family.

Within the framework of Scandic's growth strategy for 2030, which was presented at the company's capital markets day earlier this year, Scandic's goal is to add 40 to 50 new hotels and 10,000 rooms, with about 70 percent expected to be in the Nordic countries. Establishing franchise hotels is a key element in enabling expansion in new destinations.

For more information, please contact:

Malin Selander, Communications Director, Scandic Hotels Group

Email: malin.selander@scandichotels.com

Phone: +46 704 264 006

Rasmus Blomqvist, Director Investor Relations, Scandic Hotels Group

Email: rasmus.blomqvist@scandichotels.com

Phone: +46 702 335 367

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