



AIDA CRUISES

Rostock, September 2014



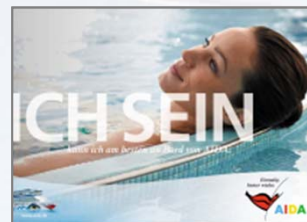
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Inventor of Modern Cruising



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Since 1996 on a Successful Course



▶ AIDA sets standards

with a variety of unique offers and innovative details

▶ On board you can rely

on top service, highest quality standards, without any constraints

▶ SMILE

AIDA is Home of the Smile

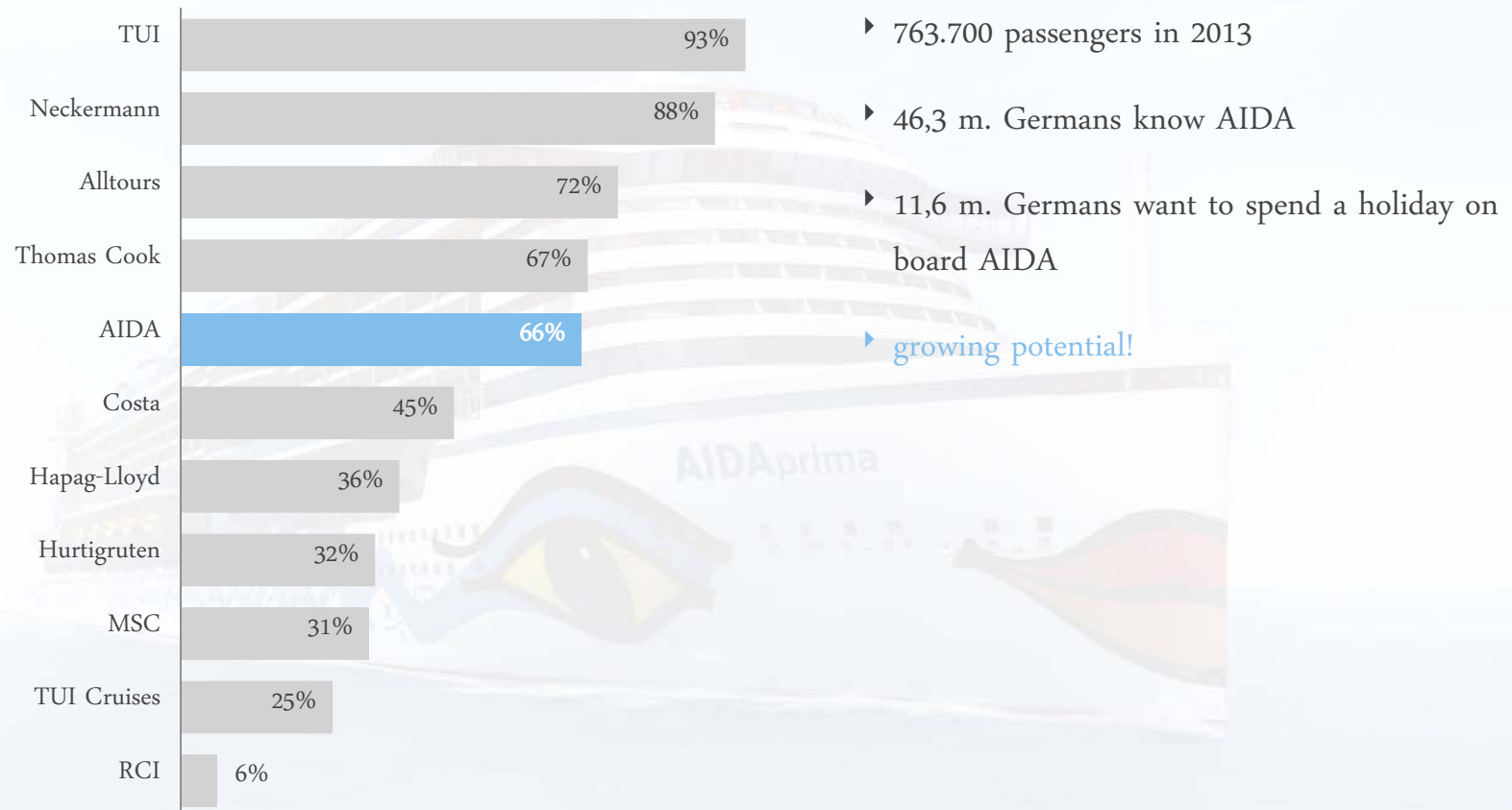
▶ Unique. Every time. AIDA

our brand promise

No. 1 on the German Cruise Market



Brand awareness 2013 in %



Source: F.U.R. Reiseanalyse 2013; Base 70,2 Mio. Germans older than 14 years



▶ 10 Vessels

most modern fleet in the world

▶ Success

one of the fastest growing and successful travel companies in Germany

▶ Future

two new vessels until 2016



AIDAcara
1996



AIDAvita/aura
2002–2003



AIDAdiva/bella/luna
2007–2009



AIDAblu/sol/mar/stella
2010–2013



AIDAprima/...
2015–2016

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AIDA is at Home in the World!



More than 460 cruises

180 different ports

worldwide



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Highly Motivated Employees



6.900 Employees from 40 different nations

(6.000 on board, 900 ashore in Rostock and Hamburg)

AIDA Values

developed by employees, we stand for the missions:

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





Investments for new vessels since 2007: EUR 3 bn,
70% European suppliers, 70% from Germany

Office building in Rostock certified by „German association for sustainable construction“



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Part of the Most Successful Cruise Group in the World



100 Vessels

10 m. guests per year

50% worldwide market share



10 brands under one roof

Diversity



CUNARD



Listed in FTSE 100 and



S&P 500



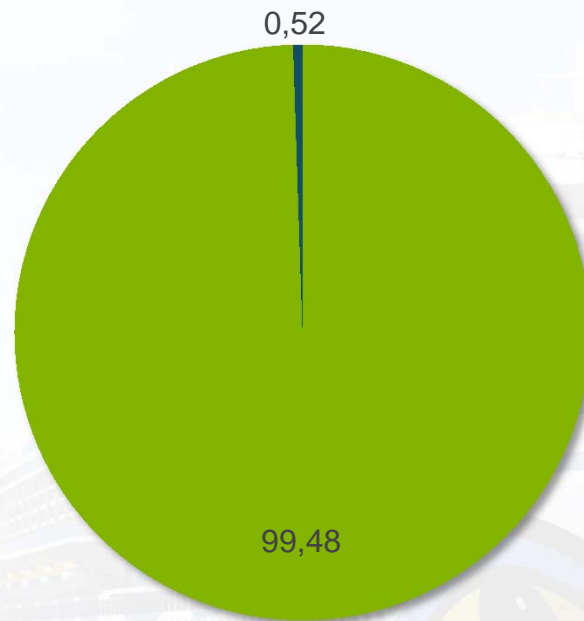
EUR 100 m. investments
in sustainable technologies

„3 liter-ship“

15.300 selected national
and international partners



Number of vessels in %



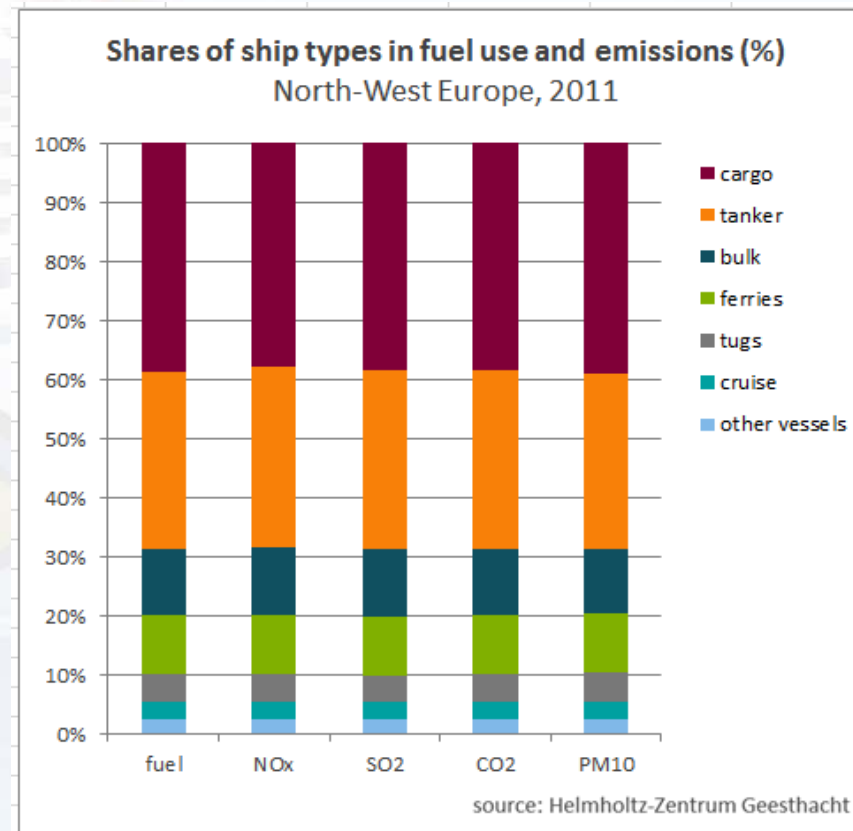
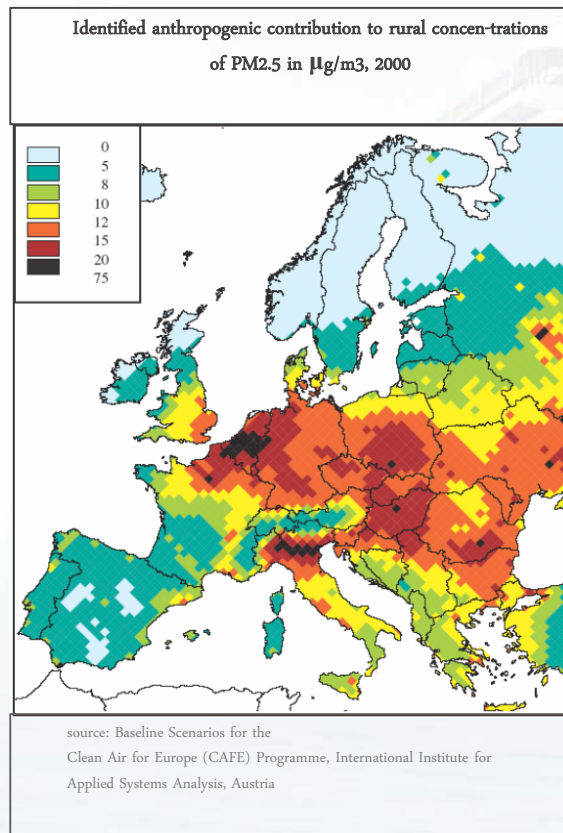
■ Worldwide Civil Shipping

■ Cruise Shipping

- ▶ Cruise ships (513 vessels) only equal 0,52% of the civil shipping fleet worldwide (about 99.000 vessels).
- ▶ AIDA Cruises: ~0,02% of the entire worldwide civil shipping



- CAFE-Study: high emissions in industrial regions, but not in coastal areas
- Study of Helmholtz-Zentrum Geesthacht: cruise ships only have little responsibility for emissions from shipping





- ▶ Commitment to preserve the environment and to maintain biological diversity
- ▶ Investment in energy efficient technologies
- ▶ Close collaboration with science and research partners
- ▶ Preserve use of resources and, wherever possible, recycling in technological and biological processes
- ▶ “cradle to cradle” approach to procurement and purchasing and wherever possible use of environmental friendly and recyclable products

- ▶ We take on social responsibility
- ▶ We believe in responsible growth: Protecting the environment and social responsibility are indispensable to future business success.



SUSTAINABLY

conserving resources determines our thinking and our actions.

The image shows the AIDAprima cruise ship sailing on the ocean. Several callout boxes with white backgrounds and blue borders point to different parts of the ship, each containing a sustainability feature. The boxes are: "Economic mode of operation" (top left), "Innovative propulsion" (middle left), "Lowest fresh water consumption" (bottom left), "Fresh water derivation" (bottom center), "Reduction of exhaust gas" (top right), "Fuel-saving design" (middle right), "Waste separation onboard" (bottom right), and "Carpet of air" (bottom right).

We have the 3-liter-ship!

The AIDA fleet is one of the cleanest and most modern cruise line fleets in the world. An AIDA ship today consumes just three liters of fuel per person over 100 kilometers, confirmed by Germanischer Lloyd. In 2015 and 2016 we will put two ships of a new generation into service. They are going to be equipped with dual-fuel engines and can be powered with liquefied gas in ports. With a comprehensive exhaust gas treatment system we are going to reduce the emissions of soot particles, nitrogen oxides and sulfur oxides by 90 to 99 percent. For the first time on a cruise ship, the so-called MALS technology will be put to use on our newbuilds 2015/2016. This technology allows our ships to glide along on a carpet of air which reduces friction and such fuel consumption.

Many forward-looking measures are a matter of course for us already today, so that our guests can enjoy their holiday and the first-class services onboard AIDA in good conscience.



- ▶ Dual-fuel engine
- ▶ Plug-in for shoreside power
- ▶ LNG connection for port operation



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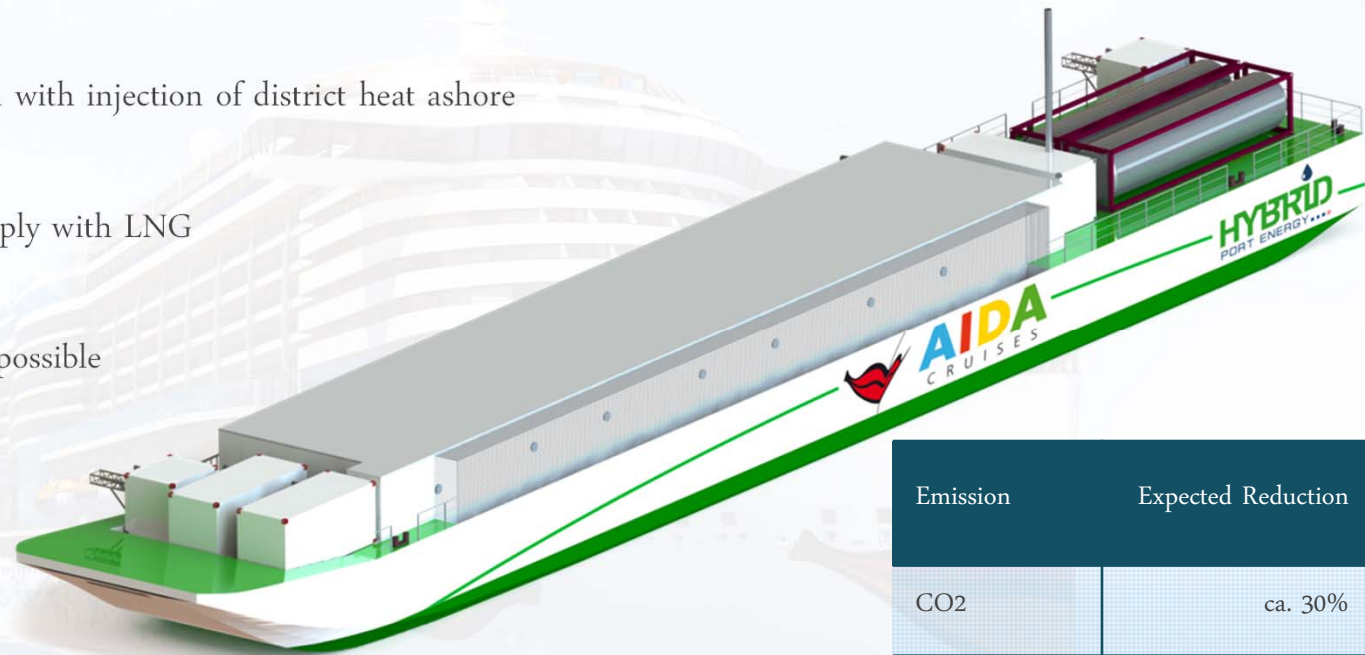
Installation first stage – scrubber



Innovative technology – LNG Hybrid Barge at Hamburg Port



- ▶ Eco-friendly energy supply with liquefied natural gas (LNG) during port stay
- ▶ Combination with injection of district heat ashore
- ▶ Modular supply with LNG
- ▶ Flexible use possible



- ▶ AIDA Cruises is pioneer

Emission	Expected Reduction
CO ₂	ca. 30%
NO _x	ca. 80%
SO _x	100%
PM	nearly 100%

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AIDAsol – ready for shoreside power





► For more information please visit www.aida.de/aidacares

Thanks for your attention!