

Different Strategies for Different Times

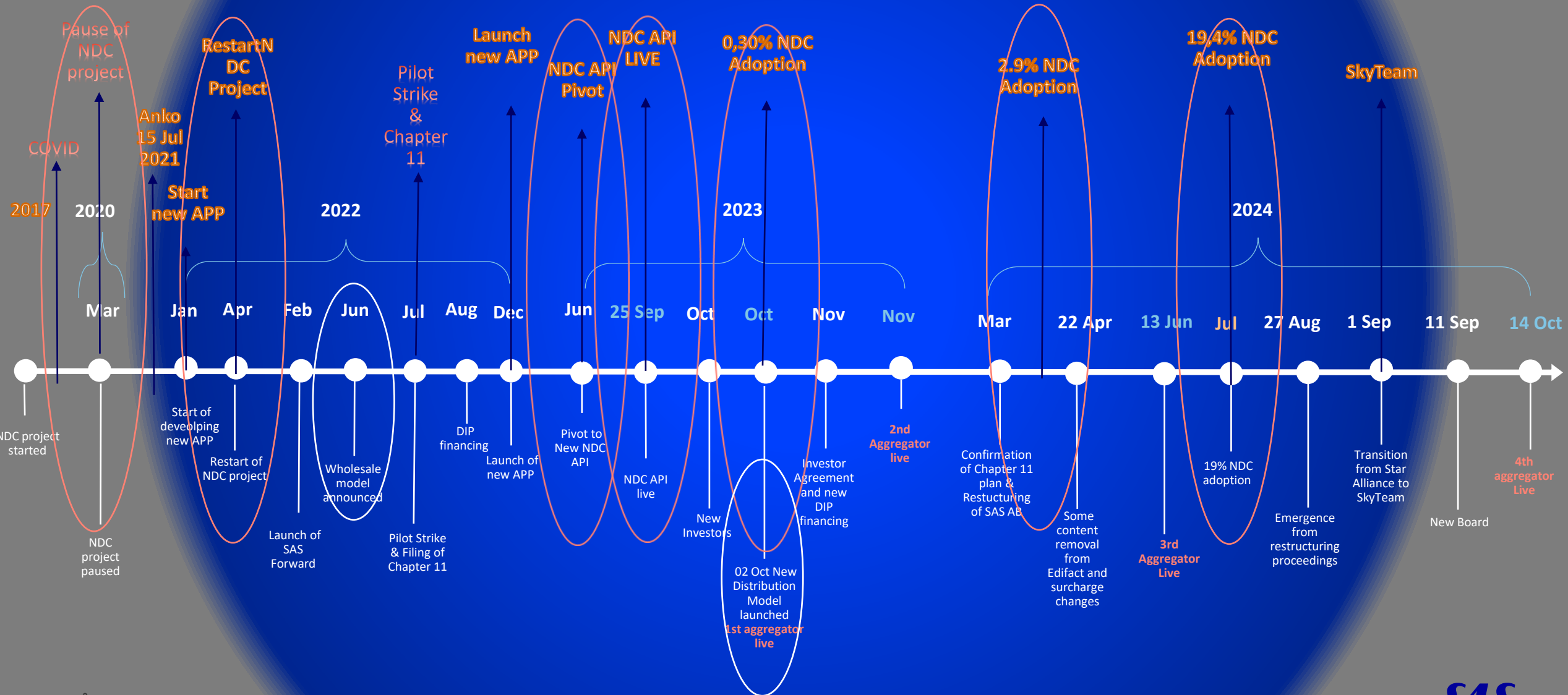




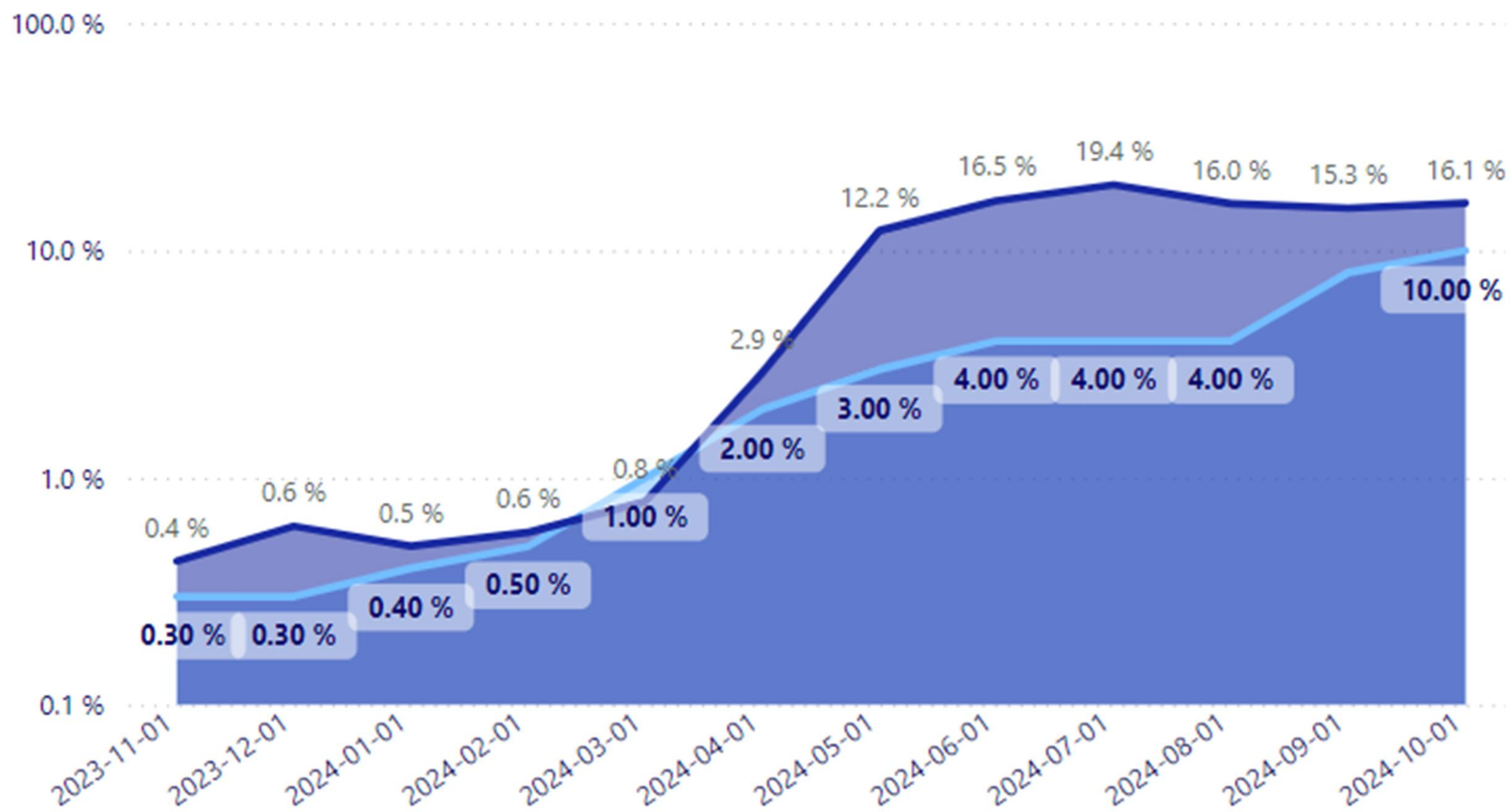
WE ARE
Scandinavia

Julie Bergström
Head of Distribution

Transformation & Resilience Milestones



● Sum of NDC Tgt ● NDC Share %



THE AWARDS SAS WON IN 2023

Thank you all for
being part of our
journey and
success!



red dot
design award

*“Airline Caterer
of the Year”*
CAAC journal’s 2022 Award