

PRESS RELEASE

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Scandic strengthens its sales organisation – recruits Klaus Johansen as Vice President Group & International Sales

On March 1, Klaus Johansen will start as Scandic's new Vice President Group & International Sales with responsibility for Scandic's intra-Nordic and international sales. Klaus, who comes from Denmark, has 20 years of experience from the travel industry, most recently from his position as Commercial & Ancillaries Director within TUI Group.

Interest in the Nordic region as a tourist and conference destination continues to grow. Today, Scandic has a good inflow of international conferences and travelers, at the same time as intra-Nordic travel is on the rise. To capitalize additionally on Scandic's Nordic network and increase its share of international business coming to the Nordic region, Scandic has established a new position of Vice President Group & International Sales. The position will involve overall responsibility for the Group's international sales, which also includes establishing partnerships with BTAs.

Klaus has solid experience from the travel industry, including his recent responsibility for TUI's cooperation with airlines, hotels and car rental companies, and he also played a key role in the implementation of TUI's new sales strategy in 13 European markets. Before that, Klaus was Managing Director at American Express Business Travel in Denmark.

- Scandic is an admirable company. I have been following Scandic's development in recent years and it will be very stimulating to be able to contribute to its continuing growth and success. I will have a strong sales team behind me and together we will develop sales strategies to be even more successful in reaching existing and new customers, says Klaus Johansen, incoming Vice President Group & International Sales at Scandic Hotels Group.
- Today, Scandic today has a good inflow of international conferences and leisure travelers. By recruiting Klaus Johansen, we aim to strengthen our ability to reach these target groups. Klaus has very exciting and extensive commercial experience from the international travel industry. This will give him an excellent foundation for his new position at Scandic, says Thomas Engelhart, Chief Commercial Officer at Scandic Hotels Group.

Klaus Johansen will start on March 1 and will be based in Copenhagen.

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About Scandic

Scandic is the largest hotel company in the Nordic region with an network of almost 230 hotels with 41,000 rooms in seven countries and run by 14,000 team members. Scandic Friends is the biggest loyalty program in the Nordic hotel industry with 1.6 million members. Responsibility is a part of Scandic's DNA and Scandic is the 'best hotel brand' in the Nordics (BDRC). Scandic has been listed on Nasdaq Stockholm since December 2, 2015.

www.scandichotelsgroup.com