

Athens, June 11, 2025

## Event at Zappeion for the Strategic Partnership between Premia Properties – Nordic Leisure Travel Group

**Premia Properties** organized on Thursday, June 5, at the historic Peristyle of the Zappeion Megaron to mark the start of its strategic partnership with the Nordic Leisure Travel Group (NLTG). The event was attended by distinguished representatives from the state, institutional bodies and the business community.

**Mr. Elias Georgiadis**, Chairman of Premia Properties, opened the event by referring to the company's steady growth and its commitment to continue investing in high-quality and long-term value projects in Greece. At the heart of its strategy is the new partnership with one of Europe's leading tourism groups.

**Nordic Leisure Travel Group (NLTG)**, with a prominent player throughout Scandinavia and headquartered in Stockholm, is part of the **Strawberry Group** led by the Norwegian businessman Mr. **Peter A. Stordalen**. The collaboration with Premia has already been initiated through joint investments in two hotel units in Rhodes and Crete (2024). The partnership is further strengthened, as the Group's recent acquisition of a stake in Premia Properties.

The keynote speaker for the evening was Mr. Peter A. Stordalen, one of the most influential entrepreneurs in Scandinavia. A visionary and pioneer, he has built a multi-dimensional business group, Strawberry. The group currently has approximately **250 hotels** in six countries in Northern and Baltic Europe (Sweden, Norway, Finland, Denmark, Lithuania and others). In addition to hotels, Strawberry is also involved in related hospitality services, with 120+ restaurants, 20+ spas, gyms, conference venues and event venues (arenas). Through its stake (~40%) in Nordic Leisure Travel Group (NLTG), it maintains an active presence in the travel and tourism sector, with operations in Greece, Cyprus and Spain, including summer resorts (Sunwing, Sunprime), holiday packages and the charter airline **Sunclass Airlines**. Additionally, it invests in **innovative, sustainable technology businesses and non-profit initiatives**.

In his speech, Mr. Stordalen described Greece as the "heart of European tourism" and revealed that it is now one of the largest markets for the NLTG Group. He expressed his appreciation for the collaboration with Premia Properties and Mr. Georgiadis, noting that the partnership is grounded in shared values, a mutual business approach and a shared strategic vision. He also pointed out that the group's investment presence in Greece will be further strengthened with new tourism and hotel initiatives in the future.

Premia Properties continues its dynamic progress by investing in high-quality properties linked to critical sectors of the Greek economy, such as tourism (hotels), the commercial/industrial sector (logistics), the primary sector (wineries), and social infrastructure (schools, student housing).