

PRESS RELEASE

April 11, 2016

Scandic recruits Frippe Stenberg – will strengthen Scandic’s brand and customer offering

Scandic has recruited Frippe Stenberg, a well recognized name in marketing and advertising, for a position with responsibility for Scandic’s brand and customer offering, including digital development and innovation.

Scandic is the strongest hotel brand in the Nordic countries and is ranked among the best hotel brands in the region by the international consulting firm BDRC. Guests also confirm Scandic’s popularity as Scandic’s loyalty members generate nearly 40 percent of the Group’s room revenue.

To additionally strengthen the brand and customer offering, Scandic has recruited Frippe Stenberg to the newly created position of Vice President Brand & Guest Journey. He assumes command for the continued development of Scandic’s brand platform, customer offering and innovation of digital channels and experiences.

Frippe Stenberg has lengthy and vast experience in both traditional and digital marketing, most recently from his position as CEO of the media agency Vizeum Sverige AB. Prior to this, he was Head of Marketing at Tele 2 in Sweden, as well as having held senior management positions and other senior positions at Svenska Spel, Storåkers, McCann and ANR BBDO.

- Scandic is the Nordic region’s strongest hotel brand. By recruiting Frippe Stenberg, we will strengthen our ability to further develop our brand and customer offering, particularly in the digital arena, which is increasing in importance for the overall experience of our guests, says Thomas Engelhart, Chief Commercial Officer at Scandic.
- Scandic is a trustworthy brand and has enjoyed an exciting brand journey. I have been following the company’s growth in recent years and it will be great to have the chance to continue developing its brand, offering and the ever-important customer journey together with the team at Scandic, says Frippe Stenberg.

For further information, please contact:

Thomas Engelhart, Chief Commercial Officer, Scandic Hotels Group
thomas.engelhart@scandichotels.com

Ann-Charlotte Johansson, VP Communication & Investor Relations, Scandic Hotels Group
+46 721 80 22 44, ann-charlotte.johansson@scandichotels.com

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