

PRESS RELEASE

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Oslo first as Scandic Go is established in Norway

Scandic Go is a central part of Scandic's growth strategy, and today, the company opened Norway's first Scandic Go in downtown Oslo. The new hotel has been designed for modern travelers looking for affordable accommodation in the center of the city.

The opening of Scandic Go Grensen 20 marks the launch of the Scandic Go brand in Norway. The 96-room hotel is located close to everything the capital has to offer. It is also the first Scandic Go in Norway, and as previously announced, additional openings are planned in Tromsø and Stavanger.

"Today marks not only the opening of a new hotel, but the launch of a new brand in Norway. By establishing Scandic Go, we're broadening our offering and creating opportunities to welcome even more guests. Norway is an attractive market for both domestic and international travelers, and we're now introducing a new hotel experience that meets the needs of the price-conscious urban traveler. With Scandic Go, we combine a central location, efficient operations and a positive guest experience while at the same time contributing to increased activity and long-term value creation in the cities where we establish ourselves," says Asle Prestegard, COO at Scandic Hotels Norway.

The hotel opening was marked with a ribbon-cutting ceremony, speeches, and food and refreshments for guests from Scandic, the property owner Ragde Eiendom, representatives from the local business community and the hotel's team members. Many guests also checked in to spend their first night at the new hotel.

"It was fantastic to finally open the doors and welcome our first guests. This is a day we've been looking forward to for a long time. We've created a hotel that is simple, smart and flexible, which is something I think our guests will truly appreciate – a modern hotel experience where they can tailor their stay to their own preferences and enjoy both the hotel and the city in their own way," says Marta Person, Hospitality Manager at Scandic Go Grensen 20.

Scandic Go is in line with Scandic's long-term growth strategy to lead the market in the rapidly growing economy segment. Just as at the majority of Scandic's hotels, the operations of Scandic Go Grensen 20 are also certified by the Nordic Swan Ecolabel. This means that the hotel meets stringent requirements for climate, resource use and chemicals, making it the better choice for both guests and the environment.

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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