

PRESS RELEASE

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Scandic to launch two more signature hotels in the Nordic region

- Helsinki and Bergen will also be able to offer Scandic's unique hotel experiences in characteristic environments

Just in time for the opening of Scandic Hotels' first signature hotel in Stockholm on May 10, the company has announced that two more hotels will be profiled to be part of its collection of signature hotels. This includes the prestigious and historic Hotel Norge in Bergen and the characteristic and centrally located Scandic Marski in Helsinki.

As previously announced, Scandic intends to expand its collection of signature hotels with a handful of hotels in the Nordic region in the coming years, both through rebranding existing hotels and new establishments. The signature hotels, which will be marketed under their own names with the extension "by Scandic," will be characterized by their unique history and personality. At the same time, they will be developed as clear social venues that aim to be natural meeting points for locals and visiting guests alike. Through these individualized hotels, Scandic will satisfy the demands of travelers looking for unique hotel experiences.

- By profiling these hotel properties as signature hotels, we will realize the hotels' full potential in terms of both customer offering and profitability, says Frank Fiskers, President & CEO of Scandic Hotels Group.

Scandic will open its first signature hotel at the beginning of May – Haymarket by Scandic in central Stockholm, which in the fall 2016 will be followed by the existing Scandic Grand Central in Stockholm.

The rebranding of the existing Scandic Marski is expected to be completed by the spring 2018 and Hotel Norge in Bergen, which has approximately 420 rooms, is expected to re-open in the middle of 2018 after a complete renovation.

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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