



## **Scandic Hotels AB (publ)**

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### ***Press release***

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**www.scandic-hotels.com**

Stockholm, 7 September 1999

### ***Scandic Hotels enters collaboration with SAS Eurobonus***

Scandic Hotels and SAS Eurobonus are entering into a collaboration as of October 1, whereby the Eurobonus system will comprise Scandic hotels in Sweden, Norway, Finland, Denmark, Estonia and Brussels

This entails that 1,7 million SAS Eurobonus members can earn and exercise their bonus points at Scandic Hotels.

"Through the collaboration, we are reinforcing our position on the Nordic market. We also gain the opportunity of gearing offers to SAS Eurobonus members," says Gunnar Brandberg, Vice President Marketing at Scandic hotels.

"SAS Eurobonus, which for three consecutive years has been ranked as the best international loyalty programme, is looking forward to collaborating with Scandic Hotels, and welcomes them as a partner in the program," says Eva-Karin Dahl, Director of SAS Eurobonus.

Over recent years, Scandic Hotels has expanded primarily in the Nordic countries, where a high market penetration has been reached with hotels in the city centres or near major business complexes in almost all major cities.

Recently, Scandic Hotels took over the operations of the Ariadne hotel in Stockholm. In the summer, the Scandic chain was broadened to include two hotels in Tallinn. In Denmark, hotels have been added in Copenhagen, Århus, Fredrikshamn and Grenå, and in Norway, a newly built hotel was opened in central Oslo in June. In 1998, Finnish hotel chain Arctia was acquired, comprising around 20 hotels in Finland. The acquisition also comprised the Hasselbacken hotel in Stockholm, plus a hotel in Brussels. Several hotels are also currently under construction, including one in central Helsinki and one in Oslo.

For further information, please contact:

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*"Scandic Hotels is the largest hotel operator in the Nordic region, with 128 hotels in 10 countries. Scandic's strategy is to be a dedicated hotel operator. The company's business mission is "to offer many people the highest value for money when staying in its hotels, during work and leisure."*



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