

ETRAVELI STRENGTHENS ITS BOARD OF DIRECTORS

The Board of Directors of Etraveli AB (publ) has been expanded at an extraordinary general meeting through the addition of Sophia Bendz as a new member. For the last seven years Sophia Bendz has been Global Marketing Director at Spotify and has extensive expertise from international growth companies. She is an advisor to international online companies and one of the founders of the organization AllBright.

"Etraveli is an exciting growth company in a sector where a lot is happening – and where the company has been clear in its aim to gain an international market position," said Sophia Bendz. "I look forward to sharing my knowledge from the international online market and contributing to Etraveli's development."

Sophia Bendz has extensive experience in strategic branding for global growth companies focused on the online market. Most recently, she has served as Global Marketing Director at Spotify, where she has been since the start and helped to create, build and develop the Spotify brand, a service currently with 100 million users around the world. Sophia is a member of the boards of Unibet and Norstedts as well as an advisor to Angel Investor Network and Tictail. She is one of the co-founders of the organization AllBright.

"Sophia has played an important role in Spotify's successful journey, with its challenges and opportunities, from launch to established company with a market presence in 58 countries. She will provide fantastic experience from building a strong international company and brand. For Etraveli, with current presence in 25 markets, her expertise will be a positive addition to the Board of Directors in the company's continued geographical expansion," said Erik Strand, chairman of the Board of Directors.

Etraveli's Board of Directors consists of Chairman Erik Strand, Ralph Axelson, Sophia Bendz, Percy Calissendorff, Marcus Jansson, Jarl Söderman and Per Setterberg.

For more information, please visit www.etraveli.com or contact:

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ABOUT ETRAVELI

Etraveli (publ) is the leading e-commerce group for online travel in the Nordics with a wide range of airline tickets, hotel accommodation and other travel related services. The company operates in 25 countries through brands such as Supersaver/Supersavertravel, Gotogate, Travelstart and the meta-search services Flygresor.se in Sweden. Etraveli is one of the five largest aircentric online travel agents in Europe, and in 2013 it intermediated air tickets and related services to an amount exceeding SEK 7 billion, with revenue of more than SEK 500 million. The company is headquartered in Uppsala, Sweden and is owned by the private equity fund Segulah IV, LP and senior management.