

PRESS RELEASE

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Scandic Hotels cements position as best in the industry in sustainability

Last night, the most sustainable brand was announced at the Sustainable Brand Index 2016 gala. And for the sixth consecutive year, Scandic Hotels was named the most sustainable brand in the hotel industry. The Sustainable Brand Index is an annual brand survey that ranks how the biggest brands in the Nordic countries manage environmental and corporate social responsibility. In the total ranking of all industries, Scandic climbed from 25th to 20th place out of a total of 265 powerful brands.

- I am extremely proud that we have maintained our position as the most sustainable brand in the hotel industry. Sustainability is integrated in everything we do and something we hold close to our hearts. It is obviously important to us that consumers appreciate our efforts and once again, we have proof that Scandic stands strong as a responsible hotel company, says Inger Mattsson, Director Sustainable Business at Scandic Hotels.

The award shows that Swedish consumers consider Scandic to be one of Sweden's 30 most sustainable brands, which means that Scandic is the hotel company that is the best in Sweden when it comes to taking environmental and social responsibility. Scandic has managed to reach a wide audience with its message and the consumers who have received it have generally been positive.

About Scandic's sustainability management

Scandic is the industry leader in terms of sustainability and over the years, the company has received many honors and awards for its sustainability initiatives. Already in 1993, Scandic began developing its sustainability program, which is considered to be the best in the industry. For more information on sustainability at Scandic, please visit: www.scandichotelsgroup.com/en/sustainability/

About the survey

The Sustainable Brand Index is based on a nationally representative sample of 10,000 consumers who assess how Sweden's 265 largest brands are performing in the areas of environmental and social responsibility. The purpose of the survey is to highlight the value of sustainable brand building.

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About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic region with an network of almost 230 hotels with 41,000 rooms in seven countries and run by 14,000 team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.6 million members. Responsibility is a part of Scandic's DNA and Scandic is the 'best hotel brand' in the Nordics (BDRC). Scandic has been listed on Nasdaq Stockholm since December 2, 2015.

www.scandichotelsgroup.com