

VIKING LINE



Market Share Update on Passenger Travel in the Baltic Sea

Viking Line Market Share Development 2005-2007





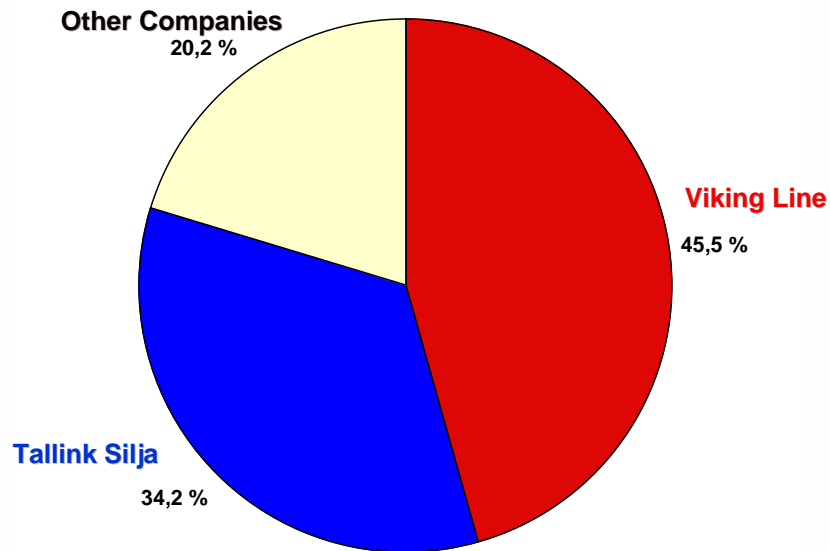
Viking Line Market Share Overview

- ✓ The company's market share continued to grow in the 2006-2007 period, building on its increasing share of the passenger transportation market on its Finland-Sweden and Finland-Estonia routes.
- ✓ Passenger volumes increased from 46 to 47 percentage points on routes between Finland and Sweden, and from 18% to 19% on Finland-Estonia routes. Viking Line is the main player on Finland-Sweden routes, and holds the second largest market share on Finland-Estonia routes.
- ✓ Overall, Viking Line's market position including Finland-Sweden and Finland-Estonia routes, has since the 2005-2006 period strengthened by two percentage points, from 35% to 37%. Viking Line and Tallink Silja, the two largest players in the passenger travel market in the region, each hold 37% of the total market.

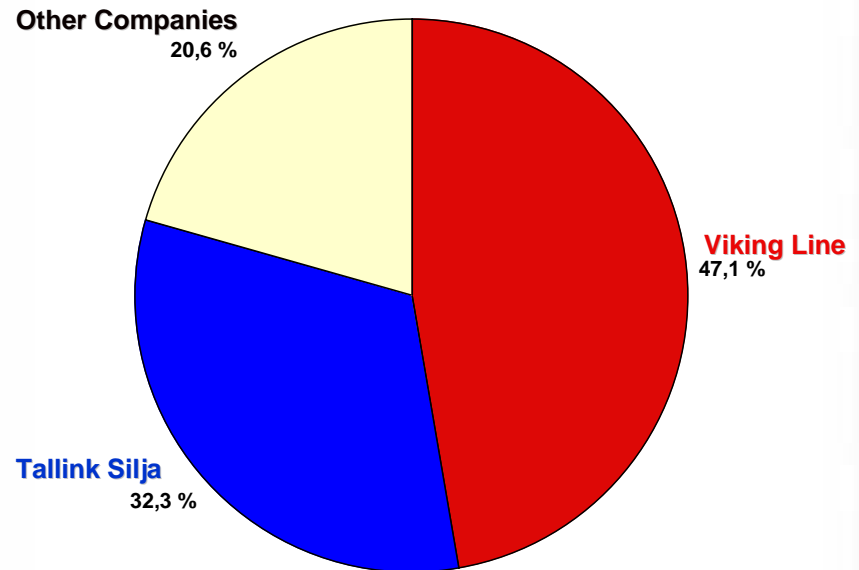


Market share of passenger travel between Finland and Sweden

Market shares passengers Finland-Sweden 2005-06



Market shares passengers Finland-Sweden 2006-07

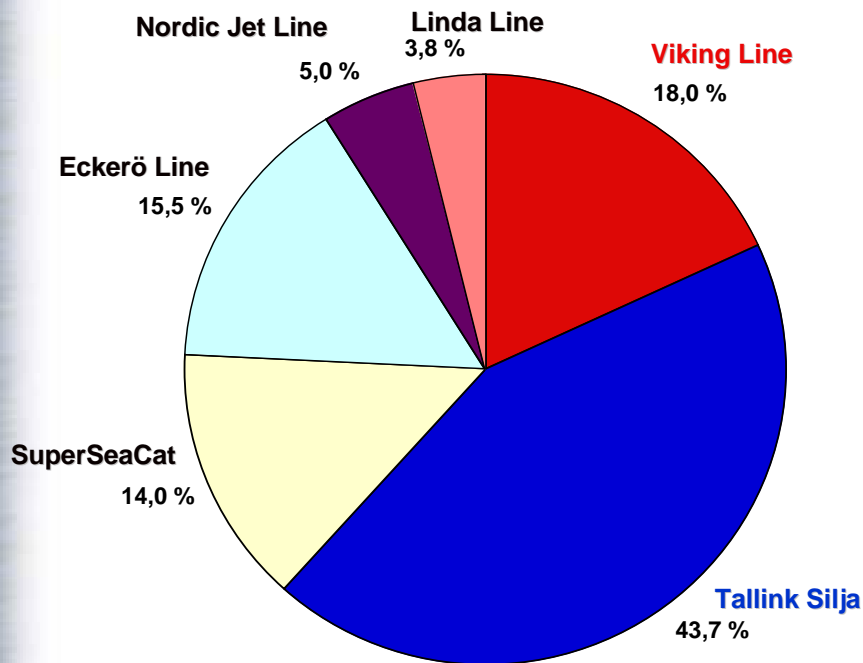


Source: Viking Line

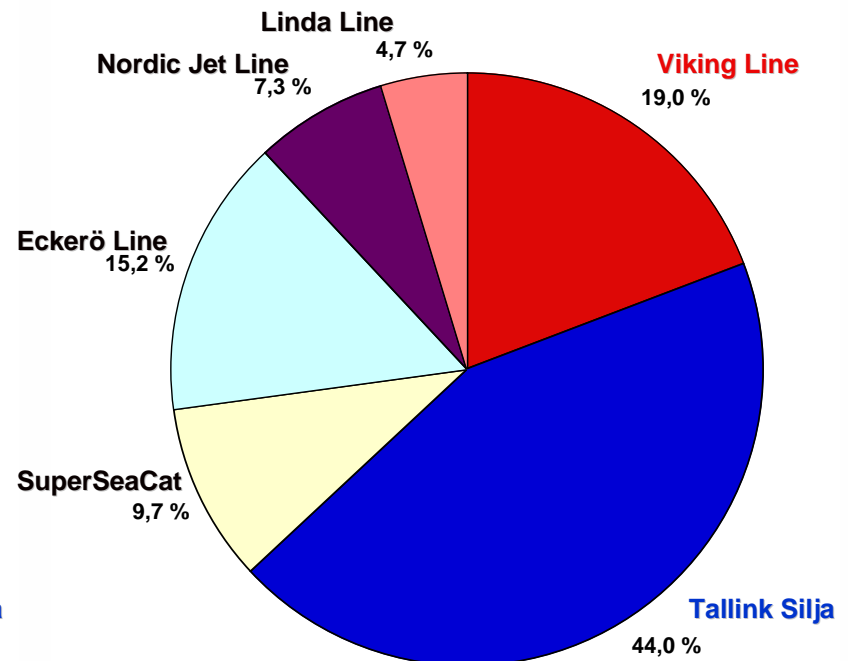


Market share of passenger travel between Finland-Estonia

Market shares passengers Finland Estonia 2005-06



Market shares passengers Finland-Estonia 2006-07

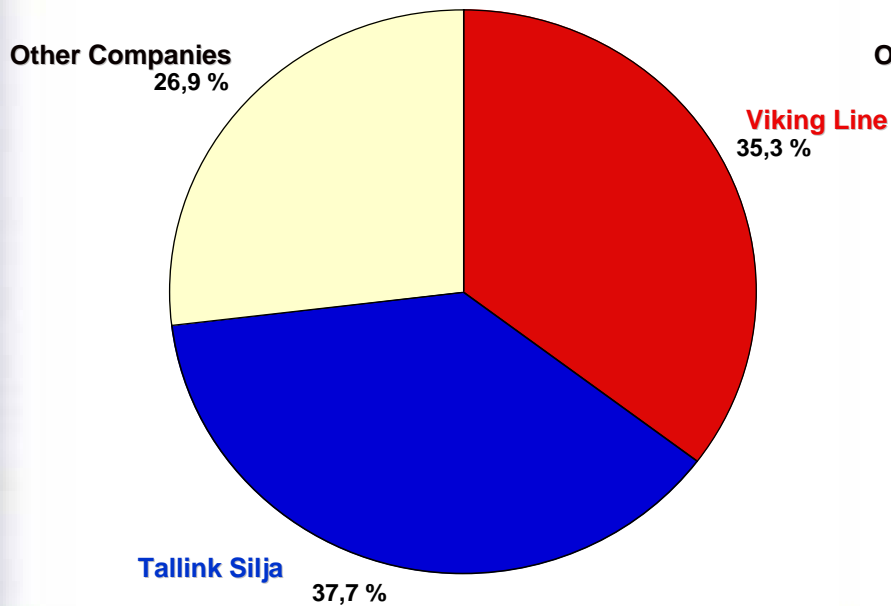


Source: Viking Line

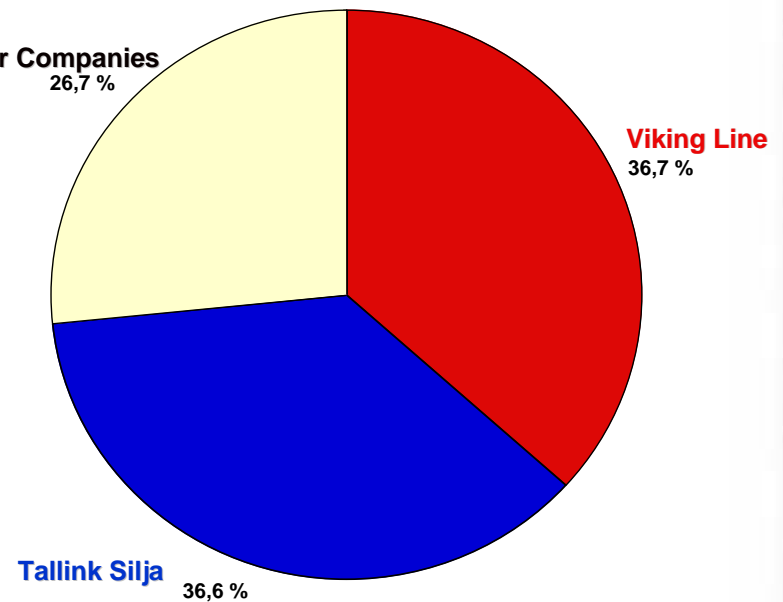


Combined market share of passenger travel on Finland-Estonia and Finland-Sweden routes

Market shares passengers on routes
Finland-Sweden and
Finland-Estonia 2005-06



Market shares passengers on routes Finland-Sweden and
Finland-Estonia 2006-07



Source: Viking Line

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