

**Increase in passenger and cargo volume:  
56,700 more people travelled on Viking Line during the summer**

The warm summer and the holiday period encouraged maritime travel on Viking Line's vessels. During the summer months of June – August 2010, a total of 2,075,000 passengers – or 56,700 more than in the same months of 2009 – travelled on the big red boats. The number of cargo units and cars also increased. Viking Line transported 25,400 cargo units during the summer 2010 months, or 5.8 per cent more than the year-earlier period. The number of cars was 239,200 or 2.5 per cent more than a year earlier. It is worth noting that summer traffic got started later this year and that the Midsummer holiday was celebrated a week later.

**More than 567,000 passengers on the M/S Viking XPRS**

The largest increase in passenger volume was achieved on the Helsinki (Finland) – Tallinn (Estonia) route, aboard the high-speed M/S Viking XPRS. The corresponding figure for this vessel in 2009 was 530,000. The increase was thus 37,000 passengers or 7 per cent. In July, the M/S Viking XPRS achieved a record of more than 200,000 passengers. On July 11, for example, the vessel set an all-time single day record of 8,300 passengers.

Passenger volume on the Turku (Finland) – Åland Islands (Finland) – Stockholm (Sweden) route aboard the vessels M/S Isabella and M/S Amorella was 609,000, or 2.2 per cent fewer passengers than during the corresponding period of last year. The decline occurred mainly in June, but August figures were better than in 2009.

On the Helsinki – Mariehamn (Åland Islands) – Stockholm route, the number of passengers was stable. On this route, passengers totalled 328,500 or 0.6 per cent fewer than during the corresponding months of last year.

On the short route over the sea of Åland, that is, Mariehamn – Kapellskär (Sweden), 301,425 passengers travelled on the M/S Rosella during the summer months. The number of passengers on this route fell slightly, by 3.1 per cent, but the number of cars increased to 59,700.

Viking Line is a public limited company and the market leading brand in passenger traffic on the northern Baltic Sea, with a mission to provide large-scale, affordable, safe passenger and cargo carrier services including first-class recreation, good food and attractive shopping. Its shares have been listed on the NASDAQ OMX Nordic Exchange Helsinki since 1995. Viking Line serves Finland, Sweden and the Baltic countries with seven vessels. During fiscal 2008/2009 sales were about EUR 471 M. The number of passengers totalled 6.4 million. The average number of employees was 3,091.

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# Pressrelease

The M/S Cinderella, which provides cruise service between Stockholm and Mariehamn and goes on summer cruises to Riga (Latvia), carried 269,000 passengers during the three summer months or 45,000 more than the year-earlier period, which represented an increase of 20.2 per cent. In June 2009 the Cinderella underwent extensive renovation work – among other things in its public areas – at the Öresundsvarvet shipyard in Landskrona, Sweden. The vessel went on fewer cruises to Riga this year than in 2009.

“In our view, the growth in passenger figures shows that there is still a demand for travel between Finland and Sweden, especially from the Baltic countries and international markets. The number of Swedish passengers is stable, and the number of Finns has grown a bit. Generally speaking, the volume increase in this service area seems to be occurring on routes from Sweden and Finland to the Baltics,” says Pavlos Ylinen, Executive Vice President in charge of marketing and sales.

## **Viking Line Abp**

Mariehamn, September 6, 2010

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