

Sustainability 2024



VIKING LINE

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This is Viking Line



Core values

During 2024, Viking Line conducted services using the vessels Gabriella, Viking Cinderella, Viking Glory, Viking Grace and Viking XPRS. Additionally, Birka Gotland began its cruise services from Stockholm. The ship is jointly owned with Gotlandsbolaget.

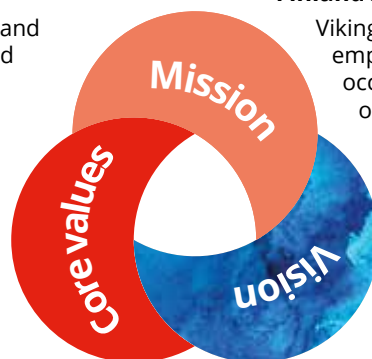
Our vessels depart from Åland, Stockholm, Turku, Tallinn and Helsinki. Shares of the parent company, Viking Line Abp, are traded on NASDAQ Helsinki. The company is domiciled in Mariehamn. The wholly-owned subsidiaries Viking Line Skandinavien AB, Viking Rederi AB, OÜ Viking Line Eesti, Viking Line Finnlandverkehr GmbH and Viking Line Buss Ab belong to the Viking Line Group. Additionally, the group includes the joint venture company Gotland Alandia Cruises AB (50% ownership), the associate company Alandia Försäkring Abp (24.5% direct and indirect ownership), and the investment interest in Eckerö (20%).

Mission

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, and passenger and cargo transport. Our unique expertise in combining these services generates customer and business benefits.

Vision

We are the leading brand in our service area and the preferred choice of all those seeking transport services and experiences. We shall preserve and enhance our position as a profitable company.



Service area

Viking Line provides services on the northern Baltic Sea, with Finland, Sweden and the Baltic countries as its main markets. We have sales offices in Finland, Sweden, Estonia and Germany. In addition, the subsidiary Viking Line Buss Ab provides bus transport based in the Åland Islands.

Finland's largest maritime employer

Viking Line is Finland's largest maritime employer. More than 45 different occupational categories are employed on a vessel, including areas such as operation, maintenance, shops, kitchens, hotels, entertainment, conference facilities, security and healthcare.

Viking Line is for everyone. Our customers are our top priority, and we aim to exceed their expectations, especially when it comes to good service.

- We respect our co-workers and value initiative, innovation, teamwork, openness, honesty, loyalty and acceptance of responsibility.
- We stand for humility and cost-consciousness.
- We take advantage of all good business opportunities.
- Our vessels are safe and well maintained.
- We conduct our operations in compliance with applicable environmental standards and legislation.
- We strive to continuously improve our environmental and sustainability work.

Our vessels



M/S Gabriella

Helsinki-Mariehamn-Stockholm

Built in 1992, delivered in 1997
35,492 gross weight tonnes
Length 171.2 m
2,400 passengers
400 cars
900 lane metres
2,382 berths



M/S Viking Cinderella

Helsinki-Mariehamn-Stockholm

Delivered in 1989
46,398 gross weight tonnes
Length 191.0 m
2,560 passengers
306 cars
760 lane metres
2,500 berths



M/S Viking Glory

Turku-Åland-Stockholm

Delivered in 2021
63,000 gross weight tonnes
Length 222.5 m
2,800 passengers
584 cars
1,500 lane metres
3,105 berths



M/S Viking Grace

Turku-Åland-Stockholm

Delivered in 2013
57,565 gross weight tonnes
Length 218.0 m
2,800 passengers
556 cars
1,275 lane metres
2,950 berths



M/S Viking XPRS

Helsinki-Tallinn

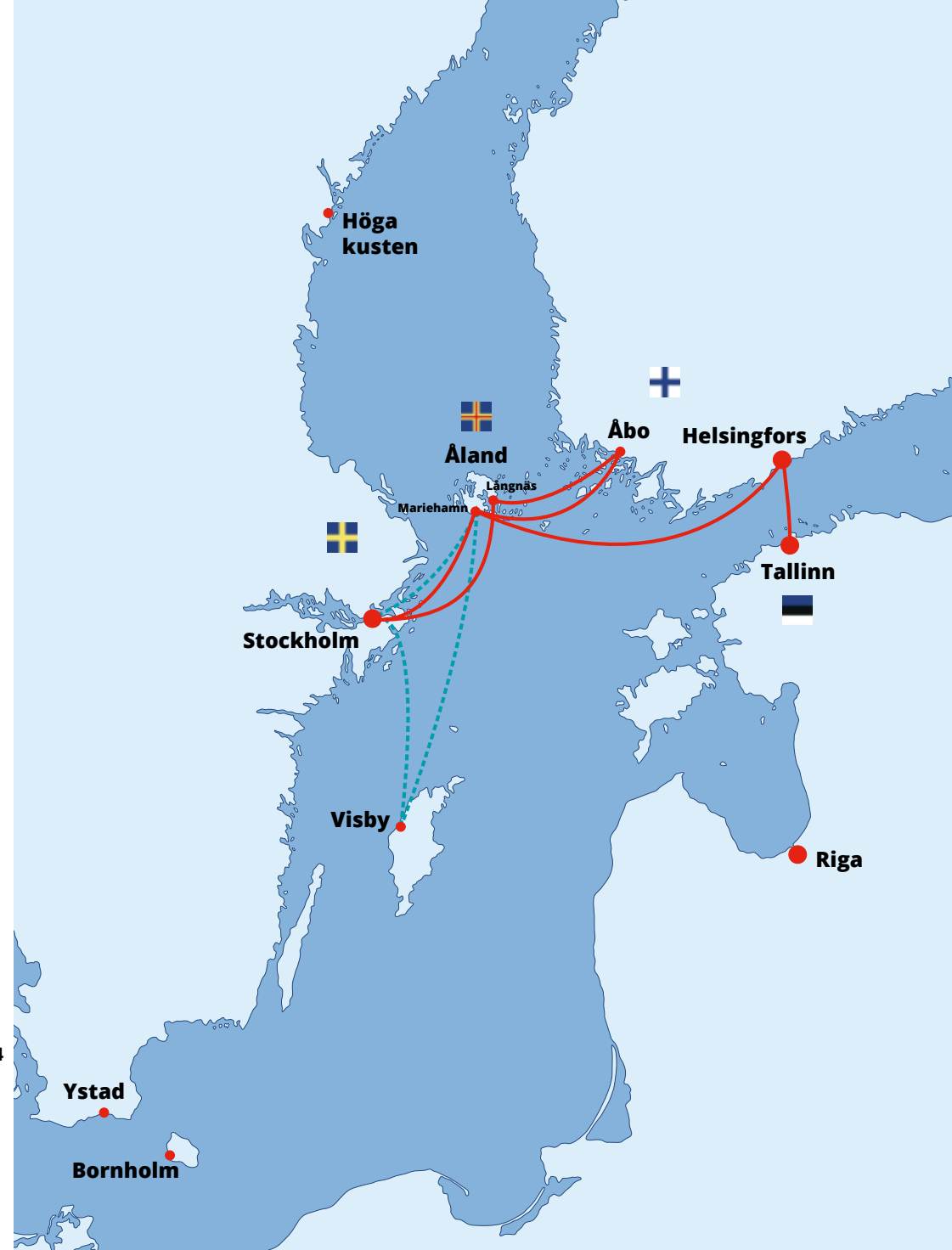
Delivered in 2008
35,918 gross weight tonnes
Length 185.0 m
2,500 passengers
220 cars
995 lane metres
736 berths



M/S Birka Gotland

Stockholm-Mariehamn

Built in 2004, delivered in 2024
34,924 gross weight tonnes
Length 177 m
1 800 passengers
No car deck
1 987 berths





A forward-looking, sustainable shipping for the Baltic Sea

As an Åland-based shipping company with deep roots in the culture and economy of the Baltic Sea, we at Viking Line have long recognised the importance of preserving the sensitive archipelago environment. The Baltic Sea is not only our workplace but also an invaluable natural resource on which we depend for our operations.

With this in mind, we are committed to acting responsibly and sustainably, with the goal of protecting and preserving this unique environment for future generations.

Shipping: the best choice

From a sustainability perspective, shipping is the best mode of transport, especially when it comes to moving large quantities of goods and people over long distances. Compared to other transport methods such as road and air, shipping generates significantly lower emissions per tonne-kilometre. Since the 1980s, Viking Line has been working actively to minimize the environmental

impact of our operations. This long-term commitment has resulted in us receiving several environmental awards, confirming our leadership in sustainable shipping.

For us at Viking Line, sustainability means "producing more with less." This involves a constant pursuit of resource efficiency, where we reduce our climate footprint and minimize our impact on the marine environment. We look ahead and think in a solution-oriented way, which means we continue to use resources smartly and efficiently.

Profitability in sustainability work

Sustainability is not just a moral obligation; it can also be a profitable business strategy. By reducing our resource consumption and emissions, we can lower our operating costs and emissions, which in turn improves our competitiveness. This is becoming increasingly important as political frameworks, such as the EU's emissions trading system, tighten. The less our products and services are affected by these costs, the greater margins we can achieve.

Challenges on the road to sustainability

Despite our progress, we face significant challenges. Shipping still generates most of our emissions, and it is a constant challenge to reduce these while we wait for more advanced, emission-free technologies to become available. Additionally, the supply of fossil-free, realistically priced fuels is still limited, making the transition to net zero emissions difficult. The rules and increased costs for shipping companies are in place – the ability to act through, for example, alternative fuels is not yet feasible. Stricter regulations and increasing expectations from our stakeholders also require us to continuously improve our operations. We must not only keep up with developments but also be at the forefront, which requires continuous investment in research and development.

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Viking Line plays a leading role



Concrete measures

To meet these challenges and continue our journey towards sustainability, we have implemented a series of measures:

- **Emission reductions:** We are working to reduce our direct greenhouse gas emissions annually, both from ships and land-based operations.
- **Biogas:** Viking Line has taken a leading position on the Baltic Sea regarding biogas. Every passenger and freight customer can choose to purchase biogas equivalent to their own consumption, thus reducing their travel emissions by up to 90 percent.

• Food waste and waste management:

By reducing food waste per passenger and recycling organic waste, used cooking oil, and coffee grounds for biogas production and compost, we minimise our environmental impact. We also strive to reduce the amount of mixed waste through smart waste management.

• **Digitalisation:** To reduce our resource consumption, we have increased our digital presence and decreased the production of printed materials.

• **Supplier engagement:** We require our suppliers to sign our sustainability principles, ensuring that our entire value chain works towards the same goals.

• **Social responsibility:** We support environmental organisations and sustainability research through donations and collaborate with aid organisations and artists with special needs as part of our social responsibility. Viking Line has actively chosen to help war-torn Ukraine by supporting the transport of various supplies to the country, donating buses, cars, and other materials.

• **Staff:** The Viking spirit is the unique spirit on which our success is based. It means that we help and support our colleagues. It is also a way of approaching things. We Vikings have a twinkle in our eye, and we find a silver lining even when clouds gather. In those times, we fight together.

A sustainable future where we play a leading role

Viking Line views sustainability as a core component of our business strategy. By investing in solutions that reduce our environmental impact and continuously monitoring and improving our sustainability performance, we strive to leave an ever-smaller ecological footprint. Our ambition is not only to follow developments but to lead them. It is gratifying to note that there is great commitment to this work among our staff!

Johanna Boijer-Svahnström

Director, External Communications,
Sustainability, Land HR

Viking Line and CSRD

(Corporate Sustainability Reporting Directive)



There is strong societal pressure on companies to become more transparent and sustainable. Consumers, investors, authorities, and other stakeholders are demanding more information about how companies impact the world, both positively and negatively.

CSRD reporting provides a structured method to meet these requirements by requiring companies to report on their impacts and actions in areas such as the environment, working conditions, business ethics, and risk management. It is not just about complying with laws and regulations but also about building trust with customers and investors who want to engage with sustainable companies.

Throughout 2024, Viking Line has been engaged in preparing an official CSRD report, which is part of the company's annual

report. The purpose of the report is to provide a detailed and transparent overview of the company's impacts on the environment, society, and governance, and to ensure that companies take responsibility for their sustainability actions.

According to CSRD, it is not only financial factors that should be reported, but also non-financial aspects. For Viking Line, this means that the report covers both direct and indirect effects, from greenhouse gas emissions and resource use to working conditions and business ethics. The report answers questions identified as essential through a so-called double materiality analysis, which helps determine which sustainability issues are most relevant to the company's operations and stakeholders.

Three main areas

The report is divided into three main areas: environment, social issues, and governance.

In the environmental area, the company's measures to reduce greenhouse gas emissions and manage pollution are reported, as well as strategies to promote the circular economy and sustainable resource use. Social issues focus on working conditions, diversity, wages, and social protection, while ensuring consumer health and safety. Governance addresses how the company manages its supplier relationships, prevents corruption and bribery, and ensures that business decisions are made based on ethically grounded principles.

Objective reporting

One of the most central aspects of CSRD reporting is that it must be clear, transparent, and objective. It is expected that facts will be reported without using softer or vague formulations. If a company has not met certain policies or objectives according to the standard, this should be clearly

stated. Viking Line, for example, reports its long-term goals to achieve net-zero greenhouse gas emissions by 2050, as well as the measures taken to reduce environmental impact at both direct and indirect levels. By complying with the requirements, companies like Viking Line can contribute to creating transparency, promoting sustainable development, and meeting the expectations of stakeholders and authorities. The report can be found on our [Vikingline.com](https://vikingline.com) pages.

Dani Lindberg
Sustainability Manager & DPO



Our commitment to the UN's Sustainable Development Goals



Our ambition is for sustainability to one day be integrated throughout our value chain and for it to always be a basis for decisions with economic or ecological consequences. We want to treat our customers and employees with respect and protect their health, safety and well-being. We have chosen to prioritize four areas where we believe we can make a difference:



Sustainable energy for everyone

We continue to be a pioneer in applying new climate-smart technology. We test new as well as alternative technological solutions to achieve lower emissions. We continue to support and collaborate with innovative companies and researchers in energy technology.



The sea and marine resources

Our vessels do not discharge any wastewater into the sea. Nor do we use environmentally hazardous paint on the bottoms of our vessels. We vow to continue to find ways to reduce the use of water and chemicals in our operations.



Health and well-being

Well-being at work and a healthy lifestyle are the basis of success on the job. Through good leadership, an open, stimulating, secure and pleasant atmosphere is created in which employees' efforts are appreciated and recognized and where everyone is treated equally.

We promote good health, wellness activities and employee well-being by encouraging and promoting meaningful leisure activities.



Responsible consumption and production

We vow to sort by-products generated from our operations. We want to maximize recycling and, where possible, reuse materials. We strive to reduce waste quantities and create increasingly circular material flows.

The year in brief

In 2024, many important milestones were achieved. During the year, the 50th anniversary of the Helsinki–Stockholm ferry route was celebrated, and in the autumn, Viking Line reached a historic passenger count of 250 million.

Viking Cinderella returned to the Helsinki–Stockholm route in the spring and was simultaneously transferred to the Finnish ship register. Consequently, all five of our own ships now sail under the Finnish flag.

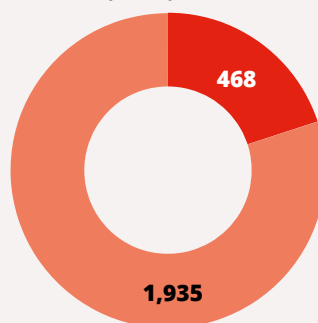
Passenger and freight volumes were stable in 2024. Throughout the year, Viking Line served a total of **4,646,676 passengers**. The largest increase – 9.9 percent – was noted on the Helsinki–Tallinn route, with **1,819,971 passengers**. On the Turku–Stockholm route, we maintained our market share of over 70 percent. In 2024, a new record was set for freight, with **134,219 units** transported by our ships!

New for the year was that the traffic is now covered by the emissions trading system. The transition to fossil-free fuels is not driven by the cost of emission rights, but by the availability of alternative fossil-free fuels. Unfortunately, fossil-free fuels do not exist in the quantity and at a price that is economically justifiable today. Regarding the future, we are closely monitoring economic developments and adapting to meet the challenges we face, particularly concerning the new environmental standards.

Sales:	480.2 Meur	Passengers:	4,646,676
Income before taxes:	19.8 Meur	Freight units:	134,219
Investments:	24.6 Meur	Passenger cars:	531,111
Equity/assets ratio:	54 %	Birka Gotland:	438,743

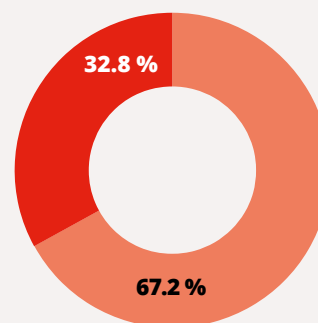
Average number of employees

- Land-based personnel **468 (467)**
- Seagoing personnel **1,935 (1,760)**



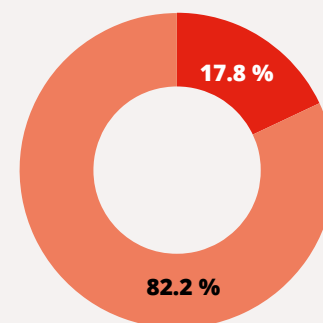
Market share, passengers

- Viking Line **32.8 % (35.1 %)**
- Others **67.2 % (64.9 %)**



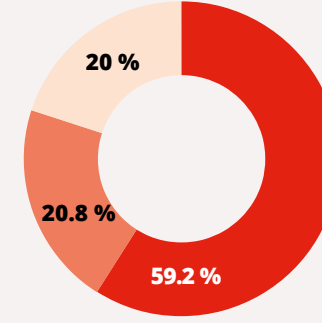
Market share, cargo

- Viking Line **17.8 % (16.9 %)**
- Others **82.2 % (83.1 %)**



Passengers 2024

- Finland **59.2 % (50.8 %)**
- Sweden **20 % (26.1 %)**
- Other countries **20.8 % (23.1 %)**



Our employees

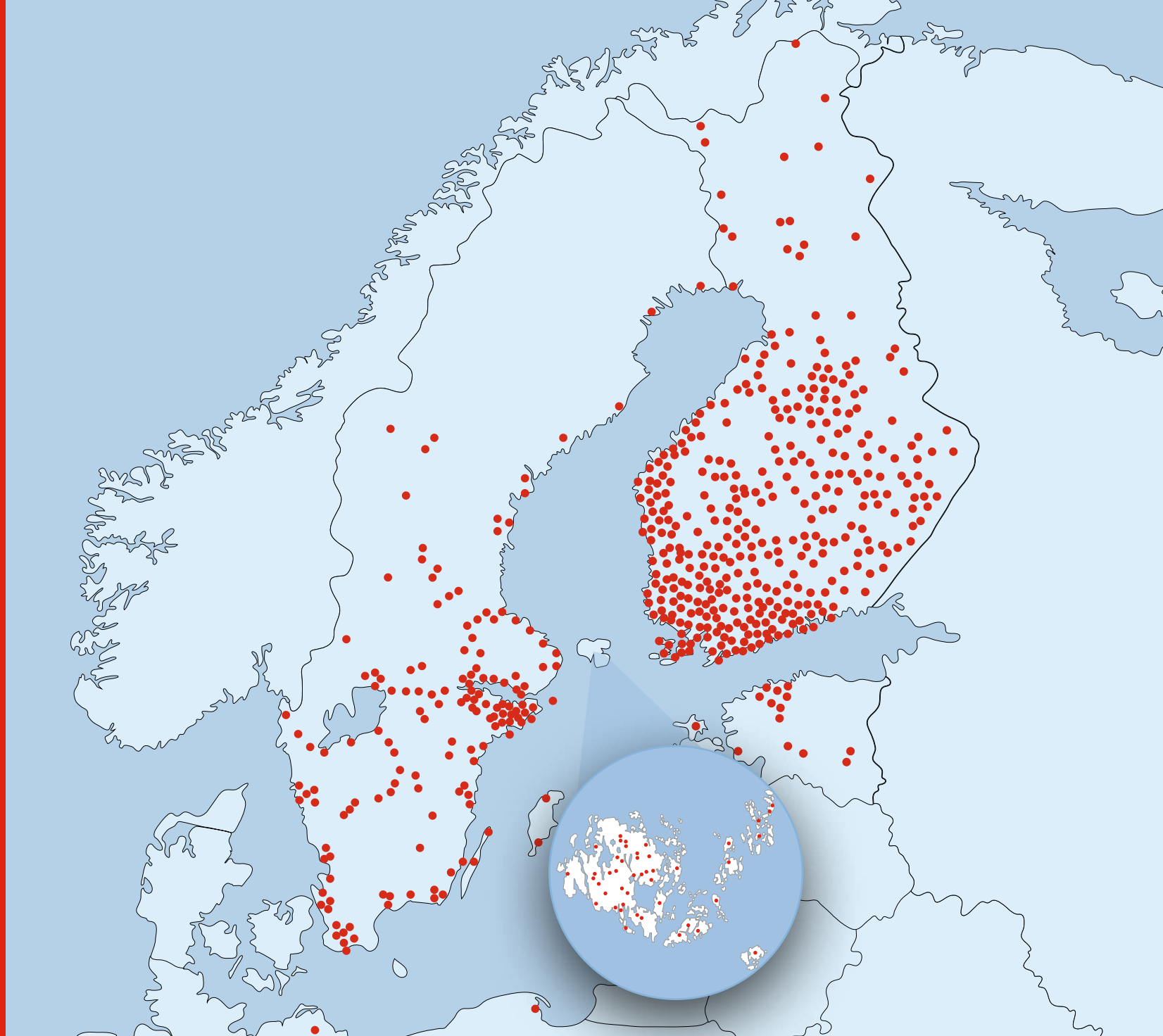
The average number of employees in the group was 2,403 (2,227), of which the parent company had 1,938 (1,682). The number of land-based staff was 468 (467) and sea-based staff 1,935 (1,760). On 5 March, Viking Cinderella was reflagged from the Swedish to the Finnish flag.

During the period, 257 persons employed by one of Viking Line Abp's subsidiaries were leased to the associate company Gotland Alandia Cruises AB, which operates cruises with the vessel Birka Gotland. The personnel leased out by Viking Line were mainly service staff.

During the comparison period, Viking XPRS was manned, in addition to the group's own staff, by an average of 33 people employed by a staffing company. From the reflagging to the Finnish flag on 6 March 2023, the vessel has been manned only by its own personnel.

At the end of the year 2024, the group had a total of 2,583 (2,401) employees, of which 2,056 (1,878) resided in Finland. The number of staff residing in Sweden was 401 (383). The number residing in Estonia was 120 (124) and in other countries 6 (16).

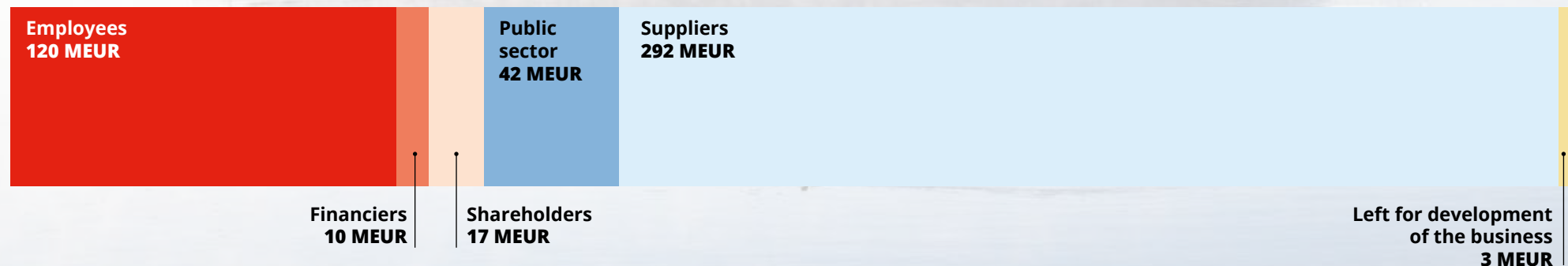
The proportion of men was 57.9% (58.3%) and the proportion of women was 42.1% (41.7%). The proportion of women in managerial positions was 25.7% (25.2%). The average age of the personnel was 44.0 years (44.8).



Economic value



Revenue and other income **484 MEUR**



Viking Line's operations create economic added value for the group's stakeholders in the countries and market areas where we operate.

The most important cash flows consist of revenues from our customers, purchases from goods and service suppliers, wages to staff, payments to and from the public sector, dividends to share-

holders, and financing costs to financiers. The group's turnover and other revenues amounted to 484.2 million euros in 2024. The group's purchases from suppliers amounted to 291.8 million euros and investments totalled 24.6 million euros, of which 14.4 million euros mainly concern investments in ships and 10.1 million euros concern investments in placements as

well as tangible and intangible assets. Most of the ship investments can be attributed to the extensive docking of Viking Cinderella. The investment underscores our commitment to keeping the ship in service and part of our fleet for many years to come. The other part of the ship investments can be traced to Birka Gotland and the commissioning of the ship. The investment in the ship is made

together with Gotlandsbolaget, where each party bears 50% of the investment. Viking Glory was also docked during the period. Viking Line employed an average of 2,403 people. A total of 120.9 million euros in net salaries and pension costs were paid to the staff. Viking Line paid a total of 77.6 million euros to the public sector in the form of public port charges and ship fees, emission

allowances, wage taxes, social charges, and income taxes. The group received state restitution totalling 35.4 million euros. The board's proposal to the general meeting concerns a total dividend payment of 17.3 million euros for the financial year 2024. The group's income statement, balance sheet, and cash flow analysis are presented in full in Viking Line's annual report.



Viking Line – Finland's largest maritime employer

Viking Line is Finland's largest maritime employer with its five Finnish-flagged vessels.

In March 2024, Viking Cinderella was registered under the Finnish flag and returned to the Helsinki–Stockholm route.

Reimbursement system for seafarers

To maintain the competitiveness of European shipping, a reimbursement system has been implemented in several European countries, including Finland, Sweden, and Denmark. In accordance with EU State Aid Guidelines, shipping companies receive back paid taxes and social charges to maintain traffic under the countries' own flags. As Finland's largest maritime employer, the amount of taxes and charges levied for seafarers is highest with us. The size of the reimbursement depends on the number of

seafarers employed by the shipping company. For Viking Line, the reimbursement applies to **approximately 2,400 Finnish seafarers**, including substitutes. The reimbursement essentially belongs to the seafarer, who is exempt from tax, but since Finland has chosen the guideline's exceptional model, the taxes are levied on the seafarer and refunded to the shipping company. In Sweden and Denmark, the reimbursement is not accounted for as a corporate subsidy but is administered differently. For Viking Line, the reimbursement also applied to **approximately 260 Swedish seafarers**, including substitutes, on Birka Gotland during 2024. The reimbursement system ensures that Finnish and Swedish seafarers' wages remain competitive and is a fundamental prerequisite for being able to have shipping under the Finnish flag with Finnish crew at all. Most European countries apply the same system. As over 90 percent of Fin-

land's foreign trade is carried out by ship, this traffic is vital for secure supply preparedness all year round.

Maritime transport supports the prosperity of smaller, sparsely populated municipalities

Most of our land-based personnel are naturally located near our market units and terminals. Among the seafaring personnel, however, the geographical spread is much wider. We have employees living in Lapland, in the archipelago municipalities of Åland and Åboland, in eastern Finland near the Russian border, in rural Estonia, and in Sweden near the Norwegian border. The crew on our ships work in shifts of one week on/one week off or alternatively ten days on/ten days off. The long periods of leave make it possible to live outside urban areas. Through these working arrangements, we

in the maritime sector contribute to maintaining the population structure in smaller towns and ensuring that tax revenues also go to regions other than urban areas. For small, remote archipelago and sparsely populated municipalities, it can be crucial that parts of the population are employed by shipping companies.

Maritime transport is a global industry

Maritime transport is a global industry and the competition is worldwide. Finnish and European shipping companies compete in a global environment with major players from so-called low-cost countries, where sustainability aspects are not as important as they are here. It is important that Finland is on par with the other 15 European maritime nations and that we ensure the competitiveness of Finnish maritime transport in accordance with EU guidelines.

Viking Line has already served
a quarter of a billion passengers

*"One of the pillars
of Finnish tourism"*



"Viking Line is now starting modestly and connecting Finland with the European highway," was said to the invited guests on the maiden voyage of S/S Viking on 31 May 1959. Just over sixty years later, 250 million people have travelled with Viking Line and the company has grown to become Finland's largest employer in maritime transport.

The milestone of a quarter of a billion passengers was reached at the end of August 2024. "Viking Line was founded from a modest beginning to improve the transportation links of Åland and its people with the mainland, so 250 million passengers is

an astonishing milestone for us. Today, we are a link between people around the Baltic Sea, we maintain important freight connections between the Nordic countries and Europe, and we offer unique Nordic travel experiences for tourists who come here," says Viking Line's CEO **Jan Hanses**.

Within the framework of Viking Line's traffic, more than fifty ships have been in service since operations began in 1959. Over the years, the size of the ships, service concepts, and range of services have undergone dramatic development, from the modest beginnings with second-hand car ferries to today's fully-fledged fleet of ships that combine the luxury and glamour of cruise ships with large vehicle deck capacity

to meet the needs of freight traffic and car tourism.

The significance of car ferry traffic is immense

Viking Line's five ships serve nearly five million passengers annually. The importance of regular car ferry traffic is crucial for the entire tourism industry around the northern Baltic Sea, and tourists' interest in the Nordic region has increased significantly after the pandemic. More and more tourists – especially long-distance travellers – want to experience several Nordic countries in one trip. Good transport connections between the countries are of great importance. A quarter of a billion passengers is a number

that testifies to both long-term work and successful customer experiences.

Important meetings

For us at Viking Line, 250 million passengers mean 250 million important meetings – every customer is an honoured guest to us. We have served as a lifeline to the old homeland for Finnish emigrants who moved to Sweden, contributed to the democratisation of holiday travel, and offered experiences to generation after generation. Today, we meet travellers' expectations, among other things, by gradually moving towards the zero-emission shipping of the future.

250 million passengers over seven decades



1960s

Viking Line significantly improves links between Åland, mainland Finland and Sweden. By the end of the decade, the company has already transported more than 3.5 million passengers.



1980s

The popularity of cruise tourism grows, while passenger expectations rise. The cruise vessel for this new era, Mariella, is launched. Entertainment takes on a growing importance. The company's vessels are pioneers in food and wine culture. Waste recycling begins. In the first three decades of the company's operations, a total of about 55 million people have travelled with Viking Line.



2000s

Experiences in cruise service take on a growing importance: shopping and food play an expanding role. By the end of the decade, a total of 168 million passengers have travelled on Viking Line's vessels.



1970s

The company's vessels transport passengers who emigrated from Finland to Sweden and provide them with holiday travel back to their homeland. Holiday travel starts developing, and the cruise concept is born. Regular surveys of the customer experience are launched.



1990s

The golden age of pleasure cruises: popular TV shows such as *Passi ja hammasharja* ('Passport and Toothbrush') are filmed on *Cinderella*. Day cruises to Tallinn grow in popularity.



2010s

The first climate-smart vessel on the Baltic Sea, *Viking Grace*, is launched in service on the Turku–Stockholm route. The vessel is constructed so that it can use both liquefied natural gas (LNG) and the renewable and synthetic fuels of the future.



2020s

Viking Line's market share on the Turku route increases to 70 per cent when the climate-smart *Viking Glory* is launched in service in 2022. The concept for the new vessel is designed around wellness and individual choices. Renewable liquefied biogas (LBG) starts to be used alongside liquefied natural gas (LNG) on the Turku route.

Helsinki route 50 years 2024



Viking Line's service between Helsinki and Stockholm began in the middle of the 1970's oil crisis but nevertheless got off to a flying start. The route, which has already served 45 million passengers, was a key player in creating the tourism and later the experience industry in Finland.

"The maritime transport that connects the centres of these capital cities is very important for tourism and the vitality of Helsinki as well as for the city's attractiveness," says **Juhana Vartiainen**, the mayor of Helsinki.

Viking Line's Helsinki service began in July 1974 when Viking 5 headed for the first time from the Katajanokka district in Helsinki to Stadsgårdshamnen wharf in central Stockholm. At the same time, a route between the two capitals was launched.

"Service from one city centre to the other was our comparative advantage even back then, and it still is. Right away, our Helsinki route was a big success in its first few years. In the 1970s, Sweden was still an exotic place for Finns, where people sought out Western influences as well as butter and sugar. Tax- and duty-free alcohol, tobacco and sweets could be purchased in the tax-free kiosks. Today the route primarily serves passengers who want to enjoy the cruise experience as well as ever-trendy Stockholm," notes Viking Line's Senior Vice President of Corporate Communications, **Johanna Boijer-Svahnström**.

Over five decades, the Helsinki route has served 45 million passengers, making it a significant part of Helsinki tourism. Nowadays, about a third of passengers on the route are Swedes visiting the city for the day. The share of international tourists is

also on the rise again, and the possibility of experiencing both Stockholm and Tallinn through good maritime shipping connections is important for Helsinki tourism.

"Scheduled passenger and cruise service between Helsinki and Stockholm are crucial for Helsinki's tourism, vitality and attractiveness. The interlinkage between Helsinki and Stockholm also strengthens cultural ties between the two capitals. And many of us have travelled on work trips in both directions on Viking Line's vessels," notes Juhana Vartiainen, the mayor of Helsinki.

From oil crisis to consumption boom

The years during which the Helsinki-Stockholm route was established were characterized by great social upheaval: emigration to Sweden was at its peak in the early 1970s but collapsed in 1973 with the start of the oil crisis.

"In the early 1970s, we had targeted our services at families who had moved to Sweden and offered them inexpensive, quick transport to the other side of the Gulf of Finland. In conjunction with the oil crisis, mass immigration to Sweden collapsed and the focus of traffic shifted from transport to holiday travel. With urbanization, families who had moved to the Helsinki metropolitan area started to want to spend their holiday in Sweden, and our new route from Helsinki to Stockholm met this new need. Buffet dining, entertainment and shopping became part of the cruise. The concept of cruises was born, and instead of car ferries we started talking about cruise ships," says **Risto Peltola**, who led marketing at Viking Line for 40 years.

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In the early 1980s, when the Finnish economy and the popularity of cruises were both growing, Viking Line introduced a new pair of vessels, Viking Saga and Viking Song, on the route. For the first time, all passengers were offered a cabin. Already in 1985, the next new vessel on the route was launched. M/S Mariella, built at the Wärtsilä's Perno-based shipyard, was the company's first real cruise ship. Construction of its sister ship, Olympia, was completed the following year.

Gourmet restaurants and top-notch entertainment

"Everything was new on Mariella and Olympia – there were gourmet restaurants and top-notch entertainment. There was seafood as well as an aquarium from which people could choose their lobster. There were many theme weeks: Indonesian weeks, Hungarian weeks and Greek weeks, which offered something exotic for Finns

who had not travelled much back then. During Mariella's first summer months, passenger volume in our Helsinki traffic increased by nearly a third," says Johanna Boijer-Svahnström.

In the late 1980s, Cinderella, also built in Perno, was launched on the Helsinki route. The vessel, an even bigger and better version of its predecessors, became a legendary entertainment vessel that brought top performers from **Paula Koivuniemi** and **Danny to Toto Cutugno** and **Ricky Martin** to the stage.

"In the 1990s, we went from being a holiday industry to an experience industry, with the emphasis now on entertainment and creating social contacts. The number of people living on their own in Finland and Sweden continued to grow, and singles became the most important target group for Cinderella's entertainment cruises," says Risto Peltola.



Daily departures

Viking Line's daily service between Helsinki and Stockholm has been under way since early March this year when Cinderella, which had sailed in Swedish cruise traffic for 20 years, was reflagged under a Finnish flag and returned to its original berth at Katajanokka in Helsinki. "The past few years have been exceptional, and it was fantastic to have Cinderella back in Helsinki and for the route's 50th anniversary. We invested nine million euros in the vessel's renovations and our customers have been enthusiastic in welcoming Cinderella. Together with the Turku route, the daily connection between the Swedish and Finnish capitals is still very important to us," adds Johanna Boijer-Svahnström.

The following vessels have served the Helsinki–Stockholm route

- Viking 5 1974–1980
- Viking 6 1974–1980
- Viking Saga 1980–1986
- Viking Song 1980–1985
- Mariella 1985–2020
- Olympia 1986–1993
- Cinderella 1989–1994, 2024–
- Isabella 1994–1995
- Gabriella 1997–

Maritime safety is top priority in Viking Line's operations



Viking Line works with various maritime safety matters on a daily basis. An important element in maritime safety is the regular and proactive training of the ships' crews.

"Transportstyrelsen" in Sweden and Traficom in Finland survey and approve the ships and their safety organizations. Viking Line has obtained an international safety certificate (ISMC) that proves that we already fulfil the very strict safety requirements that will be mandatory for all shipping companies in the future.

ISPS and different safety levels

The International Ship and Port Facility Security Code is a code that guides maritime safety. Its objective is to improve maritime safety aboard ships and in ports.

This means in general that ships in international traffic have prepared plans and routines how to manage situations where safety levels may have been increased due to various threats. There are three levels in safety work and the level currently applied is determined by the authorities. On the lowest level a certain number of passengers, luggage, freight and vehicles are controlled by sampling, or by directed controls, if needed. On the increased level all passengers, luggage, freight and vehicles are controlled. The highest level implies even more precision and it takes considerably more time than for example level one, which is currently applied.

Persons, their identity cards, luggage and vehicles are controlled and profiled on a daily basis. In every port there is a special group that is responsible for controlling

luggage and vehicles. The group is trained for that job and it operates under the safety director of the port, who also cooperates with the safety staff on board the ship. For tactical reasons the ships' safety plans and detailed safety operations are confidential. Those plans are approved by the authorities. Viking Line's ships are ready to quickly increase their preparedness and their maritime safety level when the police and the authorities of the flag state deem it necessary.

Maritime safety on board and in ports

The main task of the crew is to guarantee the safety and the comfort of the passengers. On a continuous basis Viking Line trains the crews in managing and in preventing all kinds of situations. Each crew member shall be able to act in a purpose-

ful manner also in potential crisis situations. There are guards on board the vessel around the clock and the info-point is open during the whole trip. The safety staff does pre-emptive safety work daily.

All crews on board have received a basic maritime safety training and crew members with more responsibility are given more extensive training. On board the vessels there is **maritime safety director**, i.e. the captain, who has had training relevant for maritime safety. The director is authorized to take immediate measures in case of increased threat. The shipping company has its own trained **shipping company maritime safety director**. S/he cooperates and coordinates with various authorities and with the ships. In its land based organization the shipping company has a crisis management group, which is prepared to act all around the clock in case of a crisis.

"For us, developing security means continuously improving our knowledge, methods and technologies, with our skilled staff playing a key role."

Viking Line named Security Organization of the Year

Participants in the Finnish security industry have named Viking Line Security Organization of the Year 2024.

According to the jury, the company has significantly improved security on its vessels both for passengers and staff and has been a trailblazer in many projects that promote security. For example, Viking Line was the first shipping company in the world to instal an automated radar system to monitor respiration in its vessels' detention facilities.

Members of the Finnish security industry and the trade publication Turvallisuus & Riskienhallinta ('Safety & Risk Management') named Viking Line Security Organization of the Year. The Finnish Security Awards were handed out on Thursday for the tenth time.

As the jury noted, Viking Line has significantly improved security on its vessels for both passengers and staff. The company

has played a leading role in the project SecurePax, co-funded by the EU, and is also the first shipping company in the world to instal EloTec's innovative EloCare radar system in its vessels' detention facilities in order to monitor people's vital signs to prevent deaths. The facilities also have a one-of-a-kind emergency alarm system.

"For us, developing security means continuously improving our knowledge, methods and technologies, with our skilled staff playing a key role both on the vessels and in the terminals. Improving our employees' security awareness and preparedness is one of our most important goals – so we regularly train our entire staff in how to handle different emergency situations. We are really proud that our engaged work to improve maritime security has been recognized," says Viking Line's CSO, Security Superintendent Marine Operations **Christian Hartvik**.



Christian Hartvik
and Peter Forsberg

Maritime transport that enables trade



Regular, reliable sea transport is a vital link in the large flows of goods between Finland, Sweden and Estonia.

Finland, Sweden and Estonia are all included in the EU's so-called transport corridors, which are considered essential to the trans-European transport network. Shipping is crucial in linking together the transport infrastructure of the Nordic countries, the Baltic countries and Central Europe. Bearing in mind the importance of securing emergency supplies, it is important that Finland has its own fleet. Our traffic enables the reliable, regular transport of large volumes of trade goods between the Nordic and Baltic countries. Our cargo customers come primarily from Finland, Sweden and



A total of 1,789,378 tonnes of cargo was loaded on board our ships in 2024.

Estonia but also from the other Baltic countries as well as Poland, Denmark and Norway.

Demand for transport and travel for pleasure varies significantly during the year. Summer is our peak season, which is when the need for car deck capacity is also greatest. Our challenge is to utilize the capacity on our vessels in the best possible way for every single departure, every single day. The greater our capacity utilization is, the more we contribute to the sustainability of marine transport as a transport mode.

Dialogue with cargo customers

Cargo transport constitutes an important part of our transport volume and is a cornerstone in our work to utilize our capacity to the fullest. While summer tourism peaks in mid-July, trade goods must still be transported year-round.

Seasonal variations in supply and demand for different goods create various transport needs. We maintain a continuous dialogue with our cargo customers in order to plan for their needs with as much foresight as possible.

Collaboration with stakeholders

Collaborating with stakeholders is an important part of our sustainability work in cargo and logistics. Our aim is to take part in discussions about national and international flows of goods. In this context, port authorities are some of our most prominent stakeholders. We maintain an ongoing collaboration with our destination ports in order to improve logistics to and from our vessels. Through activities such as measuring and weighing units in ports, we further improve our capacity utilization and provide the ports with important information.

Viking Cinderella returns to Helsinki service



In March 2024, Viking Cinderella began operating again between Helsinki and Stockholm after a spectacular makeover. The previously white ship received glowing red sides at the Naantali shipyard, and the interior underwent a comprehensive renovation. The investment in technical upgrades reduces the ship's carbon dioxide emissions by 2,500 tonnes per year.

Viking Cinderella underwent a major makeover at the Turku Repair Yard in Naantali. The most visible change is that the previously white ship sides were painted in Viking Line's red colour. Nearly 300 cabins, the spa area, and many of the ship's public

spaces also received a fresh new look. Since the docking took place in January, painting the 191-meter-long ship was a challenge. "The severe frost at the beginning of January was actually a stroke of luck for us because the weather was dry then. About thirty professionals worked day and night on the painting. With their help, more than 2,000 litres of paint were applied to Cinderella's sides over the course of two weeks," says **Mathias Sundberg**, technical manager at Viking Line.

The extensive painting work was only part of the two-week-long docking that employed around 350 people. Among the many technical upgrades, the most important were the installation of domestic

so-called Elogrids to reduce water resistance during sailing and the installation of the LeanMarine system to optimise engine operation and propeller control.

Reduced carbon dioxide emissions

"Renewal and maintenance of our vessels throughout their life cycle is an important part of our sustainability work. After the modifications now carried out, Cinderella's annual carbon dioxide emissions will decrease by 5%, i.e., up to 2,500 tonnes, while the 35-year-old ship's lifespan is extended," says **Dani Lindberg**, sustainability manager at Viking Line.

Viking Cinderella's history in brief

- Cinderella was built in 1989 at the Pernovarvet shipyard in Turku, Finland, and was the world's largest car ferry during its early years.
- Cinderella operated in Helsinki from 1989 to 2003, mainly on the Helsinki-Stockholm route, but also made 20-hour cruises between Helsinki and Tallinn.
- In 2003, Cinderella was transferred to the Swedish flag and renamed Viking Cinderella, as the name Cinderella was reserved in the Swedish ship register. The red sides were painted white, unlike other Viking Line ships.
- Since 2003, Viking Cinderella has mainly made cruises between Stockholm and Mariehamn. During summers, she has sailed on the Helsinki-Stockholm route together with Viking Gabriella and also made day cruises to Tallinn.
- On 8 March 2024, Viking Cinderella switched to the Finnish flag and returned to the Helsinki-Stockholm route together with Gabriella.

Viking Cinderella Ship Facts

- Number of decks: 12
- Length: 191 m, Width: 29 m
- Cabin berths: 2,500
- Passenger capacity: 2,560
- Car capacity: 480 cars



Viking Cinderella benefits domestic

Hundreds of refurbished cabins that are even more comfortable, a fresh Scandinavian look and spa facilities inspired by the archipelago surroundings.

Viking Cinderella returned to service on the Helsinki-Stockholm route in better shape than ever. On board the vessel, which was built in 1989, passengers can also marvel at the original gleaming marble and copper, which are super-trendy interior design features today.

The interiors on Viking Cinderella, built in 1989, have been updated numerous times over the course of the years. With its new facelift, the vessel was spruced up in time to celebrate its return to service on the Helsinki-Stockholm route on March 8. The most extensive renovations were being carried out in the cabins, with 289 cabins undergoing a total refurbishment. Bunk beds will be replaced with comfortable double beds, walls and floors will be updated, and peo-

ple's sleeping comfort will be improved with the addition of new high-quality mattresses. In the vessel's public spaces, the spa facilities were completely refurbished in line with Viking Line's Archipelago Spa concept, which is already featured on Viking Line's other vessels.

"Timelessness and our passengers' wishes and preferences have been our guiding principles in Cinderella's renovation. Our passengers want to sleep in a restful environment, on top-quality mattresses, preferably double beds, and the best cabins always sell out first. After the renovations, Cinderella will have a total of 223 cabins with double beds in five different cabin categories, starting with the vessel's luxury suites," says Viking Line's architect, **Johan Nordberg**.

Timeless and airy

A view of the sea that is as uninterrupted as possible together with airy, open public

spaces have long been a part of our vessel brand, and the way they have been realized here naturally reflects the spirit of the times and technological advances. As soon as people climb on board Cinderella and enter its impressive entrance hall, with an atrium that extends over four storeys, they encounter the design features that distinguish our company. The large panoramic windows and magnificent staircase are also elements found on our newest vessels, including Viking Grace and Viking Glory.

Lots to admire

Despite the vessel's periodic updates, there are many features to be admired on Viking Cinderella that still reflect the aesthetics of the 1980s and 1990s, including polished marble and gleaming copper.

The style of interior design at the time the vessel was built is really in right now and is also seen, in addition to the entrance hall, mainly in the Seaview Dining facilities and the buffet restaurant" says Johan Nordberg.

Domestic products were given priority in the renovation of Viking Cinderella

- The sofas in the cabins were upholstered by Sininen Sohva in Helsinki. The new sofas in the suites were provided by I.S. Mäkinen, which specializes in vessel interiors.
- The old sofas in the suites were upholstered by Fintom Services Oy in Naantali. The company also reupholstered the sofas in the nightclub and the chairs in the buffet restaurant.
- New wallpaper in the cabins and cabin furnishings were installed by the Turku-based company Illyria Interior Oy.
- Other cabin furnishings were provided by Porin Puukaluste Oy. The new sinks are from Finemal. Textiles were supplied by Vallila while new sofa upholstery and bedspreads are being provided by Decco.
- Carpets were replaced by the Porvoo-based company Wall to Wall Oy. The company is also responsible for refurbishing the suites.
- Electrical work in public spaces were carried out by the Åland-based company Alandia Engineering Ab while Team-Electric is responsible for electrical work in the cabins.
- Refurbishment of the spa facilities and the tax-free shop were carried out by the Raisio-based company Europlan. Interior furnishings are mainly provided by TJT-Kaluste.
- The imitation plank flooring in the spa facilities and the kitchen floors were provided by Kerabit.



Birka Gotland

The ship Birka Gotland is co-owned by Viking Line together with Gotlandsbolaget and operated through the company Gotland Alandia Cruises.

The Swedish-flagged Birka Gotland offers cruises and regular trips primarily between Stockholm, Mariehamn, and Visby since March 2024.

The vessel is certified according to the environmental management system ISO 14000. Birka Gotland is powered by low-sulfur

diesel, all black and grey water is disposed of on land, and the ship's hull is treated with silicone paint which, together with the use of so-called eco-driving, limits fuel consumption and thereby emissions.

An ongoing LED conversion and an update of the ventilation system will also reduce

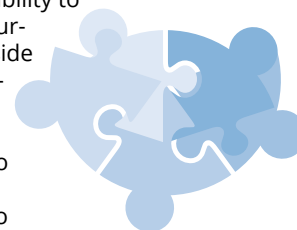
electricity consumption on board.

Approximately 70 percent of the food served in the ship's restaurants is prepared from ingredients sourced from the local area, that is, Sweden, Åland, Gotland, and the Finnish mainland.

Collaboration for the Baltic Sea's Best

For us, it's just as important as it is necessary to promote climate-smart travel with the Baltic Sea's best interests in mind, and we are proud to lead the way when it comes to new solutions to reduce environmental impact.

However, our ability to influence the surroundings outside our own operations is limited. Therefore, we have decided to incorporate organizations into our value chain that have concrete means and opportunities to promote the development of a thriving Baltic Sea. We believe in effective and measurable actions and are convinced of the importance of research and the dissemination of information and knowledge. In 2024, we have chosen to support five main partners who are working to improve the condition of the Baltic Sea.



Our partners



John Nurminen Foundation

The goal of the John Nurminen Foundation, founded in 1992, is to safeguard the Baltic Sea and its cultural heritage for future generations. The foundation has been awarded for its imparting of knowledge and production of sea-related cultural information. Through the foundation's projects, the condition of the Baltic Sea is improved with concrete measures that reduce both the burden on the sea and the environmental risks. The work is guided with the help of measurable results and impact. The foundation has launched 40 environmental projects, of which 34 have been finalized. The projects aim to reduce the nutrient load and environmental risks faced by the sea.

Read more at:
www.johnnurmisensaatio.fi



Keep the Archipelago Tidy Association

Established in 1969, Keep the Archipelago Tidy Association (Pidä Saaristo Siistinä ry) is a Finnish environmental organisation for boaters and all those travelling in and around Finnish waterways. The Association serves the archipelago and coastal regions, as well as the network of lakes in the Finnish Lakeland region. The association's service area includes the Archipelago Sea, Saimaa, Lake Päijänne, the Gulf of Bothnia, Pirkanmaa and the Eastern Gulf of Finland. All activities aim to keep the Finnish sea areas, lakes, beaches and archipelago clean. The association promotes and seeks solutions that will make boating and other water activities as well as port operations more environmentally friendly.

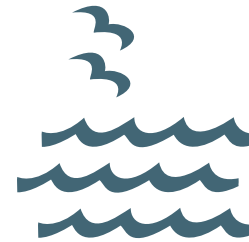
Read more at:
www.keepthearchipelagotidy.fi/



University of Helsinki – Tvärminne Zoological Station

Tvärminne Zoological Station (TZS) is a marine station located at the entrance to the Gulf of Finland in the northern Baltic Sea, where coastal research has been conducted for over 120 years. TZS is one of three biological research stations belonging to the Faculty of Biological and Environmental Sciences at the University of Helsinki. The stations serve as centres for a variety of top-class biological research and provide facilities for field courses and seminars. Research conducted at TZS includes examining the climate effects of the coastal environments of the Baltic Sea.

Read more at:
www.helsinki.fi/en/research-stations/tvarminne-zoological-station



The Baltic Sea Fund

Stiftelsen Ålandsfonden för Östersjöns framtid, also called The Baltic Sea Fund, was founded in 1989 by a private donation by the businessman Anders Wiklöf.

The purpose of the foundation is to promote and support research and other activities related to the protection of the Baltic Sea environment.

Read more at:
www.ostersjofonden.org/



Maskrosbarn

In the field of social sustainability, Viking Line has been collaborating with the Swedish children's rights organisation Maskrosbarn since 2024. The collaboration is based on the conviction that together we can make a difference. Maskrosbarn focuses on children aged 13 to 19 with parents who have an addiction, a mental illness, or who subject them to violence. The collaboration includes activities for the young, training for Viking Line employees, and increased awareness of how we can jointly help vulnerable children and teenagers.

Read more at:
www.maskrosbarn.org/summary-in-english

Viking Line partner in green corridors



PHOTO: STOCKHOLMS HAMNAR/JOACIM CLARIN

Helsinki-Tallinn

The ferry traffic between Helsinki and Tallinn is a lifeline of great significance for the economy of both cities. It generates vitality in both Finland and Estonia. A memorandum of understanding concerning a green corridor was previously signed by the ports of Helsinki and Tallinn, the City of Helsinki, the City of Tallinn, Viking Line Abp, Rederi AB Eckerö, Tallink Grupp, and the Estonian Ministry of the Environment. The goal is to create a sustainable, climate-neutral route for passengers and freight customers between Helsinki and Tallinn, as well as the ports of Vuosari and Muuga. Zero emissions are the target.

Considering the future prosperity of the countries, it is essential to develop this traf-



fic to adapt it to the demands of the outside world. This traffic corridor is intended to serve as an umbrella for several measures aimed at reducing emissions between Helsinki and Tallinn, as well as utilising new technology both at sea and on land. Through this cooperation within the framework of the Helsinki-Tallinn Green Corridor project, it is expected that environmental goals will be achieved more quickly. The work involves drafting joint plans to achieve zero emissions, both among the signatory members and other partners.

Turku-Stockholm

A green maritime corridor has been created between Turku and Stockholm. The goal is for the corridor to be completely fossil-free by the year 2035. Viking Line, Stockholm Ports, and Turku Port have jointly created a partnership to promote the green maritime corridor between the cities. The partnership will serve as a platform to develop solutions for phasing out fossil fuels, thereby enabling green transport between Turku and Stockholm. According to the Clydebank Declaration, the project and partnership qualify as a green maritime corridor that both countries have signed.

The green maritime corridor is to be established by 2035 at the latest, with the goal

of being completely free of greenhouse gas emissions from fossil origins. More transportation needs to be done by train or boat instead of car and airplane, and green maritime transport plays a significant role in the climate transition of the transport sector. The project also considers progress and solutions from the Decatrip project, where Rauma Marine Constructions, Viking Line, Åbo Akademi, and Kempower collaborate.

The partners aim to gradually reduce their carbon dioxide emissions and work towards a completely fossil-free corridor. The collaboration can eventually be expanded to involve key stakeholders within the maritime industry, including other relevant ports, cargo owners, and freight forwarders.

A whole week solely on biogas

Work on the Baltic Sea's first green corridor culminates in an historic week



Viking Line's vessels serving the Turku route will reduce their emissions by 90 per cent when the company runs those vessels for the first time for a whole week solely on biogas. During the week, which kicks off with Baltic Sea Day, Viking Glory and Viking Grace will demonstrate what the future looks like for the first green shipping corridor on the Baltic Sea.

Viking Line celebrated Baltic Sea Day by introducing the first green corridor ever on the Baltic Sea, between Turku and Stockholm, for one week. The climate-smart Viking Glory and Viking Grace only used liquefied biogas (LBG) as a fuel from August 29 to September 4, which will reduce the

vessels' carbon dioxide emissions by 90 per cent compared to liquefied natural gas (LNG), which is normally used.

During the week, a total of about 2,600 fewer tonnes of greenhouse gas emissions was generated than normally. The reduction corresponds to the annual average carbon dioxide footprint for 270 Finns.

A historic moment

"This is an historic moment for us, the Baltic Sea and maritime transport. Scheduled service has never before been powered solely by biofuel. We have invested 450 million euros in our climate-smart vessels Viking Grace and Viking Glory, and one of their most important features is that they can run on LNG, biofuel and future synthetic

fuels produced from renewable energy.

Such significant environmental measures are the result of our long-term work," says Viking Line's Sustainability Manager, **Dani Lindberg**.

Normally, liquefied natural gas (LNG) is used on the Turku route, and this fuel has significantly lower nitrogen oxide emissions than the heavy fuel oil traditionally used on vessels. Both LNG and LBG (liquefied biogas) generate virtually no harmful sulfur or particle emissions.

Viking Line's biogas is supplied by Gasum, which makes the fuel from food and agricultural waste. The biogas is produced in Europe, and the origin of each gas consignment is clearly documented.

"We have already operated Viking Grace using biogas on our Turku route, and passengers and cargo customers on Viking Glory and Viking Grace also already have the option to purchase biogas when they book their trip to offset the fuel used for their own travel and thus reduce the emissions for their trip by up to 90 per cent. Now, for the first time, we operated for a whole week using only biogas, which is unique. There is still limited access to renewable fuels, and the price for such fuels is at least twice as high compared to LNG. It is important to create demand in order for supply to rise and the price to fall," says Dani Lindberg.

The Baltic Sea's first green freight corridor has opened

Felix ketchup transported to Finland with 90 per cent fewer emissions



The food business operator Orkla Suomi, the transport company Scandic Trans and Viking Line have launched scheduled freight service with transport that runs on biofuel. Transport emissions along the green freight corridor that stretches from Fågelmara, Sweden to Turku, Finland are 90 per cent lower than previously.

Felix ketchup, produced by the Orkla Group in Fågelmara, began to be shipped to Finland using green biofuel in July. The transport chain starts at the biggest ketchup factory in the Nordic region, with Scandic Trans lorries from Korsholm driving to Viking Line's terminal in Stadsgården, Stockholm. The lorries then cross the Archipelago Sea on the climate-smart Viking Glory and Viking Grace and deliver their load to Orkla's logistics centre in Turku.

Thanks to the biofuel, carbon dioxide emissions along the 683 kilometre long

transport chain are reduced by 90 per cent compared to fossil fuel. Scandic Trans refuels its lorries with biofuel produced from hydrotreated vegetable oil (HVO), while Viking Line buys liquefied biogas (LBG) made from organic waste from Gasum to cover fuel use during transport.

Emissions cut in half

"At Orkla's companies, large volumes of food products are transported between the Nordic countries. The biogas project on this bustling route is one step in our sustainability journey. Our goal is to cut our greenhouse gas emissions in half by 2030 compared to 2016. Reducing our environmental impact is part of our day-to-day development work. So it was fantastic how easy it was for us as a cargo customer to make the switch to this green maritime corridor," says **Mauri Suuronen**, Planning and Logistics Manager at Orkla Suomi.

For each shipment, carbon dioxide emis-

sions are reduced from 1,512 kilogrammes to 102 kilogrammes. That means an annual decrease in emissions of about 190 tonnes.

"Lowering emissions has long been a key issue for road transport, so we have focused on introducing HVO biofuel. Now that it is also possible to use biofuel in the maritime part of the transport chain, the emissions reduction is revolutionary. And the most important thing is that biofuel can be used on a large scale, and the environmental impact can be reported for each transport mode. The transport sector's reputation is not the best on environmental issues, so it is important to show that sustainable alternatives are available," says **Mikael Löfqvist**, CEO of the transport company Scandic Trans.

Viking Glory and Viking Grace currently operate mostly on liquefied natural gas (LNG), but they were built from the very start to run on the bio and synthetic fuels of the future.

Large investments

"We have invested a total of 450 million euros in our climate-smart vessels. As a result, we have now successfully launched scheduled freight service using biofuel in partnership with Orkla Suomi and Scandic Trans. This is a fantastic and important demonstration of the power of cooperation on sustainability measures – this requires supply and demand, and naturally a shared willingness to take climate-smart actions. This green freight corridor has attracted enormous interest across the Nordic region, and it is only a matter of time before more companies sign up," says **Harri Tamminen**, Freight Director at Viking Line.

For a year now, Viking Line has offered its passengers and conference customers the possibility of buying biogas equivalent to the amount used on their journey, thus reducing emissions from their travel by 90 per cent. This year, the company celebrated Baltic Sea Day by purchasing biofuel used on the Turku route for an entire week.

Green Sea Conference – a new sustainable option



Viking Line's latest sustainability Innovation Green Sea Conference reduces greenhouse gas emissions from a conference trip by an average of 90 percent.

Annually, approximately 600,000 group and conference travelers travel with Viking Line's ships, and all elements included in a sea conference have now undergone a thorough sustainability review. Conference trips have regained their previous popularity after the pandemic years. Conferences on Viking Line's ships are usually arranged for groups of fewer than 30 people, but meetings for 300-500 people also occur frequently. Sometimes large seminars can have up to a thousand participants.

A new sustainable option

Now Viking Line is launching Green Sea Conferences, which is a new sustainable option for conference organizers. Greenhouse gas emissions per participant are on average 90 percent less at a Green Sea Conference than at the normal conference product. Green Sea Conferences were offered during the year 2024 on all departures on the Turku line by Viking Glory and Viking Grace.

"Our customers choose sea conferences primarily because they combine work and pleasure in a cost-effective way, keep the group together, and at the same time respond to people's need for physical meetings, which has become stronger in recent years. Through our new conference product, we can offer all this in such a way that the climate footprint of the conference trip

is low," says Head of Sales **Philip Sjöstrand** at Viking Line.

"Green Sea Conferences have lower emissions because customers who choose them travel with renewable biofuel. Additionally, we have conducted an in-depth sustainability review of the other elements included in a conference trip. Annually, over 19,000 group and conference events are arranged on our ships, with a total of approximately 600,000 participants. This means that every choice that increases sustainability has a significant impact," says Head of Customer Experience **Marika Immonen** at Viking Line.

The sustainable choices are evident, for example, in that the conference department serves organic coffee and tea, that information is preferably given digitally instead of in printed form, that the restaurants use locally produced ingredients and follow a

seasonal approach, and that they are committed to reducing food waste. All waste generated on Viking Line's ships is recycled, and on most ships, food waste is recirculated as a raw material for biogas. Viking Line's corporate customers were engaged in the process of developing Green Sea Conferences from the very beginning. Conference organizers who choose the package receive a report on the trip's climate footprint if they so wish.

Stricter sustainability goals

"Companies' sustainability goals are becoming stricter year by year, and it is also increasingly important for employees that their employer's operations are sustainable. By choosing a Green Sea Conference, the conference organizer is among the pioneers and can be assured that the conference emissions have been minimized."

Sustainability Campaign 2024



Viking Line has the last three years highlighted environmentally smart measures in various areas in an autumn campaign with a sustainability theme.

To actively work to create customer-friendly and responsible solutions in everything we do is a matter of course for us. We chose early on to take an active role in the development of sustainable travelling – an area where we were at the forefront among other things regarding new technical innovations. Our environmental work is also about the daily operations where waste sorting and environmentally friendly cleaning routines, among other things, contribute to a climate-smart journey.

Biofuel as an option

During the year, Viking Line launched the opportunity for travellers to add biofuel on their travel booking. This means that the amount of fossil energy the ship would have spent on the transport instead is replaced by renewably produced biogas. Using biogas reduces the journey's

***Sustainable choices
are part of all our
operations, every day.
We're happy and
proud of this.***

greenhouse gas emissions by almost 90% compared to marine diesel. Initially, the possibility to buy biofuel is offered on all departures with Viking Grace and Viking Glory.

Fuel saving

One important focus area in Viking Line's sustainability work is the optimization of fuel use through several different measures. Examples include Viking Glory's six highly efficient 31DF multi-fuel engines and several smart systems from the Finnish technology group Wärtsilä.

Daily routines

Recycling of materials, reduced food waste in the buffet restaurants, cooperation with local producers and environmentally smart cleaning routines are just a few examples of the work carried out on all our ships.

Locally produced food

When we choose our ingredients, locally produced ingredients are always in focus and our first choice is Nordic food. A large part is produced in Finland, but Sweden is also an important supplier of our food. When we plan our menus, we always take the availability of ingredients into account. About 70 percent of our food comes from the Nordic countries.

Digital information

We strive to continuously digitize our marketing. By using digital information about current store offers instead of printed campaign magazines, we save 70 tonnes of paper per year. Travellers can also peruse our selection of restaurants and artists on digital screens on board. With Viking Line's renewed app, we can further reduce our

paper consumption with expanded digital information about booking, check-in and onboard services.

Shopping

When we plan our purchases, sustainability is always one of our most important criteria for choosing products in all product categories. Customers can easily make sustainable choices by checking out the shelf labelling and signage in our stores.

Small actions can make a big difference

By highlighting small everyday things like turning off the light when you leave your cabin and not leaving the tap running unnecessarily, we can all reduce our environmental impact.

Historical Biogas Week 2024

During the week that began on Baltic Sea Day, Viking Glory and Viking Grace paved the way for the first green corridors at sea in the future by using only biogas (LBG) as fuel for an entire week.



Recycling



Increased recycling reduces our climate impact.

It requires much less energy to recycle materials than to extract new ones from nature. Eco-cycles benefit the climate.

Coffee Grounds

Starting in the spring of 2024, Viking Line will collect coffee grounds as raw material for garden soil in collaboration with VG Eco-Fuel. Recycling coffee grounds reduces the need for virgin peat in soil production.

Food waste

The food waste collected on Viking XPRS, Viking Grace and Viking Glory continues its eco-cycle as raw material for biogas production. During the year, we collected **1,475 tonnes of food waste**; this produces around **112,000 cubic metres of biogas**, which corresponds to **127,000 litres of petrol**.

Glass

During the year, **317 tonnes of glass** packaging were collected on board. When recycled glass is melted down to make new glass, the process consumes **20 percent less energy** than starting from sand, soda ash and limestone as raw materials. Glass packaging can be recycled any number of times without deteriorating in quality.

Scrap metal

Recycling of steel, for example from food tins, consumes **75% less energy** than production from iron ore. The company has collected **155 tonnes of scrap metal** during the year.

Paper

Recycling paper and cardboard means we do not need to cut down as many trees. A tonne of recycled paper is equivalent to about 14 trees. Paper can be recycled approximately seven times. During the year, **515 tonnes of paper/cardboard** were sent from the vessels for recycling.

Textiles

During the year, a total of **4,750 kg of end-of-life textiles** from the ships were sent for recycling.

Mixed Waste

99.9% of our mixed waste is used for energy recovery in waste incineration plants. All waste generated on board is recycled, reused, incinerated, disposed of in landfills, or otherwise managed on land.

Packaging Plastic

During the year, **12 tonnes of packaging plastic** were collected.



The freshest flavours on the Baltic Sea

Sustainable food requires much more work

Food that is made by hand and produced sustainably and locally – that is the essence of Viking Line’s food philosophy. Nearly 70 per cent of the ingredients for the food served on the company’s vessels are produced locally.

Food is an increasingly important part of the cruise experience for Viking Line’s customers – for many it is even the biggest reason for going on a cruise. At the same time, passengers have ever greater expectations about the quality of the food and about it being produced sustainably.

“People’s interest in food – in understanding and appreciating it – has clearly increased. Cooking shows on TV and an ever-stronger quality restaurant culture in Finland have made cooking trendy and increased people’s desire to try new things.

People also think that the origins of the food are interesting – our staff get far more questions than they did ten years ago,” says **Janne Lindholm**, Manager of Viking Line Restaurants.

The bulk of all the food served on Viking Line’s five vessels is prepared by hand in the vessel kitchens. In the à la carte restaurants, everything is made by hand, as are 80 per cent of the more than 120 dishes in the buffet.

“The kitchen staff on our vessels pickle the herring with seasonings, form the hamburger patties and season, roast and carve the beef. We can’t do everything ourselves on board, in which case we use products from our carefully selected partners. Among other things, meatballs are made on shore according to our own recipe,” says Janne Lindholm.

Ingredients from home markets

Viking Line purchases nearly 70 per cent of ingredients in its home markets – that is, Finland, Sweden and Estonia. That percentage has risen year by year, and people at the company work with great focus to further increase it. Producers must meet stringent quality criteria and have the capacity to deliver ingredients in sufficient quantity. As an example, you can mention the apples delivered by the Åland family business Daniels Fukt and Caminitos artisanal ice cream with genuine flavours from local ingredients such as milk, cream, blueberries, and oat flour.

Meticulous work behind the scenes

We do meticulous work behind the scenes. When we add new dishes to our food assortment, we always look for a suitable producer, first in Finland and nearby areas.

The buying of ingredients is also closely linked to a seasonal mindset, which supports sustainability.

Increasing vegetarian options

“The vegetarian range has increased in recent years. Guests want more vegetarian options, and from our side, we are happy to meet the requests. Increasing the number of vegetarian choices is something we are strongly committed to,” says Viking Line’s head chef **Oula Hänninen**.

Minimized food waste

Viking Line strives in various ways to reduce food waste, and to highlight this, both plate waste and kitchen waste are measured every day on board Viking Glory and Viking Grace. The results are communicated digitally in the buffet restaurant, to draw our attention to the fact that we can all help to avoid waste together.

Sustainable Choices in Onboard Shops



Sustainability is a growing trend across several product categories. The latest products are presented digitally online, and the store staff are happy to provide good advice.

Wines have become the best-selling product category in Viking Line's duty-free shops, and the demand for sustainable wines in the Baltic Sea is increasing equally rapidly.

"Our customers' knowledge of sustainability in wine production has increased enormously over the past 5–10 years. Making sustainable choices is especially important for young adults, meaning generations Z and Y. They expect a wide range of sustainable options from various wine regions, grape varieties, and brands," says **Carl Mörn**, assortment manager at Viking Line.



We want to make it easy to make sustainable choices, so we use our own symbol, which indicates that the wine is sustainable.

Sustainable Wines

The range of sustainable wines in Viking Line's duty-free shops is constantly becoming broader and more diverse. In the duty-free shops, sustainable wines are marked with a green leaf symbol. Next to the symbol is also a QR code that leads to the respective wine's or producer's website, where customers can read more about the wine's origin and how it is produced.



Skincare, Makeup, and Fashion

The range of sustainably produced skincare and makeup in our on-board shops grows every year. The trend for clothing and footwear is the same, and customers readily choose sustainable alternatives. For example, our shoe collection includes footwear made of leather that is a by-product of food production in the same area where the shoes are manufactured. Additionally, all wool products sold onboard are mulesing-free, meaning we do not accept harm to animals during wool collection.



Viking Line and the Finnish Key Flag Symbol

Viking Line has been a Finnish Key Flag company since 2023, and the Key Flag values continue to be the focus in all our operations.

The most important criterion for being awarded use of the symbol is that the company's service is produced in Finland. Finnish Key Flag companies must also have significant domestic ownership and management that operates in Finland. The company's head office furthermore has to be located in Finland. Finally, the domestic

content of service must be at least 50 per cent of break-even cost. The Association for Finnish Work has granted businesses use of the Finnish Key Flag Symbol since 1975, and as many as 90 per cent of Finns are familiar with the symbol. In the tourism industry, some thirty companies have been awarded use of the symbol.



- Viking Line is Finland's biggest employer in maritime transport. About 1,900 of the Group's 2,403 employees reside in Finland. Last year, Viking Line had total sales of 494.7 million euros.
- The company has its main office in Mariehamn and also has places of business in Helsinki and Turku.
- Four of Viking Line's five vessels sail under the Finnish flag: Viking Glory, Viking Grace, Viking Cinderella, Gabriella and Viking XPRS.
- Three of Viking Line's five vessels were built in Finnish shipyards: Viking Grace and Cinderella in Turku and Viking XPRS in Helsinki.
- The design and technology for the company's newest vessel, Viking Glory, are mostly the result of Finnish work and engineering know-how. Among the companies that supplied technology for the vessel are Wärtsilä, Kone and ABB.
- Viking Line is one of Finland's biggest employers in the entertainment industry. Thousands of gigs are performed on the company's vessels each year.
- Cleaning of the vessels in Finnish ports employs 400–500 people.
- Large volumes of products for the restaurants on board, are from Finnish producers and farmers. Domestically sourced food from small producers is also promoted in menus.
- Viking Line plays an active role in the work to protect the Baltic Sea and nature in the archipelago as well as in research in this field. The company supports a number of Finnish environmental organizations, such as the John Nurminen Foundation and the Tvärminne Zoological Station.
- This year, Viking Line is sponsoring production of a new film based on the classic novel about life in the Baltic Sea archipelago, Stormskerry Maja.

Active choices to reduce electricity consumption



Viking Line has continued its work on LED conversion in 2024, which was initiated in 2023.

During 2024, solar panels were installed at the company's headquarters on Norragatan in Mariehamn. Additionally, the LED conver-

sion for the entire office was completed. When comparing energy consumption between 2023 and 2024, we have reduced it by 8.5% on an annual basis, largely thanks to the completion of the LED conversion and the start-up of the solar power system in June on Norragatan.

When looking at the months of July and August 2024, consumption decreased by 22% and 34%, respectively.

Continued focus on energy consumption

Work continues to reduce energy con-

sumption at the headquarters and Sviby warehouse. In 2025, logging equipment for energy consumption will be installed, making it easier to monitor the energy profile of our properties and identify energy thieves that we can rectify.

Viking Line supports Ukraine



Viking Line has assisted Ukraine in various ways throughout the year, including sponsoring trips and making donations.

In 2024, Viking Line has helped people in need in Ukraine in different ways.

January 2024

In January, the Mariehamn Rotary Club organised a large charity concert with a dinner to raise funds for Ukraine. Viking Line supported the charity event by purchasing tickets and inviting guests to the concert

and dinner, as well as providing travel to and from Åland for guests and artists.

June 2024

In June, a group of volunteers from Åland travelled to Ukraine. Prior to this trip, Viking Line donated three City buses that were no longer in use on Åland. The buses are used in Ukraine to transport people who, for various reasons, cannot flee the war, despite living in areas where the war is actively ongoing. Viking Line also sponsored boat trips for the buses and other donated vehicles, as well as for all drivers.

September 2024

In September, Viking Line, together with the Mariehamn Rotary Club, Paf and Käringsund Resort & Conference, received 10 Ukrainian doctors and other healthcare personnel who came to Åland for a 10-day rehabilitation. Viking Line provided boat trips and meals. The doctors were also invited to Viking Line's headquarters in Mariehamn for a study visit with an accompanying lunch.

October/ November 2024

At the end of October/ beginning of November, the same group of volunteers travelled to Ukraine, this time all the way to Kyiv. Viking Line sold, at a favourable price, the remaining two City buses, which were no longer in use on Åland, for transport to Ukraine. The need was still great, and buses were required. Viking Line also sponsored the boat trips with Viking Line, both for drivers and vehicles.





A Finnish innovation in recycling:

Coffee grounds end up in bags of soil

Almost all waste generated on board Viking Line's vessels is transported ashore for recycling, reuse or composting. During the spring, we began collecting coffee grounds as material for garden soil in partnership with VG EcoFuel.

Coffee grounds are collected from five of Viking Line's vessels along with cooking oil from the onboard restaurants. The coffee grounds are then transported to Saarijärvi in central Finland to be used as raw material for Finnish-based Berner Oy's Green-Care range of fertilizer products, which was launched last spring. The restaurants' cooking oil is used to make hydrotreated vegetable oil – HVO, a biological substitute for diesel. The collection of materials is managed by VG EcoFuel, part of the Finnish

shipping company Meriaura Group.

"The recycling of cooking oil and coffee grounds is a good example of material flows based on a circular economy, which we are actively trying to create with our partners. What is essential here is that the materials are recycled together – that way, transport is more efficient and emissions per unit collected are reduced.

Viking Line is one of Berner Oy's biggest partners. Berner Oy, which produces soil among other products, picks up coffee grounds from Viking Line on a regular basis. It collects coffee grounds from thousands of different partners – shipping companies as well as hotels, restaurants, petrol stations, shopping centres and conference venues.

"We are really pleased that we have finally succeeded in tackling the logistical challenge of collecting coffee grounds together with

our partners. It is actually the first time in the world that coffee grounds are collected in a systematic way to produce plant growth substrates. Previously, this material was mostly used as ground fill. For a 40-litre bag of soil, we use grounds from about 560 cups of coffee," says **Jussi Petäjä**, Home Garden Category Manager at Berner Oy.

Last year, a total of 1,475 tonnes of food waste was collected from Viking Line's vessels. That yielded about 112,000 cubic metres of biogas, which corresponds to 127,000 litres of petrol. This amount of energy is equivalent to the annual electricity used by about 800 apartments, or 60 single-home dwellings heated by electricity.

A determined effort

The restaurants on Viking Line's vessels work continuously with great determination

to reduce the environmental impact of operations. Along with making recycling more efficient, the focus is on food waste, which is reduced in part by serving individually sized portions in the buffets and carefully monitoring the demand for food. In early September, Viking Line launched a food waste project on Viking Glory and Viking Grace, in which all leftover food is weighed and analyzed. As a result, it can be determined how much waste is surplus food and how much waste is left on plates.

"A big thank you to the staff in our vessel restaurants for their fantastic attitude, although this kind of project always entails a bit of extra work. On the other hand, it is certainly worthwhile since our employees get measurable data about their environmental work and the impact this has," says **Dani Lindberg**.

Environmental awareness among vessel passengers is increasing

More than half of respondents plan to choose climate-smart alternatives

Finnish maritime travellers are increasingly environmentally aware, and for the third straight year Viking Line was named the most sustainable shipping company in ferry service between Finland and Sweden, according to the market researcher EPSI Rating's 2024 survey.

For the third straight year, Finnish maritime travellers have named Viking Line the most sustainable shipping company in ferry service between Finland and Sweden. In EPSI Rating's 2024 market survey on ferry travel*, Viking Line's sustainability index for service between Finland and Sweden this year is 71.5, whereas the industry average is 70.6. The other shipping companies providing ferry service between Finland and Sweden that are included in the survey are Silja Line and Finnlines.

"We are continuously developing our operations from a sustainability perspective, and it is great that our passengers appreciate this work. As part of our sustainability work, we tell people about everything we do as well as the impact this has and also involve customers in our sustainability journey.

We are also rated well in the survey for our communication on sustainability. It is clear that our communication is successful too given that, according to the survey, our customers are more demanding when it comes to corporate social responsibility and sustainable development than the average maritime traveller," says Viking Line's Sustainability Manager, **Dani Lindberg**.

The sustainability index in EPSI Rating's 2024 market survey on ferry travel measures passengers' views on the shipping companies' sustainability and sustainable development work. Viking Line gets the highest marks for service between Finland and Sweden in every category: environmental, economic and social sustainability.

Focused sustainability work

"We have carried out focused sustainability work since the 1980s and invested 450 million euros in our climate-smart vessels Viking Glory and Viking Grace. This is long-term work that leads, step by step, towards the emissions-free maritime transport of the future."

The desire to travel increases when there are sustainable alternatives

Climate and environmental awareness among Finnish passengers has increased since last year. Of the respondents in EPSI Rating's 2024 market survey on ferry travel, 55 per cent say that they will choose more climate-smart ways of travelling in the future, compared to 46 per cent last year. In 2023, 31 per cent of travellers planned to reduce their travel, but this year that figure has fallen to 24 per cent.

"The increased expectations of consumers encourage us to develop new sustainable products and alternatives for passengers, along with technological solutions. For example, for one year now, we have offered our customers on the Turku route the chance to lower the emissions from their journey by 90 per cent by choosing biofuel when they book," notes Dani Lindberg.

For its latest sustainability undertaking, Viking Line will operate vessels on the Turku–Stockholm route using biofuel for one week starting on Baltic Sea Day, which will reduce Viking Glory's and Viking Grace's carbon dioxide emissions by a total of 2,600 tonnes.

That figure is equivalent to the average annual carbon footprint of 270 Finns.

A significant step

"This is a significant step towards emissions-free maritime transport, since scheduled ferry service has never before run solely on biofuel. Continuous use of biofuel is not possible at present for cost and availability reasons, but we hope this will encourage as many of our cruise, conference and cargo customers as possible to choose biofuel for their journeys. In that way, our passengers can contribute concretely to reducing emissions while at the same time protecting the Baltic Sea, which we all hold dear to our hearts."

*For EPSI Rating's 2024 market survey on ferry travel, EPSI Data Collection Services interviewed some 2,000 private customers over the age of 18 who have travelled by boat to or from Finland over the past 12 months. The index uses a scale from 0 to 100, where 0–60 is dissatisfied, 60–75 is satisfied and over 75 is very satisfied.

Viking Line's environmental journey

All of Viking Line's vessels are issued **ballast water certificates** as proof that the vessels comply with the requirements set out by the Ballast Water Management Convention.

The environmental performance of four of the company's vessels is certified under **Clean Shipping Index standards**.

The company's first **land-based power supply** in Mariehamn.

Reduced food waste. The company's first project to reduce the amount of food waste per passenger begins.



The 2020s

The company's first **land-based power supply** in Tallinn.

Viking Glory, the company's second LNG-powered ship, is delivered to Viking Line.

Viking Line is now offering its travellers the option to add a **biofuel surcharge** to their travel bookings. By using biogas, emissions from the journey can be reduced by up to 90%.

Viking Line partner in **green maritime corridors**

The Ocean Marine energy recovery system is installed on Viking Grace. Heat is converted into electricity using a unique vacuum process.

Circular economy
The shipping company returns used carpets from the ships to the manufacturer for reuse.

In late 2014, all of Viking Line's vessels except Viking Grace switch to **diesel oil** with a sulphur content of less than 0.1 per cent by weight.

Recycling of biowaste. Three ships dispose of biowaste ashore to be used for biogas production.

The company's first **land-based power supply** in Helsinki.



Viking Grace begins its service in 2013. Viking Grace is the first passenger vessel of its size class to use **entirely sulphur-free, liquefied natural gas (LNG)** as fuel. Compared to oil, nitrogen and particulate matter emissions are cut by 85% and greenhouse gas emissions are cut by 15%.

Installed **Humid Air Motor reduction technology** reduces nitrogen oxide emissions.

Catalytic (SCR) converters are installed on Viking Cinderella to reduce nitrogen oxide emissions.

Processed bilge water is **pumped ashore** to municipal wastewater treatment plants.



Recycling of biowaste begins on two vessels. Biowaste is transported to anaerobic digestion facilities for the production of biogas.

The 2010s

Viking Line Abp's subsidiary Viking Line Buss Ab is certified in compliance with **ISO 14001** environmental management standards (2012).

All vessels and the main office are certified in compliance with **ISO 14001** environmental management standards (2001–2002).

The 2000s

Exhaust gas boilers are installed and used to heat the vessels' ventilation air with the help of **energy recovered from flue gases**.

Sea water is used to cool the vessels' ventilation air.

Grey and black water are **pumped ashore** to municipal wastewater treatment plants.



Transition to **low-sulphur fuel** (<0.5 per cent by weight) on all vessels to reduce sulphur oxide emissions.

The 1990s

The 1980s

Use of toxic paint for the bottoms of vessels ends. **Brushing of vessels' bottoms** with the help of divers begins.



Waste recycling on board the vessels begins.



The company's **first land-based power supply** in Stockholm.





Viking Line Buss

Det till koncernen tillhörande bussbolaget Viking Line Buss är miljöcertifierat enligt ISO 14001.

Viking Line Buss arbetar kontinuerligt med att minska den miljöpåverkan som bolagets verksamhet medför.

Miljöpolicy

Viking Line Buss förbinder sig att arbeta för att minska på utsläpp till luft, vatten och mark samt fortsätta arbeta för förbättringar inom dessa områden.



Viking Line Buss är miljöcertifierat enligt ISO 14001

Konkreta åtgärder:

- Vi sorterar avfall från våra bussar samt avfall som uppstår vid vår depå.
- Vi köper grön el och har installerat rörelsesensorer till belysningen vid vår depå, så att elförbrukningen därav skall minimeras.
- Vid inköp föredrar vi miljömärkta produkter så långt det praktiskt är möjligt.
- Vi utbildar/informerar vår personal fortlöpande i miljöärenden.
- Vi följer med utvecklingen av nya tekniska lösningar som bidrar till minskad klimatpåverkan.

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