



The largest Nordic hotel company

## PRESS RELEASE

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# Scandic recruits Director of Business Development for its German operations

**For several years, Scandic Hotels, the largest hotel company in the Nordic countries, has operated three successful hotels in Berlin and Hamburg that together offer 1,100 rooms in total. Scandic intends to continue to grow in the German market, particularly in the seven largest cities and in strategic regional cities. As part of realizing the Group's German growth strategy, Scandic has recruited Sylvia Schnelle for the new position of Director of Business Development in Germany.**

Sylvia Schnelle has more than 15 years of experience in acquiring and developing hotels. Her most recent position was at Steigenberger Hotels where she was Vice President Business Development. Prior to this, she worked as Acquisitions and Development Manager at Vastint Hospitality, a part of Inter-IKEA's property division. In this capacity, among other things she was responsible for acquiring land and negotiating contracts for Moxy Hotels, a collaboration between Vastint and Marriott Hotels.

- Today, we're operating three large and profitable hotels in Berlin and Hamburg. Our continued growth in Germany will occur primarily in the seven biggest cities. The German hotel industry is fragmented and as a result, there is room for a brand like Scandic to enjoy continued successful growth. Sylvia's many years of experience and expertise will be valuable in this expansion, says Frank Fiskers, President & CEO of Scandic Hotels Group.
- I'm looking forward to expanding Scandic's operations in the German market. Scandic's Nordic identity and customer offering are highly appreciated by guests and employees alike. And just as in the Nordic markets, lease agreements are the dominant business model, which will further strengthen Scandic's possibilities for expansion, says Sylvia Schnelle, Director of Business Development in Germany.

Sylvia will start on October 1. She will work in Berlin and report to Jesper Engman who is Vice President Business Development and a member of Scandic's Executive Committee.

### For more information, please contact:

Ann-Charlotte Johansson, VP Communications & IR  
Email: [ann-charlotte.johansson@scandichotels.com](mailto:ann-charlotte.johansson@scandichotels.com)  
Phone: +46 72 180 22 44  
[www.scandichotelsgroup.com](http://www.scandichotelsgroup.com)

### 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 1.8 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 (BDRG). Since December 2, 2015, Scandic has been listed on Nasdaq Stockholm. [www.scandichotelsgroup.com](http://www.scandichotelsgroup.com)