



The largest Nordic hotel company

PRESS RELEASE

10 October 2017

Scandic and Live Nation team up to offer unique music experiences

Thanks to a new agreement, members of Scandic's loyalty program, Scandic Friends, can now enjoy exclusive access to tickets and unique experiences from some of Live Nation's most attractive concerts and events in the Nordic region.

Scandic and Live Nation first joined forces in 2011 to offer hotel guests in Sweden access to all-in-one packages pairing hotel accommodations with tickets to live events and dinner reservations. The companies' new partnership expands this offering to the entire Nordic region, with a focus on giving the Scandic Friends members access to Live Nation's most in-demand events throughout Sweden, Norway, Denmark and Finland.

Starting in 2018, Scandic Friends members will enjoy access to Live Nation concert tickets, VIP events hosted at Scandic hotels, entry to exclusive sound checks at select shows and even special backstage meet and greet events with artists. Fans can expect more unique activations such as the "official fan hotel" that Grand Central by Scandic created with Live Nation to celebrate the premiere of Depeche Mode's world tour in Stockholm earlier this year.

- Scandic and Live Nation are the perfect match when it comes to offering all-in-one events and accommodations. Now we have the chance to extend this to include experiences above and beyond the ordinary – things that many fans and leisure travelers haven't been able to access before, says Alvin Argus, Director Partners at Scandic Hotels.
- Fans are more than willing to travel to catch their favorite artists in concert. We're excited to team up with Scandic to provide fans in the Nordics with experiences specially curated to help them enjoy more live music, says Therése Liljedahl, Director Marketing & Nordic Partnership at Live Nation.

The new partnership will officially kick off on 1 January 2018 and it covers the entire Nordic region. Information about current events will be available at scandichotels.com and communicated through Scandic Friends newsletters.

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About Scandic

Scandic is the largest hotel company in the Nordic region with 15,000 team members and a network of close to 230 hotels with about 45,000 hotel rooms in operation and under development. Scandic Friends is the biggest loyalty program in the Nordic hotel sector with 2 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. www.scandichotelsgroup.com