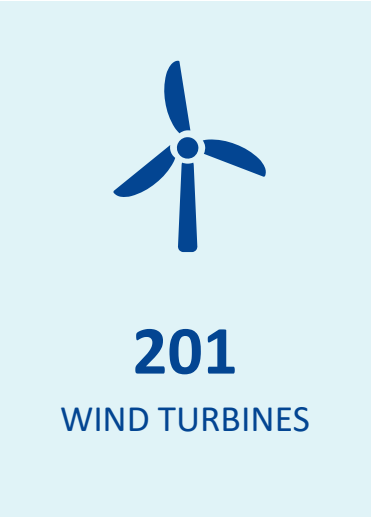


Stena Sphere today

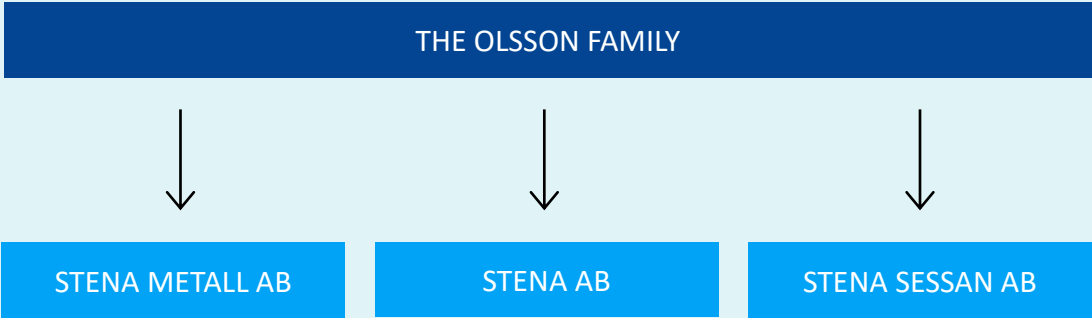


EMPLOYEES



- Ferry operations, 28%
- Stena shipping, 11%
- External shipping, 23%
- Stena Metall, 18%
- Adactum, 14%
- Offshore drilling, 4%
- Real estate, 2%















OWNERSHIP STRUCTURE



This is Stena Line Travel & Retail Group

Stena Line Travel & Retail Group is a business division within the Stena Line Group focused on leisure Travel, Retail, Food & Beverage activities. The group has a turnover of more than **250 MEUR** and operations within several European markets.

The group consists of well known Travel brands as **Sembo, DTF Travel, Best Travel, Vista Travel, Buro Scanbrit, Voigt Travel, Scandinavian Wintersports, Ruka Safaris, Nordbeds** and **R & F Travel Retail**.

 29 source markets	 15 milj consumers served	 +200 travel destinations	 +400 000 hotels on offer	 4000 aircrafts filled
 240 ferries filled	 250 00 room nights	 +13 milj web visitors	 +300 suppliers	 310 employees
 92 retail shops	 159 restaurants	 47 million articles delivered	 9000 sqm warehouse	

OUR TRADEMARKS



BEST BRANDS IN THE WORLD



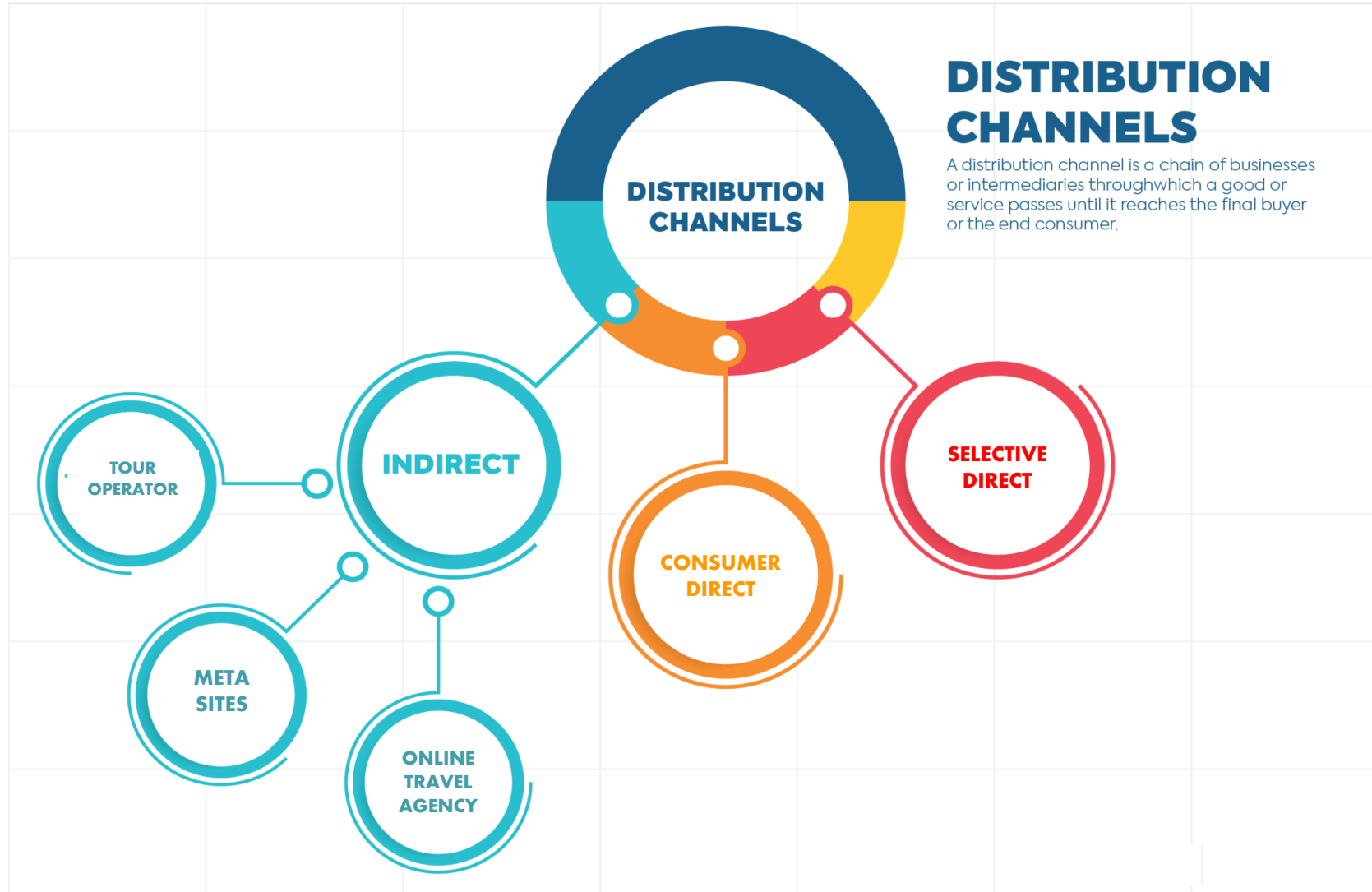
STRONGEST GLOBAL PARTNERS



 Malmö — Helsingborg — Frederikshavn — Holyhead — Wrocław — Palma — Oslo — Ruka — Naarden — Amsterdam — Gothenburg

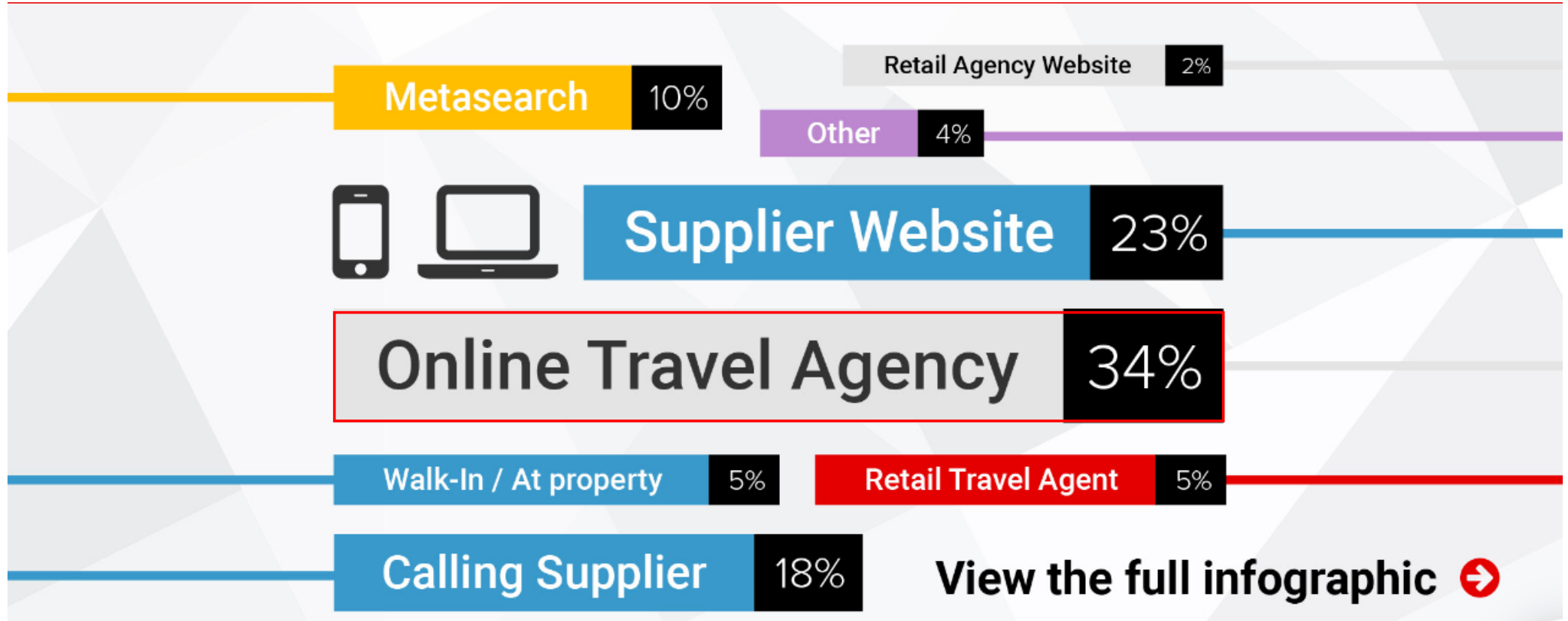
DISTRIBUTION STRATEGY MATTERS

HOW TO GET TO THE CUSTOMER IN THE MOST EFFICIENT & RISKFREE WAY?



MOST POPULAR PURCHASE METHODS

ONLINE TRAVEL AGENCY DISTRIBUTION STILL DOMINATES THE MARKET



ONLINE TRAVEL TERMINOLOGY

COMPLEX TECHNOLOGY LANDSCAPE DRIVES DIFFERENTIATION

1

BEDBANK

Is a wholesaler that contracts beds and distributes them to third party resellers.

2

CHANNEL MANAGER

Facilitates connectivity and synchronizes availability between hotel, BedBanks & OTA:s

3

SWITCH

Enables fast and structured ways to facilitate efficient travel distribution & sales

4

GDS

A global distribution system for both transport & accommodation.

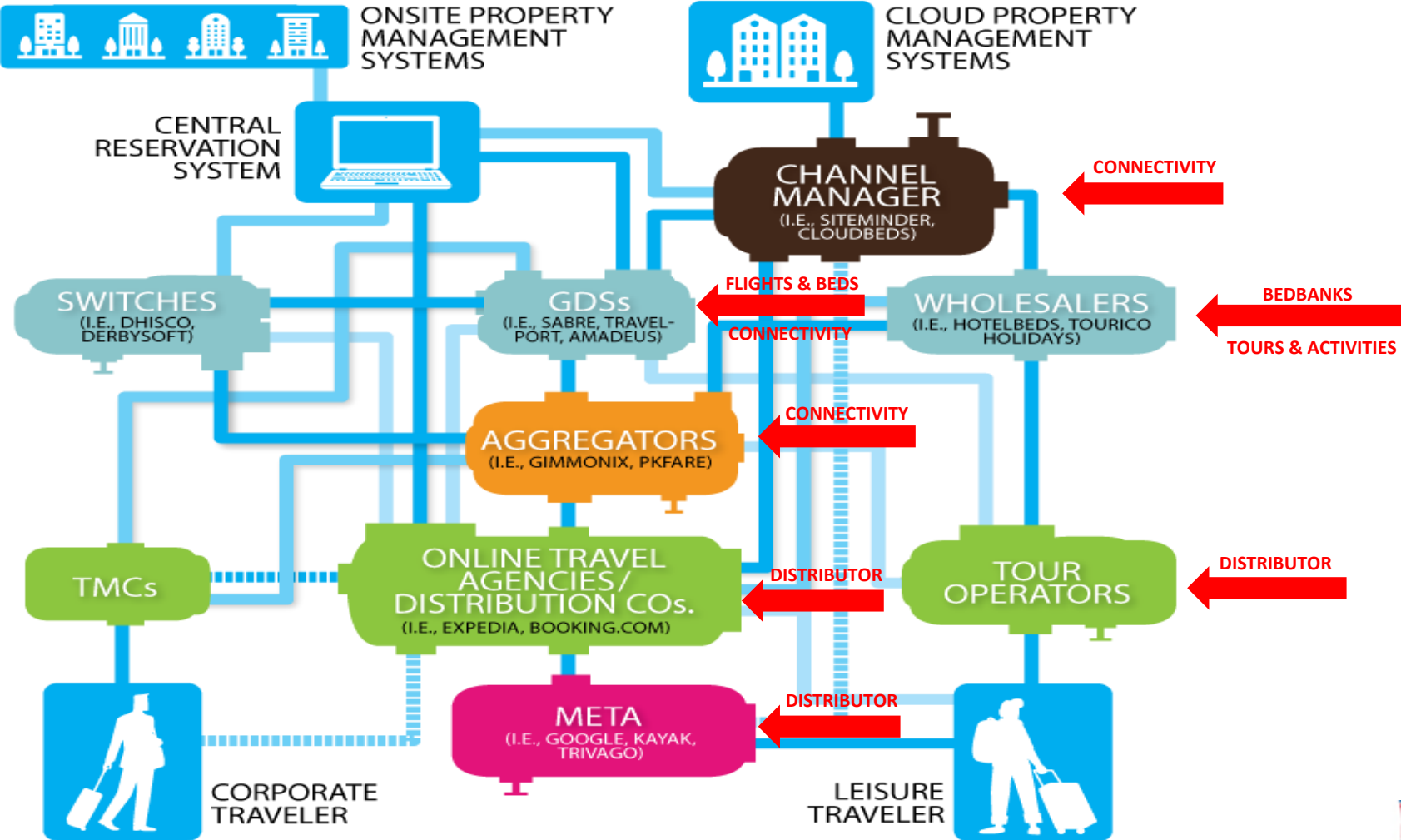
5

OTA

A Online travel Agency is a digital self service marketplace for travel products.

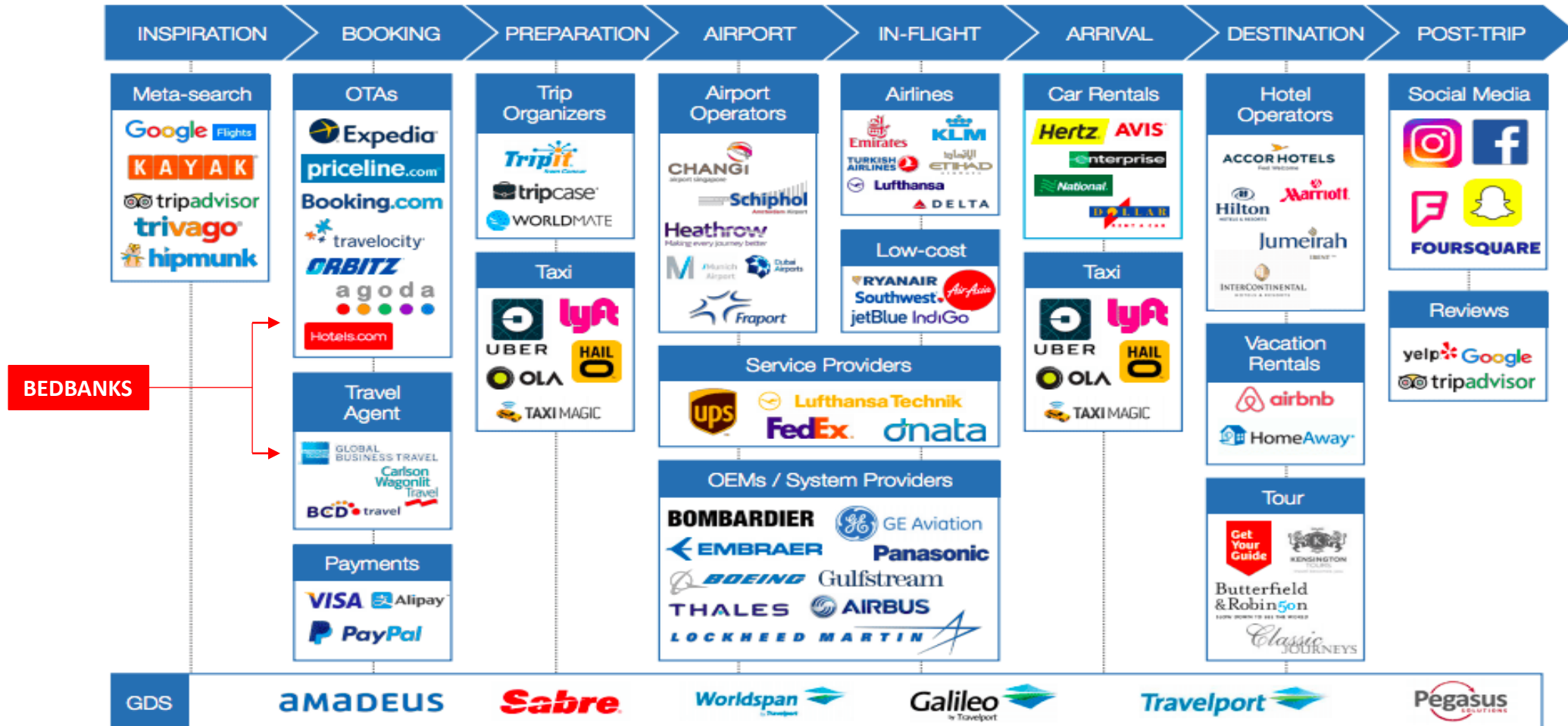
TRAVEL DISTRIBUTION LANDSCAPE TODAY

UNDERSTANDING THE ROLE OF THE DIFFERENT PLAYERS IN TRAVEL DISTRIBUTION IS KEY



CUSTOMER TOUCH POINTS

TRAVEL HAS A COMPLEXED VALUE CHAIN



Travel Technology Providers Landscape

Hospitality Property Management

ORACLE Hospitality, clock PMS+, amadeus, SkyTouch, Stalle, vreas, Shiji, Maestro, RoomKeyPMS, IQware, citybreak, innQuest, eZee, HOLOGIX, Cloudbeds, GUEST TRACKER, WEBREZPRO, FRONTDESK MASTER, LITTLE HOTELIER, Sirvoy, bookingconcord.com, hyltime solutions, bookvisit, Staylists, Guestline, ROOMRACCOON, WuBook, Frontdesk Anywhere, MEWS, GUESTDIARY.COM, Hotel Connect, GUESTLINK, innRoad, sabeeapp, protel, Hostaway, ChartBea, stayntouch, IGMS, alliants, FCS, LODGIFY, eposnow, lightspeed, vouch, Guesty, apaleo, ALICE, SNAPSHOT, Bepoz, dcs, Datavision, keyfortravel

Hospitality Connectivity and Distribution

DerbySoft, LITTLE HOTELIER, cubilis, Guesty, SiteMinder, RateGain, TRAVOLUTIONARY, Sirvoy, Insoft Inc., HOTELINK, home to go, channelRUSH, HotelRunner, HyperGuest, STAAH, myallocater, avantio, eRevMax, CHECK24, Profitroom, novaresa, RateTiger, connectys, impala, Openhotelier, RedAwning, 道旅科技, didatavel, your.rentals, katanox, Tripadvisor, Google Hotel Ads, d-edge, Vervotech, KAYAK, Skyscanner, rentals united, G.I.A.T.A, trivago, RoomGuru, juniper, databindr, hoteltrader, GIMMONIX, Lodgable, TRAVELGATEX

Central Reservation Systems (CRS)

AxisRooms, retreat.guru, Cloudbeds, simpleBooking, OT:AMS, pegasus, bookalet, vreas, bookinglayer, naboiki, beds, wbe-travel, eZee, PONOREZ, reszerve, ENOSuite, bookwize, ZAU!, SEVENROOMS, Orbis, meetingmax, JUMRES, PHOBS, vioma, LODGING SYSTEM, ROIBACK, RESERVHOTEL, xnpotel, ResNexus, SHIHOT, SynXis/Sabre, INNTOPIA, d-edge, guestcentric

Revenue Management Systems

kepion, BookingSuite, HOTELPRICE REPORTER, IDECS, duetto, A, REVPAR GURU, priceedge, RATEBOARD, DJUBO, RoomPriceGenie, MyForecast, PROS, CLIMBER, HOTELITIX, HotelsDot, HotelPartner, LODGIQ, RATE WISE, infor, REVANISTA, happyhotel, LYBRA, PRICEPOINT, OutPerform, CENDYN, amadeus, Hotellistat, RevControl, ATOMIZE, pace revenue

Wholesalers and Bedbanks

hotelbeds, low-tels.com, BONOTEL EXCLUSIVE TRAVEL, ALLGO, dotw, HotelDO, ALBATRAVE, TRAVCO, WITHIN EARTH, WOZOZO, WebBeds, IAS, TRAVELLANDA, HomeBeds, traveltino, aicgr, upbiz, ROOMBEAST, TRAVBULLZ, Rias, TravelCOMPOSITOR, ETUBA, HProTravel, JacTravel, sunseries

Airline Operations Management

MyFlightSolutions, Sabre, ENAC, AirSuite, Lufthansa Systems, AVES, NAVBLUE, Coforge, TRAXXALL, SMARTAVIATION, dnata, SWISS Aviation Software, AVIO, ibsssoftware, Leon Software, AIMS, AP

Airline Schedules, Pricing, and Info

Flightslogic, Skyscanner, AirLabs, trawex, aviationstack, AirLabs, CIRIUM, atpco, SITA, FlightAware, OpenFlights.org, OAG, FlightAware

Airline Reservation

trawex, amadeus, IntelSys, UNISYS, Sabre, crane, SkyVantage, SITA, Kiu, navitaire, ACCEL AERO, AerogRS, VIDEOM, amadeus

Tours & Attractions

viator, TripAdvisor, GET YOUR GUIDE, evaneos, musement, touradar, airbnb, checkyet, Turlane, peek, Tigtets, fever, kkdoy, headout, klook, withlocals, be, bookeasy, festicket, MOMENTS

Business Travel and Expense Management

FROSCH, Expensify, tripgrid, ALTOUR, EGENCIA, Roommex, GLOBAL BUSINESS TRAVEL, ctm, SAP Concur, BCD, travel, BlockSkye, Direct Travel, Ovation, Cornerstone, CWT, OMEGA, TripActions, World Travel, serko, rydoo, emburse, chromeriver, AmTrav, Deem, nexonia, mobilexpense, SPOTNANIA, FAIRFLY, Gett., WINDING TREE

Airline Consolidators

MONDEE, MYSTIFLY, travelHUB, travelagentmall, SKY BIRD, DOWNTOWNTRAVEL, Picasso Travel, CENTRAV, GIT

Global Distribution Systems

TRAVELPORT, Sabre, amadeus

Online Travel Agencies

Cheapflights, airbnb, AsiaYo, Booker club.com, momondo, Expedia, Booking.com, SBITZ, priceline, travelocity, make my trip, trivago, AS a Guest, eDreams, agoda, Vrbo, BestDay Trip.com, vacasa, HOSTELWORLD, ACOMODEO, yatra, hotwire, bidroom, atrapalo.com, condortravel, Hotels.com, the travel brand, CYCLING FRIENDLY, BookMe, NOXIO, cityzen, EASY TRAVEL, DAYBREAKHOTELS.COM, CHIC RETREATS, Dorms.com, Discover Australia, Explore.com, Estiber, teratel, lastminute.com, Hotel Tonight, esibed.com, Trip Deal, PITCHUP, ONE-NIGHT, Hoteliers.com, TEMPTINGPLACES, ticket.com, europlayas, Late Rooms.com

■ Hospitality Management
 ■ Airline Management



WHY WORK WITH A BEDBANK?

YOUR MAIN PARTNER IN INTERNATIONALIZING YOUR PRODUCT

01

COST EFFICIENT DISTRIBUTION

Technology enables you to distribute your inventory to multiple source markets and retailers to the lowest possible cost.

02

EXPAND YOUR MARKET

Connect your inventory to the most significant online players on multiple new markets through a single integration.

03

REDUCED YOUR RISK

By spreading your sales over multiple distribution channels reduces your risk of not filling your beds heavily.

04

IMPROVE YOUR YIELD

By optimizing different sales channels, customer segments and source markets you will maximize your price per unit & occupancy.

05

REDUCE MANUAL WORK

All inventory administration is done through technology integrations, minimizing the manual workload for content suppliers.

04

INTERNATIONAL COMPETENCE

Bedbanks work on multiple source markets and will help you to understand and adapt your product to fit international demand.

WHY WORK WITH NORDBEDS?

THE ONLY NORDIC BEDBANK IN THE WORLD



UNIQUE CONTENT

We are the only BedBank in the world specialized on the Nordic source markets.



GLOBAL DISTRIBUTION

We have a wide network of strong distribution partners on each source market.



INTERNATIONAL MARKETING

We are represented at the largest travel trade shows worldwide promoting your products.



RELIABLE & FLEXIBLE

Backed by a global financially strong owner and small enough to meet your needs.



BORN NORDIC

We live here and have been doing business in the Nordics for the past 50 years. We know our backyard.



WORLDWIDE DISTRIBUTION

CONNECT WITH THE STRONGEST RETAILERS & WHOLESALERS IN EACH MARKET



35

SIGNED INTERNATIONAL DISTRIBUTION PARTNERS

70

INTERNATIONAL DISTRIBUTION PARTNERS BY THE END OF 2023



QUESTIONS & ANSWERS

FREQUENTLY ASKED QUAESTIONS TO OUR TEAM

1 | What do I need to do to make my products ready for Nordbeds?

3 | Is sales with Nordbeds administration heavy and include manual work?

2 | What kind of pricing and allotment models can be used with Nordbeds?

4 | How do I get paid for products sold by Nordbeds and their partners?