



The largest Nordic hotel company

PRESS RELEASE

June 9, 2016

Scandic recruits new Director of e-Commerce from eBay

Scandic Hotels, the largest hotel company in the Nordic countries, has recruited Maria Andersson from eBay as new Director of e-Commerce with responsibility for growing the Group's digital business.

Maria Andersson has been recruited for the role of Director e-Commerce & Marketing within the Scandic Group. Maria will have overall responsibility for driving and further developing Scandic's digital sales and marketing.

Maria has extensive experience from digital marketing, product development and sales, and over the last eight years she has also held several senior positions within eBay in Sweden.

- Scandic has very strong e-commerce today and we have a clear target to increase growth in our digital channels. Maria's knowledge and experience in digital sales, product development and marketing will be a great asset for Scandic, says Thomas Engelhart, Commercial Director at Scandic.

- With its new website and attractive offering, Scandic has a very good foundation for driving sales online. Together with the team and coordinated with the marketing teams in each country, I am really looking forward to taking Scandic's digital presence to the next level, says Maria Andersson.

Maria will start the new position 11 August 2016. She will be based in Stockholm where she will report to Scandic's Commercial Director, Thomas Engelhart.

For more information, please contact:

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About Scandic

Scandic is the largest hotel company in the Nordic region with 14,400 team members and a network of close to 230 hotels with about 44,000 hotel rooms in operation and under development. Scandic Friends is the biggest loyalty program in the Nordic hotel sector with 1.7 million members. Corporate responsibility has always been a part of Scandic's DNA and Scandic has been named Best Hotel Brand in the Nordic countries (BDRC). Since December 2, 2015, Scandic has been listed on Nasdaq Stockholm.

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