

Stockholm, February 5, 2015

Scandic Hotels appoints Ann-Charlotte Johansson as VP Group Communication & IR

Ann-Charlotte Johansson will be the new VP Group Communication & IR at Scandic Hotels with overall responsibility for external and internal communication in the company, including PR and IR. Ann-Charlotte, who will assume her role at the beginning of 2015, will also be part of the Scandic Executive Committee.

Ann-Charlotte Johansson, age 46, has worked in the communications field for over 20 years, mainly in leading positions and as an advisor primarily in corporate, sustainability and crisis communication, as well as in investor relations.

In her role as VP Group Communication & IR, Ann-Charlotte will be responsible for internal and external communication within the company, which also includes public relations, crisis communication and financial communication.

“Ann-Charlotte has a broad and solid background as manager and advisor within communications. Through Ann-Charlotte, we can build a strong groupwide communication team. The experience, expertise and networks that Ann-Charlotte brings with her will be an important contribution to Scandic’s work going forward” says Frank Fiskers, President & CEO of Scandic.

“The hotel company that started 1963 in Laxå, Sweden, is today a company with 14,000 employees and operations in seven countries. Scandic has a unique position in the Nordic hotel market. And it is with great pleasure that I will take on the role of further developing Scandic’s communication on what will also be a very interesting journey going forward,” says Ann-Charlotte Johansson.

Ann-Charlotte will start in this position at the beginning of 2015.

For more information, please contact:

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About Scandic Hotels

Scandic is the market leader in Nordic hospitality with an unbeatable network of almost 230 hotels with 42,000 hotel rooms and run by 14,000 committed team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.4 million members. Scandic is the ‘best hotel brand’ in the Nordics (BDRC 2014). Responsibility is a part of Scandic’s DNA and for the fourth year running, Scandic has been designated the most sustainable hotel operator according to a Sustainable Brands survey. www.scandichotels.com