

AIDA cares 2014

Summary





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1.0 About AIDA cares

Dear reader,

It's been since 2007 that AIDA Cruises has issued an annual sustainability report in which we inform everyone interested about our environmental and social commitment.

To save paper, we publish our sustainability report AIDA cares only online under www.aida.de/aidacares. For all those of you who wish to have a document providing a detailed overview, we provide this comprehensive summary of AIDA cares 2014 as an individual download, summarizing our major sustainability activities, goals and measures.

Our sustainability reporting is based on the provisions and regulations of the Global Reporting Initiative (GRI) Version 3.0, an internationally acknowledged standard.

At AIDA Cruises, we take on responsibility for people and the environment. For us, sustainability is a journey in comprehensive quality: We are constantly developing and improving. We continually review and optimize our behavior based on consideration of our own standards, new legal requirements and technological progress. The basis for this constant self-evaluation is formed by internal corporate exchange and dialog with our partners. Our aim is to be a technological pioneer, foster diversity, work fair and introduce closed-loop recycling for all products.

We set short, middle and long-term goals for the implementation of our sustainability strategy and we use key

indicators to measure and evaluate these targets. We keep our long-term goals in sight; at the same time, by its very nature, our program is always in movement as we react to new challenges and developments.

Dialog between me, Dr Monika Griefahn, my team and the individual specialist departments in the company is correspondingly intense.

Our sustainability program is managed centrally and implemented in a decentralized way. It is anchored at all levels of the company and implemented by each department.

Our integrated management system supports optimization to help us achieve our goals.

All this is explained in this summary and in detail on www.aida.de/aidacares.

We hope, you'll enjoy the reading!

A handwritten signature in black ink on a light-colored rectangular background. The signature reads 'Monika Griefahn' in a cursive script.

Dr Monika Griefahn

Chief Sustainability Officer
AIDA Cruises



2.0 AIDA Cruises – Company profile

AIDA Cruises is one of Germany's fastest growing and most financially successful tourism companies. In 2013, we employed a staff of 6,900 from 34 nations, 6,000 on board and 800 ashore in Rostock and Hamburg. As a cruise line and tour operator, AIDA Cruises operates and markets one of the most modern fleets in the world with ten state-of-the-art cruise ships (as of May 2014). The ships are operated in compliance with the highest international quality, environmental, and safety standards. The AIDA fleet will be expanded to 12 ships by 2016. AIDA Cruises is managed by Michael Ungerer (President) and Paul Soulsby (Senior Vice President Shared Services and CFO), who are remunerated according to their responsibilities and performance.

AIDA Cruises has been part of the Carnival group since 2004. Costa Crociere, the continental European Carnival subsidiary headquartered in Genoa is responsible for AIDA Cruises. As the subsidiary of a listed company, AIDA Cruises does not provide information on effectiveness, operating results or special corporate developments. Information on the performance of the Carnival

group as a whole can be found in the Carnival Corporation Annual Reports.

Our employees and numerous partners play an important role in the economic success of AIDA Cruises. We work with 11,961 tourism partners in Germany, Austria, and Switzerland, who support us in selling and marketing our cruises. Around 250 suppliers work for the hotel, wellness, and excursions divisions; 173 suppliers work for Food & Beverage; and 1,700 suppliers and service providers come from the areas of technology, new builds, and docks. We also cooperate with 229 port and excursion agencies in 260 harbors and 73 countries. We work with more than 15,300 partners worldwide. Last year we worked together to make it possible for 763,700 guests to enjoy the best time of the year on board our ships: their holiday.

AIDA Cruises is headquartered in the Hanseatic city of Rostock. In 2013, around 800 employees were working in the modern buildings in the historic city port. By summer 2014, up to 400 employees will have taken up their

new workplace in the new AIDA Home office complex currently under construction. The building is designed to meet top ecological standards. Geothermal energy, for example, is used for heating and air-conditioning.

We see AIDA Home as a commitment to our Headquarter in Rostock. Our company grows and so does our need for qualified employees. We want to offer them an appealing working environment here in Rostock. And

this benefits the whole region. That's because we're not only creating jobs, we're also stimulating social, cultural and economic life in the area.

We also have around 100 employees working in Hamburg in our AIDA Entertainment division, where the entire entertainment program for the AIDA fleet is developed.



AIDA PARTNERS	2013
Travel agencies	11.961
Suppliers in the areas of hotel, wellness and excursions	250
Suppliers for F&B	173
Suppliers and service providers in the areas of technology, new builds and docks	1.700
Port and excursion agencies	229 (in 260 ports and 73 countries)



3.0 Our sustainability philosophy and strategy

Our sustainability philosophy

For AIDA Cruises, acting sustainably is acting responsibly. We manage resources carefully and protect the environment, promote cultural and biological diversity and are committed to helping people on board and ashore. We are convinced that a sustainable business model is fundamental in allowing us to continue being a successful cruise operator in tomorrow's world.

Our sustainability strategy

We are committed to the environment

At AIDA, we show our guests the most beautiful places in the world. We work to preserve an environment with clean seas and fresh air, and to maintain biological diversity. In concrete terms, that means that we act with foresight, invest in more efficient technologies and work in close collaboration with partners from science and research. We use resources effectively and, wherever possible, we recycle them in technological and biological processes. We take a "cradle to cradle" approach to procurement and purchasing, and set store by environmentally friendly and recyclable products.

We take on social responsibility

The safety and satisfaction of our guests is our utmost priority. Our employees greet guests with the fabled AIDA smile. They are ambassadors of an attitude to life based on tolerance, mutual appreciation and respect of cultural diversity. Our employees are the cornerstone of our corporate culture and ensure high-quality service for our guests. That is why we continually invest in their training and professional development. We also pay attention to fair working conditions and the sustainable manufacture of products in dealings with contractors and suppliers. We share our success with the community by means of donations and sponsorships in compliance with our donations regulations.

We believe in responsible growth

Protecting the environment and social responsibility are indispensable to future business success. We at AIDA are convinced of this. We want to be pioneers – in economic, social and ecological terms. In order to ensure that we continually develop and improve, we invite our partners, friends and critics to engage in dialog with us.

A systematic approach to sustainability – our standards

For AIDA, successful and sustainable behavior means shaping processes and corporate organization systematically and effectively, and in compliance with legal requirements. We introduced an integrated management system (IMS) based on recognized quality, environmental, safety, service and social standards back in 2006. This system is based on precisely defined processes which are regularly reviewed by both internal and external stakeholders and adapted as required. You can find an overview of our standards, a description of the relevant management system and further information on targets and benefits here.

Safety management is the top priority for AIDA. We base ourselves on the regulations stipulated in the International Ship and Port Facility Security Code (ISPS Code). This code was developed by the International Maritime Organization (IMO), a UN specialized agency. We were awarded the Ship Security Certificate from the Federal Maritime and Hydrographic Agency for our safety management. It is just as important for AIDA Cruises, to offer attractive working and living conditions to its employees onboard. In 2013 the Maritime Labour Convention (MLC) of the International Labour Organi-

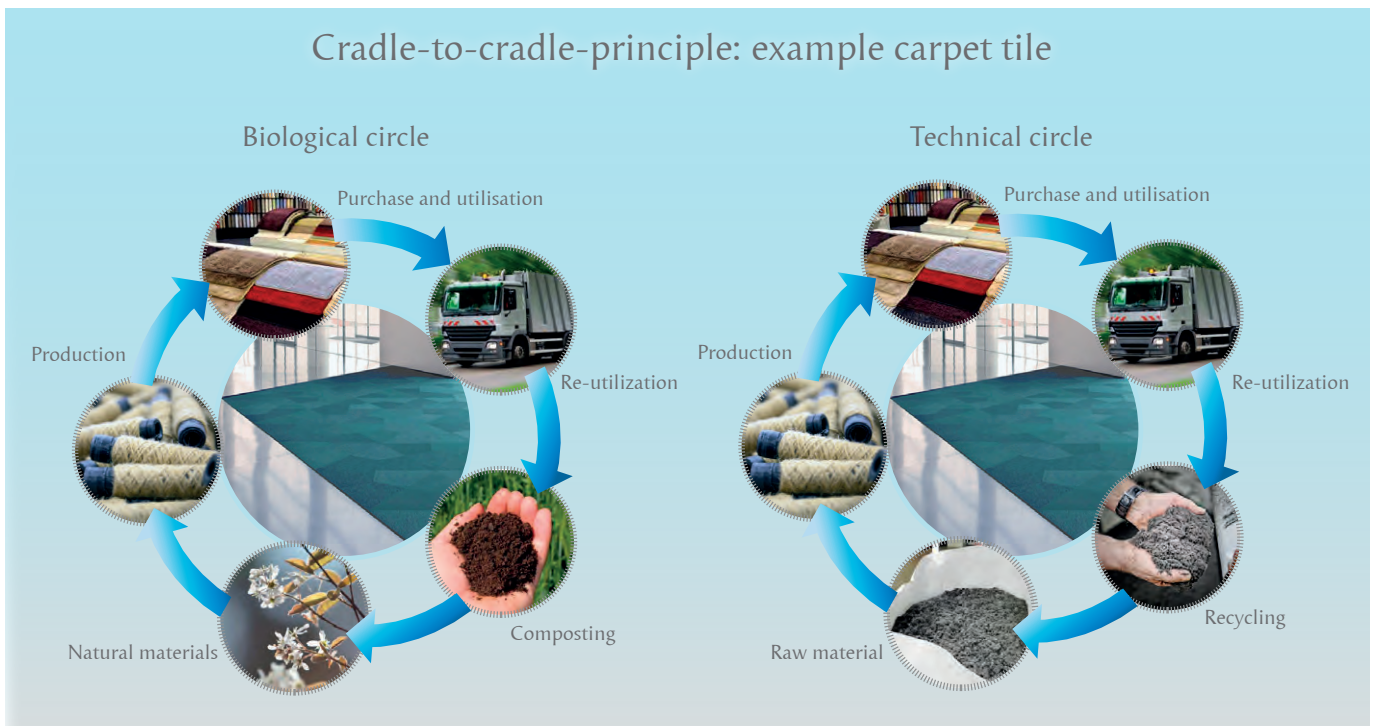
sation (ILO) entered into force. It determines minimum standards for the working and living conditions of seafarers. AIDA Cruises has met these standards for a long time and exceeds them in many areas.

Our own management systems go above and beyond the standards listed above in order to meet our own quality expectations, with the goal of guaranteeing our guests an unforgettable holiday with AIDA.

These systems include:

- Donations management
- Complaints management
- Training management
- Service management
- Integrated skills management
- Sustainability management


An overview of our standards, a description of our management systems and further information on aims and benefits of these standards can be obtained in the following chart.








4.0 Our Standards

International Standards

NAME	OBJECTIVE	BENEFIT	SHORT DESCRIPTION	CERTIFICATION HELD
Environmental Management System	<p>To protect people and the environment.</p> <p>To define, evaluate and continually improve our environmental achievements (e.g. reduction of energy consumption) above and beyond the standards required by law.</p>	<ul style="list-style-type: none"> • Process transparency • Increased eco-efficiency • Increased legal security • Protection of resources • Elimination or reduction of environmental damage • Cost reduction 	<p>Environmental protection strategies are developed based on regular environmental surveys. Measures taken to implement the strategies and ensure that the required processes function include the creation of onboard environmental officer posts and the compilation of operating procedures. Employees receive regular training on environmental issues.</p>	<p>DIN EN ISO 14001</p>  <p>GL Systems Certification</p> <p>since 08/17/2006</p>

NAME	OBJECTIVE	BENEFIT	SHORT DESCRIPTION	CERTIFICATION HELD
<p>Quality management system</p>	<p>To improve our process quality, performance and thus the products and activities that increase guest satisfaction.</p>	<ul style="list-style-type: none"> • An increased focus on quality among all employees • Rapid identification of any discrepancies • Transparent operating processes • Documented procedures • Continual improvements • Greater employee and guest satisfaction • Clients and business partners have greater trust in us 	<p>Operating processes are carefully thought-out and described. We carry out internal audits to systematically evaluate our processes and find ways to improve.</p>	<p>DIN EN ISO 9001</p>  <p>GL Systems Certification</p> <p>since 08/17/2006</p>
<p>Occupational Health and Safety Assessment Series – OHSAS</p>	<p>To protect employees with a safe workplace.</p> <p>To recognize hazards, evaluate risks and take preventive and protective measures. To respect the relevant health and safety guidelines.</p>	<ul style="list-style-type: none"> • Prevention and reduction of occupational accidents, injuries and working days lost due to accident • Motivated employees in a safe, healthy working environment • Legal security • Reduction of number of claims and a lower insurance premium 	<p>The international OHSAS 18001 standard includes the obligation to comply with the legal requirements applicable. Steps are taken to improve occupational health and safety based on risk assessment. This includes measures such as the provision of personal safety equipment, dealings with outside companies, communication and consultation with staff and their representatives, as well as emergency response and security arrangements (e.g. First Aid).</p>	<p>OHSAS 18001</p>  <p>GL Systems Certification</p> <p>since 08/17/2006</p>
<p>ISM-Code (International Safety Management Code)</p>	<p>The code has the objective of preventing injury or loss of human life. It should also help avoid damage to property and to the environment.</p> <p>Our goal is to provide secure processes and safe working conditions, and to take precautionary measures against risks.</p>	<ul style="list-style-type: none"> • Prevention of injury or loss of human life • Avoidance of damage to property and to the environment • All stakeholders are prepared for emergencies 	<p>Became mandatory for all ships in the international shipping community in 1998.</p> <p>The code defines standards for the organization of safe ship operation and stipulates that all ship-owners and anyone else operating a ship must ensure implementation of a "Safety</p>	<p>ISM-Code</p>  <p>GL Systems Certification</p> <p>since 07/01/1998</p>

NAME	OBJECTIVE	BENEFIT	SHORT DESCRIPTION	CERTIFICATION HELD
<p>ISM-Code (International Safety Management Code)</p>	<p>The code has the objective of preventing injury or loss of human life. It should also help avoid damage to property and to the environment.</p> <p>Our goal is to provide secure processes and safe working conditions, and to take precautionary measures against risks.</p>	<ul style="list-style-type: none"> • Prevention of injury or loss of human life • Avoidance of damage to property and to the environment • All stakeholders are prepared for emergencies 	<p>Became mandatory for all ships in the international shipping community in 1998.</p> <p>The code defines standards for the organization of safe ship operation and stipulates that all ship-owners and anyone else operating a ship must ensure implementation of a "Safety Management System" (SMS). This includes continually improving personnel training compliance with all laws and regulations – and paying attention to guidelines and recommendations. We guarantee ship operating safety and protection of the marine environment by means of defined processes.</p>	<p>ISM-Code</p>  <p>GL Systems Certification</p> <p>since 07/01/1998</p>
<p>ISPS-Code International Ship and Port Facility Security Code</p>	<p>Security arrangements in ships and ports to increase supply chain security.</p>	<p>To protect and supervise the port/ship interface, in other words the place where the security of the ship may be compromised by unauthorized access from the shore.</p>	<p>This agreement was reached on December 12 2002 under the guidance of the International Maritime Organization (IMO). Ports are assigned one of three different security levels depending on the potential hazards. Before a ship docks, we communicate what cargo it has on board, for example. The authorities of the port at which the ship docks have full inspection rights.</p>	<p>ISPS-Code</p> <p>06/03/2004</p>

NAME	OBJECTIVE	BENEFIT	SHORT DESCRIPTION	CERTIFICATION HELD
<p>ISO 22000 Food safety</p>	<p>To monitor food quality and guaranteeing it seamlessly over the entire food chain.</p>	<ul style="list-style-type: none"> • Structured, regular and independent inspection of all relevant processes • Timely identification of potential physical, chemical or biological hazards • Minimized risk (HACCP concept) • Being able to take preventive action 	<p>Food processes are monitored even before the products are completed. Quality inspections are defined and implemented based on the HACCP (Hazard Analysis and Critical Control Points).</p>	<p>ISO 22000 since 04/23/2008</p>
<p>Maritime Social Responsibility Standard (GLC MSR)</p>	<p>Common standards for working and living conditions on board sea vessels.</p>	<ul style="list-style-type: none"> • To maintain dignified working conditions, with an emphasis on guaranteeing the rights of employees, particularly suppliers. • To prevent social dumping • To increase competitiveness 	<p>We comply with and exceed the minimum standards, for example in terms of medical services and treatments, accommodation and leisure time, as well as in training sailors, and this is also a requirement for our business partners.</p>	<p>GLC MSR since 08/17/2006</p>
<p>The ILO's Maritime Labour Convention / MLC 2006</p>	<ul style="list-style-type: none"> • International minimum standards for the living and working conditions of seafarers 	<p>The regulations of the MLC cover fundamental working conditions including healthcare, safety, minimum age, recruiting, accommodations on board as well as social security. They also guarantee appropriate living and working conditions on board.</p>	<p>The MLC 2006 went into effect on August 20, 2013, and consists of five articles, the individual standards of which are divided into two groups: a) Mandatory standards for all flag states and shipowners b) Standards that have the nature of guidelines</p> <p>All employment contracts of AIDA/ASH comply with the MLC. All crewing agencies commissioned by AIDA work in accordance with the MLC 2006 and are certified accordingly.</p> <p>We maintain and exceed the minimum required standards, for example when it comes to medical care, accommodations, leisure facilities, and catering for our crew.</p>	<p>MLC 2006 Since August 20, 2013</p>

Internal Standards

NAME	OBJECTIVE	BENEFIT	SHORT DESCRIPTION
Code of Business Conduct and Ethics	To avoid conflicts of interest Business relations based on partnership	Prevention of corruption Minimized risk	With the Code of Business Conduct and Ethics we undertake to ensure fair business practices with our business partners, suppliers and competitors, and accuracy and integrity in business deals.
Donations management	To contribute to sustainable development	Improved systemization and transparency for donations and sponsorships	Our donation guidelines stipulate the criteria on which decisions to allocate donations are based, for example. Responsibilities are also regulated for the administration of our donations budget.
Complaints management	To ensure systematic and rapid processing of guest complaints	Increased guest satisfaction	We have implemented diverse strategies to improve dialog with our guests, including carrying out a complaints handling satisfaction survey .
Training management	To support our employees in continually developing their own potential and knowledge	Qualified, motivated employees Employee loyalty Increased guest satisfaction	We offer all of our employees diverse, practical courses for training and professional development that are focused specially on the cruise industry.
Service standards	To regulate employee conduct	Allows us to exceed guests' expectations in terms of service, quality and variety of experiences	Our service motto at AIDA is "With pleasure!" It's just two little words – but what an unbelievably positive effect!
Integrated skills management	Bringing together each individual's skills and abilities to foster strengths and derive long-term target-oriented development strategies – that are directly linked to current corporate objectives.	Our corporate success is based on the commitment and skills of our employees. Recognizing and making use of an overview of the potential and capabilities of our employees	Regular employee appraisals are used to discuss the criteria needed for success and to evaluate these. Agreement of individual strategies – from support from supervisors right through to coaching, mentoring and long-term development programs.

NAME	OBJECTIVE	BENEFIT	SHORT DESCRIPTION
Sustainability management	<p>To preserve an intact environment with clean seas and fresh air, as well as cultural and biological diversity.</p> <p>To take social responsibility seriously</p>	<p>A secure basis for our lives and business</p> <p>Positioning as an attractive employer</p>	<p>Enjoy the treasure trove that is our sustainability reporting!</p>





5.0 In dialog

Open channels of communication have always been part of AIDA corporate policy. Our firm belief is that an intensive exchange of knowledge, ideas and different points of view is essential to further development and smart decision-making. That is why we value and actively seek dialog with various interest groups.

Former Environment Minister for Lower Saxony and Greenpeace co-founder Dr Monika Griefahn has been our Director for Environment and Community since May 2012. In this role, she is responsible for AIDA Cruises' sustainability commitments and reports directly to executive management. Dr Monika Griefahn and her team work in close collaboration with the different specialist departments. Together, they are the driving force for the implementation of our sustainability strategy.

In addition, Dr Monika Griefahn is the public face of our commitment to sustainability. Therefore she is in dialog with representatives from politics, research and economy, as well as from environmental organizations. And when our Director for Environment and Community is on board one of our ships, she makes the most of the opportunity to provide information on our commitments, together with the environmental officer on board. She also chats with and provides answers to interested guests.

To ensure that contacting us is quick and easy, we have set up various channels of communication, across which we can be reached directly. You can reach our Chief Sustainability Officer, Dr Monika Griefahn via the following email-address: m.griefahn-sustainability@aida.de.



Dr Monika Griefahn

As a company, we also reap clear benefits from this dialog. It creates a lively exchange of ideas on issues that are of interest not only to us, but also to our employees, guests and other partners. This opens up our horizons and creates opportunities for new developments and solutions. It is of central importance to us that each interchange takes place in a transparent and fair way. At the end of the day, all participants must be willing to learn from one another and share their knowledge. In this way, everyone can benefit. One example of this is our participation in research projects for the development of new technologies in the cruise industry. As well as this, we collaborate with our partners to evaluate how we can further expand sustainable development in our destination countries. In addition, we are in regular contact with representatives from German, European and international politics, allowing us to play a role in shaping the framework conditions for a sustainable cruise industry.



6.0 Our major fields of action

► 6.1 ENVIRONMENTAL AND CLIMATE PROTECTION

Cruises with AIDA are always an escape into the world of nature as well. That's why it's only natural for us to take responsibility and to ensure that our business activities are as environmentally friendly as possible. This includes research and the use of innovative technology, environmental- and climate protection, the conservation of marine flora and fauna, and making our guests environmentally aware travelers.



Innovative technology

One of the key challenges in environmental protection is the reduction of emissions – for example sulfur oxides, nitrogen oxides and particulate matter. To reduce these emissions even further in the future, we are committed to the development of alternative ways to generate and use power in maritime transport.

It's full speed ahead in the application of innovative environmental and efficient technologies. As German market leader, we feel we have a particular responsibility to set an example and thus be a technological pioneer.

Exhaust treatment technology

After years of research work in the Carnival Group, we were able to announce a technological breakthrough for exhaust treatment in August 2013. With the upcoming ship generation to be put into service in 2015 and 2016, AIDA Cruises is setting standards for environmental protection. The new ships will receive a comprehensive filter system for reduction of exhaust. With this yet unrivaled technology, we have been able to filter the emissions of soot particles, nitrogen oxides and sulfur oxides – for the first time and to thereby reduce them

between 90 and 99 percent. Simultaneously, we reduce carbon monoxide emissions by 70 percent and emissions of unburned hydrocarbons by 85 percent. This comprehensive filter concept is a milestone for AIDA Cruises and for the cruise industry as a whole.

The concept of the filter:

Developed within the Carnival Group for treating emissions, the system relies on cutting-edge technology with an especially compact design that is revolutionary because it can technically accommodate all relevant treatment processes. Nitrogen oxides are chemically bound in a catalytic converter and soot and fuel residues are

precipitated in a filter. The sulfur oxides are removed in a scrubber without any chemicals being added.

We not only want to set standards with our new ships but to continuously improve the eco-balance of our entire fleet. That's why we will gradually fit our other ships with the new comprehensive filter system as well. AIDAcara, the oldest ship in the AIDA fleet, was prepared for filter installation in October 2013. In total, AIDA Cruises will invest around 100 million euros in environmental and climate protection by 2016. This sum is part of an extensive investment program.

In addition to retrofitting the existing fleet with the new technology, AIDA Cruises relies on further innovative concepts for also reducing emissions during docking times, e.g. through the use of liquefied gas or onshore power.

This film provides an overview of our comprehensive system for exhaust treatment and our primary measures for reducing emissions while ships are docked.

Shoreside power

On average, AIDA ships spend 40% of their operating time in port. They must also have a power supply there so that onboard operations can continue.

In port, shoreside power can represent an environmentally friendly option, as where it is used, fuel no longer

needs to be burned for power generation on board. We support ports where genuine possibilities for shoreside power supply are being created. In September 2013, the Senate of Hamburg adopted a resolution for introducing shoreside power in the port of the Hanseatic City and has thereby given the green light for provision of the corresponding infrastructure. We welcome this initiative.

Today, all ships in the AIDA fleet that were put into service from 2007 on have been prepared for supply with shoreside power during laytime. In July 2013, AIDA Sol became the first ship of the fleet to be completely equipped for shoreside power. Wherever the infrastructure is available, AIDA Sol can be powered now with ecofriendly shoreside power.

For us, it is essential that shoreside power generation for use on AIDA ships be cleaner than generation with the modern systems on board the ships themselves.

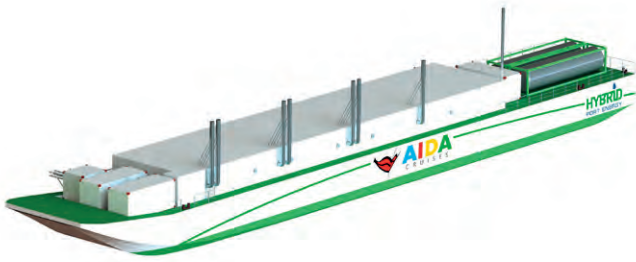
LNG Hybrid Barge

As an alternative to shoreside power supply, we teamed up with Becker Marine Systems in 2012 to develop a groundbreaking pilot project for power supply of cruise ships during lay-days in the Port of Hamburg. The power required to operate the cruise ship will no longer be generated by the ship's own diesel engines but by the floating LNG Hybrid Barge with engines from a CHP and generators using liquefied natural gas (LNG). This generated power can be flexibly fed into the supply network of the cruise ship as needed.

In contrast to the use of traditional marine diesel containing 0.1% sulfur, emissions with power generation using liquefied natural gas on the LNG Hybrid Barge will be significantly reduced: Sulfur oxide emissions and soot particles will be completely eliminated. Nitrogen oxide emissions will be reduced by up to 80% and carbon dioxide emissions by 30%.

With the LNG Hybrid Barge, Becker Marine Systems has provided the technical solution "on the shoreside." The environmental technology experts at AIDA Cruises supply the necessary know-how for the special requirements of cruise ships and realize the final fittings on AIDA ships. In 2014, AIDA Sol is to be the first cruise ship in the world to be supplied with power through an LNG Hybrid Barge at Grasbrook Quay in Hamburg.





BSCM Award 2013 for the LNG Hybrid Barge:

For the innovative concept of the LNG Hybrid Barge, AIDA Cruises and Becker Marine Systems received the Baltic Sea Clean Maritime Award 2013 in the category “environmentally friendly infrastructure development” in the Baltic Sea region. Awarded by the Baltic Sea Forum in collaboration with the European InnoShip project, this prize honors innovative ideas, projects and solutions that contribute to protecting the Baltic Sea as a particularly fragile ecosystem.

The BSCM award promotes projects that contribute to a reduction or prevention of emissions in ship- and port operations in the Baltic Sea region. The LNG Hybrid Barge can be flexibly implemented and thereby contributes to the development of an eco-friendly infrastructure. In addition, emissions are significantly reduced through power generation using liquefied gas. This renders the LNG Hybrid Barge an important contribution to environmental and climate protection in the Baltic Sea region.

Dual-fuel engines

To protect our environment, we are already prepared now for the requirements of tomorrow. With the prospect of expanding onshore infrastructure for use of liq-

uefied gas in future, we are equipping our latest generation of ships to be put into service in 2015 and 2016 with dual-fuel engines already today. These can run on all traditional ship fuels or with liquefied gas. At ports that provide the required infrastructure, we can supply AIDAprima and its sister ship with eco-friendly energy while they are docked.

MALS technology

The new generation of AIDA ships to be put into service in 2015 and 2016 will be the first cruise ships in the world to feature “Mitsubishi Air Lubrication Technology” (MALS).

The hydro-dynamic optimization of our ships – e.g. through their current-optimized hull design or highly efficient propellers, for instance – plays an important role in saving energy. There is even more scope for savings, however, in the reduction of drag. We use measures such as a silicone paint coating to achieve this. This is something that we have been using on our ships for years now. MALS technology works on the same principle to a certain extent, as it reduces the ship’s drag. It’s the same as when you ski: If you use the right wax, you go faster because there is less friction.

Instead of wax, the MALS technology uses air bubbles. Because air is smoother than the ship’s hull, bubbles create a type of lubricating film. This reduces drag and saves propulsion power. This allows us to reduce our propulsion power, thus cutting fuel consumption by 7%. We now have three liter ships: That means we use just three liters of fuel per person on board per one hundred kilometers. Thanks to the MALS system, we can further reduce this to 2.8 liters.

Reduction of fuel consumption

The best ton of fuel is the ton that we don’t use. Fuel consumption per guest and per voyage has been reduced by 23% since 2007.

An AIDA ship today consumes just three liters of fuel per person over 100 kilometers. This was confirmed in a report by independent experts from Germanischer Lloyd in 2012.

For a long time, we have been cruising many routes at a considerably lower speed. This represents another way of saving larger amounts of fuel. Efficient route management and the optimization of scheduling and lay-



time are also methods of saving substantial amounts of fuel. Propulsion power can also be saved through an improved hull and propeller design. Furthermore, all AIDA ships have an underwater silicone-based coating. This reduces drag during the voyage, thus cutting down on fuel consumption and emissions. It goes without saying that this paint is free from polluting toxins. The silicone paint alone allows us to make propulsion fuel savings of around 3% on our ships every year. The propellers of our ships are regularly polished by divers and the hull is cleaned.

Reducing emissions, preserving resources

One of the biggest challenges in environmental protection is air pollution – for example through emissions of sulfur- and nitrogen oxides and particulate matter. To avoid harmful emissions even more effectively in future, we are committed to developing alternative methods of power generation and utilization in maritime transport, and we invest in new technologies. Ecofriendly treatment of resources, including fuel, is a central aspect here.

The best ton of fuel is the ton that we don't use. For us, it doesn't matter which fuel is used but how we can best avoid emissions. In the past few years, a number of technical innovations for alternative modes of power generation for ships have been developed. Today, no one can be certain which will be globally established in the future. That is why AIDA Cruises has invested significant sums so that it will be prepared for all forms of energy generation that are technically available today. In this, we are independent from the supply and flexible.

We support the phase plan of the IMO for reduction of ship emissions. Our motors can already process

high-quality fuels such as low-sulfur HFO and marine gas oil (marine diesel). Low-sulfur fuel has been a reality on important routes for many years. In line with the legal regulations for the North- and Baltic Sea, we have only been using low-sulfur fuels since 2010. In all European ports since 2010, engines have been operating exclusively on diesel with a maximum sulfur content of 0.1%. We have been doing this in the Port of Hamburg since 2007. Since August 2012, we have been using fuel with a low-sulfur content of maximum 1.0% along the coast of North America. Sulfur emissions have thus been cut by 90%. This is a tangible result. However, low-sulfur fuel is not available everywhere. According to experts from the CLIA (Cruise Lines International Association), demand cannot yet be met today. Therefore, the UN's International Maritime Organization (IMO) has decided to introduce a plan that will be phased in gradually. Refineries will have to update their equipment in order to be able to produce the required amounts.

To efficiently reduce our emissions, AIDA has comprehensively invested in new technologies. With the exhaust treatment, we can reduce our emissions further than as would be possible with low-sulfur fuel alone. To date, this is not available everywhere. The dual-fuel engines in our new ships can run on all traditional ship fuels or in the port with liquefied gas. The use of liquefied gas (LNG) is currently the most eco-friendly solution for ship operation as it is nearly emission-free. LNG does not produce any soot particles or sulfur oxide; in comparison to the use of marine diesel, nitrogen oxide is reduced by 80 percent, carbon monoxide emissions by 20 percent. In addition, we have prepared all ships put into service since 2007 for shoreside power and have launched the LNG Hybrid Barge as an alternative concept.

▶ ENERGY [EN3]	2012	2013
Total energy consumption	6.538.405 GJ	7.268.842 GJ*
Energy consumption on board	6.532.640 GJ	7.264.221 GJ
From heavy fuel oil	4.051.320 GJ	4.167.062 GJ
From gasoil	540.360 GJ	675.707 GJ
Of which low-sulfur heavy fuel oil	1.940.960 GJ	2.421.453 GJ
Fleet energy consumption	5765 GJ **	4.621 GJ **

* 40 MJ/kg fuel GJ = Gigajoule
 ** Diesel

We also save energy with the continuous improvement of processes on board every day. In 2013, for example, we optimized the processes in our laundry facilities - including better use of the machines and improved operation times - and were thereby able to save around one fourth of the required energy. At the same time, we are also reducing CO₂ emissions of the laundry facilities by 25 percent.

It has been proven that cruise ships are one of the most efficient means of transport with regard to CO₂ emissions. Prof. Dr. Ing. Holger Watter from the Maritime Center at Flensburg University of Applied Sciences is a renowned expert in sustainable power systems. He says: "Just 3% of CO₂ emissions are generated by maritime shipping and travel. Ships are the most efficient means of transporting goods and people. They have emission rates that are a fraction of those of other modes of transport (automobile, train, airplane). Maritime 'power stations' achieve degrees of efficiency that are above

those of shoreside stations." Furthermore, cruise ships also provide hotel accommodation, catering and infrastructure for leisure activities, as well as simply transport. These additional services are included in the evaluation of power use.

Overall, we are steering the right course in terms of environmental and climate protection. This is shown by our key indicators for energy.

With the launch of our tenth ship, AIDAstella, in 2013, the overall energy consumption of our fleet appears higher than in 2012. However, if the new addition to our fleet is evaluated in the context of our largest ship class, then energy consumption remains the same as the previous year. In terms of increasing environmental friendliness, one major advance we made was in the use of alternative fuels – low-sulfur heavy fuel oil and gas oil with substantially reduced sulfur content.

▶ EMISSIONS [EN 16]	2012	2013
CO₂-Emissions	460.547,44 t *	580.142 t*
From fuel and refrigerants on board	459.724 t *	579.805 t*
From company car fleet	291 t *	322 t*
From shoreside electricity consumption	532,44 t **	15,28 t**

* 1 t of fuel corresponds to 3.2 t CO₂

** 1 kWh of electrical energy from gas corresponds to 0.6 kg CO₂

▶ [EN 20]	2012	2013
NO_x, SO_x and other air emissions		
NO _x	16,5 kg/NM *	16,50 kg/NM *
SO _x	8,7 kg/NM **	7,62 kg/NM **
Particulate matter emissions	0,3 kg/NM ***	0,30 kg/NM ***

* 1 t of fuel corresponds to 65 kg of NO_x

** Calculated on the basis of fuel sulfur content

*** 1 t of fuel corresponds to 1.2 kg particulate matter

NM = nautical mile = 1,852 km

Waste management on board

Systematic waste management on board is standard practice at AIDA. In preparation for each routing, the disposal options at the individual ports are thoroughly examined. Based on the findings, waste management for each voyage is planned as such that we may use the best available disposal alternative.

Waste separation is a high priority at AIDA. Metal is pressed and glass is broken down to save storage space. Food waste is also compacted to dehydrate it. The result is a biologically degradable substance. At all destinations, AIDA works with the best waste disposal companies. Whenever possible, we use the services of certified waste disposal companies. In Europe, this is the case at all ports. At other destinations where corresponding standards need to be developed first, we select the best available alternative. To ensure that waste is disposed of correctly, our environmental officers visit the waste management companies on site and conduct company audits and inspections.

But however well our waste management system works, it is of course even better to generate as little waste as possible. That is why we're working on significantly reducing our waste generation per guest and per day.

Many beverages on board AIDA are no longer purchased and offered in bottles but in special beverage containers with large volume capacities. In figures: Each year, 3 million liters of wine are delivered to our ships in reusable containers with a capacity of 1,045 liters rather than in the usual containers. We thereby save the equivalent of 4.2 million wine bottles with 0.75 liters each. Analogous to this, we avoid the following packaging waste: 6 million soft drink bottles with 0.33 liters each, 5.75 million beer bottles with 0.33 liters each, and 800,000 Tetra Packs of fruit juice concentrate with 1 liter each.

It's often apparently small measures that can take great effect on board in the case of large consumption quantities. For example, we have refrained from using cocktail stirrers for mixing on board since 2013, thereby saving 2,461 mixing spoons and thereby plastic. We have also been able to further reduce our plastic waste on board by switching to plastic wrap that is 10 centimeters narrower.

Waste water treatment

In our Sphinx series membrane biological purification plants, we process waste water until it approaches drinking water quality. We thereby fulfill the Alaska Guidelines. Due to the fragile environmental conditions in Alaska, these are considered to be the strictest guidelines for waste water treatment in marine business. To further improve the quality of our treatment systems, we cooperate with the Testing Institute for Waste Water Technology in Aachen, among other partners. As part of this, technical possibilities for optimizing treatment performance are researched. We want to achieve the new HELCOM threshold values for nitrogen and phosphorus, long before this is required by law, via a pilot project that we launched in 2012.

Each of our ships already has two de-oiling facilities. Within these, separators are used to isolate condensation water (known as bilge water) from any oil residue. Furthermore, we check the oil content of the waste water using a sensor system, known as the White Box. If the internationally applicable threshold value of 15ppm (parts per million) is exceeded, the White Box issues an immediate warning – and the release of bilge water is suspended. The oily sludge filtered out is disposed of onshore via licensed disposal companies audited by us.

► WASTE [EN 22]	2012	2013
Waste	34.631 t	38.060 t
Residue landfill	11.572 t	13.033 t
Incineration	3.189 t	3.785 t
Shredding	5.240 t	5.655 t
Hazardous waste disposal	5.302 t	6.028 t
Processed for recycling	9.328 t *	9.559 t*

* 25 % disposed recyclable

The table below provides an overview of the various types of waste water and their levels for 2013.

Definition: "Gray water" means waste water containing a low level of contaminants. It can be generated from showers and wash hand basins, for instance. Used water from toilets is called black water. Bilge water is condensation which has accumulated from the engine room and which gathers in what is known as the bilge, the lowest compartment in a ship.

The provisions for protection of the maritime environment are regulated in MARPOL – the IMO (International Maritime Organization) convention. This establishes globally binding regulations and maximum permissible values for all offshore platforms and ships. In addition, special regions for various emissions are defined and stricter values established for these regions. For example, according to the MARPOL directives, there is a ban on untreated waste water disposal within twelve sea miles from the coast. In many areas, AIDA Cruises more than fulfils the MARPOL standards or tries to through innovative pilot projects.

Fresh water savings

We have switched to using various water-saving applications, including special shower heads, flow regulators on wash hand basins and showers, and timer switches as well as infrared control in washroom areas. This has allowed us to make continual reductions in the amount of water consumed per person in recent years. Our research shows that AIDA has the lowest per capita consumption in the entire cruise industry. A vacuum system is used to operate toilet flushing. This saves water, meaning that only one liter of water is used per flush. In comparison to the previous year, we have again been able to significantly reduce our fresh water consumption per person per day in 2013. While it was still 183 liters per person and day in 2012, in 2013, it is only 168 liters per person per day.

We have also installed a vacuum food waste system on our Sphinx series ships. This uses considerably less water than conventional food waste disposal systems. That's because instead of the waste being pumped through pipes with water, we transport it to the waste storage tank using a vacuum system.

▶ WASTE WATER [EN 21]	2012	2012	2013	2013
Waste water per guest and day	At sea	On shore	At sea	On shore
Untreated black water	0,0 l	0,0 l	0,0 l	0,0 l
Treated black water	9,04 l	0,6 l	7,4 l	0,0 l
Permeate*	144 l	4,38 l	144,5 l	2,5 l
Untreated grey water **	73,1 l	2,13 l	47,8 l	2,1 l
Biomass and sewage sludge***	4,48 l	0,13 l	4,0 l	0,2 l
Consumption per nautical mile (NM = 1,852 km)				
Ballast water	4,07l/NM	0,0 l/NM	10,30 l/NM	0,0 l/NM
Treated bilge water	11 l/NM	1,83 l/NM	10,96 l/NM	1,25 l/NM

* Purified water approaching drinking water quality

** Includes pool water

*** Solids extracted during purification process

▶ WATER [EN 8]	2012	2013
Total water withdrawal	1.363.862 m ³	1.463.462 m ³
of which fresh water consumption	416.589 m ³ *	428.193 m ³ *
of which marine fresh water consumption	947.273 m ³ **	1.035.269 m ³ **
Water consumption per person and day	183 l	168 l

* Fresh water taken from shore

** Fresh water obtained from sea water

Protecting biodiversity: Ballast water treatment

As well as protecting the environment and the climate, we are also committed to preserving biodiversity. That's why the latest addition to our fleet, AIDAstella, is now our first ship with a ballast water treatment system. We thereby fulfill the standards of the IMO International Convention for the Control and Management of Ships' Ballast Water and Sediments* before its entry into effect.

Different organisms are regularly carried in the ballast water that serves to stabilize vessels at sea. These can include plankton and other microorganisms, which are then released when the ballast water is discharged. The challenge lies in making sure that species and organisms taken up with the seawater are not transferred to other ecosystems. If they are, there is the risk that they will establish themselves in the new ecosystem, proliferating and threatening native species. Treating ballast water makes it possible to prevent the unwanted transfer of these organisms in future.

The modern ballast water treatment system on AIDAstella complies with the IMO D-2 standard for ballast water treatment and destroys bacteria without the use of UV rays. That means that no harmful waste is produced.

* To protect fragile ecosystems and to prevent that micro-organisms proliferate beyond their native waters, the IMO adopted the International Convention for the Control and Management of Ships' Ballast Water and Sediments in 2004. This regulates the provisions and criteria, maximum permissible values and inspection methods for prevention of unwanted transfer of ocean organisms, pathogens or sediments to foreign ecosystems.

Research projects

To drive the development of new technologies for environmental protection forward, AIDA Cruises takes part in diverse research projects.

For example, we are participating in the research project "Toplaterne" which is part of the project "e4ships" relating to the ecological, technical and economic assessment of use of fuel cells on ships. Another essential part of the project is formulating rules and standards for the approval and installation of fuel cells on ships and the use of low-emission fuels. The use of especially low-emission, gas-operated engines on board can be more quickly realized than the fuel cells.



In 2015, we will install dual-fuel engines in our new ship generation for the use of ecofriendly liquefied gas. In the EU project “BunGas”, we are committed to finding a way to develop safe and secure gas tanks for cruise ships. Together with the Testing Institute for Waste Water Technology in Aachen, we are investigating technical possibilities for optimizing treatment performance. By doing so, we strive to achieve the HELCOM threshold values for nitrogen and phosphorus before this is required by law in 2015. The project NAUTEK also deals

with the treatment, purification and reuse of waste water on cruise ships.

With our partner Futouris, we are further developing the subject of sustainable shoreside excursions. Having created a catalog of criteria for more sustainable shoreside excursions in 2013, we are now focusing on sustainable organization of excursions in practice. First pilot projects will be conducted in 2014 in the Baltic Sea region.

6.1.1 OUR ENVIRONMENTAL AND CLIMATE PROTECTION: EVERYDAY PRACTICE

Sustainability at AIDA doesn't just mean technological innovations. It also means acting in an environmentally friendly way, both on board and ashore. Whether it's the planning of the ship's fit-out, the organization of excursions, or the purchase of products – the environment is always a key consideration in decision making. Furthermore, we sensitize our employees and guests to sustainable behavior.

Personal environmental commitment

We don't just want to impress our guests with our outstanding service. We also want to design our services to be as sustainable as possible. Our bike, Segway and Pedelec excursions perfectly illustrate how protecting the environment can be a lot of fun. We are always careful to ensure that waste is disposed of or taken back on board during shoreside excursions. And in our diving excursions, we make sure that our guests can wonder at the underwater world, but without touching anything as this ecosystem in particular is very fragile. We do not visit dolphinariums for reasons of animal welfare. At AIDA, we like to lead by example. We sensitize our guests to sustainability and generate enthusiasm for it. At the end of 2012, we introduced what we like to call an environmental hour on board the first ships. Here, our environmental officers tell interested guests about our commitment and answer their questions. Our environmental officers play a central role on board. It is their task to ensure that national and international environmental protection legislation is respected. We base our activities on local, national and international legislation, such as the provisions of the International Maritime Organization (IMO), a United Nations specialized agency. Our environmental officers are supported by our internal sustainability organization and our inte-

grated management system. What's more, the officers are also responsible for waste management and training employees about environmental issues.

The active involvement of all of our employees is essential for the success of our environmental strategy. From day one, we sensitize them to the responsible use of natural resources – at regular training sessions, for example. Every crew member completes a special environmental training program on how to deal correctly with resources, waste water and waste. Our officers also receive job specific training that specially prepares them for the environment-specific requirements of their daily work on deck or in the engine room. Transparency is particularly important here. In the event of legal or internal amendments, employees are immediately informed of the changes that are being made to everyday working procedures and the reasons for these. Because at the end of the day, we don't just want our employees to act in an environmentally friendly way to comply with regulations; we also want them to know why we request this.

Protection of resources made easy

We can also achieve a great deal on board by being more environmentally aware: In the hotel area, for example, we save around 30% of the energy required for lighting on all ships starting with AIDAsol through innovative lighting equipment and a comprehensive light management system. Of course, we have to call on the support of our employees and guests in this area to save the corresponding power. To ensure that lights and air conditioning are not switched on unnecessarily, each guest on our four newest ships can use a key card switch to switch lights on and off when they enter or leave their

▶ INDIRECT PRIMARY ENERGY CONSUMPTION [EN4]	2012	2013
Total energy purchased	1.921.855 kWh *	2.275.175 kWh*
Natural gas	787.960 kWh (47 %)	25.470 kWh (1,12%)
Renewable energies	1.018.583 kWh (53 %)	2.249.705 kWh (98,88%)

* Refers to the AIDA HQ in Rostock. No indirect energy consumption by primary source occurs on board. These indicators are based on figures provided by the power supplier utility.

cabins. To save even more energy, all cabins in the new ships are equipped with a modern air recirculation system that includes waste heat recovery. The temperature in each cabin can thereby be controlled separately (HVAC Control System). This modern technology reduces energy consumption in the cabins by up to 20%. For air conditioning, we only use refrigerants that do not damage the ozone layer protecting the earth. This has allowed us to reduce emissions of ozone-depleting refrigerants to zero.

Saving water is also an important issue for AIDA. Through water-saving applications, including special shower heads, flow regulators on wash hand basins and showers, timer switches and infrared control in washroom areas, along with the use of vacuum technology in the hotel and food area, we have been able to make continual reductions in the amount of water consumed per person and day in recent years.

Our paper-saving measures are a further important contribution to conserving resources. In this area, we were especially active in 2013. In the next section, we have compiled detailed information.

Saving paper

Our paper-saving measures are a further important contribution to conserving resources. In this area, we were especially active in 2013.

For example, at the company headquarters in Rostock, the individual printers have been removed and replaced with printers for individual floors. AIDA donates some devices that have been withdrawn from service to charitable non-profit organizations.

Apart from the printers, the paper itself is central. To save paper, we have set all printers to double-sided printing. Since 2012, AIDA has been supporting the initiative "CEOs pro Recycling Paper." We thereby responded to calls from the Federal Ministry for the Environment, the German Nature and Biodiversity Conservation Union (Naturschutzbund Deutschland), and the German Association of the Club of Rome. In doing so, we committed to using only recycled paper with the blue angel emblem for our paper and printing needs. All paper and printing materials ordered starting in 2013 will be correspondingly certified. In addition, the entire range of office articles was assessed for sustainability, some items were exchanged or supplemented, and a new, sustainable article



list was created. At the same time, material-saving and recyclable packaging is used.

But there are not only clever ideas for reducing paper consumption on board. Since the introduction of digital travel invoicing in 2013, documents are now only printed out on request on our ships. Only around 20 to 50 guests have their invoices printed out on board. That means we save an average of 1,100 sheets of paper and envelopes per cruise. There are no drawbacks for travelers. After their trip, they can view their invoices on MyAIDA at their leisure or receive them by e-mail.

SignPads are another technical innovation. These devices enable electronic signing. They have been in use successfully for some time at check-in, and are increasingly being deployed by Tours & Activities as well. They are used, for example, for excursion bookings, issuing tickets, or handling. By using SignPads, AIDA saves around 1 million receipts per year.

Sustainable operation of our fleets of ships and automobiles

Naturally, optimized operation of our ships also plays an important role in environmental protection. We have been cruising many routes at a considerably lower speed for a long time now. This is a good opportunity for even greater fuel savings. Furthermore, efficient route management, guidelines on channels navigable for route optimization and improvements to scheduling and laytime are also ways of saving substantial amounts of fuel. In 2014, we would like to introduce "energy reporting." This is to serve the development of transparent reporting mechanisms within the company for a suitable energetic comparison between ships. The aim is to improve the information flow between the ships and shoreside organization, and to strengthen awareness of energy efficiency and ship operation output across the fleet.

The motor fleet of around 80 vehicles located at the company's headquarters in Rostock meets the most modern of standards. In 2013, we were able to reduce the CO₂ emissions of our pool vehicles from 155 to 130 grams per km. As a result, the car fleet's average emission value is only 135 grams of CO₂ per kilometer. In addition, first electrically powered cars will be added to the car fleet at the beginning of 2014. On new orders of

company cars, natural gas vehicles are already offered to employees today. By using car sharing since 2013, AIDA Cruises is making a further contribution to environmental protection. By replacing pool vehicles with car sharing cars, we cut our annual CO₂ emissions by 1.7 tons per car. Besides improving ecobalance, switching to the car sharing system also has very personal advantages for AIDA employees. The attractive BMW models and the fleet of Minis can also be used privately. Since 2013, employees at AIDA Cruises also have another option to travel around in a way that is environmentally friendly and sporty all at the same time. We provide 20 company bicycles for use by employees. This offer is extremely popular. To motivate even more colleagues to switch from car to bike, 112 employees took part in Rostock's "Stadtradeln" (city cycling) in 2013. They all left their cars in their garages and traveled 15,506 kilometers with their bikes, thereby saving 2.23 tons of CO₂.

On September 11, 2013, AIDA Cruises was recognized for its environmentally friendly fleet management with the Green Fleet Award 2013 at the IAA in Frankfurt. The award is presented annually by TÜV Süd and recognizes the most innovative and economical ideas for more environmental protection in fleet management.

Environmentally friendly building and office solutions

AIDA Home will become the new workplace for around 400 employees in Rostock in 2014. We followed the highest of standards in terms of energy efficiency when building the new offices, which are to create additional space for more employees. A combination of geothermal energy, vapor-compression refrigeration and district heating is used for heating and cooling. Furthermore, AIDA Home is to dispose of a modern air conditioning system with hybrid walls, concrete core temperature control, displacement ventilation and heating and cooling ceiling panels.

This ensures that our employees work in a perfect environment all year round. Efficient lamps (e.g. LED technology) and lighting control ensure that lighting conditions are also optimal. At the same time, we will be able to save up to 60% of energy required and significantly reduce CO₂ emissions. We are also working toward silver certification from the German Sustainable Business



Council (DGNB). We would be the first in Mecklenburg-Western Pomerania to be awarded the silver quality seal.

The “Go Green” project is also centered on the reduction of our CO₂ emissions. We’ve been cooperating with Deutsche Post (the German postal service) since March 2011 as part of this. The project ensures that our mail is sent with a neutral impact on the climate. Our participation fees allow us to support climate protection projects in China, Africa and India.

Comprehensive quality

In addition to technological efficiency, our comprehensive quality strategy is also part of our sustainability plan. That means that we take the situation as a whole into account when we make any decision. We don’t focus solely on business success but also consider environmental protection, societal well-being and satisfied guests and partners. For example, when we buy products, we make sure that they can be recycled and fed back into biological or technological processes. As in nature, as many products as possible that are used in one process

should be recycled in another. This reduces generation of actual waste to a minimum. On long term, we want to gradually evaluate all products used by AIDA, including furniture, work wear and food products to see if they can be recycled in biological and technological closed-loop processes. If necessary, adjustments will be made or they will be replaced. One example: Since 2013, we have been gradually changing the carpets in the crew cabins of our ships during shipyard times. The new carpet flooring meets our requirements for sustainable products from closed-loop recycling processes. It is made from environmentally friendly and recyclable materials. In addition, the carpet flooring is non-hazardous to health throughout its life-cycle, from fabrication to recycling. That means that it contains no components or substances that could emit hazardous materials, such as irritants, during its manufacture or use.

The carpeting is made from natural and sustainable raw materials, mostly from lambswool. The carpets also fulfill the rigid provisions of the program Green Label Plus of the Carpet and Rug Institute. Once the carpeting has reached the end of its useful life, it can be returned as part of an exclusive take back program. This program will be further developed to the effect that, after its exchange, old

Energy efficient buildings: Example AIDA home

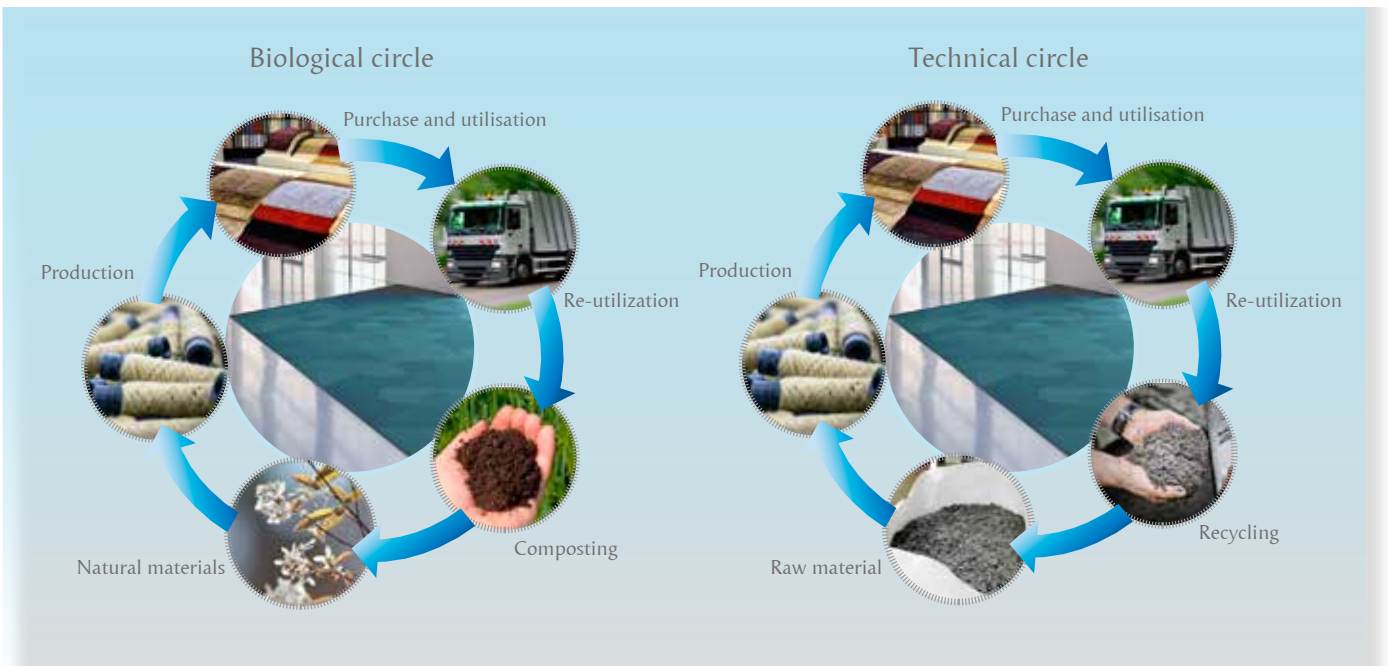
First building with DGNB silver certification in Mecklenburg-Western Pomerania



carpeting from the entire AIDA fleet will be recycled and used as carpet underlay. This is a big step for the environment because thousands of tons of carpeting will no longer simply be disposed of after use but recycled and fed back into other loop processes. On our new ship AIDAprima, we even go a step further. In all passenger- and crew areas, over a total area of about 64,000 square meters, AIDAprima will be furnished with ecofriendly and recyclable carpeting.

There are many further examples of comprehensive quality on board. We procure 90 percent of the flowers in our "Blütenmeer" shop from local suppliers. Our German flower sellers are all members of the organizations "Fair-Trade" and "Fair Flowers - Fair Plants." The rubber ducks available at "Blütenmeer" are made from 100 percent natural rubber. All cosmetic- and cleansing products on board AIDA are free of microplastics. In the Body and Soul Spa, we offer our guests high-quality products with

purely natural ingredients. Our organic body care product lines are certified with the "Ecocert" and "Cosmebio" seals. They contain natural oils and plant extracts. On AIDA, you can even find organic lip gloss and mascara. On AIDAprima, which will be put into service in 2015, an entire organic spa awaits our guests. The spa Thermal Oasis is fully based on ecological principles in its design; it is build with natural materials and our treatment offerings are celebrated with organic products.



Goals and Objectives Environment

► ENVIRONMENT					
OBJECTIVE	STRATEGY	2011	2012	03.2013	OUTLOOK
INNOVATIVE TECHNOLOGY					
Reduction of drag during voyage	Underwater silicone-based coating for entire fleet	Test of the new paint on AIDAsol	From AIDAsol, all new ships have been given a silicone coating as standard, and the other ships will be painted during routine layups.	To continue	To continue
Further reduce emissions per passenger day	Heat Recovery System	Test on AIDamar	Test continues	Test ongoing	Decision on implementation based on test results
Further reduce emissions per passenger day	Use of Alaska cooler technology (heat exchanger)	Test of one version on AIDabella and AIDadiva	Test completed. No further development planned for current route management.		
	New lighting management	Test of energy-saving lighting combined with lighting management (e.g. timer controls) and key cards on AIDAsol	From AIDAsol, the new lighting management and key card system has been introduced as standard on all new ships, and the other ships will be retrofitted with this during routine layups.	To continue	To continue
Reduction of fuel consumption and CO ₂ emissions of company cars	Key card switch for lighting and air conditioning in cabins	Test of energy-saving lighting combined with lighting management (e.g. timer controls) and key cards on AIDAsol	From AIDAsol, the new lighting management and key card system has been introduced as standard on all new ships, and the other ships will be retrofitted with this during routine layups.	To continue, Einsparung durchschnittlich ½ Tonne Treibstoff/Tag	To continue

▶ ENVIRONMENT

OBJECTIVE	STRATEGY	2011	2012	03.2013	OUTLOOK
INNOVATIVE TECHNOLOGY					
Reduction of fuel consumption and CO ₂ emissions of company cars	Use of diesel-electric drive system on the majority of vessels	To continue	To continue	To continue	To continue
	Use of air, re-circulating air and waste heat in cabins and public areas on all ships from AIDAdiva thanks to an air recirculation system which includes waste heat recovery	Continually since 2007, reduction of power consumption in cabins by an average of 20%	To continue	To continue	To continue
	Optimized cooling system	Continually since 2007, emissions of ozone-depleting refrigerants cut to zero	To continue	To continue	To continue
	Three-way ventilation for tailored regulation of the cooling capacity of the air conditioning system	Continually from AIDAluna since 2009, savings of three tonnes of fuel per day	To continue	To continue	To continue
	Voyage management through lower cruising speeds, efficient route management, the optimization of scheduling and laytime and the AIDA Power Monitor	Continually, savings of 2% of the fuel consumption of the fleet as a whole	To continue	To continue	To continue
	Use of current-optimized propellers	To continue	To continue	To continue	To continue

▶ ENVIRONMENT

OBJECTIVE	STRATEGY	2011	2012	03.2013	OUTLOOK
INNOVATIVE TECHNOLOGY					
Reduction of fuel consumption and CO ₂ emissions of company cars	Participation in the e4ships re-research project	Continually since 2010	To continue	To continue	To continue
	Purchase of more efficient new automobiles	Continually since 2010, 310 t less CO ₂ from 2010 to 2011	Continually, establishment of threshold values for CO ₂ emissions for new vehicles: To 140g/km	Continually, CO ₂ emissions average 135g/km for our 76 automobiles	Testing of electric and natural gas (LNG) automobiles from 2013
Developing possibilities for external power supply of our ships	Support the Port of Hamburg in planning for the introduction of a shoreside power supply in the Hanseatic city port	Continually since 2008	To continue	To continue	
	Shoreside power connection on vessels	Continual preparation since 2007	Connection available on all ships	First test run with AIDASol ships	
	Starting use of Power Barges			Short-term implementation planned for 2013/2014	
	Pilot project for use of shoreside power on AIDASol			In preparation stage	Implementation planned for 2013/2014
	Equip new generation of ships with dual-fuel engines (marine diesel and LNG)				Einsatz auf Schiffen ab 2015 geplant
Establish emissions filter (exhaust gas cleaning systems for diesel particles, NO _x , SO ₂)	In dialog with manufacturers	To continue	To continue	Basic decision on implementation	successive fitting as the case may be
Use of Mitsubishi Air Lubrication System (MALS)	Fitting of new builds				first ship in 2015

► ENVIRONMENT

OBJECTIVE	STRATEGY	2011	2012	03.2013	OUTLOOK
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► EVERYDAY PRACTICE

Preserving re-sources through "comprehensive quality"	Use of sustain-able products, clothing, food-stuff, furniture, etc.		New orientation of our sustaina-bility strategy	Switching to recycled paper	Evaluating further possibi-lities
	Verification of offer to balance climate impact for our guests			In progress	
Development of quality stand-ards for sustain-able excursions	Carry out a project with Futouris		Definition of criteria for sustainable excursions	In progress	Extension of of-fers available

REDUCTION OF WASTE GENERATED

Further increase recycling quota	Tighten re-quirements for contractors for example with regard to sorting quotas	Continually since 2007	To continue	To continue	Significant im-provements by 2020 through the introduction of closed-loop processes
	Increased use of recyclable materials	Continually since 2007	To continue	To continue	
Reduction of waste genera-tion per guest per day	Waste sorting, compacting and/ or dehydration on board	To continue	To continue	To continue	Significant im-provements by 2020 through the introduction of closed-loop processes
	Carry out an initial audit of all major waste disposal compa-nies	Continually since 2010	To continue	To continue	
	Carry out regu-lar waste dis-posal company audits and in-spections on site and in ports	Continually since 2010	To continue	To continue	

► ENVIRONMENT

OBJECTIVE	STRATEGY	2011	2012	03.2013	OUTLOOK
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REDUCTION OF WASTE GENERATED

Reduction of fresh water consumption per guest per day	<ul style="list-style-type: none"> • Water-saving appliances: Flow regulators on wash hand basins and showers, and timer and infrared switches in washroom areas • Vacuum system for toilet flushing • Vacuum food waste system on all new ships • Biological membrane purification system to make drinking water from sea water 	Continually since 2007	Continual reduction by another 2.8%	To continue	
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OPTIMIZED WASTE WATER DISPOSAL

Achievement of HELCOM threshold values for nitrogen and phosphorus ahead of schedule	Project with the Testing Institute for Waste Water Technology in Aachen to research technical possibilities for optimizing water treatment performance		Test carried out	Material and financial support for research projects to achieve HELCOM values	
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PROTECT FRAGILE ECOSYSTEMS

Avoid undesirable transfer of micro-organisms	Use of the first ballast water treatment system on board AIDAstella			Installed	
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► 6.2 EMPLOYEES

Our employees are at the heart of our success. They are the face of the AIDA *joie de vivre* and impress our guests with their professionalism and warm welcome. We encourage commitment and satisfaction among our employees with an extensive range of apprenticeship and professional development programs, opportunities for personal development and a healthy working environment that offers a secure future.

6.2.1 AIDA AS AN EMPLOYER

We are convinced that only satisfied employees can greet our guests with the AIDA signature smile. Employee satisfaction is not only achieved through an attractive working environment, but also by being confident in one's own abilities. We offer our employees diverse career options and promote their talents with suitable training opportunities for their personal and professional development.

In 2013 we initiated numerous measures and processes to create more opportunities for our employees to get involved and participate in the company. The awards that AIDA Cruises has received as a top employer and as the best employer in the tourism industry prove that we are on the right track. Our corporate benefits also help to secure the future of our employees.

Occupational areas

We offer diverse career opportunities ranging from jobs in the hotel, tourism, and business administration sectors to nautical science and technology, all the way to environmental management. We offer qualified applicants in a wide variety of professions exciting career development opportunities both on board and ashore. Our Career Days or Applicant Days focus on jobs at sea and provide insight into what it is like to live and work on board a cruise ship. Those interested in working in one of our many restaurants, bars or kitchens will feel at home in the "Guests" job family. In 2013, prospective applicants were given the opportunity to experience what this occupational area is actually like at the first AIDA Career Club. It is also possible to start a career at AIDA in the areas of entertainment, wellness, or nautical science. Those who complete their maritime vocational training with us to become a mechatronics technician or

study marine engineering, nautical science, or marine electrical engineering will also become familiar with the traditional seafarer's way of life. A multi-week internship aboard the sail training ship "Grossherzogin Elisabeth", also known as Lissi, is more than just a great experience. It also provides trainees with basic knowledge about seafaring and boosts team spirit. In May 2013, AIDA received its fifth award from the Rostock Chamber of Commerce for its top training program.

The same thing is true in all career fields at AIDA: We have an open outlook on the world, are highly committed to quality, and are completely convinced that diverse cultural influences enrich our lives. Learning from one another is not something to which AIDA merely pays lip service. Instead, it is the bedrock of our corporate culture. It goes without saying that our focus on safety is also part of our quality standards. That is why we train and qualify our employees on an ongoing basis from the time they begin working for our company. In order to do this, we have developed a holistic training concept called HESS, which stands for Health and Hygiene, Environment, Safety, Security. These training programs are held at the AIDA Academy, at CSMART, on board, as well as at select educational partners. In 2013 alone, our HESS traveling trainers conducted 8,434 training courses for employees on board. All employees generally receive comprehensive initial training and refresher courses in every HESS category.

Employee benefits

We offer our employees an attractive working environment with an atmosphere of mutual trust and respect. In addition, we make it possible for them to achieve a good work-life balance. Employees can benefit from our varied AIDA leisure offerings both ashore and on board. We have also put together the AIDA Plus package, which features offers such as trips at employee rates, discounts on board, special conditions for sport, wellness, health and leisure activities as well as for affiliated companies. Other advantages of the AIDA Plus package include a corporate, employer-financed pension and employee bonuses. We also honor the commitment of our employees with events to which family members are invited. The launch of AIDAstella on March 16, 2013, for example, was completely employee-oriented. Whereas in the past well-known figures have acted as godmothers, eight employees of AIDA Cruises have now taken on this prestigious role to represent the cruise line's various nations and business areas. Two other godmothers came from the Meyer Werft shipyards in Papenburg and from the Partner Ship Design architecture firm. With this gesture, AIDA Cruises thanked everyone who has significantly contributed to the success of this ship series and

to the unique atmosphere of AIDA ships – our employees and long-time partners.

Since 2006, the AIDA Crew Day and other special events have been held for employees on board. In 2013, we introduced the "Employees of the Month" award, which recognizes the special achievements of five employees on board each month and comes with a financial incentive.

We also foster the health of our employees by informing them about the benefits of an active and healthy lifestyle and providing incentives for recreation and exercise. Preventative care also includes check-ups with the in-house medical service and flu vaccinations. The annual health days with various workshops on exercise, fitness, nutrition, and relaxation are also a special event each year. The 2013 Health Day was devoted to the topic of "Getting Fit for Summer." The diverse range of offerings included everything from tips for maintaining and boosting performance, meditation and compensation exercises, to nutritional consulting and gymnastics. A family-friendly workplace is also part of a successful work-life balance, which is why spaces are reserved for the children of employees in the AIDA preschool/ kindergarten. We also offer special conditions at child-care centers and flexible working hours. In 2013, we also introduced car sharing and company bicycles at our headquarters in Rostock. The cars are even available for personal use after work or over the weekend for a low fee. The bicycles can be borrowed free of charge.



The Maritime Labour Convention (MLC) goes into effect

The Maritime Labour Convention (MLC, 2006), enacted by the International Labour Organization, went into effect on August 20, 2013. The International Labour Organization (ILO) is a specialized agency of the United Nations headquartered in Geneva, Switzerland, which is responsible for formulating and implementing international labor and social standards. The globally applicable minimum standards are meant to ensure the rights of workers and thus humane working conditions for everyone in the world. The MLC as well as previous ILO conventions lay the international foundation for labor law on cruise ships. The goal of the MLC is to provide international standards for the working and living conditions of seafarers. The regulations defined in it cover fundamental working conditions including healthcare, safety, minimum age, recruiting, accommodations on board as well as social security. They also guarantee appropriate living and working conditions on board. All of the flag states and home countries of employees are asked to incorporate the MLC and preceding ILO conventions into national laws.

At AIDA we were very glad to see the MLC go into effect around the world. The satisfaction of our guests – and thus the success of our company – strongly depends on the quality of work of our employees. Our motto is: "Home of the smile." We can only live up to this motto if our crew is satisfied and highly motivated. From the very beginning, AIDA has been a pioneer in the industry when it comes to fair working conditions for our employees. AIDA, for example, allows crew members to enter the public areas for passengers and take advantage of our offers on board. The MLC standards and the demanded rights have been a standard practice at AIDA for many years. In many areas we even exceed them. For us, the fact that the convention has gone into effect

is primarily associated with administrative changes such as modifying the wording in employment contracts or the way in which working hours and rest periods are documented. With the introduction of the electronic timekeeping system on board, we are also cutting back on the paper needed for printing out time sheets by around 50 percent.

The MLC is the fourth pillar of international maritime law. The others are the International Convention for the Safety of Life at Sea (SOLAS), the International Convention for the Prevention of Pollution from Ships (MARPOL) and the International Convention on Standards of Training, Certification, and Watchkeeping for Seafarers (STCW).

More information about the Maritime Labour Convention can be found on the ILO website (www.ilo.org).

An open corporate culture

We are well aware that our motivated and enthusiastic employees are at the heart of our success. It thus goes without saying that we do everything within our power to foster this positive atmosphere.

As the results of our last comprehensive employee survey from April 2012 show, our employees value working creatively for an outstanding brand in an international environment. They are also proud of our principles related to ethics and sustainability. At the same time, the survey also revealed areas for improvement. We saw the feedback as an opportunity to implement various measures to provide more targeted support for our employees and get them more involved. We also started various initiatives to simplify our processes and make them more transparent. Another focus is on optimizing our internal communication and information channels.





Top I

Employee Retention & Development

- HR Round Table as a new HR tool on board
- New performance and potential appraisals for all job families & departments
- Extension of AIDA Leadership Programs: AIDA Leaders Selection & Leadership Briefings onboard
- New wage scale and labor agreement for all crew on board
- Reduction of internet costs
- New „Welcome & Orientation“ concept for new hires ashore
- Target group-specific programs and qualifications at the AIDA Academy (Professional training, E-Learning, Language, Leadership, etc.)
- Introduction of ship trainers

Top II

Fairness & Appreciation

- Fleetwide „Employee of the month“ Program
- 10 employees christen „AIDAstella“
- Health care offers for employees
- Proposal possibility by all employees at AIDA Donation Committee
- Maritime Labour Convention (MLC) in place since Aug 2013
- New Onboard Assessments for career perspectives
- Fleetwide AIDA Decoration Award
- Incentive for Welfare Funds onboard on the occasion of the annual Seafarer’s day
- AIDA donation activities for employees hit by natural disasters

Top III

Communication & Interaction

- Introduction of „AIDA Sternstunde“: information on positioning and strategy of AIDA
- Ship-Management Conference
- AIDA Management Day
- Workshops to revitalize AIDA Values
- Project start for optimization of communication and information onboard: Crew Platform „We are AIDA“
- Crew News Feed available via iTV
- Intensification of bilingual internal communication (German/English)
- Internal questionnaires in the scope of change management projects (IT, Sales, Marketing, Business Development)

AIDA values

“We are AIDA” and “Home of the smile.” What exactly do these statements mean? Which values do they imply, how are these values lived out, and what is it that connects us in our everyday work on board and ashore? In an ever-changing environment, we want to use our “Value” project to answer these important questions and revitalize our values. On the one hand, this means building upon existing strengths and encouraging positive behaviors. On the other hand, we must also develop new views and attitudes. Our employees are extremely important in this process. In order to integrate their opinions and ideas into the realignment of our AIDA values, we held a total of nine workshops on board the AIDA fleet, in Rostock and Hamburg, as well as in our training centers in Manila and Goa. During these workshops, we asked employees from various departments on board and ashore which values and behaviors are important to them in their everyday dealings with one another. The atmosphere in the workshops was characterized by clear, open words, creativity, and interaction.

A steering committee was formed to conduct these workshops in the most structured way possible. The



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successful future.*

members of this committee accompanied the workshops, wrote down the participants’ ideas, and compiled the results. The research-based Corporate Energy Model was used for the evaluation. The four color fields, each of which stands for an aspect of the corporate culture, are characteristic for this model. The statements and opinions that employees shared in the workshops were analyzed and quantified according to this model. The AIDA Value Steering Committee then formulated the new values based on these results. The goal was to develop a concise and catchy mission statement. Since

<p>I am COLORFUL</p> <p>because ...</p> <ul style="list-style-type: none"> ... I enjoy working in a diverse team ... I am friendly and engaging ... I stay curious and open minded 	<p>I show RESPECT</p> <p>by ...</p> <ul style="list-style-type: none"> ... valuing and appreciating the individual ... treating people equally and with kindness ... taking the time to listen
<p>I build TRUST</p> <p>by ...</p> <ul style="list-style-type: none"> ... being fully committed to safety ... communicating transparently ... acting responsibly, reliably and professionally ... learning and allowing people to develop 	<p>I have PASSION</p> <p>when ...</p> <ul style="list-style-type: none"> ... I am proactive and innovative ... I am ambitious for results ... I deliver high quality and service ... my enthusiasm and energy contribute to a happy environment.



values always have to do with how they are actually lived out, behavioral descriptions were defined for each value. These sentences substantiate the content of the values and clearly reflect the statements that employees made during the workshops.

Although the workshops have come to an end, the steering committee's tasks are far from over since it is now the AIDA Values Committee. The plan is for it to become a permanent institution at AIDA that will manage and support the implementation of our values in the future. The committee will meet regularly and report to management every quarter.

Employer awards

In January 2014, AIDA Cruises was recognized with the Focus quality seal as "Best employer 2014" in the tourism industry. We provide a working environment in which the individual skills of all employees are valued and developed. We also provide personal career planning services to motivated employees who show potential.

In the largest German survey of its kind, the news magazine Focus partnered with XING, the leading professional network in German-speaking countries, and Kununu, the largest German employer rating site, to determine the 800 best employers with more than 500 employees in a total of 22 industries. The representative survey conducted by Statista is based on the reviews of 19,700 employees from all hierarchical levels and of all ages as

well as 23,200 employer reviews on Kununu. Employees review their employers and their bosses. The survey respondents indicated, among other things, how satisfied they are with their supervisor's management style, their career opportunities, their salary, and their employer's image. The survey also asked how likely the respondents would be to recommend their own employer as well as other employers in their respective industry. Focus issued the "Best Employer Award" to the three top employers in all industries, divided up according to large companies and small and medium-sized enterprises.

The "Top Employers Institute" also honored the personal and professional development of our employees. On March 6, 2014, AIDA Cruises was recognized as a Top Employer in Germany 2014 for its outstanding personnel management.

The independent Top Employers Institute (formerly the CRF Institute) certifies leading employers around the world with ideal conditions that ensure personal and professional development opportunities for all of their employees. Our personnel department was assessed based on five criteria: primary benefits, secondary benefits and work-life balance, training and development, career opportunities, and corporate culture.

We are proud of these recognitions and view them as a further incentive to continue developing our personnel management.

6.2.2 ATTRACTING EMPLOYEES

Attractive prospects and personalized career planning

Those starting out with AIDA can look forward to attractive opportunities with individual career planning services.

The job families at AIDA Cruises are called “Marine” and “Guests” on board and “Business” on land. There are exciting fields for skilled workers and managers to discover within all of these areas, including navigation and technology, catering and hotel services, wellness and exercise, as well as tourism and business administration. We want to recruit the best talent for all of our job families, which is why we organize our Career Days throughout Germany and Austria and are present at national and international career fairs. We also put on road shows and information days. On October 15, 2013, the first AIDA Career Club was held in Essen, Germany, with around 240 students from vocational schools and specialists from the catering and hotel industry. What made the event so special was that participants could get a very realistic whiff of working life while cooking or mixing cocktails with pros from aboard AIDA ships. The get-together, which took place at the renowned “Food & Flavour” cooking school owned by star chef Nelson Müller, facilitated intense interaction and provided comprehensive information about career opportunities at AIDA Cruises. Details about our job families, open positions and job profiles can also be found on our online career portal.

In order to get the attention of potential applications, we have an extensive career site and are present on social media. We also initiate a number of different career events and work closely with various universities. To make sure that prospective applicants can get comprehensive, specific information about career opportunities at AIDA from anywhere, we optimized our Career Portal for mobile end devices and expanded our social media presence on Facebook, XING, and LinkedIn in 2013. In addition to the specific job profile, the international atmosphere and many career opportunities at AIDA play an important role in making us an attractive employer. We also offer exciting challenges for artists, who can showcase their talent at our global castings. Our Career Days also support us in adding new, qualified members to our ever-growing AIDA family.

Our efforts are bearing fruit. In 2013 our online career portal reported more clicks than ever before.

Because AIDA is a globally operating company, we are also committed to recruiting and training our young talent around the world. We run training centers in the Philippines, India (two since the center opened in Goa), Indonesia, and the Ukraine, where we trained a total of 1,625 employees in 141 training programs, some of which lasted several weeks.



6.2.3 TRAINING AND PROFESSIONAL DEVELOPMENT



At the AIDA Academy, our training and professional development center in Rostock, we bring courses of study as well as training and development programs together under one roof. This is the best way to ensure the bi-directional transfer of expertise and to make sure that practical on-board experiences are integrated into research innovations. At the AIDA Academy we added a simulation center for nautical and technical officers, which covers an area of 170 square meters. Here budding managers and junior staff can regularly practice maritime maneuvers and safety drills according to international standards.

When training on the full-mission bridge, maneuvers that account for influencing factors such as swell, wind, current, various lighting conditions, and precipitation can be simulated 1:1 on the 220 degree panoramic screens. Training is conducted in the regions of the world that AIDA cruise ships visit, including the ports of Hamburg, Bangkok, and New York as well as busy areas like the Kadet Trench, the Dover Strait, and the Bosphorus.

We use the bridge simulator to conduct equipment and system training programs for new officers and students. The engine room simulator reenacts the operation of the on-board machinery as well as emergencies for team and individual exercises.

In November 2013, we linked the bridge simulator and the engine room simulator to create an innovation in European simulation technology. As a result, we are now able to conduct even more complex safety exercise under almost realistic conditions.

In addition to on-site training courses, simulations, and workshops, we also use modern methods such as blended learning and e-learning to help our employees gain qualifications. This also includes the web-based learning management system known as AIDA Expert, which our employees can access 24 hours a day from anywhere with Internet access for independent learning. The training catalogue includes all of the courses that AIDA offers as well as mobile learning modules on occupational health and safety, management standards, data protection, as well as technical and soft skill training. Our goal is to make online training as realistic as possible. For this reason, we are continuously developing AIDA-specific programs that are precisely tailored to the different job specifications on board. This is also why the training content has been enhanced with special modules such as ethics and compliance courses as well as German, Italian, and English courses. In 2013, we once again expanded the target group-specific offerings for specialty training, e-learning, management training, and language courses.

In 2013, we more than tripled the number of training days compared to the previous year. This is particularly true for the training courses for our on-board staff. In order to train as many on-board employees as possible on issues related to health, environmental protection, "safety and security" (8,434 employee training workshops), we added four extra HESS trainers (HESS = Health Environment Safety Security) to our fleet in 2013. As a result, we were able to increase the number of training seminars on board from 434 to 1,828. In 2013, we were also able to increase the number of training workshops for land-based employees from 576 to 684.

In order to recruit the best talent and appropriately prepare them for a job on board, we expanded our study offerings to include marine electrical engineering in 2013. AIDA is supporting this new course of study by partially financing an endowed professorship. We now offer three courses of study: nautical science, marine engineering, and marine electrical engineering. We also

offer commercial training programs in dialogue marketing at our customer center. Studying and vocational training at AIDA means being at the heart of it all from the very start, experiencing the divisions and team spirit at the company, and becoming part of the AIDA crew. Our declared goal is to provide sound training that will allow our students and apprentices to take on interesting challenges and seize opportunities within the company. From day one, we grant comprehensive insight into the corporate structure as well as the various responsibilities and areas related to the respective course of study or training program. Our students and apprentices will always find competent contacts on our crew to accompany and support them through their training. The Germany Scholarship (Deutschlandstipendium) provides financial support for high achieving, motivated students to allow them to successfully focus on earning their degree. AIDA Cruises participated in the project for the third time in 2013 and is once again sponsoring two students at the University of Rostock.

6.2.4 ETHICS

Code of Business Conduct & Ethics

All AIDA employees are familiarized with the Code of Business Conduct and Ethics. In addition, we have created a new e-learning training program. AIDA employees can carry out the training at any time and place, whether they are on board or ashore, thanks to the e-learning program. Overall, we used 2013 to increase the understanding of our employees, at all levels, about issues such as the code of conduct and ethics, anti-corruption, anti-trust, insider dealing and handling employee complaints.

As a multinational company with employees from 34 nations, diversity is naturally part of our working lives – and a tremendous enrichment. For this reason we have joined the "Charta of Diversity" initiative. By doing so, we expressly declare that we respect all of our employees, irrespective of gender, ethnic origin, sexual orientation, world view or age. Furthermore, we ensure that we take into account the cultural specificities of colleagues from other countries of origin, and that we look after their needs. We employ chefs, for example, who prepare authentic traditional dishes for our Asian employees.

In accordance with our corporate culture, we work in a climate of mutual appreciation and respect, independ-

ent of age and hierarchy. We joined the "Fair Company" initiative coordinated by karriere.de, because we see fair practices with regard to interns, students and university graduates as a matter of course. This has contributed to us holding the "Fair Company" quality seal since 2010.

If employees observe unequal treatment, they can contact their supervisors, the employee representation committee, or another trusted person. Since March 2012, the ship's council has been expanded to include an HR manager on all ships put into service after 2007. The HR manager enhances the existing personnel work on board and also advises on issues related to labor law. Our Code of Business Conduct and Ethics clearly regulates how we deal with discrimination. In such cases, the specialist departments and the HR department are notified immediately. We thoroughly investigate reported cases and may apply labor law sanctions within the framework of our zero tolerance policy. No cases of discrimination were reported to us in 2013.

In November 2012, AIDA signed the Global Code of Ethics for Tourism of the United Nation's World Tourism Organization (UNWTO). This represents another major advance in our journey towards responsible and sustainable tourism.

Goals and Objectives Employees

EMPLOYEES					
OBJECTIVES	STRATEGY	2011	2012	03. 2013	OUTLOOK
▶ EMPLOYEE TRAINING AND PROFESSIONAL DEVELOPMENT					
Targeted development of employee skills	Target-group-specific introductory and refresher courses at the AIDA Academy	Implementation of D&E introductory and refresher courses	Implementation of Guest refresher course	MLC and STCW 2010 requirements integrated into refresher D&E Integration of simulation training	Continual further development
	Extension of web-based AIDA Expert learning management system	AIDA Expert system established with direct web access	Comprehensive e-learning Ethics and Compliance training program integrated	Continual extension of e-learning portfolio	
	Establish international training center & programs with education partners	76 introductory programs conducted for more than 1,000 new employees in 4 training centers in Asia	113 introductory and refresher programs conducted for 1,460 employees	Expansion of training programs for new employees	
Mandatory HESS training courses for all employees	Integrate HESS content in all training programs	Development of a HESS trainer system for ships	Extension of HESS trainer tools Train the trainer program on board	Comprehensive training program for D&E officers in the AIDA simulation center	To continue and comprehensive
Support managers with their responsibilities and promote their development	Offer comprehensive training for managers and up-and-coming managers	AIDA Spirits, Leaders & Excellence program for managers and upper management	AIDA Leaders now also introduced at all training centers in Asia	Expansion of AIDA Leaders program	Continual development
	Develop and maintain management standards and tools			AIDA management standards as a blended learning program	
	Enhance intercultural understanding				

EMPLOYEES					
OBJECTIVES	STRATEGY	2011	2012	03. 2013	OUTLOOK
▶ EMPLOYEE TRAINING AND PROFESSIONAL DEVELOPMENT					
Ensure in-house up-and-coming managers in the nautical and technical fields	Offer high quality training and study programs in cooperation with training partners and the AIDA Academy	54 places on training and study programs awarded for mechatronics training and the study of nautical, ship operation and electrical engineering Introduction of an onboard training officer	42 places on training and study programs awarded. Introduction of AIDA "Cruise Engineers" study grants	To continue	Further development of technical study programs
Consolidate educational activities within the AIDA Academy	Company-wide pooling of training and study activities and training programs	Integration of all areas of the company relevant for training in the AIDA Academy	Opening of the maritime simulation center in September 2012 Integration of the European Cruise Academy in AIDA Cruises	Completed	Completed
Qualification of partners	Training of travel agency staff	2,000 employees trained, 400 in Austria	To continue	To continue	To continue



EMPLOYEES					
OBJECTIVES	STRATEGY	2011	2012	03.2013	OUTLOOK
▶ EMPLOYEE SATISFACTION					
Investigate employee satisfaction	Carry out company-wide AIDA employee survey	Planned	Company-wide survey conducted in Q2 Strategies derived	Implementation of strategies	To continue
Foster employee health and work-life balance	Health day events Numerous fitness and regeneration offers	1. Health day in October 2011	To continue AIDA Leaders "Lead healthy"	To continue	To continue
Reduce number of occupation accidents	Systematic implementation of occupational health and safety strategies	Days lost On board: 1.7% Ashore: 3.5% Occupational accidents On board: 1.96% Ashore: 1.63%	Days lost On board: 0.80% Ashore: 3.20% Occupational accidents On board: 1.78% Ashore: 1.28%	To continue	To continue
▶ AN ATTRACTIVE EMPLOYER					
Positioning as an attractive employer on the national and international market	Comprehensive insights into the various working worlds for job candidates via Internet, fairs, social media, international and national career days, presentations and cooperation	6 career days on board 6 career caravans in the Philippines and Indonesia Intensification of social media activities	Relaunch of career portal www.aida-jobs.de "We are AIDA" campaign implemented	To continue	AIDA Employer of Choice



► 6.3 GUESTS

Top service and maximum safety are just two of our quality requirements for an unforgettable AIDA voyage. Our sights are always set on sustainability to ensure that our voyages remain an experience in the future.

6.3.1 SERVICE

Our guests will get a sense of the AIDA crew's very special commitment to service at every possible opportunity. We are delighted by the abundant positive feedback we receive in person, on the Internet, and from external institutions. In 2013, we were recognized as a Service Champion for the third time for the highest rated customer service experience.

AIDA Club

Our guests are important to us, which is why we offer special benefits to loyal guests with the AIDA Club. Guests who have spent at least 10 days on board AIDA over the past five years automatically become members of the AIDA Club and are sent their personal login data to access the AIDA Club portal. As a result, they become permanent members of our constantly growing AIDA family, which grew to over 900,000 members in 2013 alone. On the club portal, members can find out about their club status and associated benefits throughout the year. Depending on the number of days spent on board, the benefits range from special club meetings and free offers to on-board credit and culinary highlights. Our club meetings on board, for example, are an exclusive way for our club members to interact with the crew in an informal setting outside of regular business hours. We also actively get our club members involved in AIDA

activities as part of the club program. One way we showed appreciation for the loyalty of our guests was by allowing them to vote on the selection of PREMIUM travel documents.

Dialog online

We use social media and the AIDA Weblounge to give our guests interactive platforms to share information about AIDA. This not only benefits the activity and dialog within the communities, but our company as well. We



6.3.2 SPECIAL REQUIREMENTS

receive feedback every day and can contact our guests just as simply and easily as they can contact us.

In 2013, we saw our number of Facebook fans increase from 400,000 to 650,000. In addition to the latest news, video clips, and information about AIDA, we also provide an up-to-date platform on Facebook for direct interaction. The content that users share also allows for prospective cruisers to gain personal insight into the world of AIDA. For many followers, this is certainly a valuable tool for planning their next dream vacation. This community thus offers real added value for our fans as well as potential guests. For AIDA, these platforms allow us to receive many valuable tips on what we can do to keep improving.

Another important component of our online dialog is the AIDA Weblounge. Of course we are also active on YouTube, Twitter, and Google+, where we provide information about vacationing with AIDA. It is nice to know that you can still be connected to the rest of the world while out at sea: All of our ships are equipped with Internet service.

In order to make searching for and booking a future vacation as easy and straightforward as possible, we are constantly working to improve the user-friendliness of our webpages. We thus give our guests a convenient option for booking their next dream vacation – and protect the environment at the same time by saving paper.

Data protection? Sure thing!

Responsible handling of our guest's personal files is a matter of course for us. We only collect, process and use personal data in compliance with statutory regulations. The EU data protection guidelines and the Federal Data Protection Act are of great significance in this area. The data privacy statement and privacy policy are binding for all employees. The operational data protection officer at AIDA Cruises monitors compliance with the regulations. Our guests can make use of their right to information and right to object at datenschutz@aida.de. Furthermore, TÜV Süd certifies AIDA Cruises' compliance with data protection.

We are passionate about our service and ensure that guests with special requirements also enjoy their time on board. They should be able to get around as independently as possible and without barriers. Of course, we gladly support our guests and their accompanying persons as needed.

Our trained employees also provide assistance. This can take the form of:

- A special check-in for guests with special requirements
- Initial information and assistance for guests on all issues related to orientation and support on board
- Installation, explanation, and maintenance of technical devices
- Invitation to a "barrier-free get-together" with proactive, individual consultations on suitable excursions and vacation planning on board
- Contact partners for all special questions related to orientation and support on board
- Reading out menus and other printed materials

Allergies

At AIDA, we take into account our guests' special dietary requirements. For example, gluten-free and lactose-free dishes are always available in our buffet restaurants. In 2012, we developed another range of options which adds substantially to our previous range. Guests who suffer from particular food intolerances can inform the AIDA customer center of these before their voyage begins. On arrival day, they then go to reception to make an appointment with the chef. He informs guests about the different onboard restaurants and, at the same time, provides them with valuable tips about how they can treat themselves despite their individual intolerances. AIDA hopes with this initiative to offer guests with food intolerances and allergies increased safety, help with choices and comfort during their voyage. All dishes served in the buffet restaurants on AIDA ships are labeled in such a way that guests with allergies can choose their food very easily. And if they have any questions, our trained personnel are always happy to offer further assistance.

Guests with reduced mobility

In order to make an AIDA voyage as comfortable as possible for guests with reduced mobility right from the

start, we begin supporting them from the moment they start their journey to us. In our view, the entire trip has to be free of difficulties and added costs for each and every AIDA guest. That is why we have been assuming the additional costs for special transfer arrangements since December 1, 2012 (when an AIDA special arrival/departure package is booked). We ensure short waiting times at a special check-in counter and trained employees attend to the needs of the guest. This naturally applies for all individual requirements.

Our handicap accessible cabins are, of course, available at no extra charge. More detailed information about the features of these cabins can be found on our 360-degree tour and in the FAQ.

Almost all areas on board are wheelchair accessible. Should detours be necessary, they are clearly marked with signposts. In the theater and buffet restaurants, special seats are reserved for wheelchair users. Our employees are happy to continue offering assistance during shore excursions. In 2013, we equipped all ships with so-called wheelchair caterpillar lifts where this was technically possible. These lifts assist in the transport of heavy wheelchair users on the occasionally steep gangways. Previously this had to be done manually.

Starting in 2014, we will offer rental wheelchairs to guests with limited mobility for a low fee. They can use these wheelchairs both on board and on shore excursions.

In our excursion brochures we identify the standard excursions that are best suited for people with special requirements. We also provide information about our “barrier-free get-togethers”. When it comes to shore excursions, we always take local circumstances into account. We also want to make greater use of our influence on relevant partners to ensure that our guests can also move freely and without barriers while on shore.

Guests with hearing impairments

In order to support our guests with hearing impairments, we rely on the ideal combination of technology and people. We make cutting-edge technical devices available, while our AIDA service team naturally provides professional, personal assistance.

Since 2011, AIDA vacations have had even fewer barriers for guests with hearing impairments. To do this, we provide a cabin set, which transforms the sounds



of warning signals, door knocks, telephone rings, and alarm clocks into light or vibration signals. We have also installed inductive audio systems at the reception desk and in the onboard theater or “Theatrium” on all of our ships. They amplify the volume of speech of reception personnel and the voices and sounds on the stage in hearing aids and implants.

Guests with visual impairments

Guests with visual impairments will find an orientation system on board with a high-contrast tactile surface and Braille writing. This is at a height of 1.22 meters. Almost all public areas on board, including bars, restaurants, lifts, stair handrails, public restrooms, and cabins, are equipped with it.

The stairs and floor coverings have different aesthetics and textures. The main passageways are equipped with handrails. At least one handrail runs through all areas and continues up the stairs. The glass doors on board also feature contrast panels.

We provide our guests with key safety information and a deck plan in a font size they can read or in Braille. Certified guide dogs may be brought on board under certain conditions and can replace a chaperone.

Medical service

This is yet another area where we do everything we can to ensure that our guests travel as comfortably and safely as possible. Whether our guests suffer from a chronic condition or become sick during the trip, in our modern hospitals our ship doctors and nurses will see to it that guests are provided with reliable care. If an illness cannot be sufficiently treated on board, further care will be administered at a doctor’s office or hospital on shore. Our cooperation partners are available to provide patients with guidance and resources.

When they book their trip, guests who are receiving medical treatment or have a special request should notify us about important issues such as drug requirements and the potential need for medical care while on board. We are pleased to provide information and consult our guests on the extent to which it is possible to receive individually required health care on the desired voyage.

Cruises often travel to foreign countries. For this reason, we keep our guests well informed about which vaccina-

tions and health measures are necessary or recommended for the respective destinations.

Physical therapy, including medical massages, is also available on board. Our guests can take advantage of these services in our Body & Soul Spa areas.

6.3.3. GUEST SATISFACTION

Guest satisfaction is our top priority. At AIDA, we do our utmost every day to ensure that our guests feel that they are well-looked after by our professional employees, both on board and ashore. Our central customer management team “Customer Relations” is responsible for all dialog with our guests before and after their vacation. It is an important tool for us as it allows us to act on our guests’ suggestions in the optimal way and it covers three areas: Customer Dialogue & Loyalty, Customer Intelligence and Complaints management. We are in dialog with our guests with regard to travel information, direct marketing and our AIDA Club loyalty program. Furthermore, all information on quality assurance is compiled by customer management. The Customer Relationship Management (CRM) team and the market research team are also involved in this. Furthermore, customer management also acts as a “lobby” for our guests in the company, actively bringing their input and suggestions to bear on the development of new products.

We also assess guest satisfaction by means of detailed guest questionnaires. These provide us with valuable tips on how we could make further improvements. We always welcome guest inquiries and suggestions, but we also value criticism from our guests. In 2013, our guest satisfaction rate was at 94%.

If a guest nonetheless has grounds for complaint, a direct contact will be available both on board and ashore, and will be happy to deal with the issue. Getting in touch ashore is possible through all channels of communication. Complaints are dealt with in less than five working days, depending on the means of communication used. In 2013, we reduced the average complaint rate for the overall voyage from 2.39 percent to 1,57 percent – well below our target rate of 2.50%.

We don’t stop at ensuring that each and every guest receives top service at all times: we always like to open ourselves up to outside scrutiny. Experts from the ho-

tel and food services industry come on board our ships incognito as ordinary guests, and are therefore able to experience an authentic day at sea with AIDA. The examiners evaluate all parts of the voyage based on clearly defined quality and service standards and provide us with valuable feedback to further improve our guests' satisfaction.

As well as the numerous instances of positive feedback which we received from our guests in 2012 at AIDA Cruises, we were also delighted to win two awards for our service quality. In a pan-European survey by magazine "Reader's Digest", we received the accolade of "Most Trusted Brand" in the "Cruise" category for what was the second time in Germany and the first time in Austria. We received the renowned Pegasus award for this.

In Germany's largest rankings table for services, we saw off competition from 13 other cruise operators to be awarded the Golden Seal for the best service quality experienced in the industry.

We're delighted with this award – but we're not planning to rest on our laurels. Instead, we see these awards as an incentive to further improve the quality of our service.

In addition to plenty of positive feedback from our guests, we at AIDA Cruises were also delighted to receive two special awards for our service quality in 2013. In a pan-European consumer survey conducted by "Reader's Digest" magazine, we received the accolade for the "Most Trusted Brand" in the "Cruise" category for the third time in a row in Germany. In 2013 we received the renowned Pegasus Award for this.

In Germany's largest ranking of services, AIDA Cruises once again came in first place in 2013 and was awarded



the Golden Seal for best service quality. AIDA prevailed against nine other cruise operators and earned the highest score for the best customer service experienced in the cruise industry.

Even though we are delighted to receive these awards, we won't simply be content to rest on our laurels. Instead, we see them as a further incentive to continue improving our service.

▶ GUEST SATISFACTION [PR5]				
	2012		2013	
	Guest satisfaction rate at 94 %		Guest satisfaction rate at 94 %	
	Overall journey	On board	Overall journey	On board
Complaint rate	2,39	1,78	1,57	1,25

6.3.4 SAFETY

Safety always has top priority at AIDA. The entire crew feels responsible for our guests and is regularly given HESS (Health, Environment, Safety and Security) training. Safety drills with guests are carried out as standard and even take place before the ship leaves harbor.

Technical ship safety

The tested ships of our fleet, AIDAbella and AIDAdiva, were the only ones to be awarded the “very good” rating in the ADAC cruise test 2012. The ADAC certified all of our tested ships as having cutting-edge technological, safety, life-saving and fire-safety equipment and a professional crew with a high sense of responsibility and knowledge of safety issues that is always ready to help. It also certified that we carry out scrupulous security controls of passengers and luggage during embarkation as well as routine evacuation drills. Special praise was reserved for our exemplary use of water-tight doors, which must always be closed without exception during the voyage of all AIDA ships. This shows that our zero-tolerance policy for error is effective for all safety aspects. These very good test results motivate us to continue to operate with the same high level of care and responsibility.

Organizational safety

To ensure that our employees react correctly at times of danger, we train each and every one of them in safety procedures from their first working day on according to the HESS training system. And this happens at every stage of their work – before, during and between their periods on board.

In 2012, we also opened the first center for maritime simulator training in Germany with the CSMART Rostock at the AIDA Academy. This is specially tailored to the quality standards in training and professional development and thus to safety in the cruise industry. We invest hugely in the training and professional development of our nautical and technical managers. Well-trained employees are an important guarantee for the safety of our guests and crew. As well as a first-class nautical and technical education, we expect our officers to show particular mental strength and team spirit. Each of them must be in a position to evaluate potential emergency situations extremely rapidly and then take the right decisions. That is why training units also cover the latest research findings from air travel and other safety-conscious industries.

CSMART stands for Center for Simulator Maritime Training, and is a globally renowned centre of excellence for training and professional development for nautical and technical managers. CSMART Rostock at the AIDA Academy is, along with CSMART Almere in the Netherlands, the second biggest simulator training center in Europe. The “Full Mission Bridge Simulator” is a reproduction of the bridge on the AIDAblu which was launched in 2010. An engine room simulator based on the SIEMENS steering on board AIDA ships is also part of the comprehensive safety training equipment in the maritime simulator training center.

Maneuvers can be simulated 1:1 on the 220° panorama screens with different prevailing conditions such as swell, wind, current, different lighting conditions or precipitation. Training is provided in the areas around the world in which AIDA Cruises operates, including in the ports of Hamburg, Bangkok and New York, as well as in frequently navigated areas such as the Kadetrenden, the Strait of Dover and the Bosphorus.

Our safety officers ensure strict compliance with the regulations on board our ships. The crew demonstrates in regular drills that they are able to respond professionally in an emergency, and that all life-saving appliances are operational. Specially trained fire protection teams are present on every ship to ensure the safety of guests in the event of fire. All procedures are clearly defined in the Safety Management Manual.

Standardized Safety

Compliance with national and international laws and directives is second nature to us. We implement new regulations as quickly as possible – often exceeding the required standards. Internationally, the provisions set by the International Maritime Organization of the UN (IMO) are binding for AIDA Cruises. IMO regulations also include the SOLAS convention (Safety of Life at Sea). This sets out rules for the construction, fit-out and operation of ships. These rules include key regulations such as the International Ship and Port Facility Security Code (ISPS Code) and the International Safety Management Code (ISM). These guarantee safety in ports and operational safety on board.

6.3.5 CONSCIOUS TRAVEL

At AIDA, we believe that acting sustainably and creating unforgettable vacation memories go hand in hand. We inform our travel agency partners and our guests about our commitment. We are also continuously expanding our selection of sustainable and attractive excursions. In 2013, we launched the “AIDA Freunde der Meere e.V.” (“AIDA Friends of the Ocean e.V.”) organization at the initiative of our employees to make an active commitment to marine and coastal conservation.

Bike excursions

AIDA bicycle excursions offer many advantages. They are healthy, environmentally friendly and bring guests close to real life in the destination region. Bike excursions have been part of our program for many years and that makes us a pioneer and trendsetter in the cruise industry. With our new “fleet” of Segways and Pedelecs – an increasing number of which are available on AIDA ships – we will be able to offer our guests even more opportunities in the future of discovering the shoreside area in an environmentally-friendly and hugely enjoyable way. In 2013, some ships in the AIDA fleet were

each equipped with 21 Pedelecs, and Segways were added to a fourth ship. Just like our trusty bicycle excursions, the guided tours on Segways or Pedelecs offer an exceptionally relaxing experience on two wheels.

If you have any questions on our tours, please get directly in touch with the AIDA Biking Team at biking@aida.de.

In all AIDA excursions, it is very important to us that any packaging or other waste generated is disposed of on site in an environmentally-friendly way. If this is not possible, our participants take their garbage back on board with them. There we can separate, recycle and dispose of waste as necessary.

Sustainable shoreside excursions

Sustainably designed shoreside excursions do not just allow our guests to enjoy unforgettable experiences; they also contribute substantially to economic development, protection and promotion of the environment and cultural heritage and the preservation of the livelihoods of local populations. We sent a clear signal for sustainable tourism when we signed the UN-WTO Code of Ethics for Tourism in 2012.



Sustainable Shoreside Excursions



Such aspects primarily come into play when it comes to how guests are transported on shore excursions, the tourism infrastructure used (e.g., energy efficiency, water conservation, using local products, and avoiding and separating waste) as well as social aspects and treating foreign cultures with respect.

An invitation to promote sustainability

The AIDA team is convinced of the merits of acting sustainably. It is precisely this conviction that we want to pass on to our guests. For example: We have stopped visiting dolphinariums for reasons related to animal welfare. The way in which sea mammals are kept in most of these parks is not in the interest of

A number of excursions – such as many of our active excursions with bicycles, e-bikes, Segways, as well as hikes and urban walking tours – have been designed in an eco-friendly way. We also have offers such as kayaking tours and fun sports. In the spring of 2014, we will be testing standup paddleboarding in the Canary Islands on AIDAblu. If this is a success, then we hope to offer this option in other destinations by the winter.

On all AIDA excursions it is very important to us that any packaging that is brought along or any other waste that is generated is disposed of on site in an environmentally friendly way. If this is not possible, then our participants take their garbage back on board with them, where it can be separated, recycled, and disposed of accordingly. We continue to work with our partner Futouris to promote sustainable shore excursions. In 2012, we conducted a guest survey on this topic and developed a criteria catalog for sustainable shore excursions in 2013.

In 2014 the focus will be on practicing sustainable excursion planning. The first pilot projects will be implemented in the Baltic Sea region in 2014. So that AIDA guests can immediately see which of our excursions are especially sustainable, we will use symbols to identify such excursions starting in April 2014. Right now, this includes a total of sixteen sustainable excursions. A central concern of the project is to make the measures in the respective destinations visible and to sensitize passengers to sustainability aspects on shore excursions.

the species. For this reason, we have decided to stop supporting these institutions. One exception are a few select theme parks that are actively committed to species conservation and promoting the protection of sea animals through their educational and research work.

These parks provide the animals with living conditions that exceed the minimum defined standards for animal welfare. AIDA is a member of the Futouris e.V. initiative, which aims to work together with environmental organizations and researchers to review and improve how animal welfare standards are defined and adhered to. AIDA Cruises recommends that guests who are interested in whales and dolphins observe them living free in nature, for example on a whale watching tour. We support soft tourism and are continuing to expand our range of excursions. This is also why for many years we have been offering our guests excursions on which they can see whales, dolphins, and other marine life in their natural habitats. We work with select providers who make sure that tourists will not disturb the animals. We want our guests to have the opportunity to consciously experience the many different facets of sustainability – in everyday life on board and on shore excursions, on bike or Segway tours, and during our informational events on culture and the environment. With our program – through what we offer and what we don't – we want to inspire our guests and invite them to travel with greater awareness.

Training our travel agent partners

For more and more people, the eco-friendliness of a planned trip is becoming an important booking criterion aside from the actual vacation experience. This is why at AIDA Cruises we provide our travel agency partners with transparent information about our environmental commitment. We are also available to speak with them and answer their questions so that they can thoroughly advise their customers. In 2013, sustainability was a key point on the agenda at 287 evening events for travel agencies and 155 trade fairs. Environmental protection has also been permanently integrated into ongoing sales campaigns for our office and field staff. In October 2013 we began the EXPIdition program, a multipart series of training workshops for travel agency employees, which included an online test with questions about the environment. On an EXPIdition Tour with ten events throughout Germany and at an EXPIdition Brunch with 25 breakfast seminars, participants were able to gain in-depth knowledge and engage with us in a dialog about sustainability.

AIDA Friends of the Ocean e.V. (AIDA Freunde der Meere e.V.)

As a cruise operator, AIDA relies on an intact environment and clean oceans. Many employees as well as guests advocate protecting this sensitive ecosystem and want to actively contribute to preserving it. But how and where can they get involved?

At the suggestion of AIDA employees, a committed team headed by Dr. Monika Griefahn, Chief Sustainability Officer AIDA Cruises, decided to tackle this very question. The result: On March 12, 2013, the founding meeting for the "AIDA Friends of the Ocean e.V." ("AIDA Freunde der Meere e.V.") was held aboard AIDAstella.

"AIDA Friends of the Ocean e.V." operates as a non-profit organization and is managed separately from AIDA. The organization has set the goal of using various projects to promote the concept of environmental and marine conservation at both the national and international level. According to information from the United Nations Environment Programme (UNEP), each year around 6.4 million tons of trash are dumped into the world's oceans.

"AIDA Friends of the Ocean e.V." wants to do something to stop this. It can no longer simply stand by and watch as more and more animals perish and the vital habitats of birds, fish, and other living creatures are destroyed.

The organization's work focuses on promoting an understanding of the ocean ecosystem and sensitizing the public about ecological problems affecting maritime habitats. "AIDA Friends of the Ocean e.V." wants to get as many people as possible excited about the fascinating ocean world and thus increase conservation efforts and the willingness to protect our oceans and coastal landscapes for the long-term. This should particularly be done through practical nature protection projects, but also through educational and PR work.

In 2013, special attention was given to the issue of "Trash in the ocean." In September 2013, "AIDA Friends of the Ocean e.V." participated in the "International Coastal Cleanup Day" with tremendous success and held coastal cleanup activities in Hamburg and Warnemünde. In 2013, the organization sponsored a drawing contest to encourage preschoolers and schoolchildren to think about the ocean in a creative, diverse way. Over 16 institutions responded to our call for submissions; we received over 200 entries. Another important focus for "AIDA Friends of the Ocean e.V." is its committed opposition to so-called microplastics.

Many toothpastes, exfoliating shower gels, and other everyday products contain small "plastic pearls" that are meant to enhance the cleaning action. These plastic microparticles contain polyethylene (PE) and polypropylene (PP), which can have harmful effects on the health of humans and animals. After washing, these microplastics, which are invisible to the naked eye, travel from the plumbing in our bathrooms into the water supply. Since these microparticles cannot be broken down, they pose a risk to our water sources. Birds and fish also mistakenly see these microplastics as food and often die from them. "AIDA Friends of the Ocean e.V." wants to raise awareness about the impact of microplastics and encourage consumers to make conscious product decisions. All cleaning and cosmetic products on board AIDA ships are naturally free of microplastics.

"AIDA Friends of the Ocean e.V." is open to anyone interested in becoming involved in protecting the ocean and supporting this work. Donations and memberships will allow the organization to continue to grow and promote its projects. We warmly welcome new members who wish to actively contribute their ideas and work on projects.

More information about AIDA Friends of the Ocean e.V., membership applications, and contact details can be found at www.aida-freunde-der-meere.de

Goals and Objectives Guests

GUESTS					
OBJECTIVE	STRATEGY	2011	2012	03. 2013	OUTLOOK
▶ INCREASING GUEST SATISFACTION					
Differentiated recording of customer needs and wishes	Compile guest feedback in a more differentiated and guest-oriented way. Optimize guest survey -> Each guest can evaluate their entire trip, but can also evaluate individual components of the trip, and then comment on this verbally	Introduction of online questionnaire Overall satisfaction at 1.60	Qualitative and quantitative evaluation of all guest questionnaire data Overall satisfaction at a similar level (1.61)	Objective: 1,55 To continue	Maintain satisfaction levels
Improve online presentation of guest satisfaction	Information directly on the AIDA home page and description in sustainability report in the Guests & Community chapter	Planned	Implemented	To continue	To continue
Change the way that guest satisfaction is presented	<ul style="list-style-type: none"> Introduce a customer satisfaction index as an overall percentage of results of all guest questionnaires within a fiscal year Consideration of all weighted satisfaction levels for the different aspects of the cruise in relation to overall satisfaction 	AIDA guest satisfaction at 95% on average, even reaching 97.5 % when broken down	AIDA guest satisfaction at 94% on average, even reaching 96 % when broken down	To continue	
Mystery checks to evaluate service and process performance	Monitoring of service quality by independent experts from the hotel and catering industries.	Introduced	To continue	To continue	To continue

GUESTS					
OBJECTIVE	STRATEGY	2011	2012	03.2013	OUTLOOK
Consideration, and rapid, or if possible immediate, implementation of customer suggestions	Idea cards for guest suggestions and remarks available on board	Introduced	To continue	To continue	To continue
Improvement of accessibility for persons with individual requirements	Increase accessibility for guests with hearing impairments	Cabin sets and inductive audio systems at reception and in the theater/Theatrium	To continue	To continue	Consider accessibility on new ships even more carefully and expand range of offers (fit for future demographic developments)
	Increase wheel-chair accessibility	To continue	To continue	To continue	
	Test new caterpillar lifts for shoreside excursions	To continue	Newly introduced	Test from February 2013	
	Orientation assistance for guests with visual impairments		Extension	To continue	
	Carriage of guide dogs possible		Newly introduced	To continue	
	Extended menu for people with food allergies	Basic offer exists	Introduced	To continue	
	More transparent travel information for accessibility			Own landing page Accessibility	
Customer dialog in social networks	Pages on major platforms such as Facebook, google+, Youtube, Twitter and in the AIDA web lounge	AIDA fan community on Facebook and in the AIDA web lounge has grown constantly since 2007	380,000 fans on AIDA Facebook page 75,000 members on AIDA web lounge	430,000 fans on AIDA Facebook page 80,000 members on AIDA web lounge	Further increase in fan numbers on Facebook (around 12%) and in the AIDA web lounge (around 15%)
Increase customer loyalty	AIDA Club for frequent travelers with attractive and complimentary benefits	650,000 members	800,000 members reached	Growing continually	Further increase in fan numbers on Facebook (around 12%) and in the AIDA web lounge (around 15%)



► 6.4 SUCCESSES

Acting responsibly for business success

AIDA revolutionized the cruise market with an innovative travel concept in 1996. Today we hold the pole position in Germany. Our economic success is inseparably linked to our sustainable behavior: We assume social responsibility and continually improve our environmental protection standards. This will ensure that our future guests are also able to enjoy cruises to the most beautiful spots in the world.

6.4.1 AIDA DRIVES THE ECONOMY

AIDA continues to grow: We are expanding our fleet, hiring new employees, and contracting with numerous local partners in Germany and in our 73 current destination countries.

The cruise industry is booming: With the maiden voyage of our tenth ship, AIDAstella, in March 2013, we once again saw a substantial increase in our number of employees on board. In 2013 a total of 6,000 employees from 34 nations worked aboard our ships, in addition to 900 employees in Rostock and Hamburg. With every additional ship we put into service, we create around 1,000 new jobs at AIDA Cruises.

According to a study by CLIA Germany – the German division of the Cruise Lines International Association (CLIA) – and the German Travel Association (DRV), the German ocean cruise market generated a total of 2.88 billion euros in revenue in 2013. This calculation is based solely on travel receipts from/to the respective

port. Since they account for around 12 percent of total revenues in the travel operator market, cruises are clearly an indispensable part of the tourism landscape and an important driver of growth in the German tourism market. Cruise lines create jobs and increase the added value in local markets. AIDA, for example, cooperates with local agencies to organize shore excursions, employs numerous local suppliers, makes purchases in the destination regions, and utilizes the services of local port agencies and harbors. As a study conducted by the CLIA shows, in 2012 the cruise industry in Germany generated around 45,600 direct and indirect jobs and paid 1.7 billion euros in wages.

In 2013, 93 percent of the total traffic attributed to cruise passengers took place at Germany's three largest ports: Hamburg, Rostock/Warnemünde and Kiel. Hamburg is Germany's largest cruise port and reported 552,459 cruise passengers last year. AIDA Cruises also played a considerable role in this successful track record with 70 calls at port in 2013.

The home port of AIDA Cruises in Rostock-Warnemünde also set a new record in 2013 with 483,000 passengers.



A study conducted by the University of Rostock estimates that in the 2013 season, cruise passengers and crew members spent at least 14 million euros at local and regional retailers, hotels and restaurants, on public transportation, as well as on taxis and parking services in Rostock, Warnemünde, and the surrounding area. This does not even include the revenues that bus companies, rail service operators, shore excursion companies, utilities and waste management companies, ship brokers, pilots, and port operators generated as a result of the cruise industry.

The Hanseatic City of Hamburg is also benefitting from the growing cruise market and has reported an increase in added value. The Hamburg Chamber of Commerce (IHK) estimates that the industry generated over 270.6 million euros in revenue for the city in 2013, which is 64 million more than two years ago.

According to the most recent survey by the Cruise Lines International Association Europe (CLIA) [Link auf www.cruising.org], the cruise industry in Europe creates 327,000 jobs and contributes 37.9 billion euros to the economy each year. The number of cruises booked in Europe rose four percent from 2012 to 2013, which means that the European cruise market has doubled in just eight years. Germany is clearly well on its way to becoming the world's second largest cruise market. According to a current study by the CLIA and the DRV, in 2013 the German market for ocean cruises grew 9.2 percent to a total of 1.69 million passengers. As the

market leader, AIDA Cruises is the driving force behind the German cruise industry. With 763,700 guests, the number of passengers on board AIDA ships was up 20 percent compared to the previous year, meaning that AIDA Cruises grew at twice the rate of the overall market.

AIDA fundamentally believes that growth is a byproduct of sustainable business practices. At the same time, we strive to include our business partners, while focusing on our comprehensive quality concept. This means that we always think about the environment, society, our business partners, and the well-being of our guests when making business decisions. The products that we procure, use, and offer should be recyclable or reusable whenever possible. It is ideal if they are already made from recycled materials, since this protects our natural resources. In the long-term, our goal is to create a nearly complete circular economy in which waste is practically no longer produced. Comprehensive quality also means that the products that we and our business partners use are healthy and practical for their users. Because they contain recyclable resources, these products equally benefit the environment and the economy. In addition to technical efficiency, this comprehensive quality strategy is also the foundation of our sustainability concept – and the basis for our economic success in the future.

6.4.2 SHARING SUCCESS

“AIDA cares” is not only the name of our sustainability program, it is also an expression of our corporate culture. We make our commitments out of conviction – and in a variety of areas. We want to make a contribution to sustainable development and take on responsibility with our commitment to the community. Thanks to our commitment, employees, partners and all economic stakeholders can see what we stand for and what is important to us. It goes without saying that we want to share our successes and we give back to the community in the form of donations and sponsorships. We allocate these funds in line with our donation guidelines. That means that decisions are taken based on defined criteria and are always transparent.

Every year we team up with our guests to support social projects in crisis regions, for example with a New Year's Eve raffle. In 2013 we were deeply moved and shocked as we at AIDA Cruises followed the news about the devastation in the Philippines caused by Typhoon Haiyan. Around 800 employees on board the AIDA fleet were from the regions hardest hit. AIDA Cruises and Costa Crociere immediately provided 100,000 US dollars of unbureaucratic emergency aid for affected crew members of both cruise lines. Their fate and that of their fellow countrymen prompted a tremendous response from the guests and crew members aboard AIDA Cruises, who were ready and willing to come to their aid. With the “AIDA Help for the Philippines” in-

itiative and the annual New Year's raffle on board the AIDA fleet, AIDA Cruises collected more than 223,700 euros in total donations for the victims of Typhoon Haiyan. The sum benefitted the SOS Children's Villages in the Philippines as well as affected AIDA crew members and their families.

In the aftermath of the catastrophic flooding in Germany in 2013, AIDA Cruises also spontaneously held a donation raffle aboard its ten ships. The proceeds of 100,000 euros were donated to Germany's Relief Coalition “Aktion Deutschland Hilft” to assist flood victims. Sport is a key component of the AIDA experience, both on board and ashore. That's why we support our sports patrons in the disciplines of rowing, cycling, football, golf, hockey and marathon in our AIDA Sports Crew. AIDA Cruises also promotes culture. Since 2002, we have been the main sponsor of the Mecklenburg-Western Pomerania festival – one of the largest classical music festivals in Germany.

Finally, we are highly committed to our headquarters in Rostock and have been a partner for various social and cultural events and institutions in the region for many years. We support maritime organizations such as the German Seafarers' Mission as well as the University of Rostock, the Rostock University of Music and Theatre, the local School Music Weeks, and the Rostock Zoo.



Our awards

We are proud of the prizes and awards we received for our achievements last year:

Trust is the basis for successful and, above all, long-lasting relationships with our guests and sales partners. For this reason, we are especially delighted that consumers in Germany selected AIDA Cruises as the most trustworthy brand in the "Cruise Line" category in Europe's largest consumer survey for the third year in a row. As a result, we were recognized with the prestigious Pegasus Award.

The tourism magazine "touristik aktuell" honored AIDA Cruises with the Globus Award 2013 in the "Cruise Line" category for the best service for travel agencies. This award was exclusively decided on by employees of the tourism sales industry. A total of around ten percent of German travel agencies vote on the winner. Important criteria for which AIDA was able to earn high marks included its good availability, fairness in the event of reservation changes, competent contacts in the customer center, and training offerings.

AIDA has always placed great emphasis on being family-focused. For this reason, we are especially pleased that AIDA Cruises was awarded the Deutschen Kreuzfahrtpreis (German Cruise Line Award) 2014 in the category for the "Best Family Product". This highly coveted award is given out each year by the renowned Koehlers Guide Kreuzfahrt (Cruises). Among other things, the award recognized the child-friendly features on AIDA ships, the family-oriented offerings and childcare services, family-friendly cabins (for example with connecting doors), as well as child and youth discounts.

Environmental protection is a top priority at AIDA. For instance, we are highly committed to finding eco-friendly energy supply alternatives for our ships while they are docked at port. Together with our partner Becker Marine Systems, AIDA Cruises was awarded the Baltic Sea Clean Maritime Award 2013 for the innovative LNG hybrid barge concept in the category for "Environmentally Friendly Infrastructure Development" in the Baltic Sea region. This award, presented by the Baltic Sea Forum in

collaboration with the InnoShip project, promotes innovative ideas, projects, and solutions that help to protect the highly vulnerable Baltic Sea ecosystem.

Our commitment to reducing our emissions is not just limited to our ships. AIDA Cruises was recognized for its eco-friendly fleet management ashore with the Green Fleet Award 2013. The prize is awarded by TÜV Süd and honors the most innovative and economical ideas for greater environmental protection in fleet management. Our contribution to added value was also recognized last year. In 2013, AIDA Cruises President Michael Ungerer received the "Hamburger Kreuzfahrtpersönlichkeit 2013" ("Hamburg Cruise Line Personality 2013") for his commitment to Hamburg as a cruise location.

AIDA Cruises also received the Mallorca Chamber of Commerce's Award 2013 for its economic commitment to Mallorca.

We see all of these prizes and awards as an incentive to continue doing our best to live up to our leading position in the cruise industry.



Goals and Objectives Successes

▶ SUCCESSES					
OBJECTIVE	STRATEGY	2011	2012	03.2013	OUTLOOK
▶ BUILDING ON OUR POSITION AS AN ECONOMIC POWERHOUSE AND SUSTAINABLE BUSINESS					
Expand our fleet	• Commission new builds	Launch of AIDASol	Launch of AIDamar	Launch of AIDAstella	New cruise ship for 2015 and 2016 respectively
	• Increase berth capacity	Fleet offers a total of 14,248 berths	16,442 berths	18,636 berths	25,136 berths by 2016
Intensify positive impact on the local economy	• Create secure jobs for the future	5,600 employees	6,000 employees	Laying of the foundation stone for AIDA Home planned for 2013	400 new employees by 2014 Inauguration of new building in 2014
	• Expand our Rostock offices	Acquisition of Rostock headquarters with several sites (total 10,500 m ²)	Ground-breaking new AIDA Home office complex in Rostock		
	• New entertainment center in Hamburg			January 2013 Topping out ceremony for AIDA Entertainment Hamburg	
and in destination countries	• Expand partner network and build on partner relationships	14,500 partners Extension of the "partnership program" (incl. training of 1,800 travel industry professionals)	15,300 partners Expert forum Lead partner in EU Baltic Sea forum	Intensification of cooperation with partners on site e.g. on issue of environmentally friendly transport	Stricter selection of suppliers according to sustainability criteria
	• Study on AIDA's economic impact on Mecklenburg Western-Pomerania	planned	Participation, publication of findings		Promotion of guest visits to local projects/initiatives
Increase range of travel options	Include new destination countries in the portfolio	Two new destinations: Black Sea and Red Sea	Two new destinations: Venice and the Spitsbergen and Lofoten archipelagos to the north of Norway	Four new ports: Venice, Dubrovnik, Zadar and Ravenna; new routes incl. in Northern Europe	New destinations introduced with every new ship

► **SUCCESSES**

OBJECTIVE	STRATEGY	2011	2012	03.2013	OUTLOOK
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► **BUILDING ON OUR POSITION AS AN ECONOMIC POWERHOUSE AND SUSTAINABLE BUSINESS**

Further develop market position in Germany	Increase recognition of the AIDA brand	Continually improve guest satisfaction with constant improvements in service, incl. evaluation of guest surveys and extension/adaption of range of offers	<ul style="list-style-type: none"> 45.3m (70.1%) of Germans recognize the AIDA brand. 	Intensification of stakeholder dialog and partner networks	Pioneer through innovation: <ul style="list-style-type: none"> Cutting-edge technologies
	Strengthen positive image		<ul style="list-style-type: none"> 10.4m (16.1%) of Germans would like to spend a vacation on board our ships. 		

► **SHARING SUCCESS**

Commitment to environment and society Support for research and projects in the fields of social responsibility, environment and employees	Establishment of a sustainability fund	planned	discontinued	Co-founders of "Freunde der Meere" (Friends of the Sea) association	To continue
	Support of charitable organizations	Assistance for a wide variety of cultural and sport institutions	incl. SOS-Kinderdorf e.V. (SOS Children's Village)	To continue	
	Donations management		Adoption of donation guidelines: Donations are more clearly linked to corporate objectives and will be made in fields that are closely connected to the company	All AIDA employees can make suggestions. These are then evaluated based on defined criteria.	

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