

Reato Group changes company name and ticker

Update: Our New Website and Return to First Hotels

We are pleased to announce that we have launched our new website, marking our rebranding from Reato Group back to First Hotels. This change reflects our vision and aspiration to be a leading force in the hotel industry and attract investors to our exciting projects.

Commenting on this transition, our CEO, Thomas Gillespie, said: "The return to First Hotels is an important milestone for us. It is a clear signal of our ambition to continue to offer first-class hotel offerings and develop innovative projects that attract both guests and investors."

The new website is more than just an aesthetic update; It reflects our commitment to quality, service, and sustainability. Visitors will discover a smoother user experience, easy access to our hotels and projects, as well as detailed information about our strategy and vision for the future.

We invite you to explore our new website and learn more about what First Hotels has to offer. We are confident that this rebranding will strengthen our presence in the market and create exciting new opportunities for our investors and partners.

A warm welcome to the new First Hotels!

Read more about us on our website www.firsthotelsab.com

In connection with the change of company name, the company has also changed its ticker name from REATO to HOTEL as of today, March 13, 2024.

For further information, please contact:

Thomas Gillespie, CEO

Tel: +47 940 90 061

E-mail: thomas.gillespie@firsthotels.com

Sepideh Carlsson, CFO

Tel: +46 704 532 536

E-mail: sepideh.carlsson@firsthotels.com

About First Hotels

First Hotels AB (publ) is an independent company listed on Nasdaq First North in Sweden (Ticker: HOTEL), providing franchise rights and marketing services to hotels affiliated with the 'First Hotels' chain. There are 57 First Hotels in total, with 32 located in Sweden, 5 in Norway, and 20 in Denmark. The company's headquarters is situated in Stockholm. Mangold Fondkommission, phone +46 8 503 01 550, serves as the Company's Certified Adviser. For more information, please visit www.firsthotelsab.com.

Attachments

Reato Group changes company name and ticker