

PRESS RELEASE
August 27, 2024

Scandic launches new loyalty program

Today, Scandic is introducing a new loyalty program that will strengthen the company's commercial offering, boost member loyalty and create more relevant experiences. The company's current loyalty program, Scandic Friends, has been rebuilt from the ground up to offer more beneficial, personalized and digital member experiences.

Scandic Friends is the largest loyalty program in the Nordic hotel industry with 3 million members. With a focus on further developing and enhancing its loyalty program, Scandic aims to double the number of members by 2030. In 2023, Scandic Friends accounted for about 38 percent of the total room nights sold, and the new loyalty program is expected to contribute to both more member bookings and overall revenue.

The new Scandic Friends has a fresh structure and design, expanding the program from five to seven membership levels. Each level includes carefully selected benefits and offerings that cater to the needs of guests, regardless of how often or less frequent they interact with Scandic. Member and level-specific offerings have also been improved, making it easier to earn and use points, access various benefits, level up and enjoy more opportunities to enhance their stay through add-on services, such as upgrades or pre-ordered refreshments in the room.

- Loyal and returning guests are central for us at Scandic. They drive our growth and create a strong and stable community around our brands. We now have a solid platform that will improve the member experience and have laid the foundation to continue developing the program and add new exciting partnerships. This will enable us to continue building long-term relationships with stronger incentives to choose Scandic for future hotel stays, says Jens Mathiesen, President & CEO at Scandic Hotels Group.

An important part of developing the new program has been conducting and analyzing in-depth interviews with existing and potential members, as well as studying the travel industry and other industries. The new Scandic Friends has been built on these insights and Scandic's customer data to provide a more tailored, personalized membership experience that aims to increase member interaction, incentives and engagement with Scandic over time.

- Creating a guest-focused loyalty program designed to make the most of every member interaction has been the fundamental focus during the entire development process. We have put a lot of emphasis on digital investments to enable and create an ecosystem we can develop over time. This is just the beginning, and I'm convinced that our members will appreciate the new features and offerings that we'll gradually be adding, says Thérèse Cedercreutz, Chief Commercial Officer at Scandic Hotels Group.

The new Scandic Friends will come into effect on August 27, 2024. In the coming days, existing members will gradually be transitioned into the new program. The launch of the new Scandic Friends marks the start of the next generation of loyalty programs, and more new features and personalized benefits and offerings will be added going forward.

Membership levels in the new Scandic Friends

1. New Friend – 0 points
2. Good Friend – 5,000 points
3. Close Friend – 10,000 points
4. Dear Friend – 25,000 points
5. Loyal Friend – 100,000 points

About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic countries with a network of about 280 hotels and 58,000 hotel rooms in operation and under development at more than 130 destinations. The company is leading the way in integrating sustainability in all areas 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 Scandic is one of the most attractive employers in the region. Scandic is listed on Nasdaq Stockholm. www.scandichotelsgroup.com

6. True Friend – 250,000 points
7. Best Friend – 400,000 points or 100 nights

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