



The largest Nordic hotel company

PRESS RELEASE

June 18, 2018

Scandic strengthens its Executive Committee with strategic expertise within digitalization, branding and marketing

Today, Scandic is announcing changes to its Executive Committee to fortify the company's focus on digitalization, branding and marketing. New Chief Information Officer will be Ann Hellenius, new Chief Customer Officer will be Niklas Angergård and new Chief Commercial Optimization Officer will be Jan Lundborg.

The new Executive Committee will include a new position of Chief Information Officer with responsibility for digitalization and developing the guest experience with the help of IT and new technologies. There will also be changes to the previous position of Chief Commercial Officer, which will be divided into two functions: a Chief Customer Officer responsible for brand strategy, marketing and the loyalty program among other things, and a Chief Commercial Optimization Officer responsible for sales and distribution. The other functions within the Executive Committee will remain unchanged.

- Scandic has grown quickly in the last few years and we have seen a need to be more customer focused at the same time as we must ensure that we have the right expertise in the right places. As previously announced, towards the end of 2017, we began an overview of our organization to support this objective. I am convinced that our new organization will help us take advantage of opportunities in the market and further strengthen our position by allowing us to continue to grow and enhance our adaptability in the increasingly dynamic and digital travel industry, says Even Frydenberg, President & CEO of Scandic.

To strengthen the Executive Committee within these important areas, Scandic has recruited Ann Hellenius as Chief Information Officer. Ann has solid experience in driving digitalization and earlier, she was CIO at both Bankgirot and the City of Stockholm. She is also a member of the Digitalization Council of the Swedish government.

Scandic has also recruited Niklas Angergård as Chief Customer Officer. Previously, Niklas was CMO at Tieto, reporting to the CEO. He also has many years of experience in brand strategy, marketing and customer satisfaction from companies including Klarna, Telia and SAS.

Additionally, Jan Lundborg has been appointed Chief Commercial Optimization Officer. He has a strong commercial background from SAS and Amadeus. Currently, Jan is Vice President Revenue Management & Distribution at Scandic and since 2009, he has successfully managed and built up the Group's revenue management function.

About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic region with 16,000 team members and a network of around 280 hotels in operation and under development in more than 130 destinations. Scandic Friends is the biggest loyalty program in the Nordic hotel sector. Corporate responsibility has always been a part of Scandic's DNA and Scandic has been a pioneer when it comes to integrating sustainability in all of its operations. Scandic Hotels is listed on Nasdaq Stockholm.

www.scandichotelsgroup.com

- I am very happy to welcome Ann Hellenius, Niklas Angergård and Jan Lundborg as new members of Scandic's Executive Committee. Ann and Niklas are both highly skilled within their respective areas and will contribute valuable expertise to Scandic. And Jan has successfully led and developed our work within sales and distribution. This is an important and prioritized area that is under significant transformation, so it is only natural that it is now becoming part of our Group management, says Even Frydenberg.

The changes to Scandic's Executive Committee will take effect immediately. Jan Lundborg will start his new position right away and Ann Hellenius and Niklas Angergård will begin in the fall. In the meantime, Even Frydenberg will continue as acting Chief Customer Officer.

Scandic's new Executive Committee

President & CEO	Even Frydenberg
Chief Financial Officer	Jan Johansson
Senior Vice President HR & Sustainability	Lena Bjurner
Vice President Business Development	Jesper Engman
Chief Information Officer	Ann Hellenius
Chief Customer Officer	Niklas Angergård
Chief Commercial Optimization Officer	Jan Lundborg
Managing Director Sweden	Peter Jangbratt
Managing Director Norway	Svein Arild Steen-Mevold
Managing Director Finland	Aki Käyhkö
Managing Director Denmark	Jens Mathiesen
Managing Director Europe	Michel Schutzbach

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