

Stockholm, October 2, 2015

Scandic to launch a collection of signature hotels – offering unique hotel experiences in distinctive settings

Scandic Hotels, the largest and leading hotel operator in the Nordic countries, is continuing to strengthen its popular customer offering by launching a collection of unique signature hotels. The hotels will be marketed under their own names with the extension “by Scandic.” The first signature hotel will be “Grand Central by Scandic” in Stockholm.

Scandic, which is ranked as the number one hotel brand in the Nordic countries, is continuing to develop and strengthen the Group’s customer offering by launching a handful of signature hotels. With each individual hotel, Scandic aims to meet the demands of travelers looking for unique hotel experiences.

The signature hotels, which will be marketed under their own names with the extension “by Scandic,” will be characterized by their unique history and character and designed as distinct social meeting places.

The first hotel in the collection will be the existing Scandic Grand Central that will be rebranded as “Grand Central by Scandic” on February 1, 2016. The Group’s extensive hotel development in the PUB department store building in Stockholm, Haymarket, will also be a signature hotel when it opens in the spring of 2016.

Scandic is planning to expand its collection of signature hotels by adding a handful of hotels in the Nordic countries in the next few years through rebranding existing hotels and opening new establishments/hotels..

- Our strong customer offering already attracts both Nordic and international business and leisure travelers as confirmed by our customer surveys and high percentage of repeat customers. By launching a collection of signature hotels, we will realize the hotels’ full potential in terms of customer offering and profitability, says Frank Fiskers, President & CEO of Scandic Hotels.

The Group’s successful and trailblazing hotel concept HTL, which today includes four hotels in Stockholm and Oslo, will at the same time be tied more closely to the Scandic brand and will change its name to “HTL by Scandic” at the beginning of 2016.

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About Scandic Hotels

Scandic is the largest hotel operator in the Nordics with an network of almost 230 hotels and 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 1.5 million members. Scandic is the ‘best hotel brand’ in the Nordics (BDRC). Responsibility is a part of Scandic’s DNA and for the fifth year running, Scandic has been designated the most sustainable hotel operator according to a Sustainable Brands survey.

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