



Holland America Line®

CULTURE FRAMEWORK



OUR CORPORATION'S COMMON GOAL...

At Carnival Corporation & plc, our highest responsibility and top priorities are to operate safely, to protect the environment, and to be in compliance everywhere we operate in the world. On this foundation, we aspire to deliver unmatched joyful vacations for our guests, always exceeding their expectations and in doing so, driving outstanding shareholder value. We believe in a positive and just corporate culture, based on inclusion and the power of diversity. We operate with integrity, trust and respect for each other – seeking collaboration, candor, openness and transparency at all times. And, we intend to be an exemplary corporate citizen, leaving the people and the places we touch even better than before we touched them.

CORPORATE VISION STATEMENT

...AND EXPECTED BEHAVIORS...

EXPECTED BEHAVIORS FOR ALL EMPLOYEES

- Speak up
- Respect and Protect
- Improve

EXPECTED LEADERSHIP BEHAVIORS

- Communicate
- Listen and learn
- Empower

CULTURE ESSENTIALS

...DELIVERED IN THE HAL WAY...

HOLLAND AMERICA LINE SERVICE CREDO

We are ambassadors of joy – in service to our guests and to one another.

HOLLAND AMERICA LINE CORE VALUES

SAFEGUARD OURSELVES AND OUR ENVIRONMENT

We care for the well-being of each other, our guests, and the planet. We strive to do the right thing, always.

TAKE PRIDE IN EVERY ACTION

We go the extra mile to assist guests and team members, and recognize that every interaction is important, no matter how big or small.

ARE CURIOUS AND EVER-EVOLVING

We welcome new ideas and innovation, keep an open mind to facilitate change and deeper connections, and seek opportunities to improve.

CELEBRATE OUR DIFFERENCES

We promote an environment where everyone can achieve their full potential, trust each team member acts with best intentions, and embrace diversity as key to our success.

HAL CREDO & CORE VALUES