

Strawberry is the new Nordic Choice Hotels

Strawberry



Today is the day - Say hello to STRAWBERRY

Dear Partner,

May 22nd 2023 marks a new and exciting chapter for our company. We have built on the foundation of our core values: energy, courage, enthusiasm. When we now change our name to Strawberry, we will continue to be a rebel in the industry with a warm beating heart.

With more than 225 hotels, 122 restaurants, gyms and spas, as well as the best arenas for meetings and events - we want to become even more relevant, to more people, more often. Strawberry will be your portal for the best experiences in the Nordics.

We hope you are excited for our next chapter, and that you will join us on this very exciting journey we're now about to enter!

In the Q&A we hope to answer all the questions you might have, and just to clarify - we will keep you posted on any news and any information needed going forward.

Q&A: Strawberry

How will this affect our agreements?

- No existing contracts will be affected. We will continue to use the same National registration number with which the agreement was signed, and the commercial terms remain unchanged.

What will the hotels be called?

- The hotels will keep their current names and the brands will carry on like today. The independent hotels will also remain unchanged with existing affiliations. We will inform you of any changes in the future.

How should I book from now on?

- You book exactly the same way as you book today. All agreement rates that are loaded in any external system, such as Travel Agent / or GDS-booking tools, will remain unchanged. From May 22nd, and if in accordance with your travel policy, you can use the new website www.strawberry.no/se/dk/fi and download the new Strawberry app to book your agreement or agent rates.

Do members have to load a new app?

- Yes, you can download the new app from where you usually download apps, or using these links:
<https://apps.apple.com/se/app/nordic-choice-hotels/id1064940081>
<https://play.google.com/store/apps/details?id=com.nordicchoicehotels.breeze&hl=sv&pli=1>

What is the link to Strawberry's website?

- www.strawberry.no/se/dk/fi

What happens to my Nordic Choice Club membership?

- The loyalty club will also change its name to Strawberry, and you will of course keep your membership level and your benefits. If you have an agreement code linked in your current profile, it will be added to your Strawberry membership.

What is the easiest way to get in touch with the Contracting Department?

- From 22 May, we will change our joint email address to contract@strawberry.se/no/dk/fi. Direct any questions related to your contract to this address.
- The website will change its name to strawberry.no/se/dk/fi and our email addresses will consist of firstname.lastname@strawberry.se/no/fi/dk
- You can continue to direct your questions or booking enquiries to our customer service at: booking@strawberry.no/se/fi/dk and groups@strawberry.no/se

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