

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 AIDA-prima in 2014	Dual-fuel engine installed on AIDA-prima Installation of a dual-fuel engine on AIDAperla 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 AIDA-prima	MALS technology installed on AIDA-perla	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

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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	<p>Use of shoreside power supply to reduce emissions at ports</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>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	<p>Implementing Advanced Waste Water Purification Systems (AWWPS) and fulfillment of HELCOM requirements on AIDA newbuilds</p>	<p>In progress</p>	<p>AIDAprima and AIDAperla are equipped with AWWPS and fulfill the HELCOM requirements</p>	<p>Commissioning of AWWPS on AIDAprima</p> <p>Further development and optimization of AWWPS for future HELCOM requirements</p>

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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 AIDAprila</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

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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

SAFETY AND HEALTH

Goal	Measure	Status 2014	Status 2015	Next steps 2016 ff.
AIDA to Carn.Corp. Goal #7	<p>Mandatory HESS training courses for all employees</p> <p>Integrate HESS content in all training programs</p>	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.
Positioning as an attractive employer	Continuous measures for strengthening and positioning the employer brand to improve employee recruitment, e.g. through comprehensive insights into the various work areas for applicants via Internet, trade fairs, social media, international and national career days, presentations and partnerships	<p>AIDA Employer of Choice (Award as employer of choice for 2014 and best employer in tourism for 2014 from Focus)</p> <p>Improved service for applicants, e.g.</p> <ul style="list-style-type: none"> – new design of the portal aida-jobs.de – simplified application procedure – more applicant days 	<p>Increased internal and external employer branding, e.g. through new recruiting image campaigns</p> <p>Award "Top Employer 2015"</p> <p>MLC and STCW certification and further flag state regulations</p> <p>Further development of aida-jobs.de</p>	<p>Awards as Employer of Choice</p> <p>Further development of the AIDA career portal and social media activities</p>
Preserving and further developing our corporate culture	<p>Integrating corporate and ethical values in daily work in an international environment</p> <p>Fostering intercultural understanding</p>	Workshops: value-oriented management	<p>Online-based and individual training courses and workshops on understanding and living corporate and ethical values</p> <p>Revitalization of a value-oriented leadership model "Leading@AIDA"</p> <p>Intercultural online training & workshops on board</p>	<p>Continuation of value workshops and value-oriented leadership programs</p> <p>Revitalization of the AIDA service campaign</p> <p>Intercultural workshops & team building to support integration</p>

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.
<p>Development of junior staff promotion</p>	<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>

GUESTS

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

COMMUNITY & CHARITY

Goal	Measure	Status 2014	Status 2015	Next steps 2016ff.*
AIDA to Carn.Corp. Goal #10	<p>Support of research and projects in the fields of social responsibility and environmental protection</p> <p>Support of charitable organizations, Donation management</p>	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

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