

Press release, January 28, 2015

## **Viking Line is raising money for cleaner archipelagos in the Baltic Sea**

By selling new plastic carrier bags in its duty- and tax-free shops, Viking Line has raised 50,000 euros for charitable purposes since the spring of 2014. The Company has donated this money to two environmental organizations that are working to improve the marine environment: Finland's Keep the Archipelago Tidy Association and the Keep Sweden Tidy Foundation.

Since last May, passengers making purchases in the duty- and tax-free shops on Viking Line's vessels have been able to help efforts to ensure a cleaner Baltic Sea. The plastic carrier bags sold on board were given a new design, with an environmental message printed on one side of each bag. Their price was raised somewhat, and the resulting additional revenue has been donated to two organizations working to improve the environment in the Baltic Sea: Finland's Keep the Archipelago Tidy Association and the Keep Sweden Tidy Foundation. Each organization received 25,000 euros from Viking Line this week.

For more than four decades, Keep the Archipelago Tidy has worked towards keeping Finland's maritime areas, lakes, beaches and archipelago areas litter-free. Secretary General Aija Kaski accepted Viking Line's donation on January 27 in Helsinki. She explains that the support of partner organizations is essential to the work of her association.

"We are working with a number of concrete environmental protection projects. This includes having four service boats that travel around the archipelago during ice-free periods and collect litter. We are also involved in research and informational activities. For example, last year we launched a campaign aimed at inspiring people to pick up litter from beaches. We hope that by partnering with Viking Line, we can attract the attention of more people and get out our message about how important it is to keep Finland's archipelago areas clean," Aija Kaski says.

For over fifty years, the Keep Sweden Tidy Foundation has been working to spread knowledge about littering and environmental issues both on land and in the sea. The Foundation's operations manager for maritime-related issues, Jessica Ångström, accepted Viking Line's donation on January 28. She views the Company's initiative as an important contribution to the task of ensuring a litter-free Baltic Sea.

"We are very honoured that Viking Line has called attention to our long-term preventive environmental work. This donation will give us an opportunity to continue developing campaigns and tools that will also benefit the many millions of Viking Line passengers," says Leena Similä, Head of Corporate Partnerships. "We are hoping that even more people will get involved in the Keep Sweden Tidy campaign, which had 756,000 participants last year, and will join us in fighting for clean coastlines and beaches."

### **The well-being of the Baltic Sea is important and helps increase tourism in the region**

The well-being of the Baltic Sea is essential to Viking Line, which serves the region. The Company endeavours to protect the environment and provides seagoing passenger services in an environmentally sound way. Through a long-term, active commitment, it has developed environmental work that extends beyond what is stipulated by the rules in force. Viking Line has taken various concrete actions to reduce its environmental impact. These include cleaning the bottoms of its vessel manually, optimizing electricity and fuel consumption and putting a lot of effort into effective waste management.

"We are very pleased with these partnerships on both sides of the Baltic Sea. Our vessels sail in a sensitive environment and we are happy that we can contribute to the task of protecting it. Our plastic carrier bag project will continue throughout 2015," says Johanna Boijer-Svahnström, Head of Communication at Viking Line.

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