



The largest Nordic hotel company

PRESS RELEASE

November 2, 2017

Scandic Hotels finalist in the European Diversity Awards

- internationally recognized for outstanding accessibility work

Scandic Hotels has been shortlisted in the "Diversity Team Of The Year" category in this year's European Diversity Awards. The prize ceremony takes place in London on November 16. This is yet another recognition of Scandic's focus and world-leading work within accessibility and diversity.

- Reaching the final in the European Diversity Awards is a great acknowledgement of the work and dedication the whole Scandic organization has to this cause. Everyone in the company has worked hard at adapting our entire business to make diversity among employees and accessibility for all of our guests into a real strength, says Even Frydenberg, President & CEO at Scandic Hotels Group.

As the only hotel chain in this year's European Diversity Awards – and the only company within the tourism sector – Scandic Hotels is one of eight finalists in the category "Diversity Team Of The Year". Scandic has been recognized for three outstanding initiatives during the last year, highlighting again how accessibility is ingrained in all of the company's operations.

- We create great hotel experiences for *everyone*. What makes us most proud is when guests tell us that when they stay at Scandic, they're treated as hotel guests, not people with disabilities, says Magnus Berglund, Accessibility Director at Scandic Hotels Group.

Scandic Hotels invited again to speak at international conference

Magnus Berglund is a renowned expert within accessibility issues and has been invited to speak on the topic "Can tourism be made accessible for all?" at one of the biggest travel conferences, the World Travel Market, on 8 November in London. Together with a distinguished panel of experts, Magnus Berglund will present insights to Scandic Hotels unique accessibility program which has put the company in a world leading position within the tourism sector. For more information, please visit www.london.wtm.com.

About the European Diversity Awards (EDA's)

Known as the "Oscars of diversity," the European Diversity Awards are a key event on the diversity calendar in Europe. They recognize organizations and individuals that have shown innovation, creativity and commitment to equality, diversity and inclusion during the year. The awards emphasize all aspects of diversity by paying attention to the most successful actors in both corporate culture and individual campaigns.

The jury for the European Diversity Awards consists of 10 people with different backgrounds within the concerned area. The full shortlist can be found at <http://europeandiversityawards.com>

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



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