

First Hotels AB is implementing quarterly reporting and updating the financial calendar

To enhance our transparency and provide more frequent financial information to our shareholders and stakeholders, we are transitioning to quarterly reporting and therefore phasing out the market updates we have previously published.

The new dates and details regarding our financial reporting are as follows:

<i>Silent period</i>	15 April-14 May, 2024
Interim Report January - March 2024	May 15, 2024
Annual Report 2023	May 31, 2024
Annual General Meeting 2024	June 24, 2024
<i>Silent period</i>	31 July -29 August, 2024
Interim Report April - June 2024	August 30, 2024
<i>Silent period</i>	15 October-14 November, 2024
Interim Report July-September 2024	November 15, 2024
<i>Silent period</i>	12 January-13 February, 2025
Interim Report October - December 2024	February 14, 2025
Annual Report 2024	May 30, 2025
Annual General Meeting 2025	June 24, 2025

We encourage our shareholders and stakeholders to take note of the new dates and plan their participation accordingly. More detailed information about each event will be posted on our website www.firsthotelsab.com well in advance of each occasion.

"I am delighted to welcome you to this exciting phase in our journey as a listed company. For us, this is not just a step forward; it is a dedication to increasing our openness and transparency towards you, our existing and potential shareholders.

Being listed on the market means a deeper relationship with all of you. It's about sharing our successful journey, providing insights into our performance and our future potential. By providing more frequent financial information, we are taking an important step towards realizing this goal. These changes in our financial calendar are part of our commitment to increased transparency and communication with our shareholders. We believe that by providing more frequent and current information, we will be able to create a stronger and more informed community around First Hotels. Together, we will continue to grow and create value.

I am truly looking forward to sharing our progress and results with you on this journey towards shared success," comments the company's CEO, Thomas Gillespie.

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 56 First Hotels in total, with 31 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

First Hotels AB is implementing quarterly reporting and updating the financial calendar