



WE ENGAGE

AS TALLINK GRUPP ENVIRONMENTAL AND CORPORATE SOCIAL RESPONSIBILITY REPORT 2009/2010

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CORPORATE PROFILE

AS TALLINK GRUPP

AS Tallink Grupp is the leading provider of high-quality mini-cruise and passenger transport services in the Northern Baltic Sea region, as well as a leading provider of ro-ro cargo services on selected routes.

Our fleet of nineteen vessels allows us to offer a wide range of services and frequent departures. As a result of our investment and fleet renewal program, we currently deploy some of the most advanced cruise ferries in the Northern Baltic Sea region with state-of-the-art facilities, improved accommodation, larger onboard shopping areas and high quality onboard services, setting a new benchmark for travel standards in the Northern Baltic Sea region.

The company has 6,700 employees and operates on seven different shipping routes between Estonia, Finland, Sweden, Latvia and Germany. The company's fleet consists of nineteen vessels, including seven recent new builds.

Vessels operate under the brands of Tallink and Silja Line. Tallink also operates the hotel network, Tallink Hotels, with four hotels in Tallinn and one hotel in Riga. In the 2009/2010 financial year the company serviced 8, 4 million passengers, with revenue of 814 million euros.

Dedication, hard work and cost effectiveness were the cornerstones of 2009/2010, since the period delivered additional challenges with ongoing global economical recession.

VISION

The company's vision is to be the market pioneer in Europe by offering excellence in leisure and business travel and sea transportation services.

CUSTOMER VALUE PROPOSAL

We offer an enjoyable travel experience that exceeds customer expectations` and makes them want to return.



CORPORATE STRUCTURE

AS TALLINK GRUPP

Holding company, Estonia-Finland and Estonia-Sweden route operator,
sales and marketing in Estonia, general administration

Tallink Silja Oy Finland-Sweden routes operator Sales & Marketing in Finland	AS Tallink Duty Free Supply of goods for ships	18 Ship-owning Companies
Tallink Silja AB Sales & Marketing in Sweden	OÜ Hansaliin Onboard personnel crewing	13 Other Companies
AS Tallink Latvija Sales & Marketing in Latvia	OÜ HT Laevateenindus Technical ship management and crewing	
OOO Tallink-Ru Sales & Marketing in Russia	AS HTG Invest Stevedoring services	
Silja Line GmbH Sales Agent in Germany	HTG Stevedoring Oy Stevedoring services	
AS Tallink Baltic Finland-Germany route operator	OÜ TLG Hotell Operator of hotels	
AS Tallink Riga-Stockholm route operator	OÜ Hera Salongid Beauty services	
	OÜ HT Hulgi Tolliladu Public customs warehouse	
	OÜ HT Meelelahutus Entertainment on ships	
	OÜ Tallink Travel Club Travel services	

HIGHLIGHTS OF THE YEAR 2009/2010

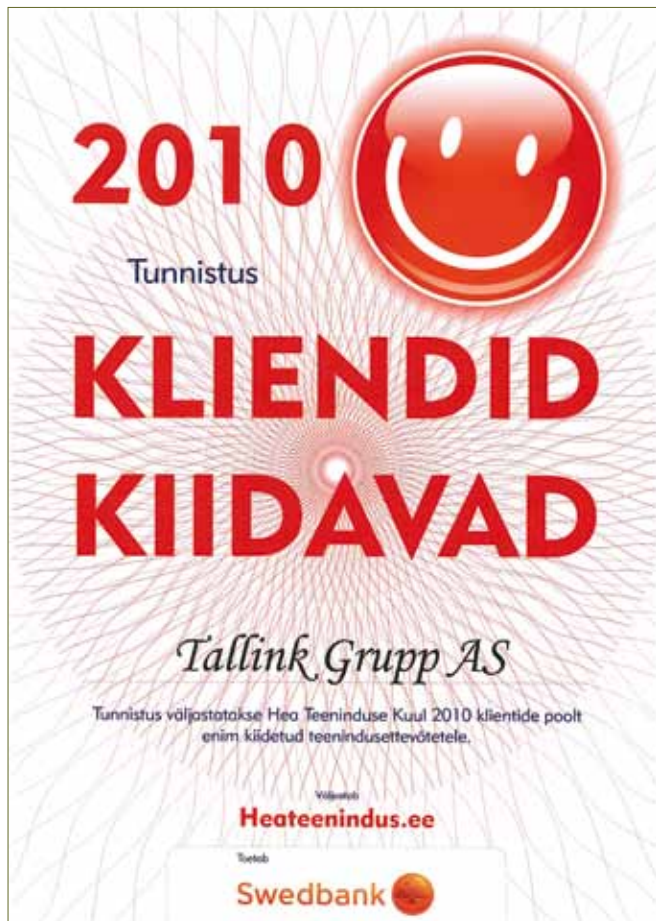


PERSONNEL

- According to the survey of TNS Emor, Tallink was mentioned as one of the best employers in Estonia in 2007, 2008, and 2009.
- With launching the new Tallink Hotel Riga in April, Tallink created 100 new jobs in Latvia in 2010.
- Libraries for ships' personnel were launched.

CUSTOMERS

- Fifth hotel in Tallink Hotels chain, Tallink Hotel Riga is an additional value for our clients, who want to spend relaxing time in the capital of Latvia.
- The development of self service check-in to several harbours was completed.
- The new and more comfortable online booking engine was launched in 2010.
- The premises of Tallinn Port D-terminal were reconstructed taken into consideration the welfare of the customers and employees.
- According to the campaign „Praise the customer service“ organized by the Association of Excellent Service, AS Tallink Grupp is among the most praised service companies in Estonia in the year 2010. The company gained the recognition also in 2009.
- Tallink gained the Finnish Quality Innovation Prize of the Year 2010. The Quality Innovation Prize of the Year was awarded to the subsidiary of AS Tallink Grupp, Tallink Silja Oy for its product development concept “1000 Tuotekehittäjää”. The quality centre Excellence Finland grants this prize annually as an acknowledgement for a particularly innovative product, service or operation concept.
- Worlds leading consumer magazine Reader's Digest acknowledged Tallink's Silja Line routes to be the most reliable Finnish cruise lines in 2010; the magazine has acknowledged the Silja Line branded routes also in seven previous years.



HIGHLIGHTS OF THE YEAR 2009/2010



ENVIRONMENT

- New environmentally friendly high speed service concept Tallink Shuttle on Tallinn-Helsinki route was successfully operated throughout the year.
- High international certificates for Tallink's subsidiaries were extended. AS Tallink Grupp subsidiaries' HT Shipmanagement and HT Shipmanagement SIA international certificates confirming companies' congruity to ISM (International Safety Management) code were revalidated by Swedish, Finnish, Latvian and Estonian Maritime Administrations.
- Also the certificate for ISO 14001:2004 was revalidated for all Tallink and Silja brand vessels.



BUSINESS

- Launching of Tallink Hotel Riga in April 2010.
- Reaching a new record in the passenger volumes of a calendar month in July 2010 with over one million passengers.
- The development of self service check-in to several harbours was completed.
- Reaching the traffic volumes of 8,4 million passengers and revenue volumes of 814 million Euros.
- AS Tallink Grupp was voted the most competitive Estonian company in 2010 by the Estonian Chamber of Commerce & Industry and Estonian Employer's Confederation. AS Tallink Grupp was voted the most competitive Estonian company and the best Estonian company also in 2007 and 2008 and the most competitive Estonian company in the field of transportation and logistics in 2009.



ADDRESS OF CEO



ENN PANT
Chairman of
the Management Board

EVEN DURING DIFFICULT TIMES, TALLINK AIMS FOR THE BEST

Over twenty years, Tallink has grown and become one of the major players in passenger shipping on the Baltic Sea. Today Tallink is a large international company with 6,700 employees in six countries. Last year the company served almost eight and half million passengers. As a company which recognises the importance of social responsibility, we comply with environmental protection and marine safety requirements, and we aim to give a share of our success back to the community and the environment where we operate.

Tallink has become a leading company in the Baltic Sea passenger shipping industry thanks to the trust of its customers; and every day our employees do their best to guarantee customer satisfaction. For the future, our aim is to not only be the flagship of the Baltic Sea passenger shipping industry, but also to be a provider of complete travel solutions and to take care of all our customers' travel-related concerns. In 2009/2010 some of further important steps were taken to become closer to this ambitious goal.

A VERSATILE AND INTERNATIONAL STAFF

Exceeding customer expectations and achieving increasingly higher goals would be mere words if it were not for our hard-working employees. Tallink has 6,700 employees in six countries and values its versatile staff with their different cultural and ethnic backgrounds. Our customers are all different; so similarly, these differences can be best understood by employees from various backgrounds. Additionally, Tallink is contributing daily to improving the work environment – these efforts were recently acknowledged when Tallink was declared to be one of the three most reputable employers in Estonia in several recent years in a row.

ENVIRONMENTAL PROTECTION IS OUR PRIORITY

An emphasis on environmental protection is the company's priority and is based on real initiatives covering the company's activities at sea and on land. Tallink is making much more effort to preserve the environment than the relevant regulations stipulate. In 2008 Tallink gained the high level international environmental certificate ISO 14001:2004. It confirms our aim to pay maximum attention to the environmental care. The certificate is extended now every year. We use environmentally-friendly paints and bio-chemicals for ship maintenance; we establish strict environmental sustainability requirements for our sub-contractors; ship machinery operates on fuels with a low sulphur content; waste is sorted, and waste water from the ships is treated onboard and transferred ashore in ports.

ADDRESS OF CEO

In order to enhance environmental protection and sustainability, Tallink has constantly been renewing its fleet which, despite its size, is now one of the most modern fleets in the Baltic Sea region. Today our passenger ships are not older than 10 years on average whereas the world's average on this class of ships reaches more than double of this – over 20 years of age.

Not only is Tallink one of the most successful companies in Estonia, the company, together with other large companies, also acts as the heart of the Estonian economy, pumping success into the veins of smaller Estonian as well as international companies day after day. That way, Tallink Grupp – which in 2010 was declared to be the most competitive company in Estonia – does not keep this success to itself, but tries to boost business growth for almost 500 large and small business partners and suppliers.

As a major tax-payer in Estonia, Finland, Sweden and Latvia Tallink believes that financial success can only be guaranteed through responsible and sustainable development. Therefore, each year, Tallink Grupp gives a significant share of its success back to society and the environment in which the company operates; Tallink supports sports, culture, youth and children's education, and environmental protection. For years, Tallink has supported Kaia Kanepi, the most successful Estonian female tennis player ever, sponsoring her with the biggest sums in Estonian sports history.

As the 'flagship' in the Baltic Sea passenger shipping industry, Tallink is striving to guarantee that Estonia and the other Baltic Sea countries will still be seafaring countries today and tomorrow, and that the competent sailors from these countries will be a welcome help in every port in the world and onboard every ship.

Finally, I would like to thank all of Tallink's customers and investors for their trust, and our wonderful employees for their special contribution made during more difficult times of recent years. The goal to reach profit in 2009/2010 again was reached, this was the result of dedicated team-work.

I wish everyone success!

Enn Pant

Chairman of the Management Board
AS Tallink Grupp

TALLINK ENVIRONMENTAL POLICY

- We recognise that environmental protection and management is one of our highest priorities.
- Every effort is to be made to conserve and protect the environment from marine, atmospheric and other forms of pollution, including office-based waste.
- Vessels are maintained and operated in accordance with the MARPOL convention (the International Convention for the Prevention of Pollution from Ships) in order to ensure that air and sea pollution is kept to its lowest practicable levels.
- Our vessels use low sulphur content fuel.
- We operate a policy of zero sea spillage and our objective is to eliminate all possibility of pollution at the source.
- All of our vessels have received all the required international oil pollution prevention certificates.
- During their respective navigation periods, our vessels also hold valid sewage pollution prevention certificates to the extent required.
- In order to protect the environment we comply with compulsory rules and regulations.
- We actively promote environmental awareness by continuously training and educating our employees.
- We follow the requirements for the efficient use of energy and materials in our offices and onboard vessels.
- Wherever practicable, we adopt the principles of re-use and recycling.
- We prefer suppliers and contractors who apply environmental standards.



ENVIRONMENTAL RESPONSIBILITY

BALTIC SEA ACTION GROUP (BSAG) "THE BALTIC SEA IS OUR EMPLOYER"

The ecological state of the Baltic Sea is critical. It is said to be the most polluted sea in the world. The problems are related to eutrophication, maritime risks and emissions, threats imposed by hazardous substances as well as threats to the biodiversity.

The alarming state is recognized throughout the coastal countries, which have agreed on following HELCOM's (Helsinki Commission for protecting the Baltic Sea) Baltic Sea Action Plan (BSAP). It is an agreement on measures that should be taken to revive the good ecological status of the sea. Implementing the BSAP urgently needs concrete actions.

ALL LEVELS OF SOCIETY NEED TO BE ENGAGED

At the Baltic Sea Action Group (BSAG), we strongly believe that all levels of society, including the highest political level, are needed in order to efficiently and sustainably improve the ecological state of the Baltic Sea. This is why the BSAG was founded in 2008. The aim is to gather the public and private sectors to find and implement solutions for saving the Baltic Sea.

The BSAG acts as an initiator and a catalyst in bringing various actors together. We strongly believe that everyone can help the Baltic Sea best by doing what they are best at. The focus of our activities is goal-oriented and based on concrete action. BSAG's operation methods are innovative, aimed towards concrete solutions and based on extensive co-operation. BSAG

is neutral. We have a wide variety of tools in use: political forces regardless of political views or ambitions, heads of states from the entire Baltic Sea area, civil servants and authorities, NGOs, private citizens and companies. BSAG brings the know-how and resources of the private sector to concrete actions throughout the Baltic Sea area. Both parties, the Baltic Sea and the businesses, benefit from the co-operation.

BSAS - FIRST MILESTONE IN ON-GOING PROCESS

A major step in our work was the Baltic Sea Action Summit (BSAS) held in Helsinki in early 2010. The President of Finland, the Prime minister of Finland and the BSAG invited the Heads of State of all 14 countries around the Baltic Sea to the summit. All countries made concrete commitments for the Baltic Sea, as did some 140 companies and other organizations.

The BSAG continues with the follow-up of existing commitments and by gathering and developing new ones. By now, there are almost 160 commitments made. See all commitments on <http://www.bsas.fi/commitments/all-commitments>





ENVIRONMENTAL RESPONSIBILITY

ENVIRONMENTAL RESPONSIBILITY – OUR TOP PRIORITY

AS Tallink Grupp recognises that environmental protection and management is one of its highest priorities. Every effort is to be made to conserve and protect the environment from marine and atmospheric pollution and any other form of pollution, including office-based waste.

Our vessels are maintained and operated in accordance with the MARPOL convention (the International Convention for the Prevention of Pollution from Ships). This ensures that air and sea pollution is kept to the lowest practicable levels.

Tallink operates a zero spill policy. Our objective is to eliminate the possibility of pollution at the source by ensuring high standards of safety and awareness are maintained and that all relevant legislation and conventions are followed for both its sea and shore activities. Tallink is also committed to the continual improvement of the methods that are used to carry out and achieve this objective, including the use of equipment and practices that minimises waste generation.

AN ENVIRONMENTALLY AWARE CHOICE OF CONCEPTS: TALLINK SHUTTLE

During the past three years, Tallink launched the first ever all year round fast ferry service Tallink Shuttle.

Tallink Shuttle services with MS Star and MS Superstar have added a new dimension to maritime transport on the Baltic Sea. The fast passenger ships, Star and Superstar, have an entirely new concept, combining the best features and tractive force of six vessels. With this, two new vessels have successfully managed to do the work which until then required as many as five vessels – four AutoExpress high-speed vessels, the large ferry, Meloodia and the cargo vessel Regal Star.

The ships were painted green in order to emphasise the environmentally friendly nature of them and the service they operate. Star and Superstar use much less fossil fuels per passenger than small high-speed crafts, and do not create big waves which can damage the marine environment.

Until spring 2007, high-speed travelling on the Baltic Sea was the privilege of passengers only. Until then, the carriage of goods between Helsinki and Tallinn was done aboard cruise ships which travel the distance in 3.5 hours; whereas today Star and Superstar travel the same distance in less than two hours. And since the stay at the port is short, the unloading and loading processes are also quicker. The significant time-saving gained in boarding, crossing, and disembarking allows companies who transport goods to offer their clients an even faster service. Star and Superstar both have a high ice class rating and the most powerful machinery of all vessels flying the Estonian flag; unlike high-speed vessels, they can also travel the sea in difficult weather conditions.

The investments made into the launch and further development of the Tallink Shuttle service reaches hundreds of millions of euros.

INTERNATIONAL ENVIRONMENTAL CERTIFICATES FOR AS TALLINK GRUPP:

ISO 14001:2004 environmental certificate by Lloyds Register
 MARPOL Sewage Pollution Prevention Certificate
 MARPOL Air Pollution Prevention Certificate
 IAFS International Anti-Fouling System Certificate
 MARPOL Oil Pollution Prevention Certificate
 Document of Compliance for Anti-fouling System
 MARPOL Garbage Pollution Prevention Attestation



ENVIRONMENTAL RESPONSIBILITY

OUR MODERN FLEET: FOR THE SEA, FOR THE ENVIRONMENT

AS Tallink Grupp has been one of the leading companies in the Northern Baltic Sea region not only thanks to the size of its fleet, but also due to the number of new vessels which have recently arrived.

One of the most important ideas behind the renewal of the fleet was to protect the environment.

The most recent new vessels which are now sailing under the Tallink brand are the cruise ferries, Romantika (2002), Victoria I (2004), Galaxy (2006), Baltic Princess (2008) and Baltic Queen (2009) and the new generation high speed vessels Star (2007) and Superstar (2008). Our three Superfast vessels are also recent new builds, having been unveiled in 2001 and 2002.

GOAL: ALL VESSELS ARE LESS THAN TWENTY YEARS OLD

The new arrivals are part of the company's strategy to finally reach a position in which no vessel in the fleet is older than between fifteen to twenty years. Today we can say that our fleet of passenger ferries has reached this very ambitious plan. The average age of our passenger ferries is approximately 10 years, compared to the average age of the world's passenger ferries with over 20 years.

Of course also our passengers are satisfied with this development, since travelling with our modern vessels is becoming more and more comfortable, but also because of the important fact that they are environmentally friendly.

A good example is in the various vessels which ply the Tallinn-Helsinki route, where you can choose between the services of cruise ferries, and high speed vessels. The latter - high speed craft - are creating pretty heavy waves when they operate, something that is said not to be good for the sea's environment or the shoreline. In 2007 Tallink heralded a new era on the route by launching the high speed vessel, Star, which is almost as fast as the older high speed craft, but does not create the waves which are a characteristic of high speed craft. Today, Tallink will probably use the high speed craft no more, as all of them have already been sold.

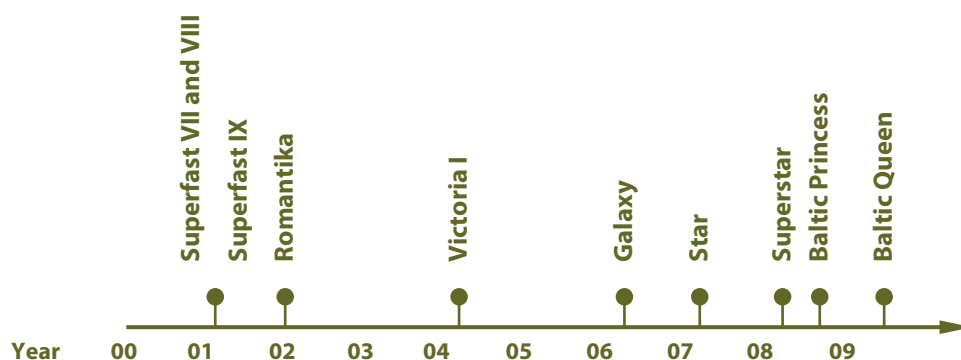
We are glad that other shipping companies in the region have also started to follow the trend, ordering new vessels themselves.

THE ENVIRONMENTAL CONTRIBUTION OF MODERN SHIPS

New or modernised ships can have a reduced effect on the environment through the implementation of new environmentally-friendly solutions. Either in ship design, in the form of advanced hull forms or low fuel consumption, or in reducing emissions, in the form of exhaust gases, noise and vibration, different waste products, etc.

The vessels can also benefit from an extended service life with environmentally friendly solutions.

Already there are several international rules and regulations which require the prevention of sea or air pollution (such as Marpol).



More than 1,3 Billion Euros invested by Tallink Grupp for the modern fleet in 2002 – 2009

ENVIRONMENTAL RESPONSIBILITY

Minimising negative environmental effects is already being considered at the design stage for new passenger vessels. Nowadays it is taken for granted that no stanniferous paint is used to keep a vessel's bottom clean, and that emissions into the air or water as well as noise pollution being created by engines, ventilation and other noisy functions, are kept as low as possible.

New engines are constantly being designed in order to optimise fuel consumption, and environmentally friendly fuel variations are being developed.

ISO 14001:2004 CERTIFICATE

AS Tallink Grupp's ships sailing under brands of Tallink and Silja Line, as well as the subsidiaries managing the technical operating of the vessels gained the high level environmental certificate ISO 14001:2004 released by Lloyds Register in 2008. Now the certificate is constantly being revalidated.

ISO 14001:2004 is a highly valued international environmental management certificate, voluntary for companies. Already for years have the vessels of AS Tallink Grupp followed the principles of environmental management described in this certificate.





ENVIRONMENTAL RESPONSIBILITY

TALLINK PROTECTS THE WATER

Each drop of water contains a whole world, and Tallink is making efforts both at sea and on land to protect this world. Life on Earth began in the sea and life on our planet cannot be sustained without clean water.

SAFETY STANDARDS

In Tallink's operations, securing the safety of people, the environment and property comes first. The objective of Tallink's Safety Management System is to ensure that the valid rules and requirements set out by the IMO (the International Maritime Organisation), maritime authorities, various certification bodies, and other maritime organisations, as well as their applicable regulations and standards, are adhered to. The modern technical systems on board new ships are built in a way which allows them to contribute in providing the very safest of voyages and maintain a clean sea and air environment.

WASTE AND OILY WATERS

Waste water is definitely also a problem for the Baltic Sea, as discharging waste water into the sea is officially permitted. Tallink is cooperating with ports to leave waste water and oily water from its ships at the harbour. The waste water is also cleaned on board with modern equipment. To prove our point in protecting the sea's environment in this way, Tallink has also joined the WWF (the World Wildlife Fund) agreement to continue this policy in the future.

CHEMICALS

The chemicals used on board ships to keep them tidy and clean are mostly biochemical and therefore also environmentally friendly.

ANTIFOULING SYSTEMS

According to the WWF, the hull of a ship is a perfect home for marine species such as algae and barnacles. "But these so-called fouling organisms slow down ships, increase fuel consumption, and reduce the durability of vessels. People have long used various chemicals to keep their ships free of fouling organisms. In the 1960s, the chemicals industry developed organotins - toxic chemicals that can be added to paint which kill anything that attaches itself to a ship. The

problem is, these chemicals leach from the paint into sea water, and are absorbed by marine organisms. Persistent and bioaccumulative, they can remain in the environment and increase in concentration as they climb up the food chain," the WWF says at www.panda.org

TALLINK – AHEAD OF THE FUTURE

In 2001, the IMO finally adopted the International Convention on the Control of Harmful Antifouling Systems on Ships to phase out dangerous antifouling chemicals. Many countries are still planning to ratify the convention, whereas Tallink has been voluntarily implementing the convention in its activities for some time now. For Tallink, the protection of the marine environment is very important. Therefore, the maintenance of all the company's vessels has for years been carried out in compliance with this international convention. All vessels in the Tallink fleet also have certificates proving their compliance with this convention. Ships built before 2003 have been re-painted with environmentally-friendly paints; and in the case of all newer ships, the principle of environmental friendliness has already been adhered to in their construction. The hulls of Tallink's vessels are cleaned by divers who, when conducting this process, do not use chemicals that are harmful to the environment.

TALLINK HAS JOINED THE INITIATIVE TO STOP DISCHARGING WASTE WATER INTO THE BALTIC SEA

The WWF and the Estonian Fund for Nature (ELF) have encouraged ship operators in the Baltic Sea region to stop discharging waste water from ships into the Baltic Sea. Additionally, the ship operators have also been invited to join the voluntary agreement not to discharge waste water into the sea in international waters where such discharging is allowed. By joining the initiative, the shipping companies and ship operators assert that waste water will be treated on board ship or will be transferred to onshore water treatment facilities.





ENVIRONMENTAL RESPONSIBILITY

TALLINK PROTECTS THE AIR

The sea and sky merge on the horizon, and similarly, the measures for water and air protection used by Tallink, the biggest shipping group in the Baltic Sea region, are also intertwined.

Still, many people generally associate the shipping industry with objects in the water and the seas themselves, and less with the air which totally surrounds us but is often unnoticed. What is certain is that human activity does have an impact on the quality of air everywhere, at sea and on land. It is important to be aware of this fact and for us to try to do everything in our power to guarantee that subsequent generations also have a chance of living in a clean environment.

Although the shipping industry does pollute the air, this negative impact is significantly smaller than that of other means of transport, thanks to the joint efforts of companies, governments and various organisations. Therefore, maritime transport is also one of the preferred means of transport in the European Union.

The environmental policy of AS Tallink Grupp includes clear, specific measures for the protection of the environment where it concerns air quality levels.

LESS EXHAUSTION GASES

Exhaust gases are a very big problem for our whole planet. It has been proven that maritime transport is many times more environmentally friendly because it produces many times less exhaust gases as does land-based transport. That is also why the European Union has a plan to support the development of shipping as the logistical means for transporting goods.

TALLINK USES ONLY LOW-SULPHUR FUEL

Tallink is hunting down opportunities which will allow it to do more for the sake of the environment and that is why the company is using only low-sulphur fuel, investing more in using fuels which have an even lower sulphur content than that which is already required. This helps to further decrease the exhaust fumes which are produced by ships.

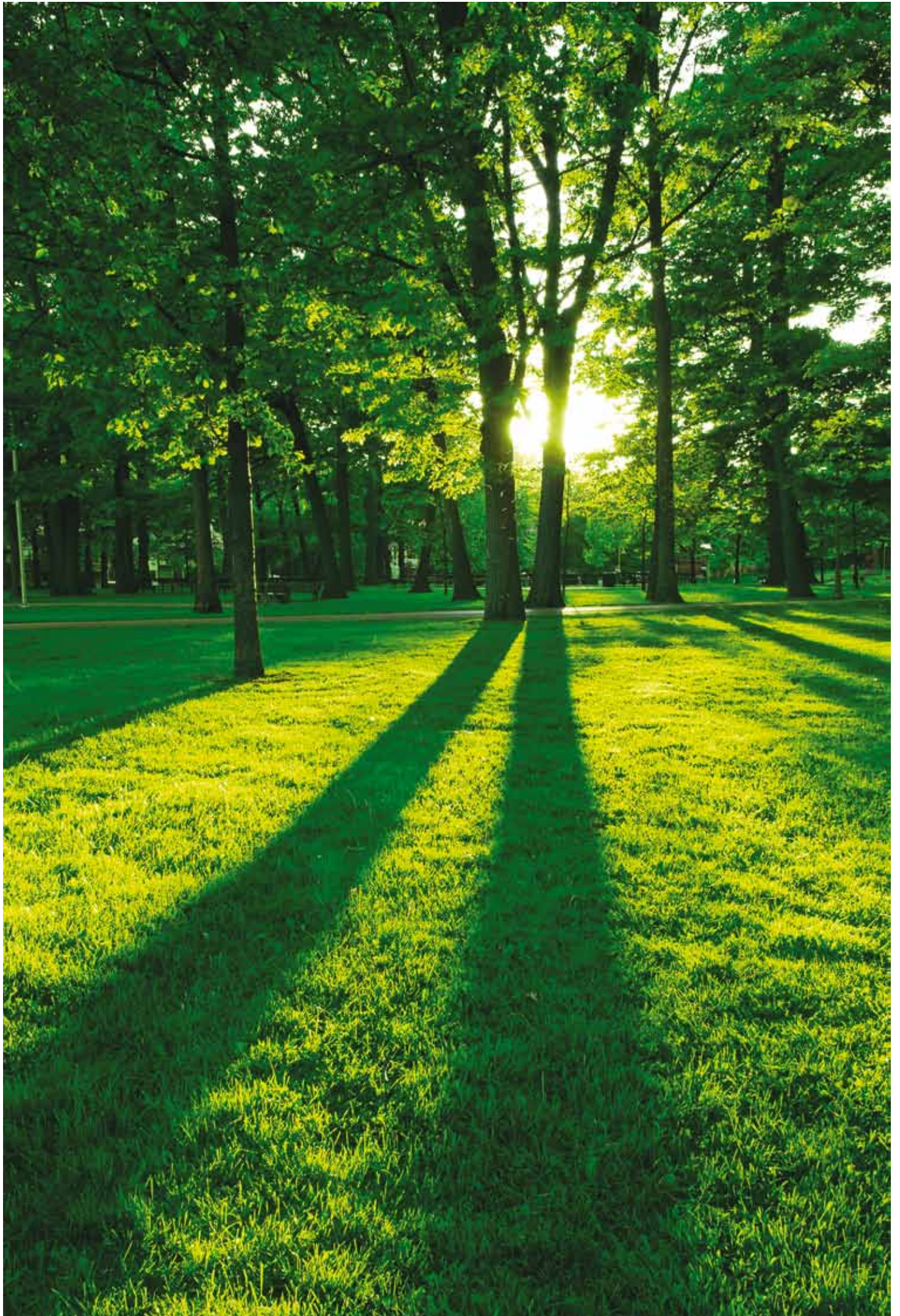
The company is also using fuel supplements to decrease the soot percentage in exhaust fumes in order to make them less harmful to the environment where air quality levels are concerned.

The catalytic converters in ships are also important tools in contributing to environmental care.

Catalytic converters are the most effective means of reducing NOx levels in exhaust fumes, with an achievable reduction level of up to 90-99%.

CERTIFIED SPARE PARTS ONLY

All that moves also abrades and therefore we renew our equipment regularly. Tallink uses only certified spare parts in order to guarantee the best working results in combination with environmental safety.



ENVIRONMENTAL RESPONSIBILITY

TALLINK PROTECTS THE LAND

Although water covers 71 per cent of the Earth's surface, Tallink makes similar efforts to protect the land environment, even though most of the company's activities take place at sea. In nature everything is interconnected, and water, air and land must be protected in order to guarantee a clean environment.

OUR OFFICES AND HOTELS: SUSTAINABILITY ABOVE ALL

A part of the company our passengers do not see so often is the Tallink offices. But also there we can do quite a lot for the sake of the environment. It starts with the small things like optimising energy consumption by switching off the lights for the night and switching off the heating in rooms which do not require heating. Of course this has to be done regularly and that is why our new headquarters has an automatic system to switch off the lights after the working hours. One of the most important facts is that most of Tallink's documentation is held only on an electronic basis, so that paper documents are used only when it is really necessary. With 6,700 employees and six main offices this can result in a very large saving in paper. The empty cartridges from printers do not go into the bin, but are instead refilled over and over again. The environmental policy of Tallink Hotels is based on the criteria of the Green Key programme. For an accommodation facility, the more significant areas of environmental impact are definitely electricity consumption, thermal energy consumption, water consumption and waste.

We have an effective waste handling system; waste is sorted in accordance with the requirements of the law. The following are collected separately: glass, tin cans, plastic bottles, packaging, hazardous waste and organic waste.

The utility systems installed in the hotels are state-of-the-art and the systems are controlled by an automated computer. This ensures that the hotel technicians always have an overview of the ventilation, the lighting, the heating and the energy consumption. For example, the constant monitoring and adjusting of the systems' performance has helped to significantly decrease the hotel's energy consumption.

MAIN ONLAND PRIORITIES:

- Optimising energy consumption in office buildings and hotels
- Electronic documentation system helps to diminish paper usage
- Printer cartridges are refilled
- Usage of recycled paper

OUR VESSELS:

RESPONSIBILITY EVERY SECOND

The handling of the domestic waste which is produced by the ships is also a responsibility we take very seriously. We already sort domestic waste on board our ships as much as is practicable, and in port the waste is transferred into the care of certified waste handlers. That which is used also gets old and broken – that's a given fact. As much as is possible, used spare parts are handed over to certified manufacturers and most of the material is recycled and is largely used all over again in a new format.

MAIN PRIORITIES ON BOARD:

- Sorting domestic waste on board
- Cooperation with certified and approved manufacturers
- Usage of spare parts produced by certified manufacturers
- Recycling

COOPERATION PARTNERS:

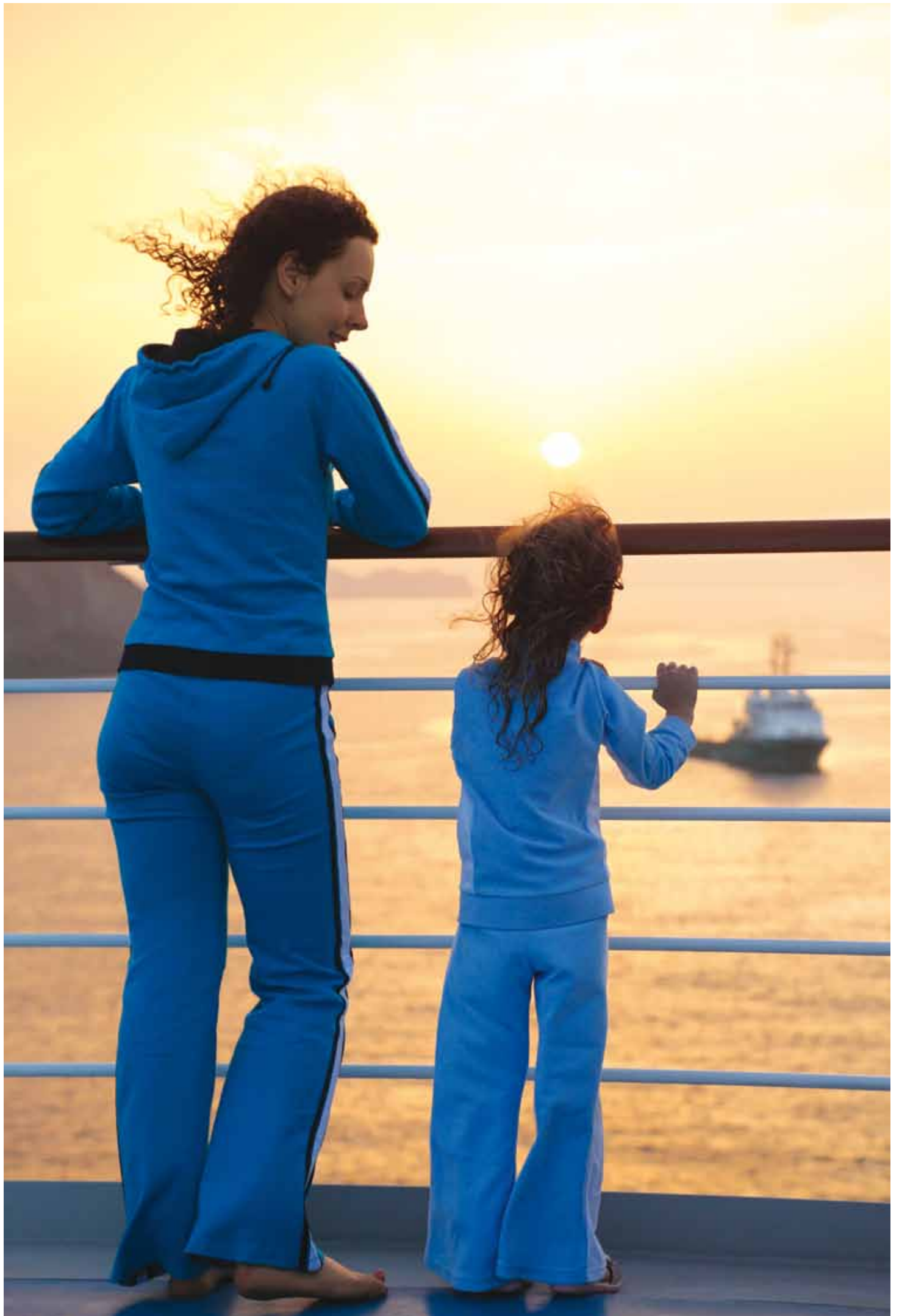
SHARED VALUES

Our many cooperation partners - for instance, STX Europe, Fincantieri, BLRT in the shipbuilding and renovation sector to name some of them - are also putting a lot of effort into using environmentally friendly working methods. Together we can create a much larger effect than would otherwise be the case, and we hope we will be able to add to our number of cooperation partners in the future, partners who care about the environment in which we all live.

MAIN COOPERATION PRIORITIES:

- We prefer suppliers and contractors who apply environmental standards

Tallink's efforts to protect the land are supported by "three whales": the measures taken in offices and hotels, the measures taken on ships, and the observance of common environmental principles by Tallink and its business partners. The ultimate dream of each sailor is to always reach port; similarly, the wish of Tallink, the largest shipping group in the Baltic Sea region, is that that the families and friends of our crew members are able to wait for their loved ones on unspoiled land.



ENVIRONMENTAL RESPONSIBILITY

PEOPLE – THE SALT OF THE EARTH IN ENVIRONMENTAL PROTECTION AT TALLINK

Even the most stringent environmental requirements will be of no use if there are no people who closely adhere to these requirements every day. Therefore, Tallink has undertaken to continually give its employees training in environmental protection and to encourage employees to think green by inviting them to participate in various environmental events.

Tallink's environmental policy provides even more stringent environmental requirements for the company than relevant legislation and international agreements stipulate. For example, Tallink does not release waste water from the ships into the sea, although international regulations would allow us to do that. Naturally, we transfer all bilge water at the port.

Another strong sign of quality is the fact that by owning the certificate of ISO 14001:2004, Tallink follows the principles and recommendations of this environmental management standard throughout its activities.

TRAINING AND EVALUATIONS

In order to apply stringent environmental requirements in practice, all crew members also receive training in environmental protection – both upon first starting work and continually during their employment on a ship. By this means, all employees will gain an overview of Tallink's environmental policy, the protection of the marine environment, and the impact of pollution on the sea, as well as practical knowledge about the safe handling of waste water, refuse and oils, and the prevention of pollution risks. Once every five years, crew members must prove their expertise in the prevention of marine pollution, pursuant to the MARPOL convention (the International Convention for the Prevention of Pollution from Ships) which is carefully observed on all Tallink's vessels in the course of daily operations, and is also observed during the undertaking of technical maintenance duties.

EXPENSIVE WATER TREATMENT EQUIPMENT ON SHIPS

Furthermore, Tallink's ships are equipped with water treatment equipment worth of millions. This guarantees that all waste water goes through a complicated treatment process on the ships and that the refuse is sorted before it is transported off the ship at the port. But all the expensive equipment will only be effective if employees have the knowledge and desire to use it. That is why the environmental training of employees at Tallink is an ongoing process. Tallink's employees are prepared to attend tree planting events and to take part in other environmental activities, even while off duty.

TALLINK HOTELS

encourages both the employees as well as the customers to follow the company's way of thinking – think green!



C O R P O R A T E S O C I A L R E S P O N S I B I L I T Y

BECOMING THE BALTIC SEA'S LEADER THANKS TO CUSTOMER TRUST

What is the recipe for becoming the leader in the Baltic Sea passenger shipping industry in a little only twenty years? Seemingly, the recipe is simple - win the trust of your customers.

It is only thanks to our customers that Tallink can be one of the leading shipping groups in the Baltic Sea region and can employ 6,700 people in six countries. All of our employees give their best every day in order to win customer trust, because the company's mission is to exceed the expectations of our customers by offering a memorable travelling experience.

NEW TICKET SELLING SYSTEM FOR MORE CONVENIENCE

In order to offer services to each customer - of whom Tallink serves almost eight and half million a year - which meet their exact needs, Tallink operates a ticket selling system that is probably the most innovative in the world. The ticket selling system connects, in real time, all the Tallink and Silja sales offices located in the six countries, and also hundreds of travel agencies all over Scandinavia and Europe. Customers are able to experience the benefits of the system as they use the online booking system via the company's web site. The system enables people to buy tickets for all Tallink and Silja vessels travelling six regular routes daily, and to do so even at midnight, requiring just a few mouse clicks.

The ticket-selling system has been integrated with the Tallink phone services call handling centre. The contemporary IP-based (Internet Protocol) call centre helps customers to save time: for example, when the customer service phone line in Finland or Sweden is currently on hold, the call will be automatically re-directed to Estonia, to a customer assistant who speaks the respective language; in this way a customer will receive an answer to their question much more quickly. The call centre was opened in cooperation with Elion, the biggest

fixed-line telecommunications services provider in Estonia. The call centre allows us to conveniently monitor the workload of customer service assistants and to flexibly distribute customer calls between different countries, regardless of where the person answering the customer's call is actually sitting.

COMPLETE TRAVELLING SOLUTIONS

The new state-of-the-art ticket-selling system makes it possible to study customers' expectations in more detail and to offer services that meet those expectations. Since people's lives are increasingly busy and people are faced with much more information every day, more and more effort has to be made each day to win clients. Tallink has set itself the objective not of selling sea trips as just journeys from one place to another, but rather as a holiday and a unique experience which will exceed customer expectations. That is why we offer our customers complete travelling solutions, combining various services with each other. For example, on some of our ships, business travellers can enjoy entertainment after a tiring conference day, while passengers going on a holiday can purchase cruise trips, hotel packages, spa services or ski trips from Tallink.

Tallink has a clear objective for the future: to be not only the flagship of the Baltic Sea passenger shipping industry, but to be a provider of complete travelling solutions, taking care of all the travel-related concerns of customers. To this purpose, a spa centre and more than one Tallink hotel have already been opened in Tallinn; the sale of holiday packages is picking up; pursuant to the client's wishes, sea journeys can be combined with a flight; the company has also set up its own taxi services in order to serve its customers even better. All these undertakings have the same aim: to guarantee roughly 25,000 people - whose wishes our customer service staff are carefully listening to every day, both on land and at sea - a travelling experience from Tallink that will exceed their expectations.

CORPORATE SOCIAL RESPONSIBILITY

CLUB ONE - THE BEST ON THE BALTIC SEA

In May 2007, Tallink and Silja launched their new joint customer loyalty programme, Club One, which combines the previous customer loyalty programmes of both companies. Within the year, the number of Club One members has increased from 490,000 to 620,000 households. In 2010 the principles of the loyalty program were updated to further improve the opportunities and advantages of the club members.

Club One clients can use travel benefits with fixed monetary values and special offers in the shops and restaurants of both Tallink and Silja vessels. Additionally, Club One clients collect bonus points on their tickets and onboard purchases, and these points can be used to pay for their trips. Club One clients can take advantage of the biggest fleet on the Baltic Sea, plenty of interesting travel routes and the best shopping opportunities in the vessels' shops. Club One also offers benefits on land - loyal customers can enjoy discount prices at Tallink Hotels establishments as well as from our other business partners, ranging from popular dining and entertainment facilities to beauty salons and theatres.

Club One is a three-level customer loyalty programme (with Gold, Silver and Bronze levels), in which the benefits become increasingly tempting the more you travel on Tallink and Silja vessels. The transfer from one level to another is related to the amount of trips and the onboard purchases made

TALLINK CUSTOMER CARE IN 2009/2010

Number of passengers across six countries:	8,4 million
Calls to the customer service number:	2,23 million
Total length of calls to the customer service number:	7 209 690 minutes
Number of e-mails handled:	381 135
Visits to the Tallink ferry bookings engines over:	3, 6 million (2, 3 mil in 2008/2009)
Visits to all Tallink Group web pages in total:	almost 19 million (16 mil in 2008/2009)

CLUB ONE



CORPORATE SOCIAL RESPONSIBILITY



TALLINK'S EMPLOYEES ARE THE BEST

There are many methods to use in measuring the effectiveness of any work that has been carried out and the welfare of customers. Our employees are not only eager to provide the best service, but to educate and test themselves by entering competitions for professionals. The results speak very clearly - most of them achieve incredibly high places in such competitions. Tallink is proud to have people working in the company who literally love their work and try to reach the highest levels in everything they do.

TALLINK'S HEAD CHEF ANTI LEPIK WON FINNISH CHAMPIONSHIPS IN OYSTER OPENING IN 2009 & 2010

Tallink's head chef Anti Lepik gained first places in both competition classes of Finnish Championships in oyster opening.

Lepik won the first place in the competition class of Belon oyster opening as well as in the class of Fin de Claire oyster opening. This result qualified him to the World Championships of oyster opening, where he gained the fourth place and the prize for Best Presentation. According to Anti Lepik are the Finnish Championships a high level competition, which give him the possibility to enter the World Championships, since there are no local championships held in Baltic States. „It is only possible to enter the World Championships when winning leading places in local championships. I have got leading places in Finland several times, but I have never before won first places in both competition classes“, added he.

Both the place and time of the local competition are important for qualifying into the World Championships. Estonia has been represented in World Championships only three times - in 2007 and 2008 with Anti Lepik and in 2005 with Inka Keller. In 2008 Lepik won third places in both competition classes in Finnish Championships of oyster opening. In World Championships Lepik gained the fourth place in 2007 and tenth place in 2008.

Anti Lepik is the head chef of Tallink from 1999 and has previously worked on several Tallink ships as chef de cuisine. In 1997 Lepik won the first place in Estonian Championships of chefs and has been a jury member of many cooking contests. Lepik has had additional professional training in Italy, France, Switzerland, Finland, Sweden and many other European countries.

CORPORATE SOCIAL RESPONSIBILITY

VASILIJŠ STRELKOVŠ – SOUS CHEF IN TALLINK HOTEL RIGA
Vasilijs Strelkovs, the chef in Tallink Hotel Riga restaurant
Elements, won the silver in Chef of the Year 2010 competi-
tion in Latvia.

Vasilijs has had several work places. Vasilijs talks about some of them with real passion. For example, his work experience and qualification improvement abroad was very interesting: in the hotel “Wesserschloessen”, Nienburg, Germany, the restaurant “Palazzo ducale”, Moscow, Russia. But work experience in Manchester, UK, in a stadium brings a story regarding 80 thousand visitors and almost 40 kitchens under the stadium – from a simple cafe to gourmet dining. We must mention also that in August 2010 Vasilijs had an opportunity to train and work in the world’s best restaurant Noma, 2 Michelin stars, under the supervision of Chief Rene Redzepi. In this restaurant 40 cooks are working; each of them works like an “ant”. A special philosophy governs here. Reservation of tables is made 3-4 months beforehand. “Here you cannot afford to make mistakes!” Vasilijs stressed. Chief Rene Redzepi chairs meetings of cooks by himself and everything is organised so that the employees are familiar with the guests and receive advice regarding service and dish. Everybody does everything and although working from 8 in the morning to 3 at night is not easy, such experience is valuable. Vasilijs had been waiting for 8 months to receive practice place at Noma, others have been waiting for several years.

“My mother has taught me a lot in the field of cooking, she gave me my basic knowledge and attitude towards cooking, but since that time so many things have changed!” Vasilijs said with a smile. Some persons have affected Vasilijs’s point of view towards cooking and changed it, as well as taught him a completely new attitude towards it. For example, meeting with and training with world famous cook Ienc Ramke from Germany and Dmitry Maagi from Estonia were very special that showed brand new trends outside classics of cooking at that time.

Being a cook – it is a lifestyle, a sport and an art. Vasilijs has participated in several competitions and as he recognises: “ It is like adrenaline - to train, participate at least once a year. Now I have no stress when I participate in some competition. I have a table and a dish.” For several years Vasilijs has participated in several competitions and received also awards. He does not want to boast about his awards, however his work has been very highly acknowledged. For example, 2nd place in Latvian Best Cooks Competitions – Head of jury Jarmo Huuhtanen (Finland) and Gold medal from Manchester United – Head chef Romain Camos (UK), 1st place Latvian Best Cooks Competitions –Head of jury Jarmo Huuhtanen (Finland), 3rd place in nomination Cold Banquet dish for six persons of the 5th International Chef’s competition Baltic Culinary Star Cup – Head of jury Serge Fery (France) and 2nd place in Latvian Best Cooks Competitions in 2010.



CORPORATE SOCIAL RESPONSIBILITY

SAFETY FIRST

Above all, Tallink's priority both on land and at sea is the safety of its passengers, and we shall not hesitate to invest money and time in increasing safety.

Tallink complies with international safety regulations and with the requirements of the ISO 14000 environmental management standard in order to prevent accidents and the presence of danger to people and the environment. Each year, our safety management system is audited by experts from the independent risk assessment organisation, Lloyds Register, and the Estonian, Swedish, Latvian and Finnish maritime administrations.

Tallink aims to comply with the regulations of the International Maritime Organization (IMO) and to guarantee that our activities are safe for passengers as well as crew members. Since our employees are the key to guaranteeing safety, we are constantly developing their skills by training them. The proper procedure for crew members in emergency situations is practiced in drills and tests which are carefully monitored by inspection authorities.

All our vessels are equipped with life-saving and survival equipment which meets all requirements and is ready for use all day, every day, and all year round. Even so, the crews of Tallink and Silja vessels use their great expertise and long-term work experience, combined with an efficient safety system, in order to prevent the need to ever use the life-saving equipment.

COOPERATION WITH AUTHORITIES IS CONSIDERED VERY IMPORTANT

According to the Rescue Works Division of the North-Estonian Emergency Response Centre they have had a great and highly



productive partnership with Tallink Grupp AS for the past ten years. For example there have been numerous joint training exercises and drills, including introductory training, organised for both parties on both older and more modern vessels introduced to the routes by Tallink Grupp AS. By organising training exercises and introductory training it has been possible to gain a better understanding of each other's viewpoints and operating principles. In the initial years it may have been necessary to state at the end of the training that everything did not turn out exactly as expected and in some respects the set objectives could not be achieved, but the current training exercises comprise a considerably wider range of cooperation methods, which combined with the competencies of both sides would enable us to find solutions to large-scale rescue problems demanding more extensive resources.

In resolving accident situations it is vital that the personnel of various response forces would know and understand each other's management structures, response principles, rules and basic principles, and based on that information would be able to "speak a common language", know the capabilities of all involved parties and by utilising these achieve the common aim of rescuing people and ensuring minimal property damage.

On December 1, 2010 cooperation training was carried out on the Baltic Queen with the aim of practicing cooperation between various governmental agencies and the crew both on the management and operational levels. The training included onboard fire fighting, rescuing large numbers of casualties, providing first aid onboard and transporting casualties to hospitals, managing evacuation operations of large numbers of panicking passengers and transferring them to the shore. The aims of the training were achieved and it provided an excellent opportunity to practice different forms of cooperation in management and actual operations.

Based on this and previous trainings we can state with conviction that Tallink Grupp AS is an enterprise that puts a high value to safety and activities undertaken to ensure safety in its units, deeming it important and necessary to instil in its staff a serious and responsible attitude and understanding of the issues related to ensuring safety and security.

Mart Sild

North-Estonian Emergency Response Centre
Deputy Head of Rescue Division



CORPORATE SOCIAL RESPONSIBILITY

EMPLOYEES –
FUELLING TALLINK'S SUCCESS

Tallink's greatest assets are the thousands of employees over six countries, as they are the power behind the company's achievements. The duty of the employees is to assure the satisfaction of our passengers with our services every single day. Likewise, the company is also trying to do its best to secure that its employees feel great.

AS Tallink Grupp has about 6,700 employees, most of whom work at sea. This is natural, of course, since the company does specialise in maritime transport - it owns a total of nineteen vessels and operates seven different routes. Onshore personnel is mainly occupied by the managing, supportive and administrative services for the operations of the vessels, where in addition the staff of the ticket sales of the contact centres and passenger terminals are in important place. Tallink is also operating already four big hotels in Tallinn and one in Riga, the employees working there are accomplishing one of the sizeable and growing part of the company. Planning, recruitment, training, crewing and payroll administration are the topics included into the human resources management. All of these are handled internally within Tallink.

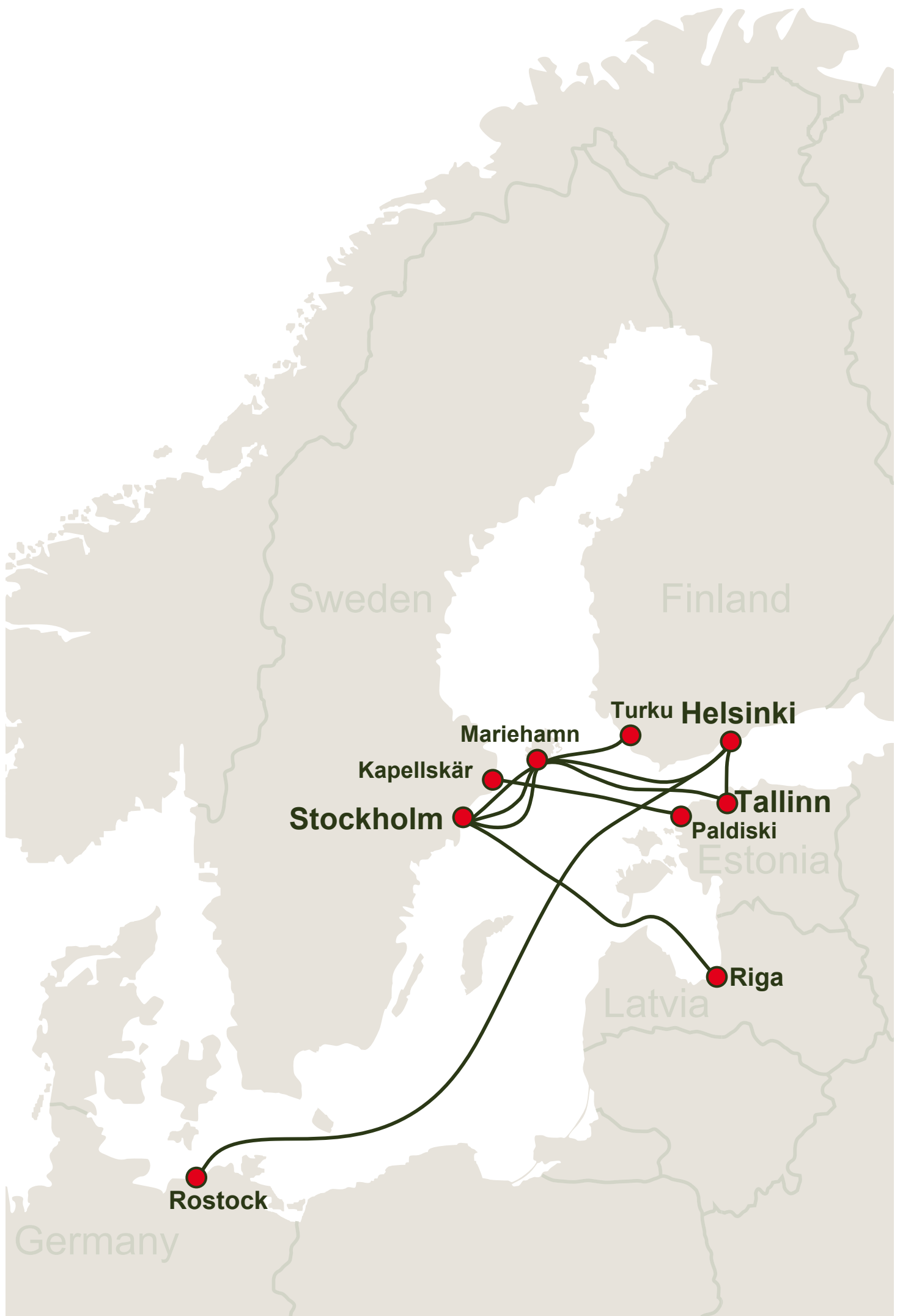
The proficiency of language within the company is at a very high level due to the nature of the services - our international maritime transport routes serve per year almost eight and half million passengers coming mainly from European countries. Tallink is a real international company which employs people from six different countries in which at least seven different languages can be heard daily. Nevertheless, this does not hold back cooperation between our staff members. On the contrary, our people have so much to learn from each other that we consider this exchange of experience to be of major added value.

The constant development of knowledge, skills and competence are required. The training system is developed in order to guarantee safe operations and a high level of service on board the vessels and in hotels. Our training program comprises the best of our internal knowledge but also the qualified external expertise. Tallink will continue to cooperate with various educational institutions, including most vocational schools and especially Maritime Academies and other organisations in this field, in order to introduce young people to the maritime industry. We try to actively promote maritime transport as a field of employment and to introduce the employment opportunities at Tallink with the primary aim of attracting employees with relevant specialised education, so that even years from now our staff will still be amongst the best in the Baltic Sea region.

ON AUGUST 31, 2010 THE GROUP EMPLOYED 6,715 EMPLOYEES (6,767 ON AUGUST 31, 2009).

	Average of 12 months			End of financial year		
	2009/2010	2008/2009	change %	31.08.2010	31.08.2009	change %
Onshore total	1,493	1,610	-7.3%	1,529	1,639	-6.7%
Estonia	745	783	-4.9%	767	762	0.7%
Finland	499	556	-10.3%	496	564	-12.1%
Sweden	176	194	-9.3%	196	233	-15.9%
Latvia	54	52	3.8%	55	55	0.0%
Germany	13	19	-31.6%	9	19	-52.6%
Russia	6	6	0.0%	6	6	0.0%
At sea	4,628	4,734	-2.2%	4,648	4,648	0.0%
Hotel*	491	509	-3.5%	538	480	12.1%
Total	6,612	6,853	-3.5%	6,715	6,767	-0.8%

* The number of hotel personnel is not included in the total number of onshore personnel.



CORPORATE SOCIAL RESPONSIBILITY

EMPLOYEES

AS Tallink Grupp employs 6700 employees in six different countries, making it the biggest passenger ferry operator in the world.

The fact that the company has been so successful and has been able to survive the challenging changes faced in recent years is greatly due to the input of its hardworking employees. In addition to good working conditions, the company also tries to offer various bonuses.

IN TALLINK, TRAINING COURSES HAVE AN IMPORTANT ROLE TO PLAY

The aim of organizing training courses is to offer the employees of the company new knowledge and skills in accordance with the goals of the company, to shape attitudes that would correspond to the organisational culture, to advance teamwork experiences and to support the individual development of employees.

The efficiency of the company's training activities is ensured by their systematic and central coordination, which guarantees their comprehensiveness.

The training plans are drawn up in accordance with the company's strategy, the needs of its target groups and the feedback received from customers.

A selection of major training projects carried out in AS Tallink Grupp during the years 2009 and 2010:

- For restaurant staff – customer service and sales trainings “Client is our Guest”
- For catering staff management – management of customer service trainings
- For sales personnel on ships – trainings „Our Shop“
- Continuous maritime safety and security trainings
- Product services, such as “Food and Wine”, “Bar Professional” and many more
- Customer service staff on land – customer service trainings “Skills for Issue Management”
- Foreign language trainings related to specific shipping routes, mostly Finnish and Swedish language trainings

TEAM FEELING

Thanks to our long-term employees and a general willingness to cooperate within the company we can definitely claim that there are strong ties and a real team feeling in all the different units within the country and within units in all our countries of operation.

Without a doubt, for our employees the company training sessions, workgroup meetings, and the free time they spend together all help to create and maintain the team feeling.

Among other things, employees often exercise and play sports together and, not surprisingly, classic team games like football or basketball are especially popular. After several years, an intra-company, so-called international sports competition is being considered again.

Tallink has already been organising different spare time events for its employees for years. It is notable that the biggest and most important events are carried out twice, so that workers from both ferry shifts are able to participate.

In the summer, all employees meet during the company summer camp that, with each passing year, has more and more of an international feeling. In addition to strengthening professional contacts, such events also prove to be a good opportunity to get to know the cultures of the employees of differing nations. Therefore, in recent years the entertainment shows have been filled out with performances of folk songs, etc.

During Christmas, the children of employees are also considered in order to make the Christmas season for our employers more special. Therefore, in addition to employers' Christmas parties there are also special children's Christmas parties where the children get presents from the Tallink Santa Claus.



CORPORATE SOCIAL RESPONSIBILITY

DEVELOPMENT OPPORTUNITIES

Tallink also offers very many training opportunities targeting both the specific job responsibilities and the improvement of additional skills – including various free language courses. Naturally, the training and development of employees is a continuing process. The service staff training courses – which are required both for achieving a service standard and for improving customer service skills – are considered to be especially important. Brand new employees will receive basic training and weeks of specialised training before they start work. In accordance with maritime standards, there are frequent safety training sessions and drills for ships' crews in order to guarantee an extremely high level of maritime safety.

NEW HEADQUARTERS BUILDING IN 2009

The new office building for Tallink was completed in 2009 and it is located near the port, in the immediate vicinities of the Tallink Spa & Conference Hotel opened in 2007. The building was chosen The Best Concrete Building of 2009 in Estonia.

One of the main advantages of the new office building is its location, because people often have to go from the office to the ships back and forth several times a day. Thus the new office location provides manifold reduction of time expenditure for those employees whose duties require such shuttling.

Naturally the new and modern working environment is good news for all employees. The number of personnel, their needs and the specific requirements of different departments were already taken into consideration in the planning stages. All office workers got workstations that comply with all requirements. Even the furniture was designed on the so-called building basis to allow maximum efficiency in utilising the rooms, but at the same time considering the needs of people by providing maximum comfort and convenience.

Naturally the respectable, modern office building also conveys a positive message to the guests of the company. The contemporary design style was applied also in meeting rooms equipped with various technical solutions.

The exterior design is both classical and exciting at the same time: the transparency of a company listed on the stock exchange is symbolised by the shape of the building and the main material used – it is basically a glass block. A special touch is given to the building by the brilliant white concrete arches enveloping the glass surface. The arches are illuminated at night and as the white concrete will absorb light the building changes colour in the dark.

The author of the building is the architecture bureau of Meelis Press, with its portfolio including also the Elion headquarters, Ülemiste hotel and TTP business centre.





CORPORATE SOCIAL RESPONSIBILITY

A VALUABLE CO-OPERATION PARTNER FOR BOTH LARGE AND SMALL COMPANIES

On the one hand, our partners contribute to the satisfaction of the millions of customers of AS Tallink Grupp; on the other hand, they become more successful companies themselves through co-operation with Tallink.

Not only is Tallink one of the most successful companies in Estonia but the company, together with other large companies, also acts as the heart of the Estonian economy, pumping success into the veins of smaller Estonian companies day after day.

Tallink has approximately 500 suppliers and business partners, including both large corporate chains as well as small-scale companies whose contribution to Tallink's services at sea and on land is invaluable.

TOP TAX FREE SELLER IN THE WORLD

In 2009, AS Tallink Grupp was ranked sixth among the top ten corporations from around the World engaged in the sales of tax free goods and first in the same category among seafaring companies. Compared to the previous year, Tallink is up one place in the ranking. It is also a significant fact that within top 10 Tallink is the only passenger shipping company.

The World's Top 10 Duty Free Shops 2009

1. Dubai International Airport, U.A.E.
2. London Heathrow Airport, UK
3. Seoul Incheon Int'l Airport, South Korea
4. Singapore Changi Airport, Singapore
5. Frankfurt-Main Airport, Germany
6. AS Tallink Grupp, all shipping routes, Estonia
7. Paris Charles de Gaulle Airport, France
8. Hong Kong International Airport, Hong Kong
9. Bangkok Suvarnabhumi Airport, Thailand
10. Amsterdam Schiphol Airport, Netherlands

Source: Generation Research

A SPRINGBOARD TO THE SCANDINAVIAN MARKET

On the one hand, Tallink applies the criteria of the best price/quality relationship when choosing suppliers, with the aim of offering end-customers goods and services at more affordable prices. However, the company observes other principles as well. Firstly, the suppliers with whom Tallink co-operates are renowned and reliable business partners so that we can always guarantee the observance of good trade practice. In addition to major international groups and passenger shipping agencies, our valued co-operation partners also include domestic producers in Estonia, Finland and Sweden as they supply almost all of the foodstuffs for the Tallink restaurants and other dining facilities.

In addition to the big suppliers, Tallink equally values its smaller co-operation partners.

In 2009, Tallink Grupp was declared to be the best company in Estonia in transport and logistics and in 2010 the most competitive Estonian company – the company does not enjoy this success alone. Many larger and smaller business partners have made an invaluable contribution to the success story of the biggest shipping group of the Baltic Sea region; in return, Tallink tries to help their business to develop as well.

CORPORATE SOCIAL RESPONSIBILITY

PORT OF TALLINN

Port of Tallinn is the biggest port authority in Estonia and as far as both cargo and passenger traffic are taken into account, the biggest port on the shores of the Baltic Sea.

In order to fit effectively into the competitive environment, Port of Tallinn underwent a complete restructuring process in the mid 1990s by developing from a service port into a port of landlord type. In 1999, the last cargo handling operations were finally given into the hands of private companies.

Today, Port of Tallinn operates as a landlord type of port with no cargo handling operations of its own. It is maintaining and developing the infrastructure of the port and leasing territories to terminal operators through building titles giving the operators an incentive to invest into superstructure and technology.

Old City Harbour is one of the biggest and busiest passenger harbours in the Baltic region. It is also the biggest passenger harbour for both Port of Tallinn and Estonia.

Tallink ferries depart from the Old City Harbour for Helsinki, as well as the Tallink vessels operated on the Tallinn Stockholm route. With its location in the very heart of the city of Tallinn, the harbour allows excellent access for passengers to the city centre; it is a superb berthing place for passenger and Ro-Ro ferries and cruise ships, during summer season also high speed vessels. Round the year regular lines of Tallinn-Helsinki and Tallinn-Stockholm are served. Today, the 50 ha territory of the Old City Harbour is used for harbour traffic and the best part of it remains unimproved. The existing structures are mostly related to the port operations. In the Old City Harbour development, the emphasis is on the goal to design and establish an integrated multifunctional city district into the busy harbour area taking into consideration the specific requirements characteristic to the port. At present, we are drafting the Old City Harbour development plan, taking into account the urban development in the areas surrounding the harbour. The integral part of the development plan is the smooth transition between the harbour and the cityscape and successful interoperability and interaction between these two "colossi".

In our activities we adhere to the following environmental management principles:

- To operate in environmentally friendly ways pursuant to the environmental pollution prevention principle;
- To assess all environmental impacts when planning development activities;
- To take into consideration the public opinion and the suggestions made by our clients and customers in making any decision;
- To comply with Estonian, European Union and international environmental legislation;
- To work in close co-operation with Estonian and international organisations, scientific establishments and research institutions and consultation companies in pursuit of our environmental policies and goals

Tallink is Port of Tallinn's biggest passenger operator and is therefore definitely one of our most important and highly valued co-operation partners. With Tallink's strong rise in improving its service quality by introducing new, modern and safe vessels almost every year during the first decade of the new Millennium, our passenger number have started to rise and more and more travellers find, that seagoing can actually be something of a luxury and comfort. Tallink's emphasize in improving its service quality has eventually led to a situation where everybody has to seriously look into their services and as a result of that, seagoing has never been more enjoyable here as it is today. This is proven easily just by looking at our passenger numbers which have made all-time records for three years in a row by now!

PASSENGERS IN PORT OF TALLINN:

2009	7,26 million pax (Tallink's share 54%)
2010	7,59 million pax (Tallink's share 60%)

CORPORATE SOCIAL RESPONSIBILITY

A PARTNER FOR SOCIETY

SUPPORTING YOUNG PEOPLE

For Tallink, supporting the hobbies and the development of young people is as important as supporting maritime education, because not everyone has to become a sailor or work at sea. Every year, Tallink supports the long-distance trips of thousands of youngsters who are attending sports competitions, cultural events or student conferences. In addition to that, Tallink provides prizes for various contests and competitions. Children and education will continue to be one of the most important fields for Tallink to support. By supporting this area, we are trying to guarantee that in the future, there will still be active and talented young people to advance both the economy and the society.

PROGRAM "MY COUNTRY"

The program for citizen` education „My Country“started as an integration project in Estonia in 2002. The aim of the project is and was mainly to introduce the Estonian country functions and political institutions to the pupils of Russian-language schools. In 2006 also some Estonian language schools joins the project.

Within the frames of the project the pupils of all participating schools are arranged an educational day in Tallinn. During the educational day, the young people will visit Estonian Government in the House of Stenbock, the President`s Residence in Kadriorg as well as the Parliament in the castle of Toompea, where they are introduced with the work of those institutions. Starting from 2010 the young participants are also introduced with one field in economical sector. In cooperation with Tallink, we had an excellent possibility to introduce the maritime transportation as well as passenger shipping to the children during their visits to Tallink`s ships. Regarding those activities we have additionally created a direction of introducing different professions, this year we have the profession of seamen in focus. The main goal of the program is to support the raising of smart and educated citizens by introducing the children the way our country functions and also the economy. During 9, 5 years approximately 60 000 pupils from the Russian-language schools from all over Estonia have participated in our program.

The cooperation with Tallink as well as other private enterprises is very important for us as we would like to give the young people an overview about how the country functions in general within all different fields (including shipping).

Toivo Kevala
Member of the Board
"My Country"



CORPORATE SOCIAL RESPONSIBILITY

CORPORATE GOVERNANCE – NOT A THING-IN-ITSELF

Corporate governance at Tallink is not a thing in itself. The main objective of our entire management system is to guarantee customer satisfaction and our employees' compliance with Tallink's core values in their daily activities.

Pursuant to the Commercial Code and the Articles of Association of AS Tallink Grupp (the Company), the right of decision and the administration of the company are divided between the shareholders represented by the shareholders' general meeting, the supervisory council and the management board.

SHAREHOLDER'S GENERAL MEETING

The Company's highest governing body is the shareholders' general meeting. The primary duties of the general meeting are to approve the annual report and the distribution of dividends, elect members to the supervisory council, appoint auditors, and pass resolutions on any increase or decrease in share capital and on any other changes to the Articles of Association. According to the law the Articles of Association can be amended only by the shareholders' general meeting. In such a case it is required that 2/3 of the participating votes are for it.

THE SUPERVISORY COUNCIL

The supervisory council engages in oversight and longer-term management activities such as supervising the management board and approving business plans acting in the best interest of all shareholders. No residency requirements apply to the members of the supervisory council. The supervisory council reports to the general meeting of shareholders.

THE MANAGEMENT BOARD

The management board is an executive body charged with the day-to-day management of the Company, as well as with representing the Company in its relations with third parties, for example by entering into contracts on behalf of the Company. The management board is independent in their decisions and follows the best interest of the Company's shareholders. The management board must adhere to the lawful orders of the supervisory council. The management board ensures, at its best efforts, the Company's compliance with the laws and that the Company's internal audit and risk management procedures are functional.

THE CORE VALUES OF TALLINK

For Tallink, the management system acts as a kind of backbone which guarantees that all Tallink's employees give their best and strive towards customer satisfaction, in accordance with the company's core values. As a service company, Tallink considers its values to be commitment, professionalism, cooperation and joy.

By treating customers with respect and showing maximum concern for their needs, wishes and well-being, we want to earn the esteem and respect of our customers. By striving towards reliability, we take care of the well-being and safety of our customers at all times. Reliability does not come from nowhere - it must be earned. We are committed to our job responsibilities and, through this, to professionally fulfilling customer wishes so that we can guarantee that both customers and Tallink's employees will be satisfied. At the same time, our employees must realise that there are different clients and different situations. If our employees are dynamic in their approach, we will be able to offer exactly what customers expect, want and need. And finally, with commitment professionalism, cooperation and joy we can offer our customers such an enjoyable sea trip that they will want to experience it again and again in the future.

HOW ARE TALLINK'S VALUES APPLIED IN PRACTICE?

Employees who have just joined Tallink will first receive training where they will learn about the company's goals, core values and service standards.

The Tallink service standard provides the guidelines for everyday communications with customers – from the appearance and communicative style of the service staff to team work and the solving of problem situations.

All new employees will be assigned a supervisor to help them adapt to the Tallink way of business as smoothly as possible and to learn to guarantee customer satisfaction at their job every day. Employee skills are further enhanced at regular training sessions and evaluations – passing these is the prerequisite for a successful career in the leading shipping company in the Baltic Sea region.

CORPORATE SOCIAL RESPONSIBILITY

SUPERVISORY COUNCIL AND MANAGEMENT BOARD
AS TALLINK GRUPP

From left:

AIN HANSCHMIDT

Member of the AS Tallink Grupp Supervisory Council
since February 5, 2005
Chairman of the Management Board, AS Infortar

LAURI KUSTAA ÄIMÄ

Member of the AS Tallink Grupp Supervisory Council
since May 16, 2002
Managing Director at Kaima Capital Oy

ASHWIN ROY

Member of the AS Tallink Grupp Supervisory Board
since 26 January 2009
Director at Citi Venture Capital International

KALEV JÄRVELILL

Member of the AS Tallink Grupp Supervisory Council
since January 17, 2007

LEMBIT KITTER

Member of the Management Board since 2006
General Director

EVE PANT

Member of the AS Tallink Grupp Supervisory Council
since October 10, 1997
Member of the Management Board, AS Infortar

JANEK STALMEISTER

Member of the Management Board since 2009
Chief Financial Officer

TOIVO NINNAS

Chairman of the AS Tallink Grupp Supervisory Council
since June 9, 1997

ANDRES HUNT

Vice Chairman of the Management Board since 2008
Member of the Management Board since 2002

ENN PANT

Chairman of the Management Board since 1996
Chief Executive Officer

CORPORATE SOCIAL RESPONSIBILITY



OUR EMPLOYEES - GOOD WILL AMBASSADORS

The employees of AS Tallink Grupp are not only putting a great deal of effort into their day-to-day work, they are also putting a great deal of effort into participating in public campaigns for the sake of society and the environment. The company is willing to provide as much information as possible about the various campaigns going on to motivate the people into increasing their awareness about different social and environmental issues and to encourage them to participate in the ongoing projects.

EVERYONE'S HELP IS NEEDED

According to Tallink and Silja's choice in respect of social responsibility projects, one criterion is the opportunity for employees to participate. We prefer activities where our own people are able to lend a hand and share in the joy of contribution with the company.

The eagerness of our employees to take part in such activities gives us the courage to sponsor many more such campaigns. A sustainable lifestyle enables us to consider the welfare of future generations and to be able to hand over to our children a clean environment

DONOR DAY HELD BY THE CREW OF BALTIC QUEEN

On August 19 the crew of the Baltic Queen welcomed the blood centre of the North Estonian Medical Centre Blood Centre to its conference rooms, but instead of the usual brainstorming sessions there were a lot of crew members donating blood to help people in need of blood transfusions.

We asked doctor Kullaste, the manager of the blood centre of the North Estonian Medical Centre what is the general situation of blood donation in Estonia.

How many donors are there currently in Estonia/Tallinn and is the number sufficient?

It is difficult to estimate the current situation in Estonia in general, but in 2009 there were all in all 35,251 donors and of these 12,111 were from Tallinn and Harju County. It would be good to have more donors, because now we have sufficient blood supplies for standard hospital use, including a certain amount for emergency procedures and a certain amount for planned operations. In case there is an accident involving several patients of the same blood type we might however need to call additional donors and then it would be good to have the longest possible list of donors to search from, with donors who actually respond to our call.

CORPORATE SOCIAL RESPONSIBILITY

How many new donors are added to their ranks annually?

The number of new donors equals about a quarter of the total every year. Unfortunately not all of them will carry on visiting us regularly and usually we have no idea whether it was just a spontaneous decision to satisfy their curiosity or was there something about the process of drawing blood that they did not like.

How much blood do you collect in a year and will all of it be used?

In Estonia the total of 57,500 units of donor blood are collected annually, used for processing into more than 100,000 different blood products. These are used directly in hospitals or for making more sophisticated medications by the pharmaceutical industry, with the products then routed back to hospitals. As the storage time of human platelets is not very long, a small percentage of it nevertheless expires. We constantly monitor the needs of the hospitals and call for donors accordingly to ensure that this would happen as seldom as possible.

Which are the most common blood types and which are most needed?

In Estonia the most common types are RH-positive O and A (both about 30 %) and these are also the most needed types. There is nevertheless one blood type that is needed more than can be found among the general population and that is the RH-negative type O. This blood type can be used for transfusions to everybody and this type of donor blood is also used in case there is no time to determine the patient's blood type. That is why donors with this blood type are in high demand.

How often do you encounter misconceptions and preconceptions about donating blood?

Actually there are not very many misconceptions or preconceptions because correct information is readily available and we are also constantly trying to inform people. The one thing people are always surprised to find out is that donor blood will not be used for transfusions directly the way it is drawn from the vein. At the blood centre we separate the different platelets and plasma and create the best conditions possible to store them. Transfusions are done according to what the patient needs most at the moment.

People sometimes fear that too much blood is drawn. Actually one of our basic principles is that no harm can be done to the donor and therefore only such an amount will be drawn that

can be replaced with no side effects. People used to be afraid of getting infected at the blood centre, but nowadays this fear has passed. The awareness of people has certainly improved.

How much do you cooperate with private enterprises?

We cooperate quite a lot with private enterprises, a fifth of our daily collecting trips are in businesses. This is convenient to the staff and it is probably more suitable for the owners as well, because collecting blood on site is less time consuming. But there are also businesses that set up campaigns to promote going to the blood centre.

What is your impression of the donor day on Baltic Queen?

The donor day was very successful, it was a busy working day, we had very many donors and the arrangements made by Tallink were very considerate.

One can only be happy and proud of having such hosts!

Would you be willing to organise similar events with Tallink again in the future?

Certainly! We look forward to it!

CORPORATE SOCIAL RESPONSIBILITY

TALLINK SILJA TAKES INITIATIVE

As Baltic Sea is unfortunately one of the most polluted seas in the world, it is also natural, that the neighbouring countries as well as international organizations and authorities have set up a high number of strict regulations and restrictions in order to protect the sea environment.

Tallink Silja is following them all but furthermore, we are grasping the initiative by ourselves to take action for cleaner Baltic Sea. By doing so we hope that by being the leading passenger shipping company in the region, also other companies will follow our example.



MOST RECENT INITIATIVE – OUR COMMITMENT IN BALTIC SEA ACTION GROUP (WWW.BSAG.FI)

Tallink commits to further establish a volunteer club within the organization; the members are all company's employees. The volunteer club members are trained to assist the rescue forces during larger scale oil pollutions on sea, which endanger and/or already damage Estonian coastal waters and shores.

The objective of the commitment is to further educate the employees about environmental protection and raise the awareness about the risks of pollution. The main objective is to support the Estonian (sea) rescue forces and voluntary groups by increasing the readiness to act as well as the human



C O R P O R A T E S O C I A L R E S P O N S I B I L I T Y

resources of rescue forces in case of oil pollution of the Baltic Sea and Estonian coastal regions.

The members of the Tallink Volunteer Club are seamen from company's Estonian flagged vessels, the employees from hotels of company's Tallink Hotels hotel chain as well as employees from company's headquarters in Tallinn.

They will be a part of the volunteer forces of Estonian Nature Foundation and will be called to join the forces in case of oil pollution on Estonian shores.

Tallink additionally provides the volunteer club with equipment for field works if necessary. Special protection outfits of the volunteer club members for field works in case of oil pollution arrived and are stored in company's headquarters in Tallinn already now. It will finalize the readiness of the trained volunteer club members to assist in case of oil pollution in Estonian waters.

TALLINK EMPLOYEES IN ACTION FOR THE SAKE OF NATURE

A number of Tallink employees was also actively participating in this years Let's Do It 2010 campaign, where with the help of volunteers, many areas all around Estonia were cleaned of trash.

Special attention was paid to coastal areas, where the beach and nearby forests were cleaned from trash and fallen trees.



CORPORATE SOCIAL RESPONSIBILITY

COOPERATION

FOR THE ENVIRONMENT, HAND IN HAND WITH SCIENCE

The daily activities of Tallink are directly related to the Baltic Sea and therefore it is natural that we feel so responsible and interested in the health of the marine environment. Tallink has applied the maximum modern means to ensure that any possible negative effects of shipping traffic are minimised. At the same time we would like to do more and that is why we support the scientific research of the Baltic Sea. We are happy to assist scientists with whom we share the joint aim of doing our utmost to ensure the health of the Baltic Sea. Our cooperation with the Marine Systems Institute of the Tallinn University of Technology has been long and fruitful. We hope to set an example to other shipping companies in the Baltic Sea as well, to encourage them to extend a helping hand to science and research. The Baltic Sea is beautiful and unique, and it provides us work and food for our table. Coastal people have always had strong links with the sea, but like in any relationship in order to maintain harmony and balance you must be generous and giving, not just grab and take – this is our philosophy.

LESSONS TAUGHT BY THE BALTIC SEA

“Usually people are only interested in us in the summer when they wonder whether they can go swimming or not,” jokingly says Urmas Lips, the professor of applied oceanography at the Tallinn University of Technology, talking about the study of blue-green algae conducted every summer. In fact the research team of the Tallinn University of Technology is working onboard the Tallink vessel Baltic Princess all year round, trying to get to know the sea better.

“Besides blue-green algae we also study the changes in the temperature and salinity of the seawater, and try to solve the “million dollar question” of the timing of the sea ice formation this year,” Urmas mentions as examples of the subjects he is working on. “If I could answer that question, shipowners and ports would be able to map their activities much better. Based on our current knowledge we cannot set down the date, but it is definitely an aim we are striving for.” In our research a significant role is played by a special measuring system that pumps the water of the top sea level through some sensors at the bottom of the Baltic Princess. The sensors measure the temperature, salinity, chlorophyll and carbon dioxide content of the water every 20 seconds. “Every night we load the data to

our computer and compare it with the results of previous days and years. Once a week we program the refrigerator linked to the equipment to take the samples at set times, so that we could then later use a microscope to study what is going on in the water,” says Urmas, showing obvious satisfaction with the systems. This is the method Urmas and his research team used when starting to study the Baltic Sea in 1997 and onboard Tallink ships from 2004. The aim of the research is to provide information about what is going on in the sea. “The longer and more frequently we can collect our data, the better we can start to understand the connections and causes of various events. We can forecast whether we can expect blue-green algae, icy cold or warm water, or floods. We can say what needs to be done to make the sea cleaner,” Urmas explains. “Otherwise it just happens that one day the sea blooms and there are algae everywhere, and nobody knows why. Most of our efforts are actually dedicated to studying blue-green algae.”

HOW MUCH DO SHIPS POLLUTE THE WATER?

Tallink ships are equipped with the proper water treatment systems and they do not pollute the water, but the problem lies in the non-regularly visiting cruise ships. For these there is a rule that at three miles from the shore they are allowed to dump disinfected wastewater and at 12 miles even uncleaned wastewater.

In a few years a new regulation will come into force, allowing only ships equipped with water treatment systems or large holding tanks enter the Baltic Sea. Ports will then be obliged to receive the wastewater from such ships. Starting from 2013 this rule will be applied to new cruise ships and from 2018 to all cruise ships. In the Baltic Sea the rules are stricter than anywhere else. On the other hand merely 1–2% of the pollution of the Baltic Sea comes from cruise ship wastewater; the main bulk is transferred by rivers. In the Gulf of Finland the city of St.Petersburg along with the Neva River are the greatest pollution sources.

YOU ARE ALSO STUDYING THE SALINITY OF SEAWATER. DOES THAT MEAN THAT SEAWATER IS NOT UNIFORMLY SALTY?

The salinity of water varies a lot and it is also different in different years. For example in the Gulf of Finland the coastal waters of Estonia are saltier than the coastal waters of Finland.

CORPORATE SOCIAL RESPONSIBILITY

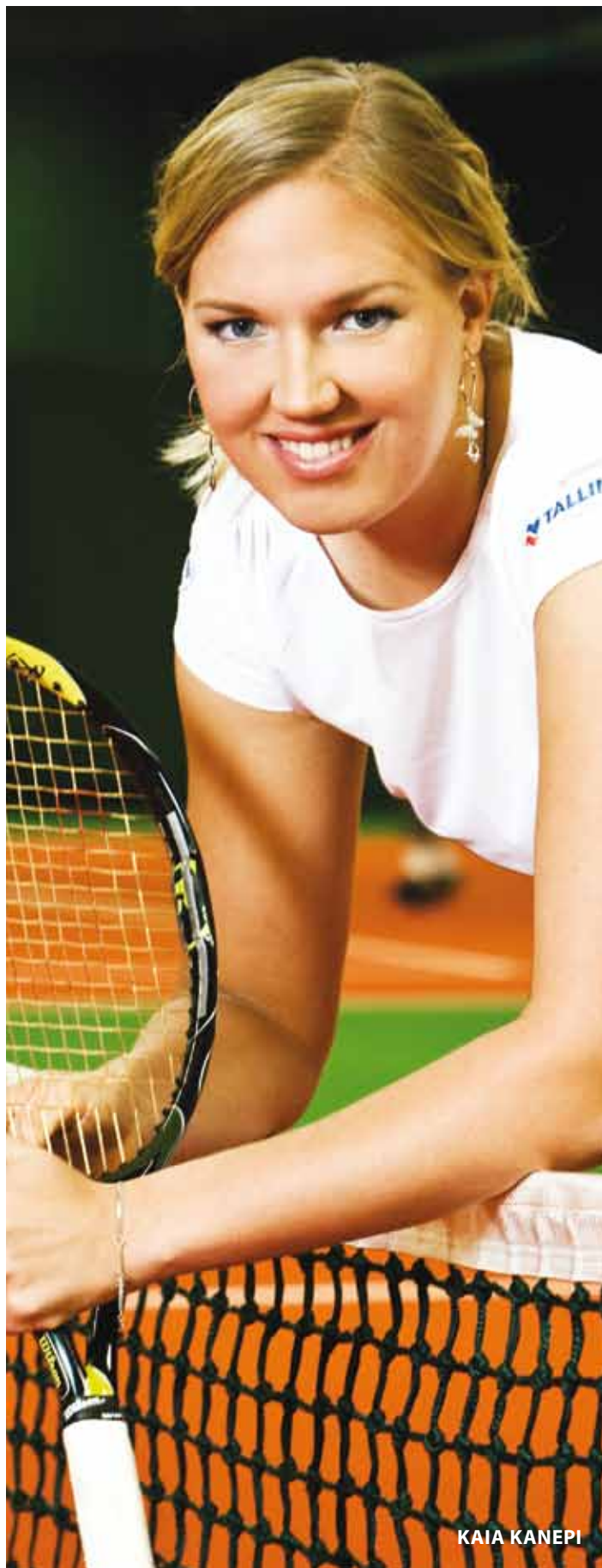
Usually the top seawater layers are freshwater and the lower layers are salty. In the winter water is always saltier, because strong winds in early winter churn the salty waters up from the depths. In early summer coastal waters are the freshest, because then the wind is mostly soft and does not mix the water layers and there is a lot of fresh water delivered by rivers to the top seawater layer. It is also important to monitor the salinity and temperature in order to forecast the water level, as tidal movement depends on the density of water as well. In Tallinn no large floods are possible, but most people did not believe the forecast of a large flood in Pärnu in 2005. After that we received an order from the Ministry of the Environment to develop a proper water level monitoring and warning system. The water level forecast also forms the basis for deciding whether the ferry to Hiiumaa island will depart or not. We have several reasons for monitoring the temperature as well: in summer we base our blue-green algae forecasts on those readings and in winter the event of the ice cover formation.

WHY IS THE TIMING OF THE SEA ICE FORMATION SO IMPORTANT?

It is important for ports so that they would know when to book their icebreakers. The daily costs of an icebreaker are very high and that is why it would be nice not to have it just waiting in port. Some winters icebreakers are not needed at all, but in a very cold winter you might need two.



CORPORATE SOCIAL RESPONSIBILITY



KAIA KANEPI

TALLINK - GOOD SOCIAL CITIZEN

As a major tax-payer in Estonia, Finland and Sweden, Tallink believes that financial success can only be guaranteed through responsible and sustainable development. Therefore, each year, Tallink Grupp gives a significant share of its success back to society and the environment in which the company operates.

AS Tallink Grupp and its subsidiaries are actively involved in supporting many public initiatives and events, especially youth and sports organisations. Being one of the largest Estonian companies in terms of its number of employees, it has also always been our goal to motivate our employees to participate in social events for the sake of the environment or society.

There are many areas in which Tallink is supporting and sponsoring, and the environment, children and young people, and sports are some of the major branches which are considered to be important in supporting in all the countries in which Tallink has its operations.

KAIA KANEPI - TENNIS TALENT FROM ESTONIA

The largest sponsorship deal for Tallink, and in Estonian sports history so far for an athlete, was announced at the beginning of 2007, when Tallink became the main sponsor of the most talented young Estonian tennis player, Kaia Kanepi. The contract was been extended for 2008 and 2009 and continued in 2010.

Additionally to Kaia Kanepi, Tallink supports further great young tennis players with lots of talent and potential such as Elena Bovina, Anett Kontaveit and Maret Ani.

Inspired by its successful cooperation projects, Tallink Grupp will definitely continue its sponsorship and charitable activities in the coming years. It is our hope that good ideas will always be realised and life will be happier and more carefree for everyone in all the countries in which we operate.

CORPORATE SOCIAL RESPONSIBILITY

TALLINK SUPPORTS

As there are many organizations and events Tallink supports, we bring out some examples

Sports

- Tennis player Kaia Kanepi
- Estonian Paralympic Committee
- Estonian Yachting Union
- The Equestrian Federation of Estonia
- Estonian Junior Championship in Tennis
- Various golf tournaments

Children and young people

We have all been children and we know that in the early years it is most important to feel safe, secure and supported. Education and hobbies are no less important. AS Tallink Grupp cooperates with organisations which work with children in order to provide them with better living conditions and to be able to help coordinate their hobbies, etc.

The biggest sponsorship targets are as follows:

- Santa Claus Foundation - the Foundation helps children in need both in Finland and abroad
- MTÜ SEB Heategevusfond (a non-profit charity fund)
Various schools and universities
- AIESEC
- The Academy of Young Scientists
- ISIC

Culture

The cultural environment in the region is really rich - creativity finds its way through in theatres, cinemas, concert-halls, and museums. AS Tallink Grupp has not chosen just one branch to be the favourite, but is supporting different kind of events.

- The Annual Conference of Santa Claus
- Jazz Festivals
- Various fashion shows
- Art Museum of Estonia
- Old Town Festival in Tallinn

Environment

- World Wildlife Fund - WWF
- The Estonian Nature Foundation
- BSAG

Society

- University of Tartu Hospital Children's Fund
- Social events related to blood donation
- Integration project in Estonia "My Country"



OFFICIAL SEACARRIER OF SANTA CLAUS

FOUNDING MEMBER OF SANTA CLAUS FOUNDATION

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AS Tallink Grupp recognizes environmental protection and management as one of its highest priorities. Every effort is to be made to conserve and protect the environment from marine, atmospheric and other forms of pollution, including office based waste. Our vessels are maintained and operated in accordance with the MARPOL convention. Our vessels use the low sulphur content fuel and we operate a zero spill policy. We promote actively environmental awareness by training and education of our employees and follow efficient use of energy and materials in offices and ships.



