

VIKING LINE

Code of Conduct





Ethical rules and guidelines for Viking Line Group

Viking Line Group endeavours to act responsibly in those countries and contexts in which the Group operates. This means, among other things, that the Group shall always be linked with respect for human rights, equality, decent working conditions, social responsibility and sustainable environmental work.

“This is an important document that must be relevant for all employees in their everyday work. That is why it is expected that everyone – from the Group management to individual employees throughout the Group – get acquainted with and adhere to the rules, norms and codes described here. Our vision is that Viking Line will be valued highly by our customers, employees, shareholders and interest groups.

In our strategy, the focus is always on customers: they shall feel that the service they receive preferably exceeds their expectations. Our employees shall both value their workplace and enjoy working there. The shareholders shall view Viking Line as a profitable business, and society shall recognise us as a responsible company and an essential part of the infrastructure joining the Nordic countries.

VIKING LINE



Mission

(our fundamental task)

We link together the countries around the northern Baltic Sea by providing sustainable and regular ferry service for everyone. Our three basic services are cruises, passenger and cargo transport. Our unique expertise in combining these services generates customer and business benefits.





I. Personnel

Throughout the Group, we respect our employees' right to join any association and organisation, including a trade union. The Group bases all recruiting, competence development, promotion and other activities on the principle that all people are equal. All employees and jobseekers shall be treated in accordance with relevant and formal qualifications. Nobody working within the Viking Line Group shall be discriminated on the basis of age, gender, ethnical background, religion, sexual orientation, functional disability, political opinion or civil status. We do not approve physical, mental, verbal or sexual harassment either.

All forms of corruption, receiving or giving of bribes are strictly forbidden in all business transactions with cooperating partners in both the private and public sector. The Group's employees shall at all times avoid any action or behaviour that may compromise, damage or threaten the Viking Line trademark.

The working environment is essential for Viking Line. Employees' health and safety is a top priority. Safety is an important aspect, and each supervisor or manager is responsible for their department's or group's well-being. We work systematically with issues related to the working environment. We shall together strive for continuous improvement and prevention of all types of accidents. We comply with the rules and regulations on working hours, employment terms and collective agreements that are valid in the countries in which we operate.



2. Suppliers and business partners

Viking Line aims to be a reliable partner for suppliers. We focus on a long-term and profitable cooperation with good business relations. We require that our suppliers support the international standards concerning human rights, working conditions, the environment and anti-corruption efforts.

We encourage our suppliers to carry out their operations in accordance with principles similar to those presented in our guidelines; we consider this as a crucial criterion when making decisions on the establishment or continuation of a business relationship.

We select and assess our suppliers on the basis of criteria set in advance, such as quality, price, availability, delivery capacity, reliability, service and corporate responsibility.

3. Customers

Within our operations, we market scheduled journeys, leisure and conference cruises, as well as journey and hotel packages. In addition, we are engaged in bus traffic and hotel business in the Åland Islands. Within the freight traffic operations, we provide industrial and commercial actors with secure, fast and frequent scheduled cargo transportation and shipping services.

In our operations, we show our customers friendliness, respect and consideration in all situations. As their host, we endeavour to provide our guests with unbeatable experiences. The focus is on the following selective quality areas: being friendly, cleanliness and tidiness, good food, safety and order, good entertainment and attractive shopping.

We carry out continuous customer surveys to measure and follow up their experiences, and use the knowledge thus obtained as the basis for our development work.





4. Society

Viking Line aims to act in a responsible manner in all countries and contexts in which we operate. Within our operations, we carry out dialogue with the authorities and society at large, and comply with the valid laws and regulations. In close cooperation with the authorities, we are fighting against trafficking, prostitution, smuggling and other criminal activities. If suspicion arises that an employee or a customer breaks the law, it is the duty of an employee to report the case to his or her immediate supervisor without delay.



5. Environment

Viking Line cares about the environment, and carries out passenger traffic with consideration to the environment. Through far-sighted and active engagement, the shipping company has developed an environmental programme that extends beyond the statutory regulations.

The Group's headquarters, the subsidiary Viking Line Buss Ab and all of the vessels are certified in accordance with the ISO 14001 environmental standard. Moreover, Viking Line's organisation and fleet are certified in accordance with the ISM code (International Safety Management, requirements concerning the safety organisation and prevention of pollution). The shipping company's environmental work is based on national legislation and international agreements. The most extensive international convention for environmental protection is MARPOL 73/78 (The International Convention for the Prevention of Pollution from Ships), drawn up by IMO (International Maritime Organization) as a UN body.

A detailed description of our environmental work is available online:

<http://www.vikingline.com/Documents/download/2013-miljo-sv.pdf>



6. Safety

Everyone shall feel safe and secure when onboard Viking Line's ships. Maritime safety is steered by our safety policy, and it is the top priority within our operations. Through our management systems ISMC (International Safety Management Code) and ISPS (International Ship & Port Facility Security Code), we carry out systematic work to identify potential risk situations and thereby to prevent accidents.

Our goal is to continuously improve safety. We bear responsibility for the safety of both passengers and crew members, and we pursue by all possible means to create safe journeys to all. Each and everyone, regardless of their demands and wishes, shall have the opportunity to enjoy their journey in peace without a need to worry about safety. The ships are equipped with modern technology and equipment that meet the latest requirements, and the crew members have the competencies required in possible emergency situations.

SAFETY ORGANISATION ONBOARD:

The ship's captain bears the main responsibility for safety onboard; all members of the crew are assigned with and trained to specific tasks for the event of an emergency. The crew is divided into groups: the command, fire, evacuation, lifeboat, healthcare, security, communication, man-overboard, leakage and helicopter teams. Participation in the regular safety training drills is compulsory for all, and each time of participation is recorded.

SAFETY ORGANISATION ON SHORE:

Even the land organisation is prepared for emergency situations. Different teams on shore will assist both the vessels and shore-based operations to take care of those involved in an emergency situation. In case of an emergency, the shore organisation is alarmed and summoned as soon as possible to assist the vessel or the operational unit involved and to provide them with help and support. The shore organisation will carry out their tasks according to an emergency preparedness plan.



7. Communication and dialogue

Communications shall be carried out professionally and in compliance with the laws and regulations that concern listed companies. Within Viking Line, the management has the overall responsibility for communications.

Individual company employees must not, without the approval of the management, issue an opinion, on behalf of Viking Line, about any issue concerning Viking Line or the business to the media, investors, financial or branch analysts, or within the social media.

Many of Viking Line's employees are privately active in the Facebook, Twitter, discussion forums, blogs, wikis and other social media. As Viking Line employees, individual persons obviously have the right to express their opinions on various issues and to take part in debates. The borderlines between public, private, personal and professional may, however, be vague. Therefore, everyone should be aware of the fact that the privately written contents may have an impact on the company, so a decent tone, showing of respect and discretion are recommended.



8. Compliance and reporting

The daily work with and the follow-up of the compliance with the ethical rules and guidelines is part of every supervisor's and manager's duties. All employees are responsible for acting in accordance with the guidelines, and encouraged to report and bring any examples of good practice to the attention of their immediate supervisor. Any actions that are not in line with the guidelines must be corrected immediately. It is important, both for principal and legal reasons, that all policies, norms and general rules are followed at all levels.