

## PRESS RELEASE

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# Scandic Capital Markets Day 2025 – A clear path for higher growth

At its Capital Markets Day starting at 13:00 (CET) today, Scandic Hotels Group (“Scandic” or the “Company”), presents an update on its business plan forming the basis of the mid-term targets for 2025 – 2027 as well as the Group’s strategy for 2030.

### Jens Mathiesen, Scandic President & CEO, comments:

*“In recent years, we have focused on optimization and invested in strengthening our commercial and operational capabilities. We deliver good guest satisfaction, have engaged team members, and we run our business with high efficiency and cost control. In the coming years, our focus will be on growth and continuous improvement to enhance profitability. Through selective portfolio expansion, leveraging our commercial and operational strengths, and a strategic approach to capital allocation, we aim to create an attractive journey for our guests, team members, and shareholders.”*

Following the pandemic, Scandic has established a strong operational, commercial, and financial position. In October 2024, the company updated its financial targets and introduced a capital allocation framework for 2024–2026, reflecting its ambition for growth and profitability while maintaining a balanced risk approach in favorable markets. At the Capital Markets Day, Scandic will present the 2030 strategy, focusing on leveraging its portfolio strengths and enhancing its commercial and operational capabilities to drive further value creation.

### Strategy for 2030 in brief – A clear path for higher growth

- Strengthen the #1 position in the Nordics by adding ~7,000 rooms to the lease portfolio.
- Selective expansion in Germany, by adding ~3,000 rooms to the lease portfolio, focusing on key destinations in the top ten largest cities.
- Take a leading position in the fast-growing and profitable economy segment through Scandic Go, expected to account for ~50% of signed new rooms.
- Broaden Nordic presence at low risk with high profitability through 30-40 new franchise hotels.
- Drive revenues and loyalty through more relevant and personalized guest experiences.
- Improved operational excellence through investments in new ways of working.

Following today’s announcement of a proposed ordinary dividend of SEK 570 million and the intention to launch a new share buyback program of approximately SEK 500 million. Scandic will distribute a total of approximately SEK 1.9 billion to shareholders through dividends and share buybacks from December 2024 to March 2026.

Scandic will continue to allocate its free cash flow toward attractive investments and dividends while utilizing share buybacks as a recurring tool to optimize shareholder value.

Speakers at the Capital Markets Day will include: Jens Mathiesen, CEO; Isabelle Elmqvist, Head of Strategy and Sustainability; Thérèse Cedercreutz, CCO; Peter Jangbratt, COO Sweden & Denmark; and Pär Christiansen, CFO.

Scandic’s Capital Markets Day start at 13:00 (CET). More information, including link to webcast, can be found on the website [here](#).

### About Scandic Hotels Group

Scandic is the largest hotel company in the Nordic countries with a network of about 280 hotels with 58,000 rooms in operation and under development, in more than 130 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](http://www.scandichotelsgroup.com). [www.scandichotelsgroup.com](http://www.scandichotelsgroup.com)

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