

PRESS RELEASE

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SCANDIC EXPANDS WITH NEW FRANCHISE HOTEL IN KÖPING

In January 2027, Scandic will welcome another franchise hotel into the group. The hotel in Köping, operated by Norlandia Hotel Group, will offer 110 newly renovated rooms under the Scandic brand starting next year.

Scandic's franchise portfolio continues to grow with a new hotel in Köping, located approximately 1.5 hours car drive from Stockholm. The city is home to Sweden's second-largest inland port, a significant manufacturing industry, and is considered a regional hub. The hotel is strategically located close to both the city center and the popular Kristinelund Sportsfield.

Currently marketed under a different brand, the hotel is undergoing full renovation and is set to welcome Scandic guests in early 2027. It will feature 110 rooms, a restaurant, and meeting facilities for up to 150 participants.

"Scandic's franchise model enables us to grow in smaller cities across the Nordics where we currently have no presence. At the same time, we offer a strong value proposition to potential franchise partners," says Jens Mathiesen, President and CEO of Scandic Hotels Group.

"We are very pleased that Norlandia has chosen to partner with Scandic through a franchise agreement. We offer a strong commercial franchise package, including one of the Nordics' largest loyalty programs and attractive corporate agreements. The fact that Norlandia is expanding its collaboration with us is proof of Scandic's strength in growing together with our partners over time," says Søren Nystrøm, Head of Scandic Franchise.

"We have worked with Scandic for many years across several of our other hotels, and are delighted to now also enter into a partnership with our newly renovated hotel in Köping," says Morten A. Kahrs, CEO of Norlandia Hotel Group.

The hotel will become certified with the Nordic Swan Ecolabel, which is one of the toughest environmental certifications in the industry.

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About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic countries with a network of about 320 hotels with 68,000 rooms in operation and under development, in more than 150 destinations. The company is the leader when it comes to integrating sustainability in all operations and its award-winning Design for All concept ensures that Scandic hotels are accessible to everyone. Well loved by guests and employees, the Scandic Friends loyalty program is the largest in the Nordic hotel industry and the company is one of the most attractive employers in the region. Scandic is listed on Nasdaq Stockholm. www.scandichotelsgroup.com