

PRESS RELEASE

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Norway's first Scandic Go opens in Oslo

Scandic Hotels will launch Scandic Go in Norway by converting the existing Scandic Grensen hotel in Oslo into the country's first Scandic Go hotel. By rebranding the centrally located 96-room hotel, Scandic will broaden its offering in Norway to meet the demand in the growing economy segment. The new hotel is expected to open during the first half of 2026.

Scandic Go was introduced as part of the company's long-term growth plan, and now Scandic will launch the brand in Norway. Scandic Grensen in downtown Oslo will be converted into a Scandic Go, offering guests a new type of accommodation that combines smart design and self-service at an attractive price. Scandic Go hotels are designed for the modern traveler looking for an affordable urban option in the heart of the city.

"Norway is one of Scandic's most important markets, with high demand and excellent growth opportunities. Establishing a Scandic Go in downtown Oslo is an important milestone for Scandic and our growth strategy. The new hotel underscores our commitment to the country and opens the door to more guests who want to discover the city," says Jens Mathiesen, President & CEO of Scandic Hotels Group.

The decision to launch Scandic Go in Norway by converting Scandic Grensen is no coincidence. The hotel's existing infrastructure, design and location make it ideal for a Scandic Go. Before the new hotel opens, it will be updated and adapted to the Scandic Go brand and the guest experience that Scandic Go is known for.

Oslo's most important cultural attractions and buildings are conveniently located near the hotel, and guests will be able to reach popular sights such as Karl Johans gate, the Norwegian Parliament buildings and Oslo Cathedral easily on foot.

"I'm delighted to introduce our first Scandic Go in the Norwegian market. With its central location and modern profile, it will satisfy the needs of a new generation of guests and be a welcome addition to the Norwegian hotel industry. We look forward to launching Scandic Go in Norway and at the same time expanding Scandic's hotel offering for our guests," says Asle Prestegard, COO, Scandic Norway.

When it opens, the new hotel will be certified by the Nordic Swan Ecolabel, just as the majority of Scandic's hotels. Norway's first Scandic Go hotel is scheduled to open during the first half of 2026.

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Om Scandic Hotels Group

Scandic är det största hotellföretaget i Norden med ett nätverk av omkring 280 hotell och 58 000 hotellrum i drift och under utveckling på över 130 destinationer. Scandic är ledande när det kommer till att integrera hållbarhet inom alla områden och dess prisbelönta koncept inom tillgänglighet säkerställer att Scandic är till för alla. Väl omtyckt av gäster och medarbetare är Scandic Friends Nordens största lojalitetsprogram inom hotellbranschen och företaget en av de mest attraktiva arbetsgivarna i regionen. Scandic är noterat på Nasdaq Stockholm.

www.scandichotelsgroup.com