

STROMMA

SUSTAINABILITY REPORT

2019





Dear stakeholders

Welcome to the Stromma Group’s Sustainability report for 2019. Our vision is to deliver world class experiences to our guests, and we want to do so responsibly and sustainably. In 2019, we focused our efforts towards achieving our sustainability goals in terms of fuel, food and social issues.

A key step is our action plan towards electrification of our boats and buses, which applies to the whole Group. In the Netherlands, a total of twenty-one out of forty-eight boats are powered by clean energy. Our goal is to have all boats in the Netherlands converted to electricity by 2025. This is in line with our overall climate ambitions and strengthens our ambitions to live up to the Paris agreement.

I am also excited to announce that all restaurants in Sweden have been certified by KRAV, the Swedish organic food label. It means that 22 restaurants now follow the organic labeling requirements when it comes to food, drinks, cleaning and washing products, green electricity and more!

In 2019 we started sightseeing operations in Berlin and thereby expanded our business to 15 destinations in 6 countries in the Northern Europe. In Berlin we started with 22 Hop-On Hop-Off buses, all with Euro 6 engines, with lower emissions of particles.

The increased discussions on overtourism in several main cities not only concern me, but also many of our stakeholders. Since we are a tourist and activity company, taking care of tourists in the city and an important employer, we are doing our utmost to help. For example, we have the Hop-On Hop-Off Bus lines which help to transport tourists within the city and to reach further outside the city center. We have great possibilities to “distribute” the tourists, for the best of the residents and the Tourist, an important guest at the destination. We can also, together with the politicians and municipalities, find joint solutions in the cities where we operate. Stromma is more than willing to help and we have initiated these talks and meetings at all destinations.

These are a few examples from last year, showcasing our continuous efforts to become the industry’s leading sustainable provider of memories for life. It is my hope that you find inspiration in these lines and sustained trust in Stromma doing its share.

Patric Sjöberg, President & CEO Stromma Group
Strömma Turism & Sjöfart AB

TRENDS IN TRAVEL, TOURISM AND SUSTAINABILITY

Stromma is an international company working within the tourism industry. As such, we sell experiences and cater to both international and local guests. Today’s traveller looks for authentic experiences and good food with sustainability in mind, and we work hard to provide them with warm hospitality in every country we are present in.

TRAVEL

Overtourism occurs when there are too many tourists visiting the same attraction/destination, thereby putting too much pressure on that place. This is a challenge in several destinations, but at the same time, how and when we travel is changing. “Staycations”; travelling in your home country, “bleisure”; combining business with leisure; or simply “mini-vacations” are growing as alternatives to more traditional vacations. What remains is that people, both locals and tourists, are using our services.

CLIMATE CHANGE

The survival of the planet is on people’s minds as well as on political and business agendas. Climate strikes, mostly led by adolescents, have achieved a global reach and woken up society. Hopefully, this new engagement will also lead to further technological innovations within the transportation sector, an area that is much relevant for our line of business.

PLASTIC POLLUTION

The world’s oceans have reached a tragic state, with plastic pollution being a serious problem for today’s coastal civilizations, marine animals and ecosystems. Luckily, through awareness-raising campaigns we are seeing trends both when it comes to replacing plastic with biodegradable options as well as moving away from single-use products altogether.



STRATEGY

Our ambition is to contribute to sustainable development and to be a leader in our industry. We are well aware that we depend on functioning ecosystems and thriving societies, today and in the near future. All current research and trends highlight the urgency to act on the sustainability challenges we are facing.

At Stromma, we have integrated our sustainability efforts in our daily work, which rests on the UN Global Compact and OECD guidelines for business.

Our strategy builds upon the definition in Our Common Future, also known as the Brundtland Commission. In this definition, sustainable development includes environmental as well as social and economic sustainability, and aims at meeting the needs of the present without compromising the ability of future generations to meet their own needs. With that said, all of our efficiency measures goes hand in hand with a sustainable economy. Some examples are eco-driving education for our boat captains and bus drivers, and our work to reduce food waste.

We developed our sustainability strategy after performing an internal analysis, discerning our largest risks and impact possibilities.

In the upcoming chapters, we describe more in-depth how our sustainability strategy limits our risks, what targets we have set and what results have been achieved.

Our environmental work

We focus primarily on three pillars: fuel, food and our cooperation with WWF.



For **FUEL**, we work to reduce our climate emissions by replacing fossil fuels with renewable fuels and by increased energy efficiency. This applies to fuels for our vehicles, primarily boats and buses, as well as our use of energy and electricity in our other facilities.

For **FOOD**, we focus on increasing the amount of certified food and beverages in our cafés and restaurants, increasing waste recycling opportunities in harbours, on minimizing food waste and on reducing and handling the grey water discharge from the boats.



The third pillar of our environmental work is our cooperation with **WWF** where we, among other, collaborate to restore the Baltic Sea and surrounding ecosystems.

Social focus

Our social focus areas are grouped into people and opinion.

When we say **PEOPLE**, we mean both our employees and our guests. We believe that diversity and equality is a strength and aim at building a company with people from different backgrounds, different languages and from many different countries, welcoming and offering high service to our guests from all over the world.



When it comes to **PUBLIC OPINION**, we want to be an active voice for increased knowledge on environmental issues and take part in discussions that relate to our business.

STROMMA AND THE GLOBAL GOALS

The Sustainable Development Goals have been formulated by the United Nations as a roadmap to achieve a better future for all by 2030. Although all goals are by their nature important and relevant, we here present the ones that Stromma can directly contribute to through our business.



5 GENDER EQUALITY



ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

STROMMA'S GOAL: Fair balance between men and women in management

"We work towards gender equality when it comes to employment. We have increased our work against sexual harassment and discrimination."

7 AFFORDABLE AND CLEAN ENERGY



ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY

STROMMA'S GOAL: 27% renewable fuels

"We are working to replace fossil fuels with renewables through conversion into electric vehicles and renewable fuels for combustion."

Our aim is to purchase renewable electricity at all the premises where we have influence over the type of electricity bought."

8 DECENT WORK AND ECONOMIC GROWTH



PROMOTE INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, EMPLOYMENT AND DECENT WORK FOR ALL

STROMMA'S GOAL: Increased Employee Satisfaction Index (ESI)
Cocoa, coffee and tropical fruit always Fair Trade and/or organic.

"We act as a responsible employer for our own staff, and we require our suppliers to abide by our demands on good working conditions. We also buy certified products for the commodities with higher risks related to working conditions and human rights; for example coffee and cocoa."

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



PROMOTE RESOURCE AND ENERGY EFFICIENCY, SUSTAINABLE INFRASTRUCTURE, AND PROVIDING ACCESS TO BASIC SERVICES, GREEN AND DECENT JOBS AND A BETTER QUALITY OF LIFE FOR ALL

STROMMA'S GOAL: 20% decrease in food waste
20% purchase certified food

"Some of the restaurants have completely eliminated palm oil from their purchases and others are following. We have decreased portion sizes without jeopardizing customer satisfaction. We are reducing our use of single-use plastics and have committed to only purchasing biodegradable single-use plastics."

13 CLIMATE ACTION



TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

STROMMA'S GOAL: 40% decrease in CO2e-emissions compared to 2014

"We work to reduce our use of fuel and energy as well as switching to renewable fuels and clean energy sources."

14 LIFE BELOW WATER



CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES

"We cooperate with WWF and co-finance conservation projects in and around the Baltic Sea."

OUR ENVIRONMENTAL WORK

Emissions from fossil fuels from our vehicles contribute to global warming and to eutrophication in oceans and terrestrial ecosystems. The reduction of fossil fuel emissions is our top priority sustainability issue and our efforts are threefold; a continuous refurbishment of vehicles from fossil fuels to renewable fuels and electricity, increased energy efficiency and “eco-driving” training with follow up.

We also see a need for stronger sustainability efforts in other parts of our business, not only regarding fuels. Every day, we host many guests and through their consumption of food, drinks and the waste produced, our environmental footprint and use of resources grows. Sewage water and grey water from boats pollute both sea and coastal life; the very basis of our business. In our collaboration agreement with WWF, we set goals to cut our environmental impact by setting and following industry-leading environmental targets for emissions of carbon dioxide, nitrogen and sulphur, transition to renewable fuels, waste, recycling, sewage water and grey water, among others. After a few years of working towards these goals, we are in a process of setting new goals and creating guidelines for each one of these.

Fuels & energy challenges

We face several challenges on our path towards full electrification of our boats and buses. New techniques, energy storage in the form of batteries, and lack of charging infrastructure are but a few. Furthermore, circumstances vary in all the countries and cities where we operate.

With uncertainty regarding future requirements and demands, this sometimes complicates matters further. In the Netherlands for example, strict environmental requirements demand all boats to be emission-free by 2025.

Our primary strategy is electrification of all vehicles, but with the current infrastructure, we do not have enough charging opportunities, and where charging can be done it cannot be done quickly enough. Therefore, in order to continue moving forward, we use 100 percent HVO fuel on all sightseeing buses in Sweden and are testing a mix of HVO and gasoline for the publicly procured boat traffic in Sweden that we operate too. One litre of HVO diesel emits 90 percent less carbon dioxide than one litre of diesel, so this is an important action to reduce our carbon emissions.

Electrifying boats also brings other challenges. It is possible where we operate at low speeds and in calm waters, such as the canals in Amster-

dam, Copenhagen and Gothenburg. However, operating in open waters requires much more energy. At double the speed, we quadruple the energy consumption. Furthermore, when it comes to transportation boats, current battery technology is not advanced enough to produce batteries able to store enough electricity. Our historical boats also require complicated and costly reconstruction. Simply put, there is no standard solution - the solution looks different for every boat.

It is important that the energy used to charge the batteries comes from clean sources when electrifying. Wherever we can influence what energy is used, we purchase renewable electricity, such as in the harbours where we dock in Sweden.

Regardless of the source of energy, housekeeping is an important environmental measure. Therefore, we encourage all countries to provide eco-driving courses to include all bus drivers and boat captains in order to optimize energy and fuel consumption.

We are in talks with local municipalities to make long-term agreement that will enable us to make the costly investments needed to substantially decrease use of fossil fuel. To make sustainable economy in balance with sustainable “new technology”.

FUELS TARGET FOR 2030

40% decreased CO2e-emission compared to 2014

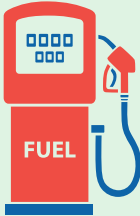
Totals	Results 2019
Total t CO2e	10 568
KPIs	Results 2019, compared to base year (2014)
CO2e, change	-8%
CO2e/guest, change	-7%
CO2e/turnover, change	-13%

Since Stromma Group operations are continuously growing, KPIs are a good indicator of progress. Total emissions have decreased by five percent between 2018 and 2019, primarily due to decreased fuel consumption.

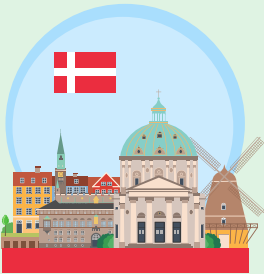
NOTEWORTHY ACTIVITIES



STROMMA NORWAY
Company owned fossil fuel cars are continuously replaced with electric cars.



STROMMA FINLAND
Fuel consumption is followed up monthly and feedback is given to drivers. Reduced fuel consumption can be observed deeper into the season, as drivers gain more experience. To lower the pressure from overtourism we have introduced a new daily tour outside of central Helsinki, to spread visitors over a greater area.



STROMMA DENMARK
To decrease the pressure from over-tourism we have increased the number of attractions outside of central Copenhagen to spread visitors over a greater area. Now 69% of our bus passengers visit the outer part of the city and Greater Copenhagen.



STROMMA SWEDEN
Our boats are our largest source of emissions. Therefore, we have reviewed the timetables for the boats to streamline and optimize our trips, thereby reducing fuel consumption and increasing passenger numbers per trip. We have also removed traffic with few passengers and corrected timetables so that vessels can run at optimal speed between bridges without creating delays. Furthermore, we have replaced large vessels with smaller ones when there are few travellers.



STROMMA NETHERLANDS
A second fully electric bus has been introduced onto the streets of Amsterdam. The buses have zero CO2 emissions, don't produce nitrogen oxides or particulate matter and are also noiseless. Stromma is the first to drive electric tourist buses in the Netherlands.

Reduced Plastic!

STROMMA GROUP
By purchasing 1,8 million head-phones in bulk instead of individually wrapped in plastic, in secure compliance with all local and international regulations (RoHs/CE/WEEE), we have reduced plastic consumption by 1 097 kg in 2019.



Emissions per hour (run time) have also decreased by six percent compared to the previous year.

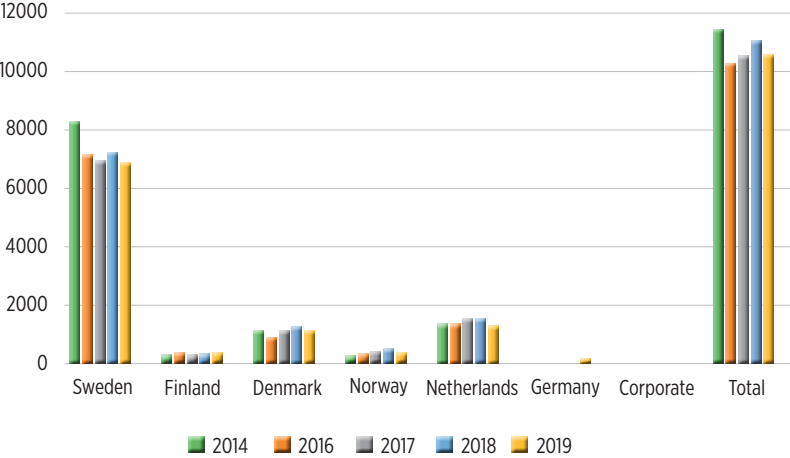
Change, percent CO2e/run time (hour)		Country
2018-2019	2014-2019	
8%	15%	Sweden
-9%	-21%	Finland
-7%	-30%	Denmark
-9%	-19%	Norway
-5%	10%	The Netherlands
-		Germany
-6%	-7%	Total

In comparison with the base year, there is a decrease in emissions of eight percent. KPI:s show progress towards reduced emissions as well, with a seven percent emissions reduction per hour (run time) compared to the base year, and a 13 percent emissions reduction per guest compared to the base year.

In order to achieve a 40 percent decrease in CO2e-emissions from 2014 to 2030, we are working on replacing fossil fuels with renewables through conversion into electric vehicles and renewable fuels for combustion, and of course also focusing on efficiency through education in eco-driving and continuously investing in more modern and energy efficient techniques.

In the Netherlands, our goal is to have all ships converted to electric drive (zero emission) by 2025. As of 2019 all 15 open boats, our saloon steamer and five of the 33 canal cruise boats are powered by electricity. In Denmark we have two electric boats so far. Approximately 20 percent of the boat captains in Sweden, 50 percent of the bus drivers in Finland, all boat captains in Norway and all boat captains and bus drivers in Germany are now trained in eco-driving techniques. Positive results also come from repairs and changing of engines, an example being the successive move from oil boilers to heat pumps on board of our ships and changing catalysts and emissions control filters on our bus engines.

Our activities have resulted in a decrease of our emissions in all countries, except Finland. At group level, we have decreased our emissions from 11 100 ton CO2e to 10 568 ton CO2e during 2019.



We also work to cut emissions from electricity. Our aim is to purchase renewable electricity at all the premises where we have influence over the type of electricity bought. When docked in the harbour, all boats in Sweden run on renewable electricity. In total, we have 90 percent renewable electricity within the Group.

FUELS TARGET FOR 2030

27% renewable fuels

Renewables	Results 2019
Renewable energy	13%
Renewable electricity (all uses and district heating)	90%
Renewable fuels in owned / leased buses, boats, other vehicles and combustion	5%

Since a shift occurs where electric boats and buses are introduced in several locations, we have changed the metric for renewables to include both fuels for combustion, electricity and other energy.

Compared to 2018, we have increased the use of renewable energy, both in terms of electricity and fuels. We can also see a shift where we use less fuels and more electricity, partly due to our efforts to electrify our boats.

COOPERATION WITH WWF

The Baltic Sea is a unique and highly sensitive ecosystem, put under ever-increasing pressure. In its shallow waters, pollution and nutrient runoff from land have a greater impact than in other, deeper and open seas. The two most serious threats against the Baltic Sea are eutrophication and unregulated fishing.

Stromma and the World Wide Fund for Nature (WWF) have in 2018 entered a renewed partnership for a cleaner Baltic Sea. The partnership covers the Stromma Group, even though a cleaner Baltic Sea is of even higher importance to our Scandinavian destinations. Through the partnership, Stromma commits to lowering its environmental impact, by setting and following industry-leading environmental targets. Stromma helps with own contribution and by raising funds for WWF projects in the Baltic Sea. A joint logo has been produced for the partnership for internal and external communication regarding the theme and ambitions for the partnership and its projects.



Local projects

STROMMA SWEDEN
Restoring ecosystems in the archipelago

Stromma supports the "Richer Archipelago Landscape" project. Together with Upplandsstiftelsen and Skärgårdsstiftelsen, WWF works to restore wetlands and meadows in the coastline and on islands in the archipelago of Stockholm and Uppsala counties, such as meadows at Lidö and Grinda and the wetland at Häringe. Restored wetland helps reproduction of pike and tenant farmers can get a more sustainable economy by letting their livestock graze in the meadows instead of former croplands, and it also leads to increased biodiversity in the landscape.



STROMMA DENMARK
Successfull installation of Seabins

In the Nyhavn canal, two Seabins have been installed to collect two tons of waste per year! They catch floating debris and suck it into a catch bag inside the Seabin with the help of a submersible water pump. The water is then pumped out, leaving the debris in the catch bag. Earlier Seabins have also been installed in Sweden.

STROMMA FINLAND
Supports WWF's camps and courses

Stromma sponsors WWF's nature camps and courses on how to save wildlife from oil spills. Two staff members are volunteers in the WWF "oil spill response troop". When rapid action is required because of an oil spill, our volunteers are called to the scene. Stromma also supports the WWF Finland annual volunteer camp on Vallisaari island, a camp working on renovating valuable coastal and cultural areas off Helsinki's coast.



EATING AND DRINKING

At Stromma, we are aware of the large impact food and beverages have on the environment. In order to ensure that we are working in the right direction, all our 22 restaurants in Sweden are now certified organic by KRAV, the Swedish organic food certification label. This means that on all boats, the Viking island Birka and in the fort Kastellet, the restaurants have committed to working more sustainably when it comes to for example purchasing organically produced food and using more environmentally friendly cleaning chemicals.

All our restaurants now have the first star in the KRAV-certification scheme, meaning they need to purchase at least 15 products from organic producers, have a sustainability policy in place and not use unauthorized chemicals in their restaurants and kitchens. “At first, we thought it would be more complicated than it turned out, as all restaurants are run by individual restaurateurs”, says Stefan Johansson, purchasing manager at Stromma Sweden. “Instead, we let every restaurateur create their own list of ingredients where they would commit to always purchasing organic. Every restaurant needs to fulfil their commitment. No matter where you decide to dine, you will have organically grown coffee, many different organic wines to choose from, as well as of course our own Stromma organic beer.” From April 1st 2020 most of the red, white and rosé wines served on Stromma charter tours will be organic, and four out of five champagnes and sparkling wines. “And of course we are investing in offering more sustainable and vegan options on our menus and buffets”, Stefan continues.

New sustainability goals are set together as a group at the annual restaurateurs’ conference. On top of the commitment to continuously increase buying organic, Stromma keeps enforcing the goal of not serving red listed fish and are increasingly working towards more sustainable meat. “Already this year we decided to stop using plastic straws and single-use plastic products. As the EU is looking to enforce a ban on their use by 2021, we are already a few steps ahead here”, says Stefan Johansson.

FOOD TARGETS FOR 2020

Use WWF’s guides for seafood & meat

Avoid using seafood or meat classified with a red light in the guide by 2020

In 2019, we have increased the purchases of certified seafood compared to 2018. At the same time 30-40 percent of the seafood we buy is listed as yellow in WWF fish list. Our strategy is never to buy red-listed seafood.

Occasionally, however, the purchase of red-listed fish may take place due to the sudden red-listing of a previously yellow-listed species due to, for example, a new fishing method or a new fishing area. To avoid this, we will be watching this closely next year - all to minimize the purchasing of seafood classified as at risk.

Seafood purchase	2018	2019
Certified seafood	46%	53%
Certified shrimps	97%	98,9%
Risk-seafood	29%	34%

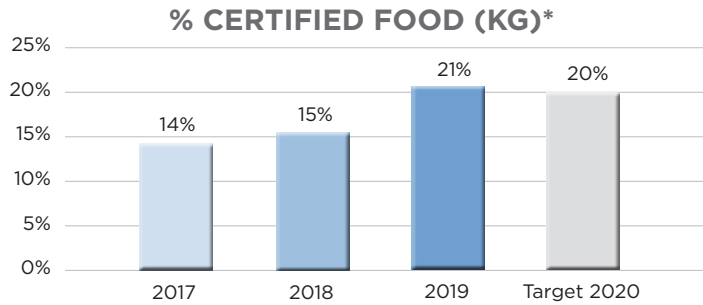
Reduce food waste by 20%

Result 2019: In 2019, food waste was measured at four restaurants. All restaurants managed to decrease their food waste compared to 2018, some as much as halved their waste! We will continue our efforts in reducing our food waste in the years to come.

20% food with sustainability certifications

i.e food with third party certifications

We reached our target for 2020 already in 2019. However, Sweden stands for the majority of the purchased food in the group, thanks to all restaurants. The share of certified food for Sweden is 19,5 percent. Denmark and Finland, lacking restaurant services and having limited food purchases, have a higher share of certified purchases: Finland 73 percent and Denmark 80 percent. We will continue to focus on sustainable food purchasing.



* 2014-2017: Sweden only.
2018: Sweden, Denmark, Norway and Finland.
2019: Sweden, Denmark and Finland.

NOTEWORTHY STEPS



STROMMA SWEDEN

The goal is to phase out all unnecessary plastic such as straws, plastic cups and plastic cutlery and exchange to bio-based or renewable materials instead. No more plastic single-use products at our restaurants!



STROMMA FINLAND

In Finland we have a partnership with Juuri Tapahtumat, a catering company that won “local food act” of the year because of their cooperation with organic farmers located in Helsinki.



ORGANIC OUTCOME

During 2019 we bought 8 960 kg organic coffee, resulting in 149 000 litres of organic coffee served. Through this, an area of nearly 15 football fields was farmed more sustainably. By purchasing organic coffee instead of conventionally grown, we have also avoided use of pesticides and mineral fertilizers.



Interview with Armand Engyn

Restaurateur on Enköping and Gustaf III
(From 2020 only on Gustavsberg VII)

What is the most important sustainability work done at the Stromma restaurants this year?

- The fact that we all became organically certified by KRAV. It didn't require a lot of changes for my business, as we already purchase enough organic ingredients to achieve the first level. Now it is all about increasing the total share!

You managed to halve your food waste compared to 2018! What's the secret?

- Honestly, it has to do with being more accurate with the numbers. Start from the beginning: use the total number of guests and order food based on that. Don't always round up and stick to your knowledge of how much people eat. Whatever still ends up being too much, turn it into staff food instead of having to cook extra for them. Just keep cool and trust your planning!

What are you personally most proud of?

- At Stromma we started reducing our single-use plastic products. However, it is important to avoid all single use, no matter what material it is made of. On my restaurants, we have eliminated all single use, except for the coffee mugs for large charter tours where we have paper cups. We have paper straws behind the bar for when specifically asked for, but we don't hand them out proactively anymore. Also, for our annual restaurateur trip we have decided that instead of traveling abroad every time we'll visit different parts of Sweden every second year. Of course, we'll go by train!

OUR WORK FOR SOCIAL SUSTAINABILITY

Our staff plays an important role in our mission to deliver memories for life to our guests. Working with people from all over the world is positive in many ways, and we believe the diversity of our people is an important factor for both a functional and fun work environment.

First, we can meet and exceed our guests' expectations when we address them in their own language and provide them with world-class service. Second, we provide a chance for people to enter the job market. Many of our employees have their first job with us, or their first job in a new country. At Stromma, there are many roles where knowledge of the native language is not a prerequisite for excelling at your job. We look for the best personality qualities rather than previous work experience. It is more important that our employees are happy and outgoing, enjoy meeting and working with people and have a profound understanding of the value of good service.

Finally, together we create a rich cultural environment where everybody learns a lot, widens their horizons and, perhaps best of all, becomes friends with people they otherwise would not have met.

To develop and improve our sustainability work, we depend on engaged and competent employees. At the beginning of each season, all seasonal employees participate in a sustainability training with information about global challenges, specific challenges for our region and about Stromma's sustainability work. The training also includes possibilities for employees to provide input and ideas on how to improve our sustainability work. For 2019, more than 300 seasonal employees have taken part in the sustainability training.



“So much joy comes out of working with my colleagues and to make the customers hop off our tours with smiles on their faces.”

JOEL – Ticket seller at Hop On-Hop Off buses & boats at Stromma Sweden

“Each day is unique with different cruises, different colleagues, different routes and different guests”.

GILL – former Senior Host, but from 2017 working as a Location manager at Stromma Netherlands



Health & Safety in the workplace

Health and safety apply to all aspects of our work environment and are under constant development. Together with Great Place to Work, we are charting the psychosocial and physical working environment through a semi-annual ESI survey which covers the areas: credibility, respect, justice, pride and friendship.

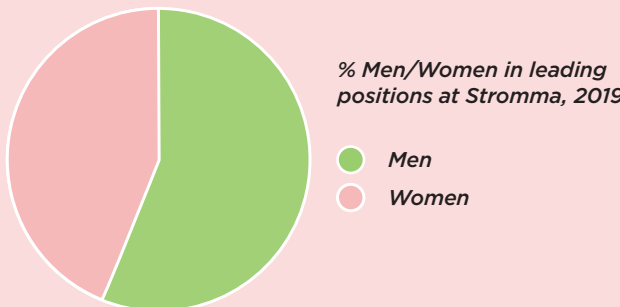
INCREASED ESI

The result for the Trust index 2018 is 63 percent, a result that we believe is acceptable, but we still aim to get better results in next survey. The last result is also not entirely comparable to previous years since it has been extended by two more countries. We know from the result that our employees are very satisfied with their colleagues and are proud of the company and our products. We also know from experience that targeted efforts give results in terms of satisfaction, and through continued hard work we believe that we can improve the results. An Action Plan was formulated in 2018 at both Group level as well as locally and work continues. In next survey our aim is to achieve at least 70 percent in all measured areas.

SEXUAL HARASSMENT AND DISCRIMINATION

The Metoo movement put a light on sexual harassment at work, and we decided to explore the situation for our employees. Therefore, we included extra questions regarding sexual harassment and discrimination in our ESI survey 2018. 819 employees participated. 4 persons (0,5 percent) confirmed they had been sexually harassed, and a total of 221 (27 percent) said they did not know who to turn to if they were harassed or discriminated at work. Based on the results, we have formulated several action points with the aim to increase awareness and the willingness to report incidents. A concrete example is our partnership with Management by Kerstin, described on next page.

We act in a business dominated by men. We aim at increasing the number of female employees at all levels in our company. For 2019, 44 percent of the leading positions were held by women.



HUMAN RIGHTS

We haven't identified any material human rights risks in our own operations, and we work in markets with low incidents of human rights abuses. However, we know that in parts of our supply chain there are risks both in terms of human rights abuse and substandard working conditions. The largest and most obvious risks are found in the purchase of food and beverage from low-income countries, such as coffee, cocoa, tropical fruit, wine and products with palm oil. For food commodities, we act by choosing certified products or by exclusion.

ETHICAL BUSINESS AND ANTI CORRUPTION

We have not identified any material risks of corruption or bribery, and we have no reported incidents or indications of such. We work in markets and in a business with low risk for corruption. That said, we still need to have measures and routines to safeguard against unethical behaviour. We therefore have guidelines for our relations with business partners and suppliers, to minimize risk for undue pressure or bribery.

NOTEWORTHY ACTIVITIES



FREE TICKETS FOR IMMIGRANTS

Newly arrived immigrants received free tickets for a tour with Paddan in Gothenburg, a nice introduction to their new hometown. Similarly, through Gothia cup we give free tours to players of two football teams.



SOCIAL CRUISES AMSTERDAM LIGHT FESTIVAL

To make the Amsterdam Light Festival accessible to everyone, Stromma Netherlands took part in social cruises. These cruises along the works of art are arranged for those who aren't physically able or can't afford to go on a cruise, like the elderly and low income families (including homeless youngsters). The trips were fantastic and everyone was very grateful.



MANAGEMENT BY KERSTIN

Norway has now also implemented the collaboration with the equality consulting firm "Management by Kerstin". Through their channel, our staff can easily report any sexual harassment incidents, which in return are reported on a monthly basis to Stromma. In the future, this will be implemented at all destinations.



CHILDREN OF SINGLE MOTHERS

Since summer 2017, we are proud to offer Fryshuset youth centre's "Children of Single Mothers" a selection of experiences by boat in central Stockholm, around the archipelago and on Lake Mälaren.



AMSTERDAM CITY SWIM (OR FIGHT AGAINST ALS)

A special campaign was launched this year above our yearly financial contribution to the Amsterdam City Swim. By giving €0.50 from every pedal boat ticket sold, Stromma raised substantial funds with the amount of €14 000 in the fight against the neurodegenerative disease ALS!

ABOUT STROMMA AND THIS REPORT

Stromma is the leading provider of sightseeing experiences in Northern Europe. Stromma offers experiences that aim to give every guest memories for life. These experiences focus on sightseeing tours, entertainment and activities for tourists, local residents and companies.

Stromma has a history dating back to 1809 with a strong tradition of historic and cultural values. Today Stromma operates in 15 destinations; Amsterdam, Utrecht, Copenhagen, Århus, Oslo, Bergen, Ålesund, Geiranger, Stavanger, Stockholm, Uppsala, Gothenburg, Malmö, Helsinki and Berlin. Stromma's brands include the well-known names Göta Kanal Rederiaktiebolag, Paddan Sightseeing, Strömma Kanalbolaget, Canal Tours Copenhagen, Helsinki Sightseeing, Canal Tours Amsterdam, but also unique experiences like Birka (the Viking City), A'dam Lookout and Vaxholms Kastell. Read more on www.stromma.com.

Strömma Turism & Sjöfart AB is a subsidiary to PC Rettig & Co AB, a wholly owned subsidiary of Per Christian Rettig & Co AB, owned 100 percent by Hans von Rettig's family interests.

STROMMA GROUP'S TURNOVER IN 2019 AMOUNTS TO 1 049 310 TSEK
The business is divided into geographical areas, which is reflected in the company's organization with a site manager for each country. The Group's headquarter is located in Stockholm.



GOVERNANCE

In 2019 the Group Chief Financial Officer has the highest responsibility for the Group's sustainability work. The work is coordinated from our head office by our Communication & Sustainability Manager. Together with Stromma Group's training manager, they all form part of the Group's steering committee for sustainability. In the steering committee, there is also one representative for each country. Each country manager is responsible for sustainability at the national level, for setting actions and activities to meet the targets and following up and reporting on the results. We have a number of policies for the Group that together provide guidance on how to act and conduct our business ethically and sustainable. These policies are described more closely in Appendix 1*.

THIS REPORT

This is the sustainability report for Stromma Group for 2019. The purpose of this report is to give our employees, guests, business partners, investors and other stakeholders an insight into how we run our business and work with sustainability. Our aim is to be transparent and honest about our challenges and risks, to explain how we try to minimize and mitigate these and to showcase how far we have come on our sustainability journey.

This report was independently verified by Deloitte AB.

*APPENDIX 1 - POLICIES

Our sustainability work is documented and regulated, with policies that guide and safeguard all areas related to sustainability and ethical conduct and helps us to minimize risks. The policies are communicated to all concerned parties within the company, and regularly overseen and updated. In 2018, we published a new Privacy policy.

Code of Conduct - At Stromma, we want to promote a culture where everyone has the same value, a culture that protects human rights, health and safety in a sustainable context. Our Code of Conduct is based on our core values; reliable, engaged and genuine, and is a guide for our employees and the organization. It aims to show how we are expected to act in our daily work situation, towards colleagues as well as our customers. Therefore, we have several corporate policies that explain how to act within different areas such as: equality, sustainability, alcohol and drugs, etc.

Sustainability policy - In Stromma's Sustainability policy, goals, ambitions and visions for strengthened sustainability are described. It also contains descriptions of environmental threats and challenges from our operations, as well as actions and measures to handle these. The policy refers to UN Global Compact and OECD guidelines for business.

Policy for Equality - This policy describes Stromma's work to ensure everyone's equal value, and our expectations of our employees and partners to treat everyone with respect and dignity. The policy describes Stromma's values and standpoint on diversity and gender equality, as well as our zero tolerance against any kind of discrimination or harassment.

Privacy Policy - The Privacy policy was developed and published in 2018. It describes how Stromma processes and keeps personal data on customers, employees and others, and clearly states that we respect everyone's privacy and that we handle all personal data with respect. The policy refers to national and EU regulations, including the EU General Data Protection Regulation (GDPR).

Purchasing policy - This policy was updated in 2018, and the purpose is to establish guidelines for all purchases within the Stromma Group. The guidelines ensure that purchases are made at an optimum level with regards to economy, environment, ethics, quality, logistics and delivery security and that purchases are made in accordance with the Group's sustainability goals and executed with the highest degree of business ethics.





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