

# CARNIVAL CORPORATION & PLC

## – CORPORATE SUSTAINABILITY GOALS

	ENVIRONMENTAL GOALS
#1	Reduce the intensity of CO <sub>2</sub> e (equivalent carbon dioxide) emissions from our operations by 25% by 2020 relative to our 2005 baseline, measured in grams of CO <sub>2</sub> e per ALB-km.
#2	Continue to improve the quality of our emissions into the air by developing, deploying and operating Exhaust Gas Cleaning systems capable of reducing sulfur compounds and particulate matter from our ship's engine exhaust.
#3	Increase Cold Ironing coverage of our fleet wide capacity in relation to future port capabilities.
#4	Increase Advanced Waste Water Purification System (AWWPS) coverage of our fleet wide capacity by 10 percentage points by 2020 relative to our 2014 baseline.
#5	Continue to improve water use efficiency of our shipboard operations by 5% by 2020 relative to our 2010 baseline, as measured by liters per person per day.
#6	Continue to reduce waste generated by our shipboard operations by 5% by 2020 relative to our 2010 baseline, as measured by kilograms of non-recycled waste per person per day.

	SAFETY GOALS
#7	Striving to be free of injuries, we continue to build on our commitment to protect the health, safety and security of our guests, employees and all others working on our behalf.

	LABOR & SOCIAL GOALS
#8	Continue to build a diverse and inclusive workforce and provide all employees with a positive work environment and opportunities to build a rewarding career to further drive employee engagement.
#9	Further develop and implement vendor assurance procedures ensuring compliance with Carnival Corporation & plc's Business Partner Code of Conduct and Ethics.
#10	Continue to work on initiatives and partnerships that support and sponsor a broad range of organizations for the benefit of our local and global communities.

# AIDA CRUISES – BRAND SUSTAINABILITY GOALS & MEASURES

## ENVIRONMENT

GOALS	MEASURES	STATUS/2014	NEXT STEPS/ 2015 FF.
<b>AIDA – to Carn. Corp. #1</b>	Modernization of the heating ventilation and air conditioning system on the first generation of AIDA ships to increase energy efficiency and reliability	AIDAcara is equipped	AIDAvita and AIDAaura installation in 2015
<b>AIDA – to Carn. Corp. #1</b>	Installation of ABB EMMA energy monitoring and management software, which gives decision support for optimizing ship and system performance.	6 Ships equipped 7 <sup>th</sup> ship (AIDAstella) equipped end of September 2015	Installation fleet-wide
<b>AIDA – to Carn. Corp. #1</b>	Installation of dual-fuel engine on AIDA newbuilds 2015/2016	Dual-fuel engine installed on AIDAprima in 2014	Newbuild 2016 being equipped with dual-fuel engine
<b>AIDA – to Carn. Corp. #1</b>	Equip new ships with innovative MALS technology to reduce fuel consumption	MALS technology installed on AIDAprima	Newbuild 2016 also gets MALS technology
<b>AIDA – to Carn. Corp. #1</b>	Improve waste heat recovery through technical improvements resulting in reduced oil-fired boiler use and increased fresh water production	Improvements completed on 7 Sphinx-class vessels	Planned installation for AIDAvita and AIDAaura
<b>AIDA – to Carn. Corp. #2</b>	Installation of comprehensive exhaust gas treatment system (reduction of soot particles, NO <sub>x</sub> , SO <sub>x</sub> by 90-99 percent) on newbuilds  Step by step retrofit of exhaust gas treatment on current fleet	Installation of comprehensive exhaust gas treatment on AIDAprima completed  4 ships equipped with 1st installations of the comprehensive exhaust gas treatment system to reduce sulfur oxides	Installation of comprehensive exhaust gas treatment on newbuild 2016  Continue retrofit installations at regular yard times
<b>AIDA – to Carn. Corp. #3</b>	Use cold ironing facilities as one possibility to lower emissions in port	AIDASol and newbuilds 2015/2016 equipped for cold ironing  6 further ships prepared	AIDASol to be powered via cold ironing in Hamburg Altona for the 1 <sup>st</sup> time in 2015

# ENVIRONMENT

GOALS	MEASURES	STATUS/2014	NEXT STEPS/ 2015 FF.
<b>AIDA – to Carn. Corp. #4</b>	Implementing Advanced Waste Water Purification Systems (AWWPS) and additionally fulfill HELCOM requirements on board newbuilds.	In process	AIDAprima and newbuild 2016 to be equipped with AWWPS and fulfilling HELCOM requirements
<b>AIDA – to Carn. Corp. #6</b>	Reduction of waste generated per guest per day  a) Conduct regular waste disposal audits and inspections on site and in ports  b) Reduction of non-recyclable products. Introduction of closed-loop processes  c) Tighten requirements for contractors, e.g. with regard to sorting quotas  d) Increase use of biodegradable products	Continuous process	Continuous process
<b>AIDA – to Carn. Corp. #5 to #6</b>	Decrease consumption of water and energy resources by optimizing working processes on board	Continuous process	Continuous process
Low-emission energy supply with LNG in port	Worldwide unique pilot project: LNG Hybrid Barge for power supply from LNG  Dual-fuel engine on board newbuilds 2015/2016	1 <sup>st</sup> energy supply of AIDASol by LNG Hybrid Barge in May 2015  Dual-fuel engine installed on AIDAprima in 2014	Test and evaluation of LNG Hybrid Barge as pilot project  Newbuild 2016 being equipped with dual-fuel engine
Increase of sustainable products	Increase of sustainable products, e.g. furniture, clothes for guests and employees (Cradle 2 Cradle = C2C), food etc.	Continuous process e.g. C2C-carpets in crew cabins and onshore (AIDA Home)	Continuous process e.g. we strive for an C2C-Silver-Certification for our cabin fabrics in 2015

## ENVIRONMENT

GOALS	MEASURES	STATUS/2014	NEXT STEPS/ 2015 FF.
CO <sub>2</sub> compensation	<p>CO<sub>2</sub> compensation by AIDA for all business trips of AIDA employees by rental car and plane</p> <p>CO<sub>2</sub> compensation of their cruise as optional offer for AIDA guests</p>	<p>CO<sub>2</sub> compensation of AIDA business trips taken in 2014</p> <p>Introduction of optional CO<sub>2</sub> compensation of their cruise for AIDA guests in March 2015</p>	<p>Continue CO<sub>2</sub> compensation of business trips</p> <p>Increase number of guests who choose to compensate their cruise</p>
	Further increase efficient solutions for IT and office work (printer, resetting IT clients, etc.)	Continuous process e.g. first re-setting to virtual clients	Continuous process e.g. resetting to virtual clients fleet-wide
Increase digitalization	Increase digitalization to save resources on board and onshore (paper and toner)	Continuous process e.g. installation of digital photo stations, e-magazines on board etc.	Continuous process

## SAFETY & HEALTH

GOALS	MEASURES	STATUS/2014	NEXT STEPS/ 2015 FF.
AIDA to Carn.Corp. #7	<p>Mandatory HESS training courses for all employees</p> <p>Integrate HESS content in all training programs</p>	Supporting the development of new Carnival Corporation HESS Standards	Implementation of Carnival HESS Training Standards
AIDA to Carn.Corp. #7	Systematic implementation of occupational health and safety strategies	Continuous process	Continuous process
Improved management systems that take the particular requirements of the cruise industry into account	Develop a group-wide and specially customized management system within the Carnival Group that meets and exceeds the ISO requirements	In progress	Implementation of new Carnival standards in 2015

# LABOR

GOALS	MEASURES	STATUS/2014	NEXT STEPS/ 2015 FF.
Targeted development of employee skills	<p>Target-group specific introductory and refresher courses at the AIDA Academy</p> <p>Expansion of the web-based AIDA Expert learning management system</p> <p>Establish international training centers &amp; programs with training partners</p>	<p>Focus on development of competencies in service and leadership as well as career planning, supported by the implementation of training managers on board</p> <p>Expansion of management and language training courses</p>	<p>Expansion of Simulation Training Center</p> <p>Increase offers for e-learning</p> <p>Implementation of new training modules on board</p>
Support managers with their responsibilities and promote their development	<p>Offer comprehensive training for managers and up-and-coming managers,</p> <p>Develop and maintain management standards and tools</p> <p>Enhance intercultural understanding</p>	<p>New senior management program "Maritime Leadership"</p> <p>New: AIDA Leaders Advanced in Asia</p> <p>Workshops: value-oriented leadership</p>	<p>Implementation of "AIDA Spirits" training in Asia</p> <p>Expansion of "Leaders Selection" training courses</p>
Ensure in-house up-and-coming managers in the nautical and technical fields	<p>Offer high quality training and study programs in cooperation with training partners and the AIDA Academy</p>	<p>Formalization of internal advancements for taking up an officer career</p> <p>Further developments in technical courses of study</p> <p>Internationalization of education</p>	<p>Transferal of students to the new ship electrics course of study</p> <p>Development of a one year educational program for becoming an Electro-technical Officer's Assistant (ETOA)</p>
Consolidate educational activities within the AIDA Academy	<p>Company-wide pooling of training and study activities and training programs</p>	<p>Consolidation of training programs at AIDA Entertainment in Hamburg</p> <p>New facility AIDA Home</p> <p>Synergies of AIDA Academy and Costa Campus</p>	<p>Consolidation of training programs at all AIDA sites</p> <p>Corporate LMS (Learning Management System) within Costa Group</p>

# LABOR

GOALS	MEASURES	STATUS/2014	NEXT STEPS/ 2015 FF.
Measure employee satisfaction	Carry out company-wide AIDA employee survey	Develop clear understanding of AIDA values / Implementation of AIDA Values Project	Introduction of crew satisfaction measurement on board
Improve employee health and work-life balance	Offers for health & work-life balance,  e.g. health day events, strengthening of work-life balance, Numerous fitness and regeneration offers	First health day in Hamburg  Virtualization of work-life (introduction of techniques video conferencing etc.)  New concept and modernization of canteen  Introduction of Home Office offerings for employees of the service center	Expand flexible work-time models  Introduction of electronic work-time schedules on board
Positioning as an attractive employer	Comprehensive insights into the various working worlds for prospective applicants via Internet, trade fairs, social media, international and national career days, presentations and partnerships	Employer in the Tourism Industry 2014" by Focus magazine)  Optimized service for job applicants, e.g. - facelift of aida-jobs.de - simplified application process - increased number of applicant's days	Strengthening of internal and external employer branding, e.g. through new image campaigns for recruiting

# GUESTS

GOALS	MEASURES	STATUS/2014	NEXT STEPS/2015 FF.
Increase guest satisfaction	<p>Differentiated recording of customer needs and wishes</p> <p>Qualitative and quantitative evaluation of all guest feedback</p>	<p>Overall satisfaction at 1.64</p> <p>Guest satisfaction index at 92%</p> <p>(Customer satisfaction index as an overall percentage, Consideration of all weighted satisfaction levels for the different aspects of the cruise in relation to overall satisfaction)</p>	Maintain the level of guest satisfaction
Improvement of accessibility for persons with individual requirements (hearing & visual impairments and wheelchair accessibility)	<p>Expansion of services for people with individual needs</p> <p>More transparent travel information for people with disabilities and special needs</p>	<p>Introduction of wheelchairs for rent</p> <p>Optional board card (pass for people with handicap)</p> <p>First guests with guide dog on board</p> <p>Extended menu options for people with food allergies</p>	Continuous process, e.g. tests of new stairs systems for shore excursions & more transparent travel information for accessibility
Open customer dialog in social networks	Present on major platforms such as Facebook, google+, Youtube, Twitter and in the AIDA weblounge	836,643 fans on AIDA Facebook page & 99,120 members on AIDA web lounge (May 2015)	Further increasing the number of members
Increase customer loyalty	AIDA Club for frequent travelers with attractive and complimentary benefits	976,694 members reached (May 2015)	Further increasing the number of members

## COMMUNITY / CHARITY

GOALS	MEASURES	STATUS/2014	NEXT STEPS/ 2015 FF.
AIDA to Carn.Corp. #10	Support for research and projects in the fields of social responsibility and environmental protection  Support of charitable organizations, Donations management	Support of partners with voluntary activities & financial donations, e.g. SOS Kinderdorf, democracy initiatives, sports and culture	Continuous process
AIDA to Carn.Corp. #10	Continuous and new projects of AIDA Friends of the Oceans e.V., growing number of members and supporters	Introduction of beach ashtrays, Clean-up activities, Info and awareness-raising regarding negative effects of plastics and microplastics on the environment	Continuous process, e.g. recruiting more members & strengthening of projects and partnerships

# ECONOMIC GROWTH

GOALS	MEASURES	STATUS/2014	NEXT STEPS/ 2015 FF.
Expand our fleet	Commission of newbuilds Increase berth capacity	No new ship 2014 18,636 berths	Launch of newbuilds in 2015 and 2016  25,136 berths by 2016
Intensify positive impact on the local economy	Create new jobs	6,000 employees on board and 900 employees onshore  New (additional) office complex AIDA Home in Rostock opened in 2014	Recruiting of additional employees, especially with the commissioning of AIDAprima and the newbuild 2016  Approx. 1,000 new jobs with each newbuild
Intensify positive impact in local & destination countries	Expand partner network and build on partner relationships	13,479 partners (in Germany, 190 harbors & 73 countries)	Further development of partner networks (optimizing, consolidating & stricter selection of suppliers according to sustainability criteria)
Expand the range of travel offerings	Add new destinations to our portfolio	New destinations in 2014: Tampa, New Orleans, San Juan	Continuous process New in 2015: Amber Cove, Colón, Puerto Limon, Cartagena
Further develop market position in Germany	Increase recognition of the AIDA brand Strengthen positive image	Number 1 of cruise lines on the German market  Brand awareness in Germany 66 % (2013)	Continuous process, Strengthen market position & increase brand awareness