

AIDA cares

Summary 2016



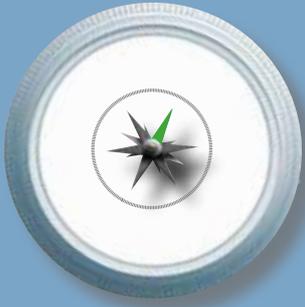


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1.0 FOREWORD

The market for cruises is growing. In 2015 Germany was the second-largest cruise market worldwide, behind the USA. In Europe, Germans even take the lead when it comes to cruise vacations. In early 2016 we welcomed the eleventh ship to our fleet – AIDAprima. In the coming years we will be commissioning three more new AIDA ships and will double our capacity. That means we are and will remain a growth driver in the German cruise market.

At the same time, a cruise is inextricably linked with experiencing unspoiled nature. On board our ships our guests discover the most beautiful places in the world. For us, operating sustainably is the basis of our business model because only if we shape our growth responsibly, protect the environment, and commit to our employees and partners can we continue to successfully provide cruises in future.

With each new generation of ships we set new standards at AIDA: in terms of guest comfort and vacation experience, as well as in the area of environmental protection. Even when planning and commissioning our ships we set great store by using the best available technologies in order to minimize the impact of our operations on the environment and the climate.

In many areas AIDA Cruises is taking a pioneering role – for example with regard to the use of liquefied natural gas (LNG) for low-emission ship operations. LNG is the cleanest fossil fuel currently available and AIDAprima will be the first cruise ship in the world to be fueled in an environmentally friendly way with LNG when docked. Under our “Green Cruising” concept, we will be fueling the next AIDA generation – whose construction we contracted from the Meyer shipyard in Papenburg in 2015 and which we will be commissioning from 2019 – entirely

with liquefied natural gas. By using LNG the emission of soot particulates and sulfur oxides is completely avoided. Emissions of nitrous oxides are reduced by 80 percent and CO₂ emissions by 20 percent. Furthermore, since May 30, 2015 as part of a pilot project, while AIDAsol is docked at the HafenCity Hamburg it is being fueled via the LNG hybrid barge with low-emission power from liquefied natural gas. Our trendsetting initiatives for the use of LNG on cruise ships earned us the Seatrade Award 2015 as the “Environmental Initiative of the Year.” We are delighted to receive this recognition of our efforts which is an affirmation that we should consistently pursue the course we have taken.

Apart from the dual fuel motor for LNG operation, AIDAprima also features two land power connections and a three-phase system for the treatment of waste gas that reduces soot particulates, nitrous oxide and sulfur oxide emissions by 90 to 99 percent. Our ship is thus equipped to make use of currently available, low-emission means of power supply. Innovative MALS technology also allows AIDAprima to glide on a carpet of air bubbles, reducing friction and thus also fuel consumption.

We have also further improved the lifecycle assessment of the ships in our existing fleet by putting many different measures in place. A total of four ships have already been retrofitted for exhaust gas treatment. In addition we almost quadrupled the use of gas oil as a fuel in 2015 and cut heavy fuel oil by more than one third. This has reduced sulfur oxide emissions by around 13 percent. By joining the 2-Grad Foundation in 2015 we are moreover supporting the climate target of limiting global warming to less than 2 °Celsius compared with the standard before the start of industrialization.

We were able to reduce per person/day consumption of fresh water on board the AIDA fleet in 2015 from 172.8 to 168.8 liters and have once again increased our waste recycling rate by 3 percent.

Apart from environmental protection our sustainability strategy also embraces a commitment to our employees and society. We promote the potential of our employees with extensive training and continuing education options. We increased the numbers of employees in training by more than 50 percent in 2015 compared with 2014. We have also launched various initiatives – such as a Talent Management Program, and various distinctions such as the Seniority Award, Employee of the Month or Intranet Award – that recognize good performance and employee loyalty. Our intranet is a modern communication platform that allows us to inform all employees about company news. At the same time we have made it easier for employees to exchange information from ship to ship, from land to ship, and vice versa. Our efforts were also rewarded in 2015 when we were named a “Top Employer.”

Furthermore in 2015 we already celebrated ten years of partnership with the children’s charity, SOS-Kinderdorf, which we once again supported by donating the revenue from the New Year’s tombola which is held on board AIDA ships. We are also involved in various initiatives that provide emergency aid to refugees. Another area of focus was on the promotion of athletes and sporting events, most notably in preparation for the 2016 Olympic Games in Rio de Janeiro.

This report contains detailed information about our commitment to the environment and society.

We hope you enjoy reading it and get some exciting insights into the AIDA world.

Best regards,



Felix Eichhorn
President AIDA Cruises

2.0 ABOUT THIS REPORT

AIDA Cruises has already been publishing a Sustainability Report since 2007 in which we inform readers in detail about our commitment to the environment and society.

In our AIDA cares 2016 Sustainability Report we report transparently and in depth about our involvement with the environment and society during the 2015 business year and show all relevant key indicators. Reporting is based on the GRI 4.0 international standard. In addition we report on the important milestones reached during the first half of 2016 to highlight positive developments that have taken place, most notably these associated with the commissioning of AIDAprima.

In order to save paper we only publish our AIDA cares Sustainability Report online at www.aida.de/aidacares. The following summary is also available as a download for anybody who would like document providing an overview.

Materiality analysis

As part of the conversion of the AIDA cares 2016 Sustainability Report from GRI 3.0 to GRI 4.0, in February 2016 AIDA Cruises conducted a materiality analysis in

conjunction with B.A.U.M. Consult in order to identify and report on both the main economic, environmental and social effects of our business activities and, consequently, on the most important issues on which we need to take action in terms of sustainability. The aim here is to promote transparent reporting that focuses on the essentials.

The analysis was effected by surveying the heads of technical departments whereby these managers were asked to assess fields of activity in terms of sustainability within the company on the basis of the following criteria:

- relevance of the issue for the company
- internal requirements (e.g. internal guidelines, Code of Conduct, etc.)
- external requirements (e.g. statutory requirements, NGOs)
- AIDA's scope of influence

Each criterion was given a value of 1 = yes or 0 = no. Each aspect could be awarded a total of four points.

Thirteen topics were seen as important. The themes of Environment and Avoiding Emissions scored particularly high.

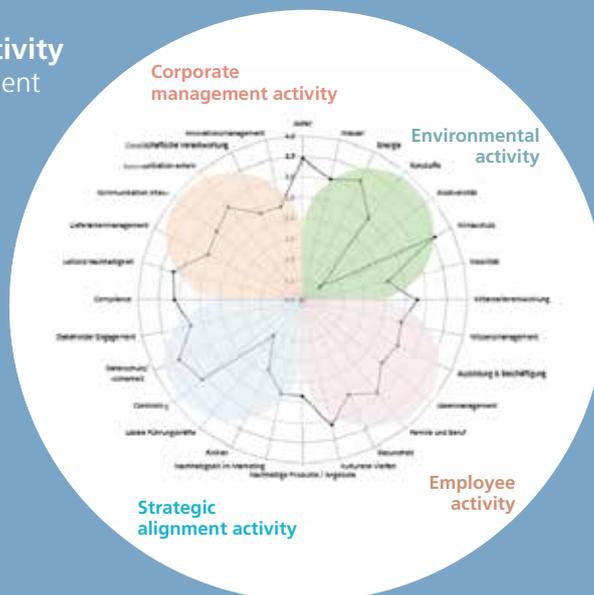
AIDA'S MAIN FIELDS OF ACTIVITY FOR SUSTAINABILITY:

Corporate management activity

1. Sustainability Mission Statement
2. Compliance
3. External communication

Strategic alignment activity

1. Data protection and security
2. Controlling
3. Stakeholder engagement



Environmental activity

1. Climate protection
2. Waste management
3. Energy efficiency
4. Water management

Employee activity

1. Cultural diversity
2. Family and career
3. Employee development



3.0 AIDA CRUISES – THE COMPANY

AIDA Cruises is one of Germany's fastest growing and most financially successful tourism businesses and currently (as of Q3 2016) employs around 8,000 people from 40 countries. Of these employees, 7,000 work on board and 1,000 work at the company headquarters in Rostock and Hamburg. With eleven cruise ships in 2016, AIDA Cruises operates one of the most modern fleets in the world and offers cruises in the Mediterranean, around the Canary Islands, to the North and Baltic Seas, the Caribbean, North America, Dubai and Asia. The ships are operated in compliance with the highest international quality, environmental and safety standards. Three additional ships will be commissioned in the coming years. With its "green cruising" concept, AIDA will be the first cruise line in the world to operate ships entirely with LNG (liquefied natural gas) starting with the new ship generation 2019/2020.

The management of AIDA Cruises changed in 2015. Felix Eichhorn – previously the Senior Vice President Sales, Yield Management & Flight Operations of AIDA Cruises – became the President of AIDA Cruises on September 1, 2015. He succeeds Michael Ungerer, who assumed new management responsibilities at Carnival as Chief Operations Officer Shared Services Carnival Asia.

AIDA Cruises is now headed by Felix Eichhorn (President) and Dr. Ali Arnaout (Senior Vice President and CFO). The managing staff is remunerated according to their responsibilities and performance.

AIDA Cruises has been part of the Carnival corporation since 2004. Within the group, AIDA Cruises is allocated to the continental European Carnival subsidiary Costa Crociere S.p.A. in Genoa. As the subsidiary of a company that is listed on the stock exchange, AIDA Cruises does not issue its own statements regarding the company's utilization rates, operative results or special developments. You can find information on the consolidated balance of the Carnival Group in the Carnival Corporation Annual Reports.

The economic success of AIDA Cruises is based on trusting business relations and the compliance with strict ethical standards. The company has committed to this in its Code of Business Conduct and Ethics. The obligatory principles listed in this include: our special promise of high quality to our guests, a company culture that is characterized by respect and appreciation, fairness in dealing with our partners, suppliers and competitors along with a high degree of exactitude and integrity in business transactions. To prevent corruption, we offer training to raise the awareness of our employees and familiarize them with the Anti-Corruption Guideline of the Carnival Group [link to document]. This Guideline establishes that All business relations with port authorities, suppliers and other third parties have to be formed under consideration of the Foreign Corrupt Practices Act (FCPA) of the United States [link to www.fcpa.us]. There are no violations of legal provisions for the reporting period in 2015.

Our employees and numerous partners play an important role in the economic success of AIDA Cruises. We work with 10,492 tourism partners in Germany, Austria, and Switzerland, who support us in selling and marketing our cruises. Around 325 suppliers work for the hotel, wellness, and excursions divisions; 187 suppliers work for Food & Beverage; and 1,200 suppliers and service providers come from the areas of technology, new builds, and docks. We also cooperate with 296 port and excursion agencies in 180 harbors and 71 countries.

Locations

Of the approximately 7,000 AIDA employees in 2015, 6,000 work on board our ships. 900 Employees were positioned at our company headquarters in Rostock. At AIDA Entertainment in Hamburg, where the entire en-

tertainment program is developed for the AIDA fleet, we were represented with around 100 employees.

AIDA Cruises is an important growth driver in the German cruise market. With the growth of our fleet, we are creating additional jobs and increasing the value creation in the entire region.

In October 2014, AIDA Cruises moved into its new, modern, and light-flooded office complex AIDA Home in the historic Rostock port, which offers space for up to 400 additional employees. With the new building, AIDA Cruises also set an example in the area of sustainable construction. The new office complex was built according to the latest environmental standards and received the silver quality seal by the German Association for Sustainable Construction (DGNB) in 2015. Because new standards for sustainable building have since come into effect at an international level, AIDA Home was re-certified as Gold in 2016. This makes the new office complex one of the most sustainable buildings in Mecklenburg-Vorpommern.

The Costa Group founded Carnival Maritime GmbH at the Hamburg location in early 2015. On the highest technical level, Carnival Maritime is functioning as the new Marine Service unit for the Costa Group, Europe's leading cruise line. This unit bundles competences and best practices in the area of marine operations to achieve the highest security standards in the cruise industry for the fleet of the Costa Group, which currently includes 25 cruise ships of the brands Costa Crociere, Costa Asia and AIDA Cruises. Carnival Maritime combines the company's expertise in the areas of marine, technology, health, environmental protection and security for the Costa Group in Hamburg.

▶ AIDA PARTNERS

	2015
Travel agencies	10,492
Suppliers in the areas of hotel, wellness and excursions	325
Suppliers in the food and beverage area	187
Suppliers and service providers in the areas of technology, new ships and shipyards	1,200
Port and excursion agencies	296 (in 180 ports and 71 countries)



4.0 OUR SUSTAINABILITY PHILOSOPHY AND STRATEGY

Our sustainability philosophy

For AIDA Cruises, acting sustainably is a matter of responsibility. We preserve resources and protect the environment, promote cultural and biological diversity, and are committed to the people on board and on shore. We are convinced that a sustainable business model is a fundamental prerequisite to being able to successfully offer cruises in the future as well.

We systematically and effectively implement our sustainability strategy in accordance with legal and voluntary standards.

Our sustainability strategy

For AIDA Cruises, sustainability is a matter of responsibility. We view an intact environment, our commitment

to our guests, employees and society, as well as sustainable business operations as a prerequisite to being able to successfully offer cruises in the future as well.

We are committed to the environment

At AIDA, we show our guests the most beautiful places in the world. We are committed to an intact environment with clean oceans and healthy air, as well as to the conservation of cultural and biological diversity. – In specific terms, this means that we act with foresight, invest in more efficient technologies, and work closely together with our partners in the fields of science and research. We make efficient use of resources, and feed them back into technological and biological cycles wherever possible. In our procuring and purchasing activities, we follow the “cradle to cradle” principle and pay attention to the environmental friendliness of the products and whether they can be recycled.

We take social responsibility

The safety and satisfaction of our guests is a top priority for us. Our employees greet our guests with the AIDA signature smile. They are therefore ambassadors of a way of life which is based on tolerance, mutual appreciation and respect for cultural diversity. Our employees are the foundation of our corporate culture, and also ensure high service quality for our guests. This is why we continuously invest in their training and continuing education. When it comes to our business partners and suppliers, we also pay attention to fair working conditions and sustainably manufactured products. We share our successes with society in the form of donations and sponsorships, in accordance with our donation guidelines.

We emphasize responsible growth

Environmental protection and social responsibility are essential to operate successfully in the future. We are convinced of this at AIDA. We want to be pioneers – in commercial, social and ecological terms. In order to continuously develop and improve, we also invite our partners, friends and critics to engage in dialog with us.





5.0 OUR STANDARDS

INTERNATIONAL STANDARDS

Nachhaltigkeit bei AIDA umfasst eine Vielzahl an Pro-Sustainability at AIDA encompasses a wide range of processes and standards, which are defined in a systematic and effective management system to ensure the adherence to laws as well as internal and external guidelines. The health and safety of our guests and crew members as well as of everyone working for us is our top priority. Another fundamental aspect of our commitment to sustainability is environmental and climate protection.

The integrated HESS management system (HESS = Health, Environment, Safety & Security)

of the Carnival Corporation governs our process management in the areas of the environment, health and safety at sea as well as on shore. In many areas, the HESS standards exceed the standards applicable on shore, and take particular account of the requirements of the cruise industry. The standards and processes are continuously developed and their adherence monitored internally as well as externally in the form of audits. The most important international conventions and concomitant standards which are fundamental to AIDA include the following:

SOLAS (Safety of Life at Sea)

SOLAS regulates the safety requirements in terms of the design, construction, equipment and operation of ships, as well as safety management.

ISM Code (International Management Code)

The ISM code is an international standard for the safe management and operation of ships, as well as the prevention of pollution. In many areas, AIDA exceeds the requirements of the ISM Code, for example with regard to additional certifications in accordance with ISO 14001 or OHSAS 18001.

ISPS Code (International Ship and Port Facility Security Code)

The ISPS code defines safety standards, requirements and processes for ships, ports and governments. Furthermore, it prescribes appropriate responsibilities for governments, ocean carriers, ships' personnel, port and site staff, including for the development of safety plans, the evaluation of safety risks and hazards, and the meeting of precautionary safety measures.

MARPOL (International Convention for the Prevention of Pollution from Ships)

MARPOL is the key international convention for preventing pollution of the marine environment. Adherence to this convention aboard the AIDA ships is regularly monitored and certified by the flag state.

IMO Convention on Ballast Water

The IMO's (International Maritime Organisation) convention on ballast water serves to prevent microorganisms inadvertently spreading into foreign regions via ballast water. With AIDAstella and AIDAprima, two ships in the AIDA fleet already feature cutting-edge ballast-water systems in accordance with the IMO D2 standard.

STCW (International Convention on Standards of Training, Certification and Watchkeeping for Seafarers)

The STCW convention sets standards for the training, qualification and certification of seafarers, as well as standards for crew members' skills and the methods for demonstrating these skills.

MLC (Maritime Labour Convention)

Das Seearbeitsübereinkommen MLC 2006 der Internationalen Arbeitsorganisation (ILO) sets minimum international standards for the working and living conditions of seafarers.

A complete overview and exact description of the applicable standards in the cruise industry as well as within the Carnival Corporation can be found in the corporation's current sustainability report.

INTERNAL STANDARDS

In order to meet our quality requirements – with the objective of offering our guests an unforgettable vacation with AIDA – we have introduced our own management systems that go beyond the standards mentioned. These include:

Code of Business Conduct and Ethics

With the Code of Business Conduct and Ethics, we obligate ourselves to the fair treatment of our business partners, suppliers and competitors, as well as the accuracy and integrity of our business transactions.

Donation guidelines

In our donation guidelines, we have i.a. determined the criteria for donating. The responsibilities for administering our donations budget is also determined therein.

Customer Experience Management

The satisfaction of our guests is important to us. We systematically record their feedback in order to derive measures for further increasing guest satisfaction.

Training management

We support our employees in continuously developing their own potential and knowledge, and offer a variety of training and continuing-education programs specific to the cruise industry.

Service standards

A focus on service is paramount to us, and we encourage our employees to be proactive in exceeding the expectations of our guests in terms of service, quality and variety of experiences. As part of our internal service initiative, we train and reward employees who manage to make our guests smile time and again, true to our AIDA motto "Home of the smile."

Performance and talent management

Our performance and talent management helps us to recognize the abilities and skills of our employees, foster their strengths, and derive long-term, targeted development measures. In our annual performance reviews, criteria relevant to success and employee performance are discussed and assessed in a standardized, transparent process. This is used to derive individual development recommendations and support programs, such as e.g. participation in training courses.

Employees who demonstrate interdisciplinary skills and outstanding performance are supported by us via our group-wide talent management scheme, and helped to individually develop in order to prepare them for potential new challenges as managers.



Dr Monika Griefahn

6.0 IN DIALOG

An open culture of discussion has always been part of AIDA's corporate philosophy. We are convinced that the intensive exchange of knowledge, ideas and different viewpoints is indispensable for continuing development and enables us to make the right decisions. That is why we value and seek out dialog with different stakeholders.

Since May 2012 the former Minister of the Environment of the State of Lower Saxony and Greenpeace co-founder Dr. Monika Griefahn has been our Chief Sustainability Officer. In this position she is responsible for the sustainability program at AIDA Cruises and reports directly to executive management. Dr. Monika Griefahn and her team work closely with the company's various specialist departments. Together they are driving the implementation of our sustainability strategy. Dr. Monika Griefahn is furthermore the public face of our sustainability program. In this role she talks to many people including representatives from the worlds of politics, science and business, as well as environmental protection organizations. And if our Chief Sustainability Officer happens to find herself on board one of our ships, she never misses the chance to join forces with the respective Environment Officer to inform interested guests and answer their questions.

To ensure that we can be reached easily and quickly, we have set up various ways of contacting us directly. You can get in touch with our Chief Sustainability Officer by e-mail at: m.griefahn-sustainability@aida.de.

As a company, we too benefit directly from these dialogs: they enable an animated discussion of those topics that move not only us but also our employees, guests and partners. This broadens our horizons and provides us with opportunities for new developments and solutions.

What is crucial for us is that all communication is transparent and fair. Ultimately all those involved must be willing to learn from one another and share their knowledge. Only in this way can we all benefit. One example of this is our involvement in research programs which are developing new technologies for the cruise ship industry. Apart from that we work with our partners to examine how we can expand sustainable activities in our target countries. In addition we regularly talk to representatives from the worlds of German, European and international politics so that we can help at first hand to shape the framework conditions for sustainable cruise operation.



7.0 OUR MAIN FIELDS OF ACTION

► 7.1 ENVIRONMENTAL AND CLIMATE PROTECTION

Cruises with AIDA are always vacations in nature. That's why it's only natural for us to take responsibility and ensure that our business activities are sustainable and environmentally conscious. This includes research and the use of innovative technology, environmental and climate protection and making our guests environmentally aware travelers.

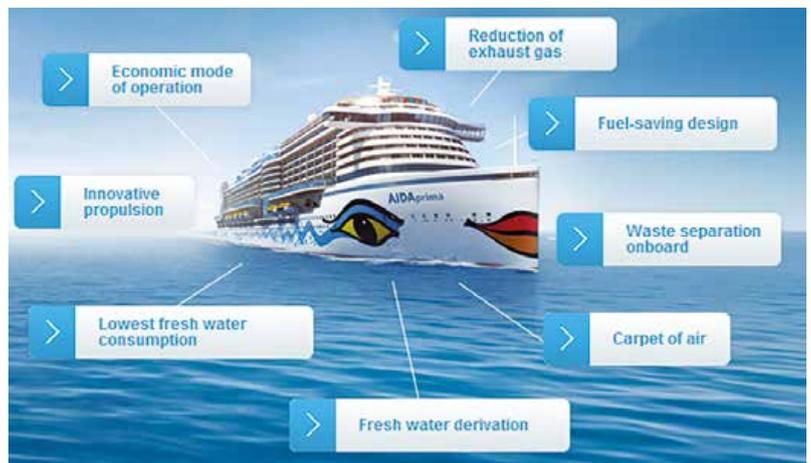
7.1.1 INNOVATIVE TECHNOLOGY

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

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

AIDAprima sets new standards in climate and environmental protection

AIDA cruises is setting new standards in the cruise industry with regards to environmental and climate protection. Already during the contracting of the new





ship, we took the technologies into account that were available at the time in order to build a ship that meets the highest requirements and is as environmentally friendly as possible. Currently, no other cruise ship has more modern eco-technology on board. AIDAprima is

the world's first cruise ship equipped with a dual-fuel engine and that can be operated with low-emission liquefied natural gas (LNG) when docked at port. It also features two shoreside power supplies and an onboard three-tier system for exhaust aftertreatment that reduces soot particles, nitrogen oxides, and sulfur oxides by 90 to 99 percent. As a result, AIDAprima is already equipped with all forms of low-emission energy generation that are technically available today. Its striking design with a perpendicular bow and optimized hull lines ensures improved hydrodynamics.

Further new features aimed at reducing propulsion energy include state-of-the-art pod drives and the innovative MALS technology. Thanks to this, AIDAprima is the first cruise ship to glide on a carpet of air bubbles with very little friction. Ultramodern technologies such as absorption chillers and comprehensive heat recovery make for one of the most highly energy-efficient hotel and restaurant operations sailing the oceans.

On board AIDAprima, numerous innovative and new technologies are utilized that once again demonstrate our strength in innovation. The other ships in our fleet are also operated according to the highest environmental standards, which continually improves our environmental performance.

The following sections provide detailed information on the measures we are taking.



Azipod propulsion on AIDAprima

LNG – The fuel of the future at AIDA

Of all the fossil fuels that are currently available, LNG is the most environmentally friendly. According to the current state of technology, using LNG is the option with the lowest emissions that can be used to operate a cruise ship.

Compared to using conventional marine diesel with 0.1 percent sulfur content, emissions will be significantly reduced even further by using LNG. Sulfur oxides and soot particles can be almost prevented. Nitrogen oxide emissions are reduced by up to 80 percent and CO₂ emissions are reduced by 20 percent (see graph).

AIDA Cruises is a pioneer in the use of LNG in the cruise industry.

We are convinced that future generations of cruise ships can be operated with LNG in the most environmentally friendly manner: We believe in the “LNG revolution” and are at the forefront of this development in the cruise industry.

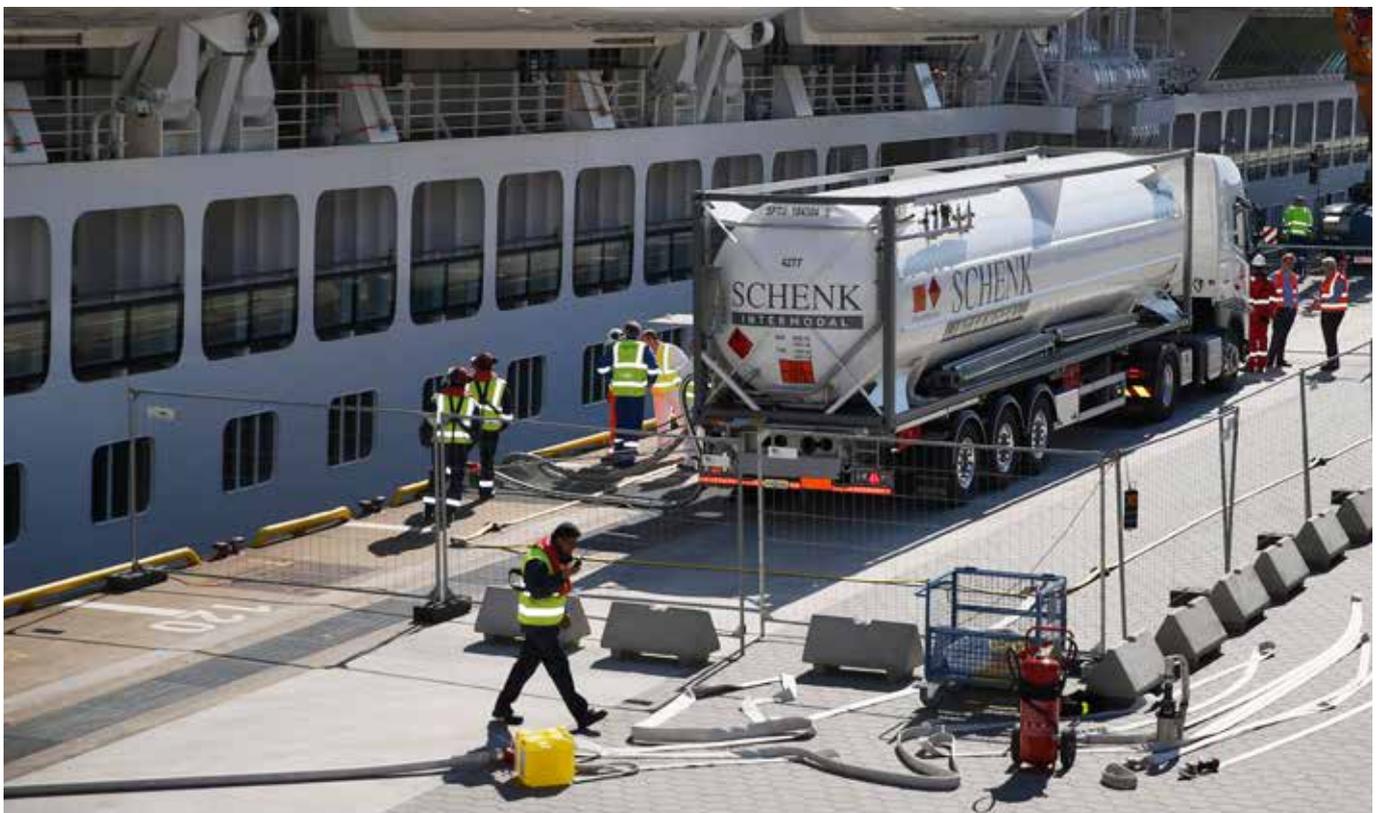
AIDAprima is the world’s first cruise ship to feature a dual-fuel engine and can be supplied with low-emission LNG while in port. In Hamburg, AIDA Cruises also established another groundbreaking pilot project with Becker Marine Systems and the LNG Hybrid Barge, in

order to operate existing ships, which are capable of being powered from shore, with power from LNG. Since May 2015, AIDASol has been supplied with power from LNG during docking times at the HafenCity in Hamburg. We are convinced that our path is also a clear signal to ports and LNG producers to invest in the necessary infrastructure.

Michael Thamm as CEO of the Costa Group has set a clear signal in commissioning two new pure LNG ships for AIDA in 2015. The next generation of ships, which will be put into service starting in 2019, will be operated 100 percent with LNG under the concept of “Green Cruising.”

Guests will travel with low emissions on this generation of ships. In about five years, nearly half of all AIDA guests will be traveling on ships that are equipped to use LNG.

The potential of LNG as an environmentally friendly fuel is, however, far from being fully exhausted. New methods of energy production, such as “Power to Gas” or “Sludge to Gas” offer the possibility of obtaining LNG free from CO₂. AIDA Cruises supports the advancement of these approaches.



LNG fueling of AIDAprima in Hamburg



Chief Engineer Eckbert Schuster at the LNG transmission room

What is LNG?

LNG or “liquefied natural gas” is produced from natural gas, a carbon compound, which mainly consists of methane (as well as ethane, propane, butane, ethylene, and pentane).

At temperatures below - 160° Celsius, under atmospheric pressure, natural gas becomes liquid and can therefore be better stored and transported. Thermally insulated tank containers are used for storage, which can be transported by truck, rail or tanker.

LNG is produced not only from fossil deposits, but it can also be produced using renewable energy sources. LNG can be produced from 100 percent renewable energy, as a kind of storage medium for excess green electricity (for example from wind power), the so-called “Power to Gas.”

With LNG from “Power to Gas,” even a low-CO₂ cruise is a possibility. By means of water electrolysis with partially downstream methanation, a fuel gas is produced by using green power (excess wind or solar power).

LNG operation with dual-fuel motors

To protect our environment, we are already prepared now for the requirements of tomorrow. With the prospect of expanding onshore infrastructure for the use of liquefied gas (LNG) in the future, we equipped AIDAprima with a dual-fuel motor, making it the first ship in the world of its kind. In addition to conventional fuels, it can also use low-emission liquefied natural gas (LNG) to generate energy.

AIDAprima will be the first cruise ship in the world to be supplied with environmentally friendly liquefied natural gas (LNG) in ports along its Metropolitan Cruise. This is one of a kind in the cruise industry and provides a significant contribution to reducing emissions while in port. For when the ship is operated with LNG, it no longer generates emissions from soot particles and sulfur oxides.

After the first successful test run for the LNG supply of AIDAprima in Hamburg on May 7, 2016, the ship has also been supplied with LNG in the ports of Southampton, Le Havre and Zeebrügge in test operation since mid-May 2016. The first LNG supply for Rotterdam is scheduled for October 2016.

For AIDAprima, LNG operation begins after completion of the docking maneuver and lasts until the ship initiates cast off in the port. The total docking time in port is approx. 10 hours, two of which are required to set up and

remove the energy supply connection to land. During the remaining eight hours, i.e. 80 percent of the total docking time, the entire electricity needs of AIDAprima are covered by LNG. Supply is carried out via LNG trucks.

With the next generation of ships, AIDA will go one step further. On June 15, 2015, AIDA Cruises announced that it is continuing its long-standing strategic partnership with the Meyer Werft shipyard in Papenburg with an order for two new ships of the latest AIDA ship generation. The ships will join the AIDA fleet starting in 2019 and will be the world's first cruise ships to operate 100 percent with LNG under the "Green Cruising" concept.

Safety in using LNG for ship operation

Safety is paramount at all times for AIDA Cruises. The use of liquefied natural gas (LNG) for ship operations is a novelty; however, it is not riskier than other fuels, on the contrary.

The use of LNG as a marine fuel is regulated by the "International Code of Safety for Ships using Gas or other Low Flashpoint Fuels" (IGF Code). By means of the IGF Code, the risks associated with the fuels used for the ship, the crew, and the environment are reduced as much as possible. The Code contains mandatory rules for the assembly, installation, control and monitoring of machines, equipment and systems, in which fuels with a low flashpoint (such as LNG) are used.



Dual-fuel engine onboard AIDAprima

LNG has an excellent safety profile:

- Although much energy is stored in LNG, when released, the energy is not able to escape fast enough to generate sufficient pressure for an explosion.
- The auto-ignition temperature of LNG is 580° C and much higher than that of diesel with 250° C.

All crew members of AIDA Cruises who work directly with LNG receive special training and certifications for safely handling natural gas in addition to their normal training.

LNG Hybrid Barge

In Hamburg, AIDA Cruises established another groundbreaking pilot project with Becker Marine Systems, in order to operate existing ships, which are capable of being powered from shore, with power from LNG by using the LNG Hybrid Barge.

Thanks to the use of this floating LNG power plant, emissions and particle discharge are significantly reduced. In the gas processing plant, the cryogenic (-163°C), liquid gas is heated and then passed on to the generators, which produce electricity for the operation of the ship while in port. The power provided by a total of five gas motors on the LNG Hybrid Barge is 7.5 megawatts.



Energy supply of AIDAsol via the LNG hybrid barge



In contrast to using traditional marine diesel with 0.1 percent sulfur, emissions from using liquefied natural gas to generate power on the LNG hybrid barge will once again be considerably reduced: Sulfur oxides and soot particles can be almost prevented. Nitrogen oxide emissions will be reduced by up to 80 percent and carbon dioxide emissions by 30 percent.

The world's first LNG Hybrid Barge of Becker Marine Systems was christened with the name "Hummel" on October 18, 2014, in HafenCity Hamburg.

Since May 2015, AIDAsol has been supplied with power from LNG during docking times at the HafenCity in Hamburg.

With this pilot project, Becker Marine Systems and AIDA Cruises have jointly set an example for environmental and climate protection, not only for the Hanseatic City of Hamburg but for the entire maritime industry.

The pioneering approach to low-emission energy supply for cruise ships has found great recognition among groups of experts: AIDA Cruises and Becker Marine Systems were awarded the Seatrade Award 2015 in the category "Environmental Initiative of the Year" as well as with the GreenTec Award 2015 from the German Travel Association (DRV) in the category "Travel" for the LNG Hybrid Barge. In 2013, 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 for the innovative concept of the LNG Hybrid Barge.

Exhaust treatment technology

The stated aim of AIDA Cruises is to reduce emissions from its fleet as much as possible, in particular emissions of soot particles as well as sulfur and nitrogen oxides.

AIDAprima has an unprecedented three-tier system for exhaust aftertreatment. After years of research within the Carnival Group, we have succeeded for the first time in constructing and combining all three components needed for reducing emissions of soot particles and sulfur and nitrogen oxides in a compact manner, so that as a system it can be fitted in a cruise ship.

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. With this currently unrivaled technology, we have been able to filter emissions from soot particles, nitrogen oxide, and sulfur oxide for



the first time, thereby reducing them between 90 and 99 percent. Simultaneously, we reduce carbon monoxide emissions by 70 percent and emissions of unburned hydrocarbons by 85 percent.

The multistage exhaust aftertreatment system on board AIDAprima is a completely new system. There are a variety of standards, legal framework conditions and licensing procedures. These must first be brought together by the relevant authorities. For this purpose, AIDA Cruises has been active on a working-level with the EU and the federal government for many years.

The approval processes are accordingly very complex and commissioning the exhaust treatment system is also no trivial process. Rather, the entire process consists of the gradual commissioning and approval of individual components. Currently, numerous tests and calibrations are being conducted as well as the approval process for the comprehensive system for exhaust aftertreatment.

At AIDA, we do not just want to set the bar with our new ships, we also want to continually improve the eco-balance of our entire fleet. Therefore, we are also gradually equipping our other ships with exhaust treatment systems. The main challenge here is that each system must be customized and made to fit in the space available on existing ships.

Currently, we have equipped four ships with the first stage of the new exhaust treatment system. This reduces sulfur oxides by about 99 percent and filters a large portion of particulate matter from the exhaust.

Shoreside power

On average, AIDA ships spend 40 percent of their operating time in port. They must also have a power supply there to ensure onboard operations can continue. In port, shoreside power can be an environmentally friendly option, as fuel no longer needs to be burned for power generation on board.

Of the current 11 ships in the AIDA fleet, two of the ships (AIDAprima and AIDAsol) feature shoreside connections. Further six ships put into service starting in 2007 are already equipped for shoreside power. Moreover, all three new ships that we will put into operation in the next few years will be equipped with shoreside power connections. Once the infrastructure is established, we will be able to operate with greater flexibility.

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.



On June 3, 2016, the first shoreside power plant for cruise ships in Europe was inaugurated upon the arrival of AIDAsol at the Altona cruise terminal. AIDA Cruises is currently the only cruise company to support this pilot project with AIDAsol. Power transfer to the ship will be carried out step by step until a safe and reliable regular operation has been established. We are working with all partners involved to move this project from the test phase to regular operation.

For us, it is essential that shoreside power generation for use on AIDA ships be generated in a manner that is more environmentally friendly than with the modern systems on board the ships themselves. Shoreside power only contributes to protecting the environment if it uses green electricity.

Hydrodynamics and MALS technologie

In addition to reducing emissions, increased efficiency is a key factor in eco-friendly ship operation. Compared to AIDAstella, the newest ship of the last AIDA generation, AIDAprima uses around 20 percent less operating power per person on board thanks to various measures.

Hydrodynamic optimization of AIDAprima alone contributes to around 10 percent savings in energy. Through its striking design with a perpendicular bow and optimized hull lines, a significant portion of the propulsion power is saved.

AIDAprima is also the first cruise ship in the world to feature the innovative MALS technology (MALS = Mitsubishi Air Lubrication System). This allows the ship to

glide over a carpet of air bubbles, which considerably reduces friction and saves energy used for propulsion. The most modern pod drives also significantly lower fuel consumption. Here, the drive system lies in a streamlined pod and can be rotated around the vertical axis by 360 degrees, which contributes to the ship's excellent maneuverability.

Reducing fuel consumption

The best ton of fuel is the one we don't use. Fuel consumption per guest and per voyage day has been reduced by more than a third 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 the ship classification company DNV GL in 2012. Through numerous measures to improve energy efficiency and hydrodynamics, we have even reduced this to 2.8 liters per person on board AIDAprima.

One way to save fuel is by creating optimal speed profiles according to the various legs of the journey. This and efficient route management and optimization of scheduling and docking times are methods for saving substantial amounts of fuel. Propulsion energy is also saved through improved hull and propeller design. All AIDA ships feature an underwater paint, which is renewed regularly and prevents fouling on the bottom of the ship. This reduces drag during the voyage, thus cutting down on fuel consumption and emissions.

▶ ENERGY [EN3]

		2013	2014	2015
Total energy consumption	[GJ]	7,268,843	7,287,030	7,182,770
Energy consumption on board	[GJ]*	7,264,222	7,280,346	7,175,680
Heavy fuel oil portion	[GJ]	4,167,062	4,394,400	4,307,840
Gas oil portion	[GJ]	675,707	719,586	2,805,440
Low-sulfur heavy fuel oil portion	[GJ]	2,421,453	2,166,360	62,400
Fleet energy consumption	[GJ]**	4,621	6,684	7,090
Company car consumption	[g/km]	130	125	125
Energy consumption on board per person per day	[GJ]/(P x day)]	0.833	0.798	0.791
Heavy fuel oil portion	[GJ]/(P x day)]	0.478	0.482	0.475
Gas oil portion	[GJ]/(P x day)]	0.077	0.079	0.309
Low-sulfur heavy fuel oil portion	[GJ]/(P x day)]	0.278	0.238	0.007

* 40 MJ/kg of fuel; GJ = gigajoule ** Diesel

In 2014 we started a pilot project to optimize waste heat recovery on board our ships which were put into service in 2007 or afterwards. We use the heat from the cooling water of the engines and channel it specifically to other consumers on board. This not only means that less energy is lost through unused waste heat but that we are saving energy at the same time, since we now need to produce less steam for the operation of the equipment on board. The aim of the project is to reduce fuel consumption of the oil boiler and at the same time increase production of fresh water on board. Initial testing was successful in 2014. In 2015, we made further improvements.

Innovative energy management and monitoring

With the innovative energy monitoring and management system EMMA from ABB, we have been setting new standards in energy management on board our ships throughout our entire fleet since 2015. In addition to establishing a comprehensive database of operational and technical information, the system's main benefit is to give real-time decision support for operating the ship and its systems as close to the optimum as possible. One of its most important features is its direct link to the ship's automation system as well as to the shore-side organization of AIDA Cruises.

With its comprehensive scientific approach to analyzing operational data, EMMA has enormous potential for further improving the fleet's energy performance. For us it is important to analyze energy management on board the

vessels objectively and scientifically in order to achieve maximum efficiency in the daily practice.

A total of 500 signals per second are transmitted from the ship's automation system to EMMA. The seven top-level categories that can be tracked this way are: propulsion power, propulsion efficiency, vessel trim, hotel and auxiliary power, air condition power per person, specific fuel oil consumption of the main diesel generators, and total fuel consumption.

This gives valuable information to the crew and enables a detailed drill-down of each parameter as required. Systems and singular set points on board can thus be adjusted as needed, contributing to energy-efficient operation of the ship. Practical examples of this are changing the engine configuration and loading, route planning with speed management, or optimization of the trim or waste heat recovery.

Heat recovery and absorption chillers

We have installed the latest technologies on board AIDAprima in order to increase the overall efficiency of power generation. Through comprehensive recovery and intelligent distribution and utilization of waste heat from machinery, AIDAprima is setting new standards with regards to energy efficiency in hotel and restaurant operations: Heat is optimally utilized through double waste-heat boilers, so that oil-fired auxiliary boilers can largely be done without. The entire waste heat, including that from the engine cooling water, is routed through a central waste heat distribution system to the



Energy monitoring and management system ABB EMMA

consumers on board with the highest energy needs at a given time. The available energy can be efficiently and specifically exploited through the central distribution and intelligent needs management.

Making its world debut on board AIDAprima and being used for the first time on a passenger ship are absorption chillers. These convert excess heat into refrigerant for air conditioning and thus reduce the need for electric power. Next to the propulsion machinery, the air conditioners are the largest consumers of energy on board. Cold air on board AIDAprima is either generated in a resource-friendly manner through waste heat from machinery via the absorption chillers or also directly from cooling seawater. As a result, air conditioning compressors only need to be switched on on board with mid-summer air and water temperatures. Air conditioners in the staterooms and in public areas are controlled by local and intelligent fan coils.

For the first time, the standard electric motors on board AIDAprima feature the highest energy efficiency class IE3 Premium Efficiency. Breaking energy generated while operating elevators on board is fed back into the onboard network. Frequency-controlled motors as well as speed-controlled pumps and fans ensure that only the amount of power is demanded that is actually needed.

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 the future, we are committed to developing alternative methods of power generation and utilization in maritime transport, and we invest in new technologies. Environmentally conscious handling of resources, including fuel, is a central aspect of everything we do.

The best ton of fuel is the one we don't use. For us it is not crucial which fuel is used but how we best prevent 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. AIDA Cruises has invested significant sums so that it will be prepared for all forms of energy generation that are technically available today. This makes us independent of the supply and flexible.

With the three-tier system for exhaust treatment on board AIDAprima, we can reduce our emissions further than would be possible with low-sulfur fuel alone. In our opinion, however, the use of exhaust treatment systems is a bridging technology. A significant contribution to reducing emission is made by implementing liquefied natural gas (LNG). Currently, LNG is the lowest emitting fossil fuel available. At AIDA Cruises, we are convinced that LNG is a very sustainable solution for operating

ships in the future. Even today, we are pioneers in the cruise industry in the use of this low-emission fuel.

AIDAprima can be operated with all traditional ship fuels and with liquefied natural gas (LNG) in port. With the “Green Cruising” concept, AIDA will be the first cruise line in the world to operate its following generation of AIDA ships, which will be put into service starting in 2019, at 100 percent with LNG. The use of LNG is currently the eco-friendliest solution for ship operation, as it is nearly emission-free. LNG produces virtually no soot particles or sulfur oxide; in comparison to the use of marine diesel, nitrogen oxide is reduced by 80 percent with 0.1 percent sulfur content, and carbon monoxide emissions by 20 percent. AIDA Cruises is a pioneer in the use of LNG in the cruise industry. Our initial experience in this field is promising and we are convinced that LNG is the most environmentally friendly way to operate a ship in the future. That is why we will continue to consistently carry forward with our LNG strategy.

Of the current 11 ships in the AIDA fleet, two of the ships (AIDAprima and AIDA Sol) feature shoreside connections and six additional ships are being prepared for shoreside power. We support two innovative pilot projects in Hamburg with AIDA Sol: energy supply with power generated from LNG via the LNG Hybrid Barge at the HafenCity and shoreside power supply in Altona.

We support the phased plan of the IMO to reduce emissions from ships and even go beyond it with the above-mentioned initiatives. Our engines can use high-quality fuels, such as low-sulfur heavy fuel (low sulfur HFO) and gas oil (marine diesel). AIDAprima and all future new ships also feature dual-fuel motors that can be operated with LNG.

In general, low-sulfur fuel has been a reality on important routes for many years. We use only low-sulfur fuel with a maximum of 0.1 percent sulfur content in the North and Baltic Sea as well as off the coasts of North America. In all European ports, engines have also been operating exclusively on diesel with a maximum sulfur content of 0.1 percent since 2010. AIDA has been doing this voluntarily in the Hamburg port since 2007.

Sulfur emissions have thus been cut by 90 percent. A study from the Delft University of Technology from April 2016, which was commissioned by the Nature and Biodiversity Conservation Union (NABU), has confirmed the significant reduction in emissions in the North Sea and Baltic Sea region through the use of low-sulfur fuel within a year of establishing the emission protection zone.

▶ CO ₂ EMISSIONS [EN16]				
		2013	2014	2015
Total CO₂ emissions	[mt]*	580,142	588,126	584,175
On board fuel and coolant portion	[mt]*	579,805	587,640	583,519
Company car fleet portion	[mt]*	322	486	437
On-land power consumption portion	[mt]**	15	0	219
Average CO ₂ value per vehicle per km	[g/km]	130	125	125
CO₂ emissions per person per day	[kg/(P x day)]	66.5	64.4	64.4

1 mt fuel corresponds to 3.2 mt of CO₂
 * 1 kWh of electrical energy from gas corresponds to 0.6 kg of CO₂

▶ NO _x , SO _x , PARTICULATE MATTER [EN20]				
		2013	2014	2015
NO _x	[kg/nm]*	16.50	16.62	16.03
SO _x	[kg/nm]**	8.51	8.18	7.09
Particulate matter	[kg/nm]***	0.30	0.30	0.30

1 mt fuel corresponds to 65 kg of NO_x
 * Calculation based on the fuel sulfur content
 1 mt fuel corresponds to 1.2 kg of particulate matter

We also save energy by continuously improving processes on board every day. For example, we have optimized the processes in our laundry facilities, including better use of the machines and improved operation times. This allows us to save about a quarter of the required energy. At the same time, we are also reducing CO₂ emissions of the laundry facilities by 25 percent.

With regard to CO₂ emissions, cruise ships have been shown to be among the most efficient means of transport. 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 percent 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). The



maritime “power stations” achieve a degree of efficiency that is above that of shoreside stations.” Furthermore, cruise ships also provide hotel accommodations, catering, and infrastructure for leisure activities, as well as pure transport. These additional services are included in the evaluation of power use.

Overall, we are a pioneer in the industry in terms of environmental and climate protection. This is demonstrated by our key indicators for energy. In recent years, we have continuously reduced the total energy consumption per person and day on board.

Waste management on board

Systematic waste management on board is standard practice at AIDA. Already in the route planning of our ships, the disposal options at the individual ports are thoroughly examined. Based on the findings, waste management for each voyage is planned so that we may use the most environmentally friendly disposal option.

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 and dehydrated. The result is a biologically degradable substance.

Moreover, since the beginning of 2016, we started collecting aluminum separate from other metals. Aluminum is collected in containers separate from other metals. After checking the unmixed separation, the waste is then delivered separately on land and recycled.

In 2016, we started a pilot project on board AIDAprima for separating PET bottles. In this project, PET bottles are collected separately from other plastic waste, compressed and compacted and then handed over to a certified waste disposal company for recycling.

At all destinations, AIDA works with the best waste disposal companies. Whenever possible, we use the services of certified waste disposal companies. In Europe,

► WASTE [EN22]

		2013	2014	2015
Total waste	[mt]	38,060	35,156	35,806
Waste landfill	[mt]	13,033	10,324	11,835
Combustion	[mt]	3,785	2,908	2,553
Ground-up food waste	[mt]	5,655	5,686	5,031
Special waste landfill	[mt]	6,028	7,110	6,191
Preparation for recycling	[mt]	9,559	9,128	10,196
Recycling rate	[%]	25.1	26.0	28.5

Waste per person per day		4.365	3.855	3.949
Waste landfill	[kg/(P x day)]	1.495	1.132	1.305
Combustion	[kg/(P x day)]	0.434	0.319	0.282
Ground-up food waste	[kg/(P x day)]	0.649	0.623	0.555
Special waste	[kg/(P x day)]	0.691	0.780	0.683
Preparation for recycling	[kg/(P x day)]	1.096	1.001	1.125

this is the case at all ports. At other destinations where corresponding standards need to be developed, 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 [Link to Environment goals table] and inspections in the ports.

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. From 2012 to 2015, we were able to reduce the waste per person per day from 4.6 to 3.9 kilograms.

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 is often small changes that make a big difference. For example, we were able to reduce our plastic waste in the kitchen area by doing away with cocktail stirrers and switching to cling film that is a 10 cm narrower. We also replaced numerous single-use products, such as tasting

spoons in the kitchen, disposable aprons, and disposable bottles, with reusable products. In regard to the remaining disposable products on board, such as paper napkins or straws, we make sure that they are biodegradable if possible.

Waste water treatment

According to MARPOL definitions, AIDA Cruises does not dump any untreated waste water into the ocean. The possibilities of disposal at approved facilities on land are considered during the route planning. When possible, we dispose of our waste water at the berths while in port. If disposal options are not available on land, we recycle the waste water to almost drinking water quality in the biological membrane waste water treatment plants, which was implemented on our ships starting in 2007. This allows us to meet the currently most stringent international environmental standards for the treatment of waste water in the maritime industry. To further improve the quality of our treatment systems, we cooperate with partners including the Testing Institute for Waste Water Technology in Aachen. Together we are looking for technical solutions to further improve our water treatment. Within the context of another pilot project, which we started in 2012, we are working on solutions to achieve the new HELCOM threshold values for nitrogen and phosphorus.

Each of our ships already has two de-oiling facilities. Here, separators separate accumulating water in the bilge (so-called bilge water) from any oil residue. Further-

more, 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 15 ppm (parts per million) is exceeded, the White Box issues an immediate warning – and the release of bilge water is suspended. The filtered residual materials containing oil are given onshore to a licensed disposal company or, if this is not possible, the best available alternative is used. The table provides an overview of the various types of waste water and their levels for 2015. [AIDA in figures]

Definitions: “Gray water” means waste water containing a low level of contaminants. It can be generated

from showers and washing of hands, for instance. Used water from toilets is called black water. Bilge water is water that is collected in the so-called bilge from a variety of sources.

The applicable rules on the protection of the marine environment are contained in the International Convention for the Prevention of Pollution from Ships, the MARPOL Convention (MARPOL = marine pollution), which is administered by the IMO (International Maritime Organization). This convention defines globally binding regulations and maximum permissible values for all offshore platforms and ships. In addition, special regions for vari-

► WASTE WATER [EN21]

		2013	2013	2014	2014	2015	2015
		To the sea	On land	To the sea	On land	To the sea	On land
Total waste water	[mt]	1,380,883	33,050	1,342,711	36,914	1,427,028	16,883
Untreated black water	[mt]	0	0	0	0	0	0
Treated black water	[mt]	50,026	218	47,772	737	48,200	1,840
Permeate (treated water of near-drinking water quality)	[t]	978,437	16,694	978,437	17,868	1,054,264	10,422
Untreated gray water (incl. pool water)	[t]	325,048	14,605	283,230	16,620	294,247	775
Biomass and sludge (extracted solids from the treatment process)	[t]	27,372	1,533	33,272	1,689	30,317	3,796

		2013	2013	2014	2014	2015	2015
		To the sea	On land	To the sea	On land	To the sea	On land
Total waste water per person per day	[l/(P x day)]	158.37	3.79	147.23	4.05	157.40	1.86
Untreated black water	[l/(P x day)]	0.00	0.00	0.00	0.00	0.00	0.01
Treated black water	[l/(P x day)]	5.74	0.03	5.24	0.08	5.32	0.20
Permeate (treated water of near-drinking water quality)	[l/(P x day)]	112.22	1.91	107.29	1.96	116.29	1.15
Untreated gray water (incl. pool water)	[l/(P x day)]	37.28	1.68	31.06	1.82	32.46	0.09
Biomass and sludge (extracted solids from the treatment process)	[l/(P x day)]	3.14	0.18	3.65	0.19	3.34	0.42

▶ WATER [EN8]		2013	2014	2015
Total water consumption of fleet	[mt]	1,463,462	1,575,772	1,528,738
Portion of water obtained from land	[mt]	428,193	396,004	323,243
Portion of water produced on board from seawater	[mt]	1,035,269	1,179,768	1,205,495
Total water consumption on board per person per day	[l/(P x day)]	167.8	172.8	168.6
Portion of water obtained from land	[l/(P x day)]	49.1	43.4	35.7
Portion of water produced on board from seawater	[l/(P x day)]	118.7	129.4	133.0

ous 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.

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 and 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 consumption of fresh water per person 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 were able to reduce fresh water consumption per person per day from 172.8 to 168.3 in 2015.

All seven ships that were put into service starting from 2007 are equipped with an advanced vacuum food waste system that uses significantly less water than conventional systems. Instead of the waste being pumped through pipes with water, we transport it to the waste storage tank using a vacuum system.

In the laundry facilities on board towels, bedding, tablecloths, clothes and much more are washed on a daily basis. For the first time, we have installed a so-called tunnel washer on board AIDAprima. Per kilogram of laundry, it only uses 2.5 liters of water. Compared to a conventional household washing machine, which consumes an average of 10 liters of water, this represents a significant conservation of resources.

Protecting biodiversity: Ballast water treatment

Along with protecting the environment and the climate, we are also committed to preserving biodiversity. AIDAstella and AIDAprima are already equipped with an advanced system for ballast water treatment. This system will also be installed on AIDAPERLA. We thereby fulfill the standards of the IMO International Convention for the Control and Management of Ships' Ballast Water and Sediments* before it enters into effect.

A variety of 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 not introducing the species and organ-

isms that are included with the sea water into other ecosystems, and preventing them from establishing themselves there, spreading, and displacing native species. Treating ballast water makes it possible to prevent the unwanted transfer of these organisms.

The modern ballast water treatment system on the AIDA ships complies with the IMO D-2 standard for ballast water treatment and destroys bacteria without the use of UV lamps or adding of chemicals. This means that no harmful waste is produced.

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

Research projects

AIDA Cruises is involved in various research projects to develop new technologies to advance environmental protection.

Since 2009, for example, we have been participating in the research project "Toplaterne des Leuchtturmprojektes 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.

AIDA Cruises is a pioneer in the use of liquefied natural gas. AIDAprima along with the three following ships will be equipped with dual-fuel motors capable of using environmentally friendly liquefied natural gas (LNG). As part of the EU's "BunGas" project, AIDA and experts from the maritime industry and research began their commitment to finding a way of developing safe and secure gas tanks for cruise ships in 2011. The project was completed successfully in 2014. The next step is to have the results presented to national and international parliaments.

New methods of energy production, such as "Power to Gas" or "Sludge to Gas" also offer the possibility of obtaining LNG free from CO₂. We support the advancement of these approaches along with our partner atmosfair e.V.

Together with the Testing Institute for Waste Water Technology in Aachen, we are investigating technical possibilities for continuously optimizing treatment performance to achieve the HELCOM levels for phosphorus and nitrogen. Furthermore, AIDA supported the NAUTEK project, which was concluded in May 2016. This also focused on the treatment, purification and re-use of waste water on cruise ships.

Along with other companies, we launched a project in 2015 for sustainable procurement and processing of food on cruises with our partner Futouris e.V.

7.1.2 EVERYDAY PRACTICE

Sustainability at AIDA does not just include technological innovations. It also means acting in an environmentally friendly manner, both on board and on shore. Whether it is ship furnishings, excursion programs, or product purchasing – the environmental impact is crucial for all of our decisions. Furthermore, we make our employees and guests aware of how to act in a sustainable manner.

Personal commitment to the environment

Sustainability is firmly anchored in the corporate strategy of AIDA Cruises. Not only do we install modern technology on board our fleet, but we have also taken on the responsibility to make our offerings on board and on land as sustainable as possible and to raise awareness among our guests to make conscious decisions. Over the last two years, we have continually expanded the number of sustainable shoreside excursions. Success proves us right. Our bicycle tours, hiking excursions or trend sports such as stand-up paddle boarding have become increasingly popular among our guests. Those who want to take it easy can dive into the cultures of the travel destinations with AIDA and learn more about the country and people during city walking tours and culinary discovery tours. We are careful to ensure that waste is disposed of or taken back on board during our shoreside excursions. In our diving excursions, we make sure that our guests marvel at but do not touch the underwater world, as this ecosystem in particular is very fragile. For reasons of animal welfare, we do not offer trips to dolphinariums or elephant riding. At AIDA, we like to lead by example and make our guests aware of sustainability.



Our guests can access information on our ecological and social commitments at any time via I-TV in their state-rooms. Interested guests can also inform themselves during the nautical hour, in which our Officers and/or Captains answer questions.

Our environmental officers are available on board as contact persons to answer any questions about environmental protection at AIDA. They are responsible for ensuring that all legal requirements and the company's own standards for environmental protection on board are complied with. We base our activities on local, national, and international legislation, such as the provisions of the International Maritime Organization (IMO) a special organization of the United Nations. An overview of our important standards can be found in the chapter „Standards“ as well as additional detailed descriptions in the sustainability reports of Carnival Corporation. What's more, the environmental officers are also responsible for waste management and training employees on environmental issues.

The active involvement of all of our employees is essential for the success of our sustainability strategy. From their very first day at AIDA, we sensitize our colleagues to the responsible use of natural resources. Every new crew member is obliged to complete special environmental training program on environmental management and how to correctly deal with resources, waste

water, and waste. Our officers also provide job-specific training that specially prepares officers, engineers, and managers on board for the environmental requirements of their daily work on deck or in the engine room. Here, transparency is key: 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. For us it is important not only that our employees are environmentally conscious in accordance with our guidelines but that they also understand why this is necessary.

CO₂ compensation and commitment to climate protection.

In March 2015, AIDA and the climate protection organization "atmosfair" joined forces to start a climate protection program that sets standards in the cruise industry. The program focuses on initiatives such as a direct reduction of the ships' CO₂ emissions and voluntary CO₂ compensation for cruises.

All AIDA guests can voluntarily book the CO₂ compensation of their cruises at www.aida.de under MyAIDA. Starting in September 2016, our guests will be able to compensate the CO₂ emissions of their flights to and from the ship.



Dr. Monika Griefahn with Federal Minister of the Environment Dr. Barbara Hendricks heading to the world climate conference in the Train2Paris, an initiative of the 2° Foundation.

Through atmosfair climate protection projects, AIDA is also compensating CO₂ emissions from all employee business travel by plane or rental car.

The proceeds will go toward a biomass power plant in northern India, which produces green electricity from crop residues for 40,000 households, saves 30,000 tons of CO₂ annually, and contributes to the region's development by offering new job opportunities and income sources for farmers.

AIDA Cruises also aims to work with atmosfair in a joint pilot project to test the opportunities of utilizing LNG (liquefied natural gas) to power cruise ships in the future, which would completely eliminate CO₂ emissions by using power to gas methods and wind or solar power. Crucial for the future use of LNG in all ocean-going vessels are internationally uniform legal conditions and technical standards. This applies in particular to the transport of LNG on board passenger ships, as well as to the technical standards for the relevant infrastructure in the ports. AIDA Cruises is committed to expanding the possibilities for using LNG and has taken on a pioneering role in the cruise industry.

More information about CO₂ compensation and our cooperation with atmosfair is available under "Climate-conscious cruise."

Moreover, ADIA Cruises became a member of the Stiftung 2° in 2015. The foundation is named after its most important objective: limiting average global warming to two degrees Celsius. 2° Foundation is a CEO initiative and stands for long-term entrepreneurial commitment to climate protection. Together with academia, society, and policymakers, the supporters are working on specific solutions for ambitious and effective climate protection over the long term. AIDA is represented by the CEO of the Costa Group, Michael Thamm, who is supported by Dr. Monika Griefahn, Director of Environment and Society at AIDA Cruises.

Together with additional member companies of the 2° Foundation, AIDA made a statement on the occasion of the negotiations at the World Climate Conference 2015 in Paris, affirming AIDA Cruises' commitment to environmental protection. Dr. Monika Griefahn, Director of Environment and Society at AIDA Cruises, took part in the journey on the „Train to Paris“ on November 28, 2015. This special train of the Deutsche Bahn AG was part of a joint project of several European countries and took a German delegation to the United Nations Climate Change Conference, COP 21. Also on board were Minister of the Environment Dr. Barbara Hendricks, State Secretary Rita Schwarzelühr-Sutter (BMUB) as well as other representatives from politics and business.

Resource conservation made easy

On board our ships, we can achieve a lot with environmental awareness: In the hotel area, for example, we save around 30 percent of the energy required for lighting on all ships that were commissioned starting in 2007 through innovative lighting equipment, the use of LEDs, and a comprehensive light management system. To be able to save even more energy, we of course also need the support of our employees and guests. To ensure that lights and air conditioning are not switched on unnecessarily, our latest ships use key card switches, which allow guests to switch the power on and off when they enter or leave their staterooms by inserting and removing their stateroom key. To save more energy, all staterooms of ships from 2010 and later are equipped with a modern air recirculation system that includes waste heat recovery. The temperature in each stateroom can thereby be controlled separately (HVAC Control System). This modern technology reduces energy consumption in the cabins by up to 20 percent. For operating air conditioning, we only use refrigerants that do not damage the Earth's ozone layer. This has allowed us to reduce emissions of ozone-depleting refrigerants to zero.

Conserving 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 wash-room 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.

Saving paper

Our paper-saving measures are a further important contribution to conserving resources. Through numerous other initiatives, we have also significantly reduced the consumption of printer ink and toner.

At our company headquarters in Rostock, we exclusively use floor printers instead of individual printers at each workstation. Printing of documents is carried out only after confirmation by our employees directly on the printer. To save paper, we have set all printers to double-sided printing.

Since 2012, AIDA has been supporting the initiative "CEOs pro Recycling Paper." In response to urging by the Federal Ministry for the Environment, the German Nature and Biodiversity Conservation Union (Naturschutzbund Deutschland), and the German Association of the Club of Rome, we immediately committed to





using only recycled paper with the blue angel emblem for our office materials and printed documents. All the paper we use is certified accordingly. Where possible, our existing range of office supplies is being replaced by sustainable products or supplements to it. At the same time, material-saving and recyclable packaging is used.

There are many initiatives for reducing paper consumption not just on land. Since 2013, board invoices are only printed on our ships on request. Per voyage, only around 20 to 50 guests have their invoices printed out on board. That means we save an average of 4,400 sheets of paper and 1,100 envelopes per cruise. There are no drawbacks for our guests. After their trip, they can also view their invoices on MyAIDA at their leisure or receive them by e-mail.

SignPads are used during check-in and for booking and organizing excursions, which allow guests to sign electronically. This enables AIDA to avoid printing around 1 million invoices per year.

All AIDA ships have digital photo stations on board. The underlying principle is simple: On board, our guests can view the finest shots of their personal vacation memories at the digital photo stations. If they would like to take a photo souvenir home with them, they can select the desired picture on the screen and order it on request. This allows us to save around 50 percent on paper and chemicals for developing the photos. This is also an important contribution to resource conservation. The height of one of the eleven photo stations on board can also be individually adjusted, making it easy for children and wheelchair users to operate.

In cooperation with the Internet portal i-Kiosk for newspapers and magazines from the Axel Springer Publishing House, we offer our guests an exclusive range of media products on board the AIDA ships for their mobile devices such as notebooks, tablets or smartphones. Therefore, we are able to offer our guests an attractive service, as they are able to access their favorite reading

materials on a daily basis from anywhere, and we also save valuable resources.

Our guests can also inform themselves quickly and comprehensively with our own onboard media such as the port information and the onboard newspaper AIDA Heute. For guests who do not wish to do without their smartphones or tablets on vacation, port information and "AIDA Heute" are available in digital format on the MyAIDA onboard portal. Here, guests can download the desired documents in PDF format at any time. The user figures for the MyAIDA onboard portal show that this service is very well received. The "Stateroom account," FAQs, and the Onboard ABC functions are also digitally integrated on MyAIDA. With all of these measures, it is important to us that we take these steps together with the guests. Through their active involvement and ideas on saving paper, our staff on board and ashore contribute to our continuous reduction in consumption.

Environmentally-conscious operation of our ship and car fleets

Optimized operation of our ships, of course, also plays an important role in environmental protection. We have long since been traveling on many routes with greatly reduced speed, saving a lot of fuel. Effective route management, specification of shipping lanes for route optimization, and adjustment of schedules and docking times are important factors in the reduction of fuel consumption on board.

In 2014 AIDA Cruises also began with the installation of the innovative energy monitoring and management system EMMA from ABB on its fleet. By doing so, we are setting new standards for energy management on board. In addition to establishing a comprehensive database of operational and technical information, the system's main benefit is to give real-time decision support for operating the ship and its systems as close to the optimum as possible. For more information, see section "Innovative energy monitoring and management system."

The motor fleet of AIDA Cruises at the company headquarters in Rostock consists of 90 vehicles and corresponds to the latest standards. CO₂ emissions from our pool vehicles is only 125 grams per kilometer.

In addition, our fleet includes two electric vehicles, which are well suited for city driving from the office to the ship. When new company cars are ordered, natural gas vehicles are also offered to employees. Since 2013 AIDA Cruises has been making a contribution to environmental protection through the use of car sharing. Pool vehicles were replaced by car-sharing vehicles, saving 1.7 tons of CO₂ per car annually. In addition to improving the eco-balance, switching to the car-sharing system also provides very personal advantages to AIDA



workers. The attractive BMW models and the fleet of Minis can also be used privately. Employees at AIDA Cruises have another option to travel about in a way that is environmentally friendly and good exercise at the same time. At its location in Rostock, 20 company bicycles are available for use by employees. This option is used gladly and actively by the employees. Every year many employees answer the call to switch from car to bike and participate in a big way during the City Cycling campaign in Rostock. In 2015, AIDA employees traveled 18,027 kilometers by bicycle, thus saving approx. 2.6 tonnes of CO₂.

Environmentally friendly buildings and office solutions

In October 2014, AIDA Cruises moved into its new, modern, and well-illuminated office complex AIDA

Home in the Rostock port, which offers space for up to 400 employees.

With the new building, AIDA Cruises also set an example in the area of sustainable construction. The new office complex was built according to the latest environmental standards. In 2015, the new office complex was awarded the Silver certification from the German Sustainable Business Council. Because new standards for sustainable building have since come into effect at an international level, AIDA Home was recertified as Gold in July 2016. This makes the new office complex one of the most sustainable buildings in Mecklenburg-Vorpommern.

In the evaluation of AIDA Home, factors including resource-conserving use of natural materials, renewable primary energy, and drinking water were examined. Criteria such as land use, accessibility, and thermal and sound insulation were also included in the certification. For example, a combination of geothermal energy, vapor-compression refrigeration, and district heating is used for heating and cooling. AIDA Home also features a modern indoor climate concept with hybrid facade,



**Nachhaltiges Gebäude
DGNB Zertifikat in Gold**

► INDIRECT PRIMARY ENERGY CONSUMPTION [EN4]

		2013	2014	2015
Total energy purchase *	[kWh]	2,275,175	2,574,368	3,932,642
Natural gas portion	[kWh]	25,470	50,000	383,494**
Renewable energy portion	[kWh]	2,249,705	2,524,368	2,549,148
Energy consumption per person	[kWh/P]	2,420	2,665	2,572

* Refers to AIDA locations in Rostock and Hamburg. No indirect primary energy consumption occurs on board. The specifications of the energy supplier are the basis for the metric.

** Refueling of the emergency power generators for IT servers



thermal component activation, and displacement ventilation, as well as radiant heating and cooling ceiling panels. This guarantees a perfect indoor climate any time of the year. Efficient lighting and a lighting control system ensure good visibility. This results in up to 60 percent energy savings and considerably reduced CO₂ emissions.

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. By compensating for the resulting CO₂ emissions, the mail we send is climate neutral. 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. In all our decisions, we always keep the overall context in mind. For us, sustainability and commercial success are not a contradiction, but the secret to our success.

When we purchase 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 the generation of actual waste to a minimum. Over the long term, it is our goal to gradually evaluate all products used up to this point, 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 these products will be replaced. For 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. It contains no components or substances that could emit hazardous materials during its manufacture or use.

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 was furnished with environmentally friendly carpeting. The carpeting is made from natural and sustainable raw materials, mostly from lamb’s wool. 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 to the manufacturer as part of an exclusive take-back program. This program will be further developed to the effect that, after its exchange, old 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 rather recycled and fed back into other loop processes.

There are many further examples of comprehensive quality on board. We procure 90 percent of the flowers in our “Blütenmeer” shop from local suppliers in the destination areas. Our German flower sellers are all members of the organizations “FairTrade” 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. You can even find organic lip gloss and mascara on AIDA. On AIDAprima, an entire organic spa awaits guests. The spa Thermal Oasis is fully based on ecological principles in its design; it was built with natural materials and our treatment offerings are celebrated with organic products.

GOALS AND GOAL ACHIEVEMENT ENVIRONMENT

CARNIVAL CORPORATION & PLC – CORPORATE SUSTAINABILITY GOALS

	ENVIRONMENTAL GOALS
#1	Reduce the intensity of CO ₂ e (equivalent carbon dioxide) emissions from our operations by 25% by 2020 relative to our 2005 baseline, measured in grams of CO ₂ 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 CARES 2016 – GOALS AND GOAL ACHIEVEMENT

ENVIRONMENT

Goal	Measure	Status 2014	Status 2015	Next steps 2016 ff.
AIDA – to Carn.Corp. Goal #1	Modernization of the heating, ventilation, and air conditioning systems on the first generation of AIDA ships to increase energy efficiency and reliability	AIDAcara is equipped	Successfully completed with the installation on AIDAvita and AIDAaura in 2015	Completed
AIDA – to Carn.Corp. Goal #1	Installation of the energy monitoring and management system EMMA by ABB, which provides decision support for optimizing ship and system performance	6 ships equipped	Fleet-wide installation on all 10 ships	Fleet-wide installation and acceptance on all 11 AIDA ships in 2016
AIDA – to Carn.Corp. Goal #1	Installation of dual-fuel engines on AIDA newbuilds starting in 2016 (AIDAprima ff.)	Dual-fuel engine installed on AIDAprima in 2014	Dual-fuel engine installed on AIDAprima Installation of a dual-fuel engine on AIDAprera in 2015 Commissioning of two LNG newbuilds with dual-fuel engines for 2019 ff.	Dual-fuel engine put into operation on AIDAprima for the supply of eco-friendly LNG energy Two LNG newbuilds of the next AIDA generation will be equipped with dual-fuel engines (commissioning in 2019 ff.) 100% LNG in accordance with the AIDA Green Cruising concept
AIDA – to Carn.Corp. Goal #1	Equipping AIDA newbuilds with the innovative MALS technology to reduce fuel consumption	MALS technology installed on AIDAprima	MALS technology installed on AIDAprera	Commissioning of MALS technology on AIDAprima
AIDA – to Carn.Corp. Goal #1	Better waste heat recovery through technical improvements with the goal of reduced oil-fired boiler use and increased fresh water production	Improvements completed on 7 Sphinx-class vessels	Planned installation on AIDAvita and AIDAaura	Modification of the board systems on AIDAvita and AIDAaura with the focus of producing fresh water as efficiently as possible

ENVIRONMENT				
Goal	Measure	Status 2014	Status 2015	Next steps 2016 ff.
AIDA – to Carn.Corp. Goal #2	<p>Installation of a comprehensive exhaust gas treatment system (reduction of soot particles, NO_x and Sox by 90–99 percent) on AIDA newbuilds</p> <p>Step-by-step retrofit of exhaust gas treatment system on current fleet</p>	<p>Installation of a comprehensive exhaust gas treatment system on AIDAprima</p> <p>2 ships in the current fleet receive first installations of the exhaust gas treatment system to reduce sulfur oxides</p>	<p>Installation of a comprehensive exhaust gas treatment system on AIDAPERLA</p> <p>4 ships in the current fleet equipped with first installations of the exhaust gas treatment system to reduce sulfur oxides</p>	<p>Comprehensive exhaust gas treatment system is put into operation on AIDAprima</p> <p>Further development and improvement of the installed stages of the exhaust gas treatment system</p>
AIDA – to Carn.Corp. Goal #3	Use of shoreside power supply to reduce emissions at ports	<p>AIDAsol has been equipped for shoreside power since 2013</p> <p>6 further ships in the AIDA fleet are prepared for shoreside power</p>	<p>AIDAsol has been equipped for shoreside power since 2013</p> <p>6 further ships in the AIDA fleet are prepared for shoreside power</p> <p>First tests for shoreside power supply of AIDAsol in Hamburg Altona</p>	<p>AIDAsol and AIDAprima are equipped for shoreside power</p> <p>Supporting the commissioning of the shoreside power supply unit Hamburg Altona starting in June 2016 with AIDAsol</p> <p>6 further ships in the AIDA fleet are prepared for shoreside power</p> <p>AIDAPERLA is equipped for shoreside power</p>
AIDA – to Carn.Corp. Goal #4	Implementing Advanced Waste Water Purification Systems (AWWPS) and fulfillment of HELCOM requirements on AIDA newbuilds	In progress	AIDAprima and AIDAPERLA are equipped with AWWPS and fulfill the HELCOM requirements	<p>Commissioning of AWWPS on AIDAprima</p> <p>Further development and optimization of AWWPS for future HELCOM requirements</p>

ENVIRONMENT				
Goal	Measure	Status 2014	Status 2015	Next steps 2016 ff.
AIDA – to Carn.Corp. Goal #6	<p>Reduction of waste generated per guest per day</p> <p>a) Conduct regular waste disposal audits and inspections on site and in ports</p> <p>b) Reduction of non-recyclable products. Introduction of closed-loop processes</p> <p>Tighten requirements for contractors, e.g. with regard to sorting rates</p> <p>c) Increase use of biodegradable products</p>	Reduction of waste per person and day from 4.4 to 3.9 kg	<p>Waste generated per person and day the same as in the previous year at 3.9 kg</p> <p>Start pilot project for PET recycling and aluminum recycling</p>	Further reduction of generated waste and increase recycling rate
AIDA – to Carn.Corp. Goals #5 and #6	Decrease consumption of water and energy resources by optimizing work processes on board	Water consumption per person per day in liters has been reduced from 182 to 173 l since 2012	Water consumption in liters per person and day reduced from 173 to 169 l	Continuous process
Low-emission energy supply with LNG in port	<p>Worldwide unique pilot project: LNG hybrid barge for power supply from LNG</p> <p>Installation of a dual-fuel engine on AIDAprima and AIDAperla</p> <p>Two LNG newbuilds of the next AIDA generation (2019 ff.) / 100 percent LNG operation in accordance with the Green Cruising concept</p>	Christening of the LNG hybrid barge on 10/18/2014	LNG hybrid barge is put into service with AIDASol on 5/30/2015	<p>AIDASol supplied with energy from the LNG hybrid barge during docking times at the terminal Hamburg HafenCity in 2016</p> <p>AIDAprima has been supplied with LNG since 5/07/2016 during docking times in Hamburg, Southampton, Le Havre and Zeebrugge</p> <p>Installation of dual-fuel engines on the following AIDA newbuilds (2017, 2019, 2021)</p>

ENVIRONMENT				
Goal	Measure	Status 2014	Status 2015	Next steps 2016 ff.
Increase use of sustainable products	Increase use of sustainable products, e.g. furniture, clothes for guests and employees (Cradle 2 Cradle = C2C), food etc.	Continuous process C2C carpets in crew cabins and onshore (AIDA Home)	Continuous process Examples: C2C printing paper, ozone cleaning of wigs	Continuous process
CO ₂ compensation	CO ₂ compensation by AIDA for all business trips of AIDA employees by plane or rental car CO ₂ compensation of the cruise (travel to cruise) as optional offering for AIDA guests	In 2014, AIDA business trips received full CO ₂ compensation Preparations for introducing optional CO ₂ compensation of cruises for AIDA guests	In 2015, AIDA business trips received full CO ₂ compensation Introduction of optional CO ₂ compensation of cruises for AIDA guests in March 2015	Continuous CO ₂ compensation of AIDA business trips In 2016, introduction of the optional CO ₂ compensation for flights for AIDA guests
Efficient IT and office solutions	Increase use of efficient IT and office solutions (printer, transition of IT clients, etc.)	Continuous process e.g. first transition to virtual clients	Continuous process Reduction of data center energy consumption, despite new sites, a rising number of employees, and a nearly doubling of applications and virtual servers	Continuous process Further transition to virtual clients & server shore/sea
Increase digitalization	Increase digitalization to save resources on board and onshore (paper and toner)	Continuous process Installation of digital photo stations on six ships, introduction of e-magazines on board, sign-pads etc.	Continuous process Fleet-wide installation of digital photo stations, expansion of digital offerings, old toners and waste toner boxes were collected and recycled	Continuous process



► 7.2 EMPLOYEES

Our employees are the basis of our success. They transport the AIDA lifestyle to the outside and delight our guests with their competence and warm hospitality. We are promoting the engagement and satisfaction of our employees through extensive training and development offers, individual development possibilities, far-reaching staff benefits and an attractive work environment with secure perspectives for the future.

7.2.1 AIDA AS AN EMPLOYER

AIDA Cruises offers attractive employment opportunities to qualified, motivated specialist and executive staff, both on board its fleet and on shore. The AIDA values form the supporting pillar of our company culture, which rests on diversity, respect, passion and trust. 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.

Occupational fields

Few working environments are as diverse and international as that of AIDA Cruises. We currently employ 8,000 employees from 40 nations, 7,000 of which work on board our current fleet of 11 ships and 1,000 at our on-shore locations. All of our employees are united by their common goal of giving our guests on board of the AIDA cruisers the best time of the year: their holidays. As Germany's cruise operator, AIDA Cruises offers a diverse and exciting work setting comprising more than 200 different occupations. Spanning an extraordinary variety, these occupations range from navigation and marine engineering to hospitality, gastronomy and guest amenities aboard the AIDA ships and IT, human resources, sales, marketing and finance on shore. Specialist and executive staff will find diverse entry-level opportunities and excellent career prospects. We further organize customized training programs to support the professional and personal development of our employees.

Applicants to our vacancies at sea or on shore have the opportunity to attend exclusive events such as the AIDA Applicants' Days, AIDA Career days, job fairs and recruiting days to gain a first-hand insight into the respective lifestyles.

Accolades as an employer

We continually invest in practical training and further education for our personnel and support motivated employees with potential in formulating their personal career plans. AIDA Cruises has once again been recognized for this by the international research company Top Employers Institute as the "Top Employer in Germany 2016." Conducted annually, this study analyzes globally leading employers. Ratings are given for the company's offers in the areas of human resources planning, training and career planning, executive development, compensations & benefits, corporate culture, and more.



AIDA has adhered to the highest standards in training for years. This commitment was honored for the seventh time in a row

with the "Top Training Facility 2015" by IHK in Rostock. The IHK awards this seal of quality to regional companies that distinguish themselves with special initiatives for apprentices as well as continuity and creativity in career training.

Additional distinctions such as the Karrieremacher and Fair Company seals of approval further emphasize the work we do for our employees.

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





**UNITED we are COLORFUL, we show RESPECT,
we have PASSION, we build TRUST –
for a SAFE and SUCCESSFUL future.**

I am **COLORFUL**

because ...

- ... I enjoy working in a diverse team
- ... I am friendly and engaging
- ... I stay curious and open minded

I show **RESPECT**

by ...

- ... valuing and appreciating the individual
- ... treating people equally and with kindness
- ... taking the time to listen

I build **TRUST**

by ...

- ... being fully committed to safety
- ... communicating transparently
- ... acting responsibly, reliably and professionally
- ... learning and allowing people to develop

I have **PASSION**

when ...

- ... 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.

7.2.2 COMPANY CULTURE

AIDA Values

Our corporate culture is based on four deeply enshrined core values: our AIDA values. They are mutual trust, a passion for the AIDA product, respect for one another, and the diversity of our staff. Our AIDA values express the principles condoned by AIDA, they show how our AIDA employees live and work together and how we successfully put our vision and strategy into practice.

Values need to be embodied. In order for us to keep them firmly instilled, they are going to be integrated into existing tools and regularly measured. The following measures were either implemented in 2015 to facilitate the active realization of our values or have already been part of our company culture for a long time:

Executive workshops & trainings

Values flourish when they are put into practice – both by executives setting a good example and by all employees during their everyday professional lives. This is why our AIDA values are a crucial component of all executive workshops and trainings both on board our ships and on shore. Especially our executive staff are trained in value-oriented approaches to leadership and stress management in their professional lives. We motivate them to entrench these values deeply in their teams by observing their own function as a role model.

Training manager on board the AIDA ships

A total of ten training managers are currently working on board our fleet to offer even more opportunities for further education to our employees at sea. The portfolios of these training managers include service and sales training, leadership and soft-skill seminars and language courses in German and English. This program has been set up in response to a desire expressed by the crew to improve their language skills and expand their expertise.

Seniority Awards

The “Seniority Award” is an expression of our respect and appreciation for the work of our long-standing staff aboard the AIDA cruise ships and a way of thanking them for their loyalty and commitment. Every month, the “Employee of the Month award” is given to one member of staff who has displayed outstanding performance. In addition, the “Ship of the Year Award” is awarded in three categories once a year to distinguish the entire crew of a ship for their excellent work in the fields of HESS (Health, Environment, Safety Security), RAAS (Risk Advisory & Assurance Services) and customer satisfaction. Since 2015, AIDA employees on board and on shore have had access to the AIDA Intranet, an innovative information and communication platform whose success is crucially dependent on the commitment of our editorial staff. To honor their work, we are awarding the “Intranet Award” to particularly committed editors every month.

AIDA Intranet

Open communications and transparency are important factors in keeping our employees informed and motivated. In 2015, we introduced the new AIDA Intranet: an innovative digital platform for internal communications, which allows our employees on board and on shore to access the latest information about AIDA and its projects and individual departments along with first-hand news from our ships. It can also be accessed via private mobile devices, which is particularly useful for our on-board staff. The new AIDA Intranet promotes not only the exchange of information, but also the cooperation between different departments and an inter-departmental approach among our staff. The resulting increased transparency contributes to the mutual respect among our departments and colleagues, as we give our employees a platform for presenting their large and small projects and initiatives. Another important section of our new Intranet is “AIDA4me.” Here, we provide our employees with information about our vocational training and further education programs and help them with the topics of career planning and development. AIDA Cruises encourages its employees to strike a healthy balance between their demanding careers and their private lives by spending relaxing time with the family and recuperating during leisure activities. AIDA4me offers our employees comprehensive information about our childcare offers, health and well-being services and other attractive benefits.



7.2.3 ETHICS

Code of Business Conduct and Ethics

All AIDA employees are thoroughly educated on the code of business conducts and ethics. AIDA employees can take the training at any time and in any place, whether on board or on land, as part of a modern E-learning training program. The training content includes such topics as the behavior and ethics codex, anti-corruption, antitrust, insider trading and how to deal with employee complaints. Nearly 100 percent of our employees successfully completed this training in 2015. All employees have to renew their certificates every two years.

We expect not only our employees, but also our business and agency partners, to share and support our professional ethics without limitations. The principles defined in our Business Partner Code of Conduct and Ethics function as a guideline for our joint business activities.

UNWTO Tourism Code

AIDA signed the World Tourism Organization's (UNWTO) Global Code of Ethics for Tourism as early as 2012. We have thus committed to a responsible, sustainable approach to tourism. As a signatory of the code, AIDA Cruises regularly accounts to UNWTO regarding the compliance with and further development of its measures to promote sustainable tourism.

Commitment to diversity

WE ARE COLORFUL. This is one of the values we live on a daily basis – both on board and on shore. In the broad sense, COLORFUL stands for diversity. AIDA could never be as successful as it is without this diversity.

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 a fixed element of our corporate culture. As a multinational company with employees from more than 40 nations, diversity is a natural part of our working lives – and a tremendous enrichment. We have therefore also signed the „Charta der Vielfalt“ (Diversity Charter) initiative. By endorsing this initiative, we expressly commit to respecting all



employees – regardless of gender, ethnic origin, sexual orientation, world view or age. Furthermore, we respect the cultural characteristics of our colleagues from other countries and consider their needs.

Fair Company

In accordance with our AIDA Values, we embody a working atmosphere of mutual respect regardless of age, origin and hierarchy. We have joined the “Fair Company” initiative from *karriere.de*, because fairness in respect to interns, trainees and college graduates is a matter of course to us. We have held the “Fair Company” seal of quality since 2010.

If an employee notices any type of unfair treatment, the employee can take the matter to his/her manager, the workers’ representation committee or a trusted person. Our human resources manager, who is part of the works council aboard our ships, supports on-board HR work and provides consultancy for issues concerning labor law. Our response to discrimination is clearly governed by our Code of Business Conduct and Ethics. The specialist departments and human resources are immediately informed about any cases of discrimination. We diligently investigate all reported events and, if necessary, take labor law-related measures as part of our zero-tolerance policy. No cases of discrimination were reported by the CFO in 2015.

7.2.4 RECRUITMENT

Around 1.8 million Germans took a cruise in 2015, more than 800,000 of which traveled on board one of the 10 ships of the AIDA fleet. Over the coming years, AIDA Cruises will commission four ships of a completely new generation, thus doubling its capacity.

In order to continue our growth trajectory successfully, we are looking for qualified and motivated specialist and executive staff to support AIDA Cruises in giving its guests an unforgettable holiday aboard our fleet.

The job families at AIDA Cruises are called “Marine” and “Guests” on board and “Business” on land. Experienced professionals and entry-level staff alike can expect attractive working conditions, exciting professional challenges and careers in the fields of navigation and technology, gastronomy and hospitality, well-being and sports, and tourism and business management.

We are looking for the best talents in all job families. To this end, we organize our Applicants’ Days across Germany and Austria, present our company at domestic and international career fairs and cooperate closely with a range of vocational colleges, technical schools and universities.



AIDA Cruises already prioritizes practicality during the application process. Interested applicants get to experience the working environment on board of a ship from the modern AIDA fleet first-hand during the exclusive AIDA Career Days. Professionals have an opportunity of showcasing their theoretical knowledge and practical skills in the kitchen, restaurant and at the bar. They are also granted an insight into everyday life and work aboard a modern cruise ship and given information on staff benefits. Crew members from the respective areas guide the visitors through the ship, relating their personal, first-hand experiences. The program also includes personal interviews and Q&A sessions with colleagues on board and HR decision makers. Those who convince us and also pass the subsequent selection process will receive a contractual commitment and the opportunity to travel to the most beautiful parts of the planet together with their new floating workplace.

We also offer exciting opportunities to artists. They get to showcase their talent and skills at our worldwide casting events.

Of course, we are also represented as an employer in selected social networks such as Facebook, XING and LinkedIn. Comprehensive information on our job families, vacancies and training opportunities and the corresponding requirements are available from our careers website, www.aida-jobs.de.

We updated and expanded our careers portal, aida-jobs.de, in 2015 to help potential applicants find out about their career opportunities with AIDA in a more convenient and comprehensive way. To ensure easy access on the go, we have optimized its compatibility with mobile devices. In addition, we have further expanded our presence as an employer in the social-media channels of Facebook, XING and LinkedIn. In 2015, the number of followers on our "AIDA Jobs" Facebook page rose to more than 17,100. Besides our open vacancies at sea and on land, we post interesting insights into the life and work at AIDA every day.

Work in an international team, excellent career perspectives and the opportunity of traveling the world on a floating workplace are important factors in our attractiveness as an employer, along with the individual job profiles themselves.

AIDA is a globally operating company, which is why we are also committed to recruiting and training our young talent around the world: We work with selected training centers in the Philippines, India, Vietnam and Indonesia. In 2015 alone, we trained a total of 2,126 employees in 171 training programs at those centers, some of which took place over the course of several weeks. They targeted entry-level staff, executives and specialists alike and included language courses.

Additional recruiting activities involving the training centers in the above-mentioned markets and Mauritius took place in the same year. On top of that, AIDA Cruises has boosted its recruiting initiatives in Europe. For 2016, we are planning to expand our recruitment activities to Turkey, Sri Lanka and China.

7.2.5 VOCATIONAL TRAINING AND FURTHER EDUCATION

The AIDA Academy, our training and professional development center in Rostock, offers educational, vocational and development programs all under one roof. This allows us to guarantee the transfer of knowledge in both directions and ensure that practical on-board experiences are integrated into research innovations. The programs include specialist topics such as HESS (Health Environment, Safety, Security) alongside languages, soft skills and executive training.

In 2015, AIDA Cruises was once again awarded a distinction as best vocational training institution.

University education and vocational training

In order to acquire the best talents and prepare them perfectly for a job on board or on land, we are cooperating with the Hochschule Wismar, University of Applied Sciences, to offer three Bachelor programs: navigation, marine engineering and marine electronics. The degree in marine electronics at Hochschule Wismar was introduced in 2012. AIDA Cruises has contributed an endowment fund to ensure its continued recruitment of highly qualified electrical engineers with watch-keeping certificates for its ever-growing fleet.



Thanks to the holistic, international nature of our vocational training program, we provide our trainees with a perfect foundation for their careers at sea. The programs on offer are organized in close cooperation with the industry for a high degree of practical relevance. International experts and lecturers from relevant companies convey their expertise to our students. A network of cooperation agreements with the supply and cruise industry ensures practical relevance and a high quality.

Pursuing your studies 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.

In 2015, ten navigators, nine marine engineers and five marine electricians embarked on their studies with AIDA, among them six young women. Those who complete their maritime training with us in marine engineering, nautical science, or marine electrical engineering will 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 provides trainees

with basic knowledge about seafaring and boosts team spirit. As a subsidiary of Carnival Corporation & plc, we take advantage of synergies within our group. In 2015, 18 cadets from Carnival UK completed their nautical training aboard the "Lissi" for the first time together with the 24 AIDA cadets. This cooperation strengthens the exchange of future employees within the Carnival Group and contributes to a diverse and multinational education. We want to continue expanding this successful program even further in 2016.

In December 2015, we launched our Cadet Enhancement Program. It offers young cadets and graduates within the Costa Group an opportunity to join a four-week schedule of block seminars and trainings at the simulation center in Rostock to prepare for their first deployment as third mates or junior watch keepers. The pilot stage was extremely successful, and we will be offering the full training twice a year within the scope of the Cadet Enhancement Program.

The Germany Scholarship (Deutschlandstipendium) provides financial support for high achieving, motivated students to allow them to successfully focus on earning their degree. AIDA Cruises has participated in the project for the fourth time in 2015 and is once again sponsoring two students at the University of Rostock.

AIDA Cruises has additionally offered a trainee program in hotel management since 2012. The first round of successful graduates have already assumed attractive positions on board, and the second round of our hotel management trainees went aboard the AIDA fleet in 2015.

In addition, we are training young people in the field of dialog marketing in our customer center every year. In 2015, four budding dialog marketing specialists embarked on their training courses at the AIDA customer center. Since 2005, we have been able to give 20 young people a successful start into their careers. Since then, this training profession has been a fixed component of the AIDA customer center. Some of our former trainees have since assumed attractive positions in the AIDA customer center or at AIDA Cruises.

In 2015, the Chamber of Industry and Commerce in Rostock honored the best trainees of the year. In the state of Mecklenburg-Vorpommern, the best trainee in the field of dialog marketing had been trained in the AIDA customer center. The AIDA customer center was awarded the prize for training center of the year 2015, having provided exceptional training for ten years.

AIDA Cruises, too, received another award for its top-class performance as a training institution in 2015. We

► EDUCATION AND TRAINING OF EMPLOYEES [LA10]				
2014				
	On board employees		Land employees	
	Number*	Days**	Number*	Days**
Total	21,801	42,388	750	1,568
Non-EU	13,081	25,432	0	0
Officers/ Management personnel	5,202	7,003	310	563
Crew/Employees	16,599	35,385	440	1,005
By gender				
Female	6,284	8,019	436	931
Male	15,517	34,369	314	637
Total	21,801	42,388	750	1,568
Number of seminars				
On board	1,929			
On land	673			
Non-EU	139			
2015				
	On board employees		Land employees	
	Number*	Days**	Number*	Days**
Total	31,815	46,316	2,268	3,978
Non-EU	20,221	33,491	0	0
Officers/ Management personnel	5,313	7,353	519	758
Crew/Employees	26,502	38,963	1,749	3,220
By gender				
Female	9,169	9,856	1,490	2,463
Male	22,646	36,460	778	1,515
Total	31,815	46,316	2,268	3,978
Number of seminars				
On board	3,100			
On land	836			
Non-EU	171			

Increase in education and advanced training numbers in 2015 as compared to 2014 due to the inclusion of employees from Carnival Maritime GmbH and the AIDA Customer Center in the training measures (online courses not included).

* Participation, including multiple participation

** One day of training = 8 hours

are very proud of this and feel encouraged to continue offering attractive vocational training and further education programs in order to allow young people a successful start into their careers.

Maritime simulation and training center

A maritime simulation center for nautical and technical officers and executive staff, which covers an area of 200 square meters, is located at the premises of the AIDA Academy in Neuer Markt, Rostock. This is where the officers and junior staff receive regular training in the mastery of safe navigation methods and the technical operation of the ship. This training far exceeds the requirements of international safety standards.

When training on the full-mission bridge, maneuvers that account for influencing factors such as swell, wind, current, various sight 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 Singapore as well as busy areas like the Kadet Trench, the English Channel, 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, simulates emergency scenarios and offers team and individual exercises.

Since November 2013, the bridge simulation and the engine simulator have been coupled. This has created an innovative, realistic training environment that allows us to conduct even more complex safety exercises in particularly authentic circumstances.

Since 2014, our crew has also been training for the operation of the first ship in our new AIDA ship generation, AIDAprima, which began its service in March 2016. One of AIDAprima's special features are its Azipod drives. The drive system has a streamlined pod and can be rotated 360 degrees around the vertical axis. For the purpose of operating this drive system, we worked with the manufacturer in 2014 to introduce a special Azipod training program.

In 2015, we further expanded our simulation and training center for the sake of increased training capacities. In November 2015, a second full-mission bridge simulator was added. An increasing number of captains and officers from Costa will complete nautical and technical training in Rostock along with the AIDA executives. The open exchange of experiences and intensive cooperation with our colleagues at Costa offer great benefits.

The crews are learning with and from each other in order to ensure the safety of our crew and guests as well as a safe and smooth ship operation at all times.

E-learning and courses

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 includes the web-based learning management system AIDA Expert: it enables our employees to engage in self-directed learning activities at any time of day, from any place in the world that has access to the internet. The training catalog 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 2015, we once again expanded our specialty training, e-learning, management training, and language courses for specific target groups.

We also employed seven training managers on board of our fleet in 2015, who are instructing our crew in technical areas, providing management and soft-skill training as well as offering language courses in German and English.

In 2014, we were again able to increase the number of training workshops. More detailed figures on the education and advanced training can be found under AIDA in figures.

Our quality standards also include a focus on safety. This is why we train and qualify our employees on an ongoing basis from the time they begin working for our company. We have developed a holistic training concept for this purpose: HESS – meaning: Health and Hygiene, Environment, Safety, Security. These training programs are held at the AIDA Academy, at CSMART Rostock, on board, as well as at select educational partners. In 2015 alone, our six HESS traveling trainers conducted 6,916 training courses for employees on board. All employees generally receive comprehensive initial training and refresher courses in every HESS category.

In 2015, the number of training participants more than doubled compared to the previous year. Our training managers alone have trained 17,431 participants, while our online training was attended by 18,505 participants.

Start and orientation

New employees have a lot of questions and are faced with an interesting task. In order to make their initial training and familiarization easier, we have collected a lot of important information about our values, our sustainability strategy, employee diversity and other topics related to a career start with us. Our colleagues in the various departments are available as points of contact.

During the first few days of each month, on-boarding training sessions are held in our Rostock and Hamburg offices. These events give all new employees first insights into the diverse range of products offered by the Costa Group. The program explains AIDA, Costa and Costa Asia, the corporate philosophy, organizational structures and relevant systems and processes.

7.2.6 EMPLOYEE DEVELOPMENT

Employees of AIDA Cruises have opportunities to develop their full potential and grow in accordance with their individual abilities. We offer a variety of tools and education options to support the professional development of our staff.

The AIDA competency model

Our four AIDA values determine codes of behavior that apply to all employees. Our executive staff function as role models and assume responsibility for creating an atmosphere in which these codes of behavior are lived on a day-to-day basis.

TRUST: I create trust by...

PASSION: I am passionate because I...

COLORFUL: I live diversity because I...

RESPECT: I show respect by...

Values and responsibility

Our four AIDA values form the core. They are the basis of all of our actions, at all levels, and in all departments. These values define how we conduct ourselves and treat others. Our managers take on a role model function for this and the responsibility to create an environment in which these values are practiced.

I create TRUST by ...

- ... as manager ...
- ... being a role model
- ... being authentic
- ... formulating tasks clearly
- ... giving security and support



I am PASSIONATE, when ...

- ... as manager ...
- ... I motivate
- ... I give impulses for ideas
- ... I set future-oriented goals
- ... I share successes with my team



I show RESPECT by ...

- ... as manager ...
- ... standing by my word
- ... always being approachable and listening to others
- ... sharing relevant information
- ... giving individual feedback



I am COLORFUL, because ...

- ... as manager ...
- ... I am part of the cultural diversity
- ... I recognize and promote talents
- ... I reflect and further develop myself
- ... I apply my experience



A good conversation is the basis of any open, trusting and target-oriented cooperation. This is why we attach great importance to regular conversations between our employees and our executives, during which strategies, objectives and individual performance and development are discussed. AIDA also insists on transparency in its performance reviews.

We have defined our most important requirements for employees and managers in our competence model. It describes which skills, characteristics and attitudes we expect. This model also functions as a common theme for evaluation and development measures.

Talent management

Talent management and continuous training are high priorities for AIDA. That is why we are tirelessly dedicated to fostering junior staff and potential talent. Our talent management process focuses on identifying our talents and then promoting and developing them in a targeted approach.

Discovering talent

Our HR round tables are regular meetings held between executive staff and HR managers to facilitate mutual exchange. Developmental measures are derived on the basis of an employee's individual performance (new performance management system in 2015) and high performers are identified for the talent pool. The HR round table thus forms the basis of a systematic approach to staff promotion while simultaneously ensuring the consistently high quality of HR development.

Promoting talent

The promotion and development of high-potential employees is a high priority at AIDA. Our versatile training opportunities within the company, at the AIDA Academy or with one of our external training partners are well received by our employees. AIDA Cruises develops its executive staff within the scope of a multi-layered leadership program.

Our competency model

In our competency model, we have defined the most important requirements that our employees, particularly our managers, need to fulfil. It specifies skills, traits, and attitudes. At the same time, the model serves as orientation for evaluation and development measures.

Core competencies	The employee, especially the manager ...
ENTREPRENEURIAL SPIRIT	<ul style="list-style-type: none"> thinks strategically has a broad and forward-thinking approach focuses on financial results
RESULT ORIENTATION	<ul style="list-style-type: none"> feels accountable for results is proactive and ready to take decisions up to own responsibility plans the work and monitors that results are achieved
LEADING AND DEVELOPING PEOPLE	<ul style="list-style-type: none"> leads and motivates people towards targets empowers people as appropriate and builds commitment recognizes talent and develops people
H.E.S.S.	<ul style="list-style-type: none"> is safety driven understands and respects rules promotes sustainability is accountable for healthier actions
INNOVATION	<ul style="list-style-type: none"> is curious anticipates change and implements new ideas and solutions challenges the status quo
SERVICE AND QUALITY	<ul style="list-style-type: none"> puts guests and internal clients at the center is service driven ensures an excellent service quality makes sure expectations are exceeded in line with brand positioning
CHANGE	<ul style="list-style-type: none"> is open and adapts to change supports company-driven change and exploits opportunities that changes might bring understands environment's evolution and reacts positively
COOPERATION	<ul style="list-style-type: none"> communicates effectively works in team and develops network adopts the transparent and respectful approach relates to others considering and respecting diversity
ETHICS	<ul style="list-style-type: none"> fully respects the Code of Business Ethics and Corporation standards always adopts an ethical approach in line with company values



Developing talent

Identifying and promoting talent naturally entails the development of talent. Mentoring is a fixed component of our talent management system. New executive staff and high-performance and high-potential employees are accompanied and supported by experienced executives for a fixed period of time in the context of mentoring programs at AIDA Cruises. Mentors at AIDA volunteer for this role, which brings great benefit both to our employees and to us as a company.

They include:

- Inter-departmental support & development of high-potential employees
- Targeted support for the career development of qualified employees
- Promotion of a culture of learning & internal knowledge management
- Promotion of inter-departmental communication
- Supervision of change processes

7.2.7 WORK-LIFE-BALANCE

A healthy work-life balance is indispensable for the motivation and health of our employees. We therefore offer targeted support in the form of comprehensive offers that help our staff strike a balance between work, family and leisure. On land as on board our ships, our employees can access many AIDA services to unwind from their professional lives.

In 2015, we revamped our AIDA work-life balance program under the heading of “well-being”. It comprises four sections: motivating work, health, staff benefits and family.

Services for employees onshore

WORK – motivating work

The work of our employees is interesting and challenging, requires a lot of commitment, focus and passion. Our success is based on motivated and committed employees. This is why we offer a modern, versatile working environment and respect your needs.

Our services for employees onshore include:

- online-based business travel service
- use of company cars
- general office services
- staff restaurant
- free hot drinks and fresh fruit
- invitations to company events
- occupational and private pension offers

BENEFITS – enjoying advantages

Our employees enjoy a lot of benefits, both in their professional and their private lives.

Our services for employees include:

- discounts on private vacations
- discounts with various companies
- discounts on various car services
- company bicycles for private use

HEALTH – keeping the balance

The health of our employees is important to us. We support their well-being and fitness with a range of services.

Our employees onshore benefit from:

- discounted services at different gyms
- occupational health care
- sports and leisure offers
- a variety of team sports (e.g. AIDA volleyball team, AIDA dragon boat team, etc.)

We also inform our staff about the benefits of an active and healthy lifestyle and provide incentives for recreation and exercise. This includes our annual Health Day. Preventative care also includes check-ups with the in-house medical service and flu vaccinations.

FAMILY – understanding needs

Work is important, but it is not everything. AIDA emphasizes its family-oriented values. We support our employees in reconciling work and family life.

Our services for employees onshore include:

- support and helpful information for starting a family
- cooperation with kindergarten and day care places
- family events
- childcare for the whole family on professional and private occasions
- holiday offers for children



Services for employees on board

For ten years, we have organized the AIDA Crew Day and other special events for employees on board. In order to reward extraordinary performance, our "Employee of the Month" award is given to crew members on board every month. This distinction is accompanied by a financial bonus.

AIDA crew members work in an international team on board one of the most modern cruise ship fleets in the world. Our ships sail under European flags, and our employees correspondingly receive comprehensive social benefits (unemployment, pension, health and casualty

insurance). The maritime industry is the only global sector of the economy that offers binding work and social standards for all of its worldwide members.

Our services for employees on board include: free board and lodging, free provision of uniforms, linens and towels, weekly cabin cleaning and a wide variety of leisure activities on board, including the crew sauna, bar and gym, access to and use of guests' facilities, internet on board, TV in the cabin, telephone, books and films.

In their free time, our employees get to experience the most beautiful places in the world during shore leave.

GOALS AND GOAL ACHIEVEMENTS EMPLOYEES

CARNIVAL CORPORATION & PLC – CORPORATE SUSTAINABILITY GOALS

	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 – SUSTAINABILITY GOALS & MEASURES

SAFETY AND HEALTH

Goal	Measure	Status 2014	Status 2015	Next steps 2016 ff.
AIDA to Carn.Corp. Goal #7	Mandatory HESS training courses for all employees Integrate HESS content in all training programs	Support with the development of new Carnival Corporation HESS standards	Implementation of the Carnival HESS training standards	Continuous process, Implementation of further Carnival HESS training standards
AIDA to Carn.Corp. Goal #7	Systematic implementation of occupational health and safety strategies	Continuous process	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 the new Carnival standards in 2015 with around 400 processes (96% degree of fulfillment)	Continuous improvement process, Fulfillment of 100% of the processes of Carnival standards

LABOR				
Goal	Measure	Status 2014	Status 2015	Next steps 2016 ff.
Employee loyalty and development	<p>Targeted work-life balance measures</p> <p>Promoting career opportunities and measures for professional advancement</p> <p>Target-group-specific introductory & refresher courses</p> <p>Further development of the web-based AIDA Expert Learning Management System</p> <p>Establish international training centers & programs with training partners</p>	<p>New senior management program "Maritime Leadership"</p> <p>AIDA Leaders Advanced in Asia</p> <p>Virtualization of work-life balance (introduction of techniques, video conferences etc.)</p> <p>Focus on the development of skills in the areas of service, leadership, and career planning, supported by training managers on board</p> <p>Development of language and management training</p> <p>New design and modernization of canteen</p> <p>First Health Day in Hamburg</p> <p>Introduction of home office options for service center employees</p>	<p>AIDA4me – Transparent and detailed employee benefits for the subjects: Onboarding – Learning – Growing – Wellbeing</p> <p>Continuous development of training manager positions on board</p> <p>Development of the training portfolio at the AIDA Academy & on board</p> <p>Introduction of new performance management procedures</p> <p>Implementation of "AIDA Spirits" in Asia</p> <p>Development of the training program "Leaders Selection"</p> <p>Development of e-learning offers</p> <p>Implementation of new training modules on board</p>	<p>Expansion and digitalization relating to AIDA4me</p> <p>Preparing for a digital HR world: Implementation of a crew portal to improve employer self-service; crew surveys on disembarkation; sign pads for work times & performance evaluations, etc.</p> <p>Requirement-targeted expansion of the AIDA Selection management program</p> <p>Virtual onboard training for new colleagues</p> <p>Continuous expansion of training activities on board and onshore</p>



LABOR				
Goal	Measure	Status 2014	Status 2015	Next steps 2016 ff.
Development of junior staff promotion	<p>Offer high quality and accredited training and study programs</p> <p>Comprehensive manager and junior staff training</p>	<p>Formalization of internal advancements for taking up an officer career</p> <p>Further development of technical courses of study</p> <p>Internationalization of education</p>	<p>Transfer of students to the new study program Marine Electrical Engineering</p> <p>Development of a one-year training program for becoming an Electrical Engineering Officer Assistant (ETOA)</p> <p>Award "Fair Company"</p> <p>Development of cadet training</p> <p>IHK award for 10 years of successful vocational training for becoming a Management Assistant for Dialogue Marketing at the AIDA Customer Center</p> <p>Value-oriented programs for junior staff management and for managers</p>	<p>Endowed professorship for the study program Marine Electrical Engineering (University of Wismar)</p> <p>Reintroduction of the partnership with HSBA to promote dual students</p> <p>Introduction of the training program for becoming a Tourism Management Assistant</p> <p>Development of the talent management program to identify and promote employees with potential</p> <p>Language concept based on the European Framework of Reference to promote international career opportunities</p>





► 7.3 GUESTS

Best service and maximum safety are just two of our requirements for an unforgettable AIDA voyage. Sustainability is always within our purview so voyages with us remain an experience for years to come.

7.3.1 SERVICE

Our guests will get a sense of the AIDA crew's exceptional commitment to service at every possible opportunity. We are delighted by all the positive feedback we receive in person on board, in the mail, on social media, and also from external institutions. In 2015, we were recognized as a Service Champion for the fifth time for the highest rated customer service experience.



AIDA Club

Our guests are important to us, which is why we offer them special benefits with the AIDA Club. Previously, guests who have spent at least 10 days on board AIDA over the past five years could become members of the AIDA Club.

We premiered the new AIDA Club on October 1, 2015. Even as soon as the first AIDA voyage, this new club will offer all members exclusive benefits and discounts in the form of credits and Internet packages as well as offers in the AIDA online shop. Starting with this new AIDA Club, all our members are earning valuable "sea miles" with every AIDA vacation that are credited to them after their trip. For the first time, they will be calculated based on the length of the cruise, the price bracket, and the stateroom category. In addition to the current Blue, Red, Yellow, and Green club levels, we have added a new Gold level to show our special appreciation and offer exclusivity for our guests who have the most sea miles. Additionally, our guests as young as 16 can now also collect sea miles and enjoy benefits and discounts for teens.

Using the club portal, you can look up information such as your club status and associated benefits throughout the year. Depending on the club level, the benefits range from special club meetings and free offers to on-board credit and culinary highlights. Our onboard club meetings give members the chance to talk with the crew outside the day-to-day interactions. We also get our club members actively involved in AIDA activities as part of the club program. Furthermore, we incorporate what our guests would like to see in our product development.

Green and Gold Club members receive regular invitations to shoreside events and maritime celebrations. In 2015, for example, the AIDA Club invited members to the port anniversary in Hamburg and, through its club newsletter, also held a raffle with 60 tickets for two persons each for an AIDA gourmet event in the Cologne/Düsseldorf area.

In 2015 we additionally appointed Club Ambassadors for the first time. The three acting Club Ambassadors were selected from more than 100 applicants with a live vote. They will hold this position for one year and, on behalf of hundreds of thousands of AIDA fans, will act as online bloggers to report about fresh, interesting and original news from the AIDA holiday world and great AIDA events in text, video and photo format.

Online dialog

Our social media presence on Facebook, Twitter, YouTube, and Google+ combined with our AIDA web lounge gives our guests interactive opportunities to share information about AIDA. This not only benefits the dialog within the communities, but our company as well. This way we receive honest feedback every day and it is just as quick and easy for us to contact our guests as it is for them to contact us.

In 2015, we saw our number of Facebook fans increase from 835,000 to 950,000. At the end of January 2016, we even surpassed the one-million mark. In addition to the latest news, video clips, and information about our company, our Facebook page provides a modern platform for direct dialog and interaction. The impressions and reports that our guests share with other users also offer personal insights into the AIDA world. For many followers, it is a valuable tool for booking their vacation on the AIDA fleet. This community thus provides great added value for our fans as well as potential guests. For AIDA, these platforms also allow us to obtain many valuable tips on how we can continue to improve and keep exceeding guest expectations in the future. Another important component in our online dialog is the AIDA web lounge, which grew to 100,000 members in 2015.



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 website. We give our guests a convenient option for booking their next dream vacation online, while also protecting the environment by saving paper.

Our AIDA smartphone app also gives our guests much more than an interactive catalog: It combines a personal cruise experience and a detailed travel planning opportunity so guests on any of our ships can access their voyage ahead of time on their smartphone and even customize their travel plans. Our guests can stay in touch with family and friends even at sea: All of our ships are equipped with Internet service.

Data security

Responsibly handling our guests' personal information goes without saying for us. We collect, process, and use personal data only in accordance with legal regulations. The EU Data Protection Directive and the German Federal Data Protection Act (Bundesdatenschutzgesetz) are decisive here.

The data protection declaration and the data protection provisions are binding for all employees. AIDA's internal data protection officer monitors compliance with the provisions. Our guests can always exercise their right to information and to object at any time by going to datenschutz@aida.de. In addition, TÜV Süd audits the data protection compliance of AIDA Cruises.

7.3.2 SPECIAL NEEDS

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 and without barriers as possible. Our AIDA website provides detailed information on the barrier-free topic. 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:

- Competent consultation by the barrier-free team at the AIDA Customer Center before the booking
- 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 advice 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

Persons with allergies

At AIDA we are sensitive to our guests with food allergies or food intolerance. For example, our buffet restaurants always offer gluten-free and lactose-free options. Guests suffering from specific food intolerances can inform the AIDA Customer Center even before their trip. On the day of arrival, our reception staff then gives them a time to meet with the head chef who explains the various restaurants on board and also gives them valuable tips for enjoyable meals in spite of their particular food intolerances.

This initiative is our way of offering safety, helpful information, and a comfortable vacation experience to our guests with food allergies. All dishes in the buffet restaurants on AIDA ships are labeled so that people with food allergies can easily select the options that will work for them. Our trained staff is happy to assist guests with any questions.





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. We believe that it should be possible for every guest to take an AIDA voyage without difficulties and additional costs. That is why we have been assuming the additional costs for special transfer arrangements (when an AIDA arrival/departure package is booked). We ensure short wait times at a special check-in counter and our trained employees here attend to the special needs of the guest. This naturally applies for all types of special needs.

Our barrier-free staterooms are available at no extra charge. More details about the features of these staterooms can be found on our 360-degree tour and in the FAQs at www.aida.de. Almost all areas on board are wheelchair accessible. Should detours be necessary, they are clearly marked with signage. Special seats are reserved for wheelchair users in the theater and buffet restaurants. Our staff members are happy to continue offering assistance during shore excursions. In 2013, we equipped all ships with wheelchair caterpillar lifts where technically possible to help transport wheelchair users on the occasionally steep gangways. Previously this had to be done manually.

On our youngest ship, AIDAprima, all barrier-free staterooms have automatic stateroom and bathroom door openers while veranda staterooms additionally have an automatic opener for the veranda door. All elevators have a wheelchair-accessible control panel to select floors. A special pool elevator facilitates entry into the main pool on AIDAprima for our guests with reduced mobility.

For a nominal fee, we offer guests the option to rent wheelchairs and, as of 2015, walkers. They can be used both on board and on shore excursions.

In our excursion brochures we identify the excursions that are best suited for people with special requirements. They also provide information about our "barrier-free get-togethers". When it comes to shore excursions, we always take local circumstances into account. Moreover, we continue to exert influence on our partners at the individual destinations to establish suitable requirements so that our guests can move freely without barriers on shore as well.

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.

To its guests with hearing impairments, AIDA also provides a stateroom 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. For the first time on one of our ships, the Theatrium of AIDAprima features a wireless system for hearing support. With the help of a mobile pocket receiver and accompanying induction loop, our guests can use these and enjoy the full range of seating.

Guests with visual impairments

Guests with visual impairments will find signage on board with high-contrast tactile lettering and Braille. The signage is located at a height of 1.22 meters. Almost all public areas on board, including bars, restaurants, elevators, stair handrails, public restrooms, and staterooms, 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 care

We offer our guests and crew members professional medical care on board our AIDA ships.

The excellently equipped hospital is comparable to a shoreside emergency room. Alongside its facilities for outpatient treatment, it also contains beds for inpatient and intensive medical care. A broad range of modern diagnostic tools such as X-ray, ultrasound, laboratory testing, ECG, pulmonary function testing, etc. makes it possible to reliably diagnose and treat patients. There are also defibrillators on board. Along with these localized facilities, the ship's doctors also have telemedical treatment options available to them. Using the Internet, the ship's doctors can consult highly specialized shore-side doctors based at renowned hospitals at any time.

The medical personnel consist of two ship's doctors and two to three qualified nurses experienced in emergency medical care. In addition to this, every crew member is regularly trained in first aid in order to guarantee that guests and crew receive the best in first-aid treatment.

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. If needed, we can also organize interpreters and attendants on site.

When they book their trip, guests who are receiving medical treatment or who have a special request should notify us about important issues such as medication requirements and the potential need for medical care while on board. We are happy to provide information and advise 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 vaccinations 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. Furthermore, our onboard hospitals offer additional services such as diving fitness examinations, chiropractic therapy, Kinesio taping, acupuncture, and first aid courses. More information is available for our guests on board.





7.3.3 GUEST SATISFACTION

The satisfaction of our guests is top priority. Here at AIDA we do our best every day to make sure that our guests always feel comfortable and well attended to on their vacation whether on board or on land.

Our customer management department is responsible for communicating with our guests before and after the voyage. Customer management includes the areas of customer dialog & loyalty, customer relations, quality management and market research. As such, it is our most important tool for doing our best to give our guests what they want. For example, our dialog with guests involves travel information, direct marketing, and our AIDA Club loyalty program. Customer management also compiles all quality assurance information. Under the umbrella of customer experience management, the areas customer relation management (CRM), customer intelligence and customer management ensure the satisfaction of our guests. Customer management also represents the interests of our guests in corporations and actively works to incorporate their suggestions and requests into developing new products.

We capture the satisfaction of our guests in various ways such as detailed guest surveys. These surveys give us valuable insight into how we can further improve. Suggestions and requests are always welcome, but we also appreciate criticism from our guests. In 2015, our guest satisfaction rate was 90 percent. If any guest has cause for complaint, we have a specific contact person avail-

able on board and on land who will gladly address the concern. Making shoreside contact can be accomplished through all communication channels such as phone, email, or social media. Depending on the channel, complaints are processed within five business days or less.

We not only require that all guests are offered the best service at all times, we also put ourselves to the test: Hotel and restaurant experts regularly travel incognito on board to see what an everyday cruise experience with AIDA is really like. They evaluate every part of the trip based on clearly defined quality and service standards and give us valuable feedback on further improving our guest satisfaction.

A vacation on AIDA's ships means relaxation and diversions, enjoyment and excellent entertainment. For this we received the Deutsche Kreuzfahrtpreis 2015 (German Cruise Line Award) in the categories "Best Restaurant" and "Best Entertainment Program". This highly coveted award is given out each year by the renowned Koehlers Guide Kreuzfahrt (Cruises).

In addition to plenty of positive feedback from our guests, we were also delighted to receive the title "Service Champion". In Germany's largest ranking of services, AIDA Cruises took seventh place among 1989 reviewed companies in 2015 and was awarded the Golden Seal for best service quality. AIDA prevailed against eight other cruise operators and earned the highest score for the best customer service experienced in the cruise industry. Additionally, AIDA was awarded the Gold Ranking as family-friendly company last year as the winner in its industry.

The German Institute for Service Quality, in cooperation with the newspaper Welt am Sonntag and the Goethe University in Frankfurt/Main, conducted the survey about over 400 companies in 60 industries.

We are very pleased with these awards, but not in terms of contented complacency. Instead, we see them as further incentive to continue improving our service.

7.3.4 SAFETY

Safety is top priority at AIDA. The entire crew takes responsibility and are trained according to HESS standards (Hess = Health, Environment, Safety, and Security). The internationally prescribed safety drills with our guests are standard and are conducted at port before the ship even sets sail.

Technical ship safety

The ships of the AIDA fleet, AIDAbella and AIDAdiva, were the only ones that received a top rating of “excellent” in the last ADAC Cruise Safety Test 2012. ADAC confirmed that our ships have cutting-edge technology, and safety, rescue, and fire-protection equipment, diligent security checks for passengers and luggage when boarding the ship, a professional and helpful crew with a heightened sense of responsibility and safety awareness, and routinely conducted evacuation drills. The excellent test results motivate us to be relentless in our diligence and responsibility.

To ensure that employees react properly when faced with potential danger, we start training all of our employees in safety matters before their first day on the job, and later at every stage of their careers – before, during, and between deployment times.

Organizational safety

In 2012, AIDA Cruises opened the Centre for Simulator Maritime Training (CSMART) Rostock at the AIDA Academy, the first center for maritime simulator training in Germany. This simulator training is specifically geared toward the quality requirements in training and continuing education and thus the safety of the cruise industry. This is where the officers and junior staff receive regular training in the mastery of safe navigation methods and the technical operation of the ship. This training far exceeds the requirements of the international STCW standards (Standards for Training, Certification and Watchkeeping). We invest heavily in training and continuing education for our nautical and technical managers. Well-trained personnel is vital to the safety of our guests and crew. In addition to having first-class nautical and technical training, we expect our officers to have strong leadership skills and the ability to work in a team. Everyone must be able to make sense of potential emergency situations in the shortest amount of time and make the right decisions. It is for this reason that we have also incorporated the latest findings and experiences in the area of “human factor” training in aviation and other safety-critical industries into our training content.



CSMART stands for Center for Simulator Maritime Training and is a world-renowned competency center for providing training and continuing education for nautical and technical officers. CSMART Rostock is Europe's second cruise-specific simulator training center after CSMART Almere in the Netherlands. The "Full Mission Bridge Simulator" is a realistic replica of the bridge on AIDAblu, which was commissioned in 2010. Thanks to the modular structure of the simulator bridge, an adaptation to other ships with different drive system is also possible. The comprehensive safety concept of the maritime simulator training center also includes a machine room simulation modeled after an original SIEMENS automation on board the AIDA ships.

When training on the full-mission bridge, a wide range of scenarios can be simulated 1:1 with due regard to such influencing factors as swell, wind, current, various sight conditions and precipitation. Training is conducted in the regions of the world that AIDA cruise ships visit, including the ports of Hamburg, Warnemünde and Singapore as well as busy shipping areas like the Kadet Trench or the English Channel.



On four "part-task bridges", we conduct equipment and system training as well as other training programs for new officers and students. The engine room simulator reenacts the operation of the on-board machinery, simulates emergency scenarios and offers team and individual exercises.

Since November 2013, the bridge simulation and the engine simulator have been coupled. This has created an innovative, realistic training environment that allows us to conduct even more complex scenarios in particularly authentic circumstances specifically for emergency procedure training.

Since 2014, our crew has also been training for the operation of the first ship in our new AIDA ship generation, AIDAprima, which began its service in March 2016. One of AIDAprima's special features are its Azipod drives. Here the drive system lies in a streamlined pod and can be rotated around the vertical axis by 360 degrees. For the purpose of operating this drive system, we worked with the ABB company, its manufacturer, in 2014 to introduce a special Azipod training program.

In 2015, we further expanded our simulation and training center for the sake of increased training capacities. In November 2015, a second full-mission bridge simulator was commissioned. An increasing number of captains and officers from Costa will complete nautical and technical training in Rostock along with the AIDA executives. The crews are learning with and from each other in order to ensure the safety of our crew and guests as well as a safe and smooth ship operation at all times.

On our ships, our safety officers guarantee the strictest compliance with regulations. The crew must demonstrate in exercises that they react professionally in an emergency situation and are capable of utilizing all rescue equipment. With respect to fire protection, each ship has a specially trained fire protection team that ensures the safety of our guests. All actions are clearly defined in the HESS management system.

Standards-compliant safety

Complying with national and international laws and directives is a matter of principle for us. We implement new provisions as fast as possible – often even above and beyond what is required. Requirements stipulated by the United Nation's International Maritime Organization (IMO) are binding for AIDA internationally. IMO regulations also include the SOLAS Convention (Safety of Life at Sea). It specifies standards for the construction, equipment, and operation of ships. This includes central regulations such as the International Ship and Port Facility Security Code (ISPS-Code) and the International Safety Management Code (ISM). They ensure security in ports and safe ship operation.



7.3.5 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. The “AIDA Friends of the Ocean” organization is actively committed to marine and coastal protection.

Biking excursions

AIDA biking excursions offer many advantages: They are healthy, environmentally friendly, and give guests a more authentic experience in the destination region. Biking excursions have been a part of our program for a long time and we continuously expand our offers.

All AIDA ships are furnished with up to 120 bicycles, including E-bikes. We currently offer more than 250 attractive biking excursions for every difficulty level and these are immensely popular among our guests. The number of AIDA guests who go on excursions with bicycles or E-bikes is growing every year, because bicycles allow for a particularly in-depth exploration of the destinations. Whether you prefer a relaxed discovery tour or sporty active tour: Our Soft, Soft Active, Active & Introductory tours offer something for everyone. On our tours with electric bikes, the tailwind is already included. All biking excursions are accompanied by professional AIDA biking guides.

Another alternative for environmentally friendly transportation that is just as fun consists of our Segway tours. If you have any questions about our tours, please contact the AIDA biking team directly at biking@aida.de.

Sustainable shore excursions

Sustainably designed shore excursions do not just allow our guests to enjoy unforgettable experiences; they can also play an important part in economic development, protecting and promoting the environment, preserving cultural heritage, and helping maintain 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.

When it comes to “sustainable shoreside excursions,” AIDA Cruises is one of the pioneers in the cruise industry and continuously expands its offer.

In 2013 we developed standardized criteria for sustainable shoreside excursions with the sustainability initiative Futouris e.V. and the State Chancellery Mecklenburg-Western Pomerania as well as the Leuphana University in Lüneburg as part of a cooperative project. The goal was to create a transparent basis of comparison for the sustainability of the individual excursion offers and to base the evaluation on measurable and scientific criteria.



In early 2014, the Baltic Sea was assessed as being a model region based on the new catalog of criteria. By the end of 2014, the assessment model had been transferred to AIDA shore excursions in all destination regions.

All AIDA excursions that fulfill social, ecological and cultural criteria are specially marked with a tree symbol. As early as during the excursion booking on MyAIDA, our guests can therefore see which of the offers are particularly sustainable.

The four main criteria for the evaluation of the individual excursions include the transport performance, the contents or focus of the excursion (e.g. culture, nature, etc.), the food offers and the sustainability engagement of the local partner agency. There are also numerous secondary points that are integrated into the evaluation. With respect to the transport component, preventing CO₂ emissions is the top priority. Biking excursions leaving directly from the ship are thus scored higher than using low-emission buses. If the commissioned local agency offsets the CO₂ emissions produced by an excursion, then this also positively impacts the assessment. Nature excursions are also scored particularly high on sustainability if, for example, a trained ranger tells the visitors about wildlife conservation and special aspects. Dining options is another main topic. Sustainable excursions are focused on using regional products for local specialties. Complying with minimum standards for the staff of our agencies on site according to the core labor standards of the ILO

(International Labour Organization), a specialized agency of the United Nations (UNO), also plays an important role in the catalog of criteria.

At the moment, 142 shoreside excursions as well as 230 bike and pedelec tours carry the sustainability seal. This also includes offers such as kayak tours or fun types of sports such as stand-up paddling.

On all AIDA shore excursions it is very important to us that any packaging we bring along or any other waste we generate is disposed of on site in an environmentally friendly way. If this is not possible, our participants take the garbage back to the ship where it is appropriately separated and recycled or disposed of.

Protection of animals and species

To preserve fauna and flora, AIDA Cruises is also committed to the protection of animals and species and makes its guests aware of this topic. For example: For reasons related to animal welfare, we do not offer any visits to dolphinariums or elephant rides, since most of these facilities do not provide humane treatment of animals. We have therefore decided to stop supporting these facilities. However as an exception, we do support a few select theme parks that are actively committed to species conservation and promoting the protection of 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 in the wild, for example on a whale watching tour.

We support soft tourism and are continuing to expand our range of shore excursions. This is also why for many years we have been offering our guests excursions where 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 as well as 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 to travel with greater awareness.

Training our travel agent partners

In addition to the actual vacation experience, the eco-friendliness of a planned trip is becoming a key booking factor for more and more people. AIDA Cruises thus provides our travel agency partners with transparent information about our commitment to the environment. We are also available to speak with them and answer any questions they have in order to thoroughly advise their customers. In 2015, sustainability was a key point on the agenda at 335 customer events for travel agencies and 182 trade fairs. We have also firmly integrated environmental protection into our office and

field staff teams for our sales campaigns. In November 2015, we began the EXPlidation program, a multipart series of training workshops for travel agency employees, which included an online test with questions about the environment.

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

As a cruise company, conserving a pristine environment and maintaining clean oceans is a matter of principle for us. They are part of an unforgettable vacation experience that we also want to be able to offer our guests in the future. Many employees as well as guests support our efforts to protect 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 lead by Dr. Monika Griefahn, Chief Sustainability Officer at AIDA Cruises, decided to tackle this very question. The result: On March 12, 2013, the founding meeting for the AIDA Friends of the Ocean ("AIDA Freunde der Meere e.V.") was held on board AIDAstella. AIDA Friends of the Ocean operates as a non-profit 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 Nation Environment Programme (UNEP), each year around 6.4 million tonnes of trash are dumped into the world's oceans. According to Germany's Federal Environmental Agency there was 100 to 150 million tonnes of trash in the oceans in 2013 and plastics made up 60percent of it.



About 70 percent of the trash settles on the ocean floor. AIDA Friends of the Ocean wants to do something to stop this. It cannot stand idly by and watch as more and more animals perish and the vital habitats of birds, fish, and other living creatures are destroyed.

The organization is focused on raising awareness of the threat posed to the ocean's fragile ecosystems and educating the public on appropriate initiatives to protect the maritime environment. AIDA Friends of the Ocean wants to get as many people as possible excited about the fascinating world of the ocean and thus increase conservation efforts and the willingness to protect our oceans and coastal landscapes over the long term. This should particularly be done through practical nature protection projects, but also through educational and PR work.

In 2015, AIDA Friends of the Ocean participated in International Coastal Cleanup Day again and held coastal cleanup activities in Hamburg and Warnemünde. Furthermore, following the great success in the previous year, the association worked with the Tourism Center of Rostock & Warnemünde and the Mecklenburg Association of Baltic Sea Resorts e.V. again in 2015 in order to distribute beach ashtrays in Rostock/Warnemünde and all Baltic Sea resort areas along the coast of Mecklenburg. The objective was to raise environmental awareness of tourists and locals, and make it easier to properly dispose of cigarettes at the beach.

As of 2015, AIDA Friends of the Ocean is supported by honorary ambassadors who promote the protection of the oceans and represent the association at events, for example during campaigns for Climate Day 2015.

The current ambassadors are Olaf and Jana Eichhorst, Stefanie and Peter Altweck, Thomas Höffler, Peggy Mocosch and Barbara Holzner.

Another important focus for AIDA Friends of the Ocean is its committed opposition to using microplastics. What many of us don't know: many toothpastes, exfoliating shower gels, and other everyday products contain small "plastic pearls" that are supposed to enhance the cleaning action. You can particularly tell if a product has microplastics when polyethylene (PE) and polypropylene (PP) are listed as ingredients on the packaging. These microplastics travel from bathroom drains right into our water sources, and the particles are not biodegradable. They endanger not only the environment, but also birds and fish which mistake them for plankton and then perish in misery. With the consumption of fish, microplastics also enter our food chain, thereby endangering human health as well. AIDA Friends of the Ocean 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.

The AIDA Friends of the Ocean organization is open to anybody who wants to be actively involved in protecting our oceans. Donations and memberships will help the organization 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, membership applications, and contact details can be found at www.aida-freunde-der-meere.de.

GOALS AND GOAL ACHIEVEMENT GUESTS

GUESTS				
Goal	Measure	Status 2014	Status 2015	Next steps 2016ff.
Increase guest satisfaction	Differentiated recording of customer needs and wishes Qualitative and quantitative evaluation of all guest feedback	Overall satisfaction at 1.64 Guest satisfaction at 92.0% (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)	Overall satisfaction at 1.66 Guest satisfaction index at 89.5% (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)	Increase the level of guest satisfaction Introduction and application of new and innovative measures and evaluation methods for optimizing customer-oriented products and processes
Improve accessibility for people with special requirements (visual and hearing impairments, wheelchair accessibility)	Expansion of services for people with special requirements More transparent travel information for people with disabilities and special needs	Introduction of wheelchair and walker rentals Optional boarding pass (pass for people with disabilities) First guests with guide dog on board Extended menu options for people with food allergies	Continuous process, e.g. testing new caterpillar tracks for shore excursions & more transparent travel information on accessibility Caterpillar tracks are offered on AIDAblu, AIDamar, AIDAsol, and AIDAstella	Continuous development of accessibility
Promote customer dialogue in social networks	Present on major platforms such as Facebook, google+, Youtube, Twitter and in the AIDA Web Lounge	836,643 fans on AIDA Facebook fan page & 99,120 members on AIDA Web Lounge (May 2015)	950,000 fans on AIDA Facebook fan page & 100,000 members on AIDA Web Lounge (December 2015)	Increase number of followers on AIDA social media channels Increase number of Facebook fans to over 1,000,000
Increase customer loyalty	AIDA Club for frequent travelers with attractive and complimentary benefits	976,694 members reached (May 2015)	Change to club requiring registration in October 2015, since then 410,000 registered members (December 2015)	Realignment of the AIDA Club, Introduction of more individual and sustainable service measures per club level



► 7.4 SUCCESSES

AIDA revolutionized the German-language cruise market with an innovative travel concept in 1996. Today we're number one in Germany. Our economic success is inseparably linked with sustainable action: We take on social responsibility and continuously set new standards in environmental protection. We want our guests to continue enjoying cruises to the most beautiful places in the world.

7.4.1 VALUE CREATION

The demand for oceanic cruises is higher than ever. The results of the study "The German Cruise Market on the High Seas 2015" by the Cruise Lines International Association (CLIA) Germany and the Deutscher ReiseVerband e.V. (DRV) presented at the ITB 2016 once again show that Germany continues to be fastest growing market for cruises in Europe. Internationally, Germany is in second place for the largest cruise market behind the USA.

The number of guests in Germany has more than tripled within ten years. With a market share of 27.5 percent, Germany's cruise industry is No. 1 in guest numbers in Europe. In 2015, 1.81 million Germans went on a cruise, which represents a significant increase to the previous year. In 2014, there were 1.77 million guests. The travel sales generated in the German oceanic cruise market were a total of 2.87 billion euros in 2015. This

represents an increase of 5.7 percent compared to the previous year (2.71 billion euros). The further growth forecasts for the cruise industry are promising.

AIDA Cruises as the market leader in Germany is an important growth driver. Of the approx. 1.8 million German cruise passengers in 2015, more than 800,000 went on a cruise on board an AIDA ship. With the commissioning of our eleventh ship, AIDAprima, we initiated a new growth spurt in the German cruise market. In the coming years, we will double our capacity and the AIDA fleet will grow to 14 ships. Even in the Far East, vacations at sea are becoming increasingly attractive. China, currently in fourth place in international comparison, is already the fastest growing cruise market in the world. AIDA Cruises will help successfully shape this development with its market entry in China.

For AIDA Cruises, it is always important to ensure that our growth is sustainable and responsible. In 2015, AIDA

Cruises awarded a billion-euro contract for two ships of the next AIDA generation to the Meyer Werft shipyard in Papenburg, Lower Saxony. The two new ships, which will join the AIDA fleet starting in 2019, will be operating under the “Green Cruising” concept as the world’s first cruise ships to operate 100 percent with low-emission liquefied natural gas (LNG). Thus, AIDA Cruises also assumes a pioneering role in environmental protection.

With every additional ship we put into service, we create around 1,000 new jobs. This benefits not only the cruise industry itself but also the supply industry. Around three quarters of the suppliers for AIDAprima and her sister ship AIDAperla are located in Germany or the European Union.

Cruise companies also make an important contribution to value creation in the destination regions. For example, AIDA Cruises is cooperating 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.

In 2015, three out of four Germans preferred to travel within Europe (76.2%): Around one third of German cruise guests took a cruise last year through Northern Europe, the British Isles as well as through the Baltic Sea (33.6%). The Mediterranean region was also one of the most popular areas for German cruise tourists with a share of 31.2 percent. The current trend for travel itineraries is greater diversity: More and more cruise guests visit, for example, destinations along the Atlantic coast or the Canary Islands (11.4%) as well as North America and the Caribbean (11.3%).

The continuing growth of the cruise industry also benefits German ports and report further increases in the number of guests.

In 2015, the Port of Hamburg claimed its top position as the number one German cruise port with 525,000 cruise guests.

According to the last study by the Hamburg Chamber of Commerce on value creation by the cruise industry in 2013, it estimated the value generated by the cruise business in Hamburg to be 60 million euros. Other sources of revenue from cruise tourists in 2013 were around 45 million euros.

The Port of Kiel increased its passenger volume in 2015 by nearly 30 percent compared to the previous year, reaching 458,152 cruise guests and thereby achieved a new record high.

Warnemünde maintained its position as the most visited cruise port in Germany. A total of 354,000 passengers arrived in the Hanseatic city with the ships. Based on a study conducted by the University of Rostock on the spending behavior of passengers and crew members, it can be assumed that the travelers and employees spent at least 15 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 in the 2015 season. 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.



In these three German ports alone, the AIDA fleet recorded a total of 129 starts and thus significantly contributed to the positive balance.

Cruises combine a great lifestyle with diversity and comfort, and this at an unbeatable price/benefit ratio. There is a trend towards multi-generational vacations. No other branch in the tourist industry addresses the demographic shift as specifically as a cruise. It excels at providing innovation, high flexibility and individual offers for all target groups and age levels. This is what makes this kind of travel so attractive and also accounts for its long-term growth potential.

When it comes to making travel decisions, the ship and its offers are becoming all the more important. Ports in Northern Europe are increasingly turning into all-year destinations. Since the end of April 2016, AIDA Cruises now has a ship – AIDAprima – based in Hamburg year round. The Hanseatic City is the departure and destination port for seven-day round-trip cruises to the most beautiful cities in Western Europe.

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.

7.4.2 SHARING SUCCESS

“AIDA cares” is not just the name of our sustainability program but also expresses our company culture. We take on responsibility and contribute to sustainable development at home and abroad with our social engagement. We take it for granted that we will share our achievements and return some of our success to society in the form of donations and sponsorship activities. We allocate these means according to our donation guidelines. Here, we have defined what we stand for and where we aim to be involved. The decisions are therefore based on pre-determined criteria and always transparent.

SOS-Kinderdorf e.V. (Children’s Villages) and AIDA Cruises celebrated their 10-year partnership in 2015. From the traditional new year’s raffle, which AIDA Cruises organizes on its fleet each year, we collected a total of 100,000 euros in 2015. AIDA Cruises is once again putting the donation toward supporting the SOS Kinderdorf in Iloilo, Philippines as well as SOS projects in Germany, which care for young refugees.

In addition, AIDA Cruises donated 100,000 euros to the alliance “Aktion Deutschland hilft” toward aid for refugees and supported the commitment of the nonprofit association “Ökohaus e.V.” in Rostock.





In 2015, AIDA Cruises also actively sponsored sports and athletes. As a partner of TEAM HAMBURG, AIDA Cruises sponsored Hamburg athletes on their way to the Olympics in Rio in 2016. Moreover, we have made ourselves strong for the Hanseatic City's bid to host the 2024 Olympic and Paralympic Games. Additionally, we supported the Northern German mixed sailing team made up of our AIDA student Lea Spitzmann and her sailing partner Hauke Erichsen as they prepared for the 2016 Olympics.

On the occasion of the Hanse Sail 2015, AIDA Cruises provided the boat sponsorship for the Russian traditional sailor "Kruzenshtern" for the second time in a row.

Cultural diversity is an essential part of the corporate culture at AIDA Cruises, as the company has employees from more than 40 nations. Cosmopolitan openness, respect and team work among people of different nationalities are therefore firmly anchored in the company. That is why in 2015, AIDA once again supported the democracy initiative "WIR. Erfolg braucht Vielfalt" (WE. Success needs diversity) by the state of Mecklenburg-Western Pomerania with a donation of more than 5,000 euros. This donation will help support the open-air benefit festival "Jamel rockt den Förster" (Jamel rocks the rangers), which is directed against right-wing extremism.

Since 2002, AIDA Cruises has been the main sponsor of the Festspiele Mecklenburg-Vorpommern and thus the most important classical festival in Germany. In 2015, we extended our cooperation by an additional three years.

With our sponsoring of the Teens concerts at the Volkstheater Rostock in the 2015/2016 season, AIDA Cruises also promotes young musicians.

Moreover, AIDA Cruises was one of the key sponsors of the "4 mal 75" (4 times 75) exhibition in the Kunsthalle Rostock. This exhibition presented a retrospective of the work of Feliks Büttner, the creator of the AIDA smiling lips, to mark his 75th birthday.

As a sponsor of the St. Pauli Museum in Hamburg, AIDA supports the development and conservation of the museum. The museum documents the history of Hamburg's most well-known district and plays an important role in creating awareness of this unique district's history and culture. Additionally, the museum also provides support to the homeless of St. Pauli as well as those in need.

We are also committed as a long-term partner to various social and cultural institutions in the region. We support 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.

GOALS AND GOAL ACHIEVEMENT SUCCESSES

COMMUNITY & CHARITY				
Goal	Measure	Status 2014	Status 2015	Next steps 2016ff.*
AIDA to Carn.Corp. Goal #10	Support of research and projects in the fields of social responsibility and environmental protection Support of charitable organizations, Donation management	Support of partners with voluntary activities & financial donations, e.g. SOS Kinderdorf, democracy initiatives, sports and culture	Support of partners with voluntary activities & financial donations, e.g. SOS Kinderdorf, democracy initiatives, Deutschland Hilft!, sports and culture	Continuous process
AIDA to Carn.Corp. Goal #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	Further development of projects such as distribution of beach ashtrays, beach 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 projects and partnerships

7.4.3 AWARDS

At AIDA we do our best every day to make sure that our guests always feel comfortable and well attended to on their vacation whether on board or on land. This commitment was honored once again with the German Fairness Prize 2015. In cooperation with the n-tv new station, the German Institute for Service Quality conducted an extensive consumer survey, obtaining around 45,000 customer opinions on more than 400 companies. AIDA ranked first and is thus the company with the best scores in the cruise industry. The Germany-wide survey focused on topics such as the price/benefit ratio, the reliability of the products, services or company statements as well as the transparency in the information about pricing, product and contractual responsibilities.

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 fifth year in a row in 2015. As a result, we were recognized with the prestigious Pegasus Award.

AIDA Cruises was also honored as the service champion for the fifth year in a row in 2015. AIDA is thus the industry winner in the category Cruise Lines and achieved the highest value in experienced customer service. In the overall ranking of all 1,989 companies from 232 industries, AIDA also achieved a gold ranking. We aspire to not just fulfill the expectations of our guests, but exceed them. This award confirms the guest satisfaction experienced by AIDA's travelers.



AIDA Cruises also received the Seatrade Award for the Environmental Initiative of the Year 2015. The expert jury particularly highlighted AIDA Cruises' decision to operate its new ships 100 percent with LNG, which are to be put into service in 2019 and 2020. With the "Green Cruising" concept, AIDA Cruises is setting new standards in environmental protection and will be the first cruise line in the world to operate its new generation of ships completely with LNG (liquefied natural gas). The use of LNG eliminates emissions of soot particles and sulfur oxides. Emissions of nitrogen oxides are reduced by 80 percent and CO₂ emissions are reduced by 20 percent.

In Zurich in 2015, the Swiss Travel Awards were awarded by the tourism magazine "Travel Inside" for the second time. The winner in the category Cruise Lines was once again AIDA Cruises. As in the previous year, AIDA Cruises was given the top position by the travel agencies in German-speaking Switzerland. The evaluation was conducted via a representative online survey, in which the travel professionals were able to submit their preferred providers as well as their evaluation.

We continually invest in practical training and further education for our personnel and support motivated employees with potential in formulating their personal career plans. AIDA Cruises has once again been recognized for this by the international research company Top Employers Institute as the "Top Employer in Germany 2015." Conducted annually, the study analyzes leading employers worldwide. Ratings are given for the company's offers in the areas of human resources planning, training and career planning, manager development, compensations & benefits, corporate culture, and more.

AIDA has always placed great emphasis on being family-focused. This includes a wide range of programs for the young and old as well as customized state-rooms and special prices. For this, AIDA Cruises received the German Cruise Line Award 2016 in the category "Best Family Product". It has been honoring excellence in the international cruise industry since 2011.



AIDA Cruises was given another award within the context of Seatrade Europe in September 2015 in Hamburg. Michael Ungerer, the former president of AIDA Cruises and chairman of the cruise association CLIA Germany, was honored as the Cruise Personality of the Year 2015 at the awarding of the Seatrade Awards on September 9, 2015 in Hamburg. The expert jury recognized the key role Ungerer has played in the development of the German cruise market and in his various positions at AIDA Cruises in the past 18 years.

AIDA also has been setting top standards for years when it comes to training. This commitment was honored with the "TOP Training Facility 2015" by IHK in Rostock for the seventh time in a row. The IHK awards this seal of quality to regional companies that distinguish themselves with special initiatives for trainees as well as continuity and creativity in career training. Additional awards, such as the Career Maker and Fair Company, confirm the work we do for our employees.



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 GOAL ACHIEVEMENT SUCCESSES

ECONOMIC GROWTH				
Goal	Measure	Status 2014	Status 2015	Next steps 2016 ff.
Expand the fleet	Commission of new-builds Increase berth capacity	No new ship in 2014 18,636 berths	No new ship in 2015 18,649 berths	Commissioning of AIDAprima in 2016 and AIDAPERLA in 2017 By 2016: 25,136 berths Commissioning of two newbuilds starting in 2019
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 opened in 2014 in Rostock	6,150 employees on board and 1,150 employees onshore Startup of Carnival Maritime in Hamburg 2015	Create ca.1,000 new jobs with each new ship
Intensify positive impact on the region and destination countries	Expand partner network and build on partner relationships	13,479 partners (in Germany, 191 ports & 72 countries)	12,500 partners (in Germany, 180 ports & 71 countries)	Further development of partner networks
Expand the range of travel offerings	Add new destinations to our portfolio	New destinations in 2014: Tampa, New Orleans, San Juan	New destinations in 2015: Amber Cove, Colón, Puerto Limon, Cartagena	Continuous process 20 new destinations in 2016
Further develop market position in Germany	Increase recognition of the AIDA brand Strengthen positive image	Number 1 cruise line on the German market Brand awareness in Germany: 72% (2014)	Number 1 cruise line on the German market Brand awareness in Germany: 71% (2015)	Continuous process, Strengthen market position & increase brand awareness

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