

Pressrelease

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Viking Line first in Finland and the Baltic Sea to offer Victoria's Secret Beauty

One of the world's most famous women's brands has arrived to the Baltic Sea. Viking Line has recently introduced beauty products from Victoria's Secret Beauty to passengers on board all its ferries. Victoria's Secret products haven't until now been available for consumers in physical stores in Finland and the Baltic Sea.

The new products were introduced in Viking Lines shops last weekend. U.S based Victoria's Secret is the leading provider of lingerie and beauty products for women.

- Victoria's Secret is one of the most coveted trademarks in the world. Demand has been strong amongst our passengers, especially younger women. Therefore we are particularly pleased and proud to be the first in Finland and the Baltic Sea to offer a broad collection of products from Victoria's Secret Beauty, says Eva Rehnström, Purchasing and Category Manager, Beauty & Fashion, at Viking Line.

The on board collection consists of more than 50 different products, such as fragrances, body mists and body lotions. The product range may vary between the vessels.

The collection offers, for example, the award winning fragrance Victoria's Secret Bombshell, popular favourites Tease and VS Fantasies, newly launched collections like Seduction as well as several body care products.

The introduction of Victoria's Secret Beauty products in Finland and the Baltic Sea is a partnership between Viking Line and retail company Agora Trading.

For more information, please contact:

Eva Rehnström, Purchasing and Category Manager Beauty & Fashion,

eva.rehnstrom@vikingline.com, +358 (0)40 553 5271

Christa Grönlund, Press Manager, Marketing Communications, at christa.gronlund@vikingline.com or +358 9 123 5242

About Victoria's Secret

As a business of Limited Brands (NYSE:LTD), Victoria's Secret is the leading specialty retailer of lingerie and beauty products. The brand is known for its modern, fashion-inspired lingerie collections, prestige fragrances and cosmetics, celebrated supermodels and world-famous runway shows. With more than 1,000 lingerie and beauty stores, an iconic catalogue and the VictoriasSecret.com online store, customers can shop the brand anywhere, anytime.

About Agora Trading

AGORA TRADING is a privately-held company operating in the Retail Industry, with a primary

focus on opening and operating retail stores in Travel and Domestic Retail locations.