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SkiStars very popular Valle the snowman opens his own ski school in St. Johann

SkiStars famous and popular children's character Valle the snowman was already in his first winter in St. Johann a success for families who visited St. Johann. Now in the second winter Valle will introduce his unique ski school. Valle's ski school teaches all kids from 3 to 9 years how to ski and to be safe and secure skiers with educated ski instructors from St. Johann's local ski schools and of course Valle the snowman.

SkiStar St. Johann looks back on a successful winter season and is full of action for the future. The reorientation towards families continues to be the

focus of further development and the introduction of the unique Valles ski school is an important step in this direction.

-The incredible snowman has been a boost to bookings in the Scandinavian ski resorts of SkiStar since he was presented four years ago. Now he takes the next step and meets more guests in St Johann at the ski schools, says **Kajsa Reisenbauer**, Marketing and Sales, SkiStar St. Johann.

The investment for the new gondola and the chair lift at Eichenhof will extend the family offer. Together with Valle St. Johann will provide a unique skiing experience for the whole family the upcoming winter.

-Valle is a special concept with cornerstones of a skiing character, unique songs and dances, and combined with the cooperation of the four local skischools, this will be a perfect match for a winter experience in St. Johann, declared **Kajsa Reisenbauer**, Marketing and Sales, SkiStar St. Johann.

About Valle's Ski school:

Snowman Valle is a natural part of the ski school during the week. There's also a **Valle's ski competition**. Here, everyone's a winner, and you get your very own medal. All kids enrolling in Valle's ski school will get a **skier's card** as proof that they're a real good ski buddy.

SkiStar in brief:

SkiStar AB (publ.) is listed on the Nasdaq Stockholm stock exchange, Mid Cap segment. The group owns and operates ski resorts in Sälen, Åre, Vemdalen, and Hammarbybacken (Stockholm) in Sweden, Hemsedal and Trysil in Norway, and St Johann in Tirol in Austria. Market share is 50% in Sweden, 31% in Norway and a total of 42% in Scandinavia. Our core business is alpine skiing, and our main focus is the overall ski experience of our guests. The business is divided into three segments; Ski resorts – Operation, Infrastructure and Development.

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