

**PRESS RELEASE**

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## **Scandic moves in to SAS's new lounge at Arlanda**

**Scandic's hotel breakfast is now being served in SAS's new lounge at Arlanda Airport to add value for visitors on the move. The new offering is part of Scandic and SAS's strategic partnership that will be further strengthened with status matching of membership levels between the Scandic Friends and EuroBonus loyalty programs in April.**

For more than 60 years, Scandic has been serving much-loved breakfasts to its guests. Today, breakfast at Scandic is at the heart of the hotel experience for many people. With a wide assortment adapted to all tastes, Scandic's breakfast offers a carefully curated selection of organic and Nordic ingredients. Now, Scandic is bringing this beloved breakfast experience to visitors at SAS's new lounge to create added value and give travelers the best possible start to their day.

- We're joining SAS in their new lounge at Arlanda to create memorable breakfast experiences that inspire travelers to discover our fantastic hotels. The partnership between the leading companies in the Nordic hospitality industry includes a series of exciting benefits that await our members going forward, says Thérèse Cedercreutz, Chief Commercial Officer at Scandic Hotels Group.

The ambition of the partnership, which goes by the name "Friends with Benefits," is to create more seamless and personalized travel and hotel experiences for more than 11 million members in two of the leading loyalty programs in the hospitality industry. Offering Scandic's breakfast buffet in SAS's new lounge is a part of this, and the next step is status matching between Scandic Friends and EuroBonus that will be introduced in April.

- We're happy to be continuing our successful partnership with Scandic, now at SAS's new lounge at Arlanda. This collaboration reflects our shared passion for superior service and comfort. With Scandic's beloved breakfast concept as part of SAS's lounge offering, our travelers will enjoy the perfect start to their day, says Paul Verhagen, Chief Commercial Officer at SAS.

The new lounge is ideally located for EuroBonus Gold members and SAS Business travelers departing from Gate F at Arlanda. Scandic's breakfast will be served in the lounge daily from 6:00 to 10:00 am until May 31.

**For more information, please contact:**

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**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](http://www.scandichotelsgroup.com)