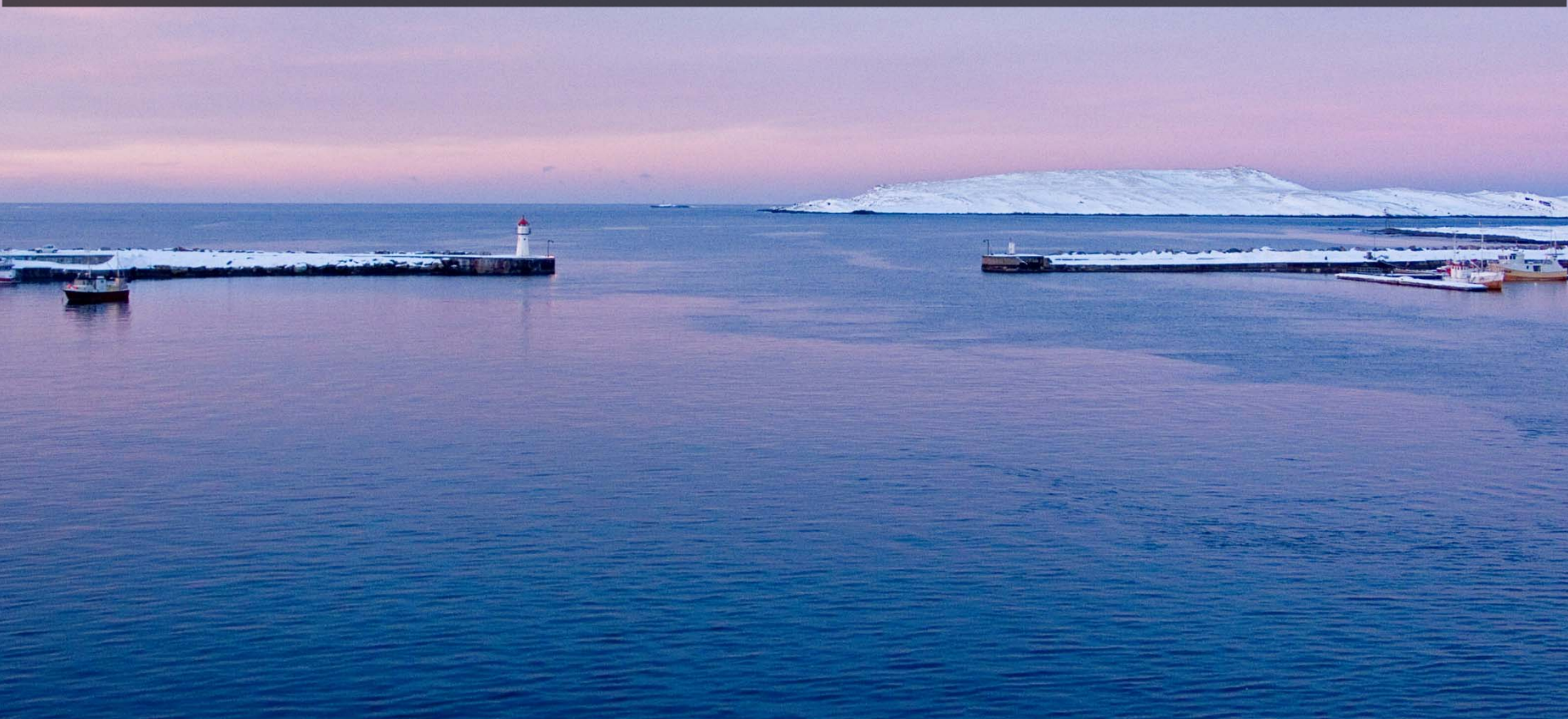




# HURTIGRUTEN

INTERIM REPORT FOR Q1 2010

# HIGHLIGHTS



# More winter guests for Hurtigruten

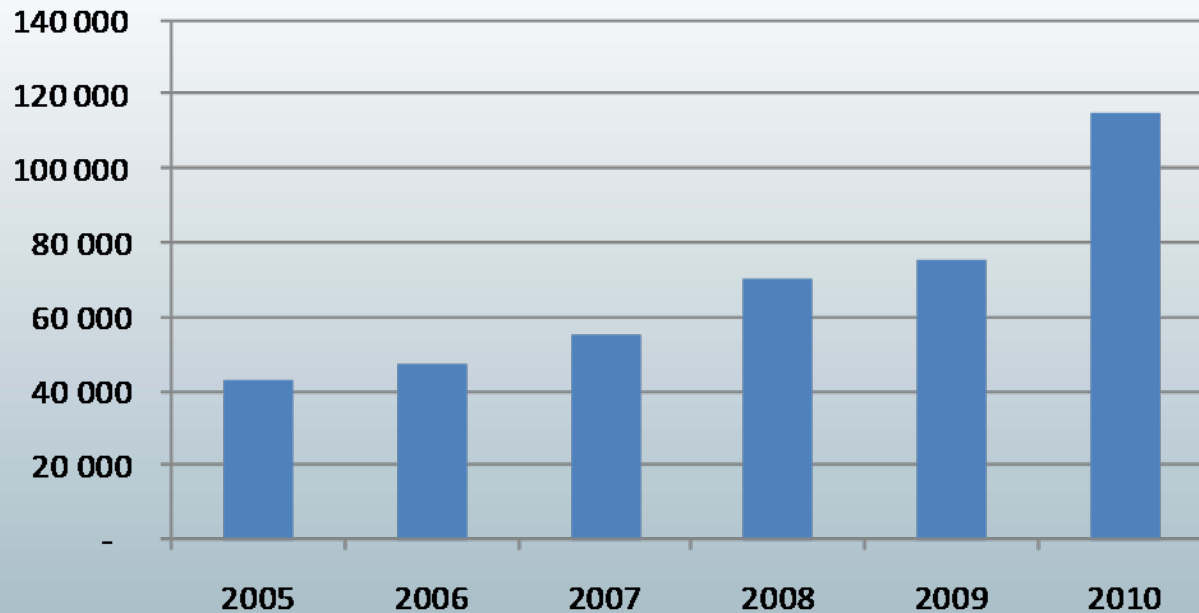
- Improvement in all core product areas: Hurtigruten Norwegian coast, Explorer products and Spitsbergen
- Positive EBITDA
- Later start up than expected for MV Finnmarken
- One-off profits from divestments in 2009

# Hurtigruten group – income statement

Hurtigruten group (NOK 1 000)	Q1 2010	Q1 2009	Variance
Operating revenues	727 876	659 997	67 879
Operating expenses	713 945	687 165	26 780
Other losses/(gains) - net	-3 301	-114	3 187
<b>EBITDA</b>	<b>17 232</b>	<b>-27 053</b>	<b>44 285</b>
Depreciation & impairment losses	89 696	86 764	<b>-2 933</b>
<b>EBIT</b>	<b>-72 464</b>	<b>-113 817</b>	<b>41 353</b>
Net financial items	-57 042	-58 885	1 842
Share of profit/loss of associates	-4 659	3 496	<b>-8 155</b>
<b>Profit (loss) before tax for continued business</b>	<b>-134 165</b>	<b>-169 206</b>	<b>35 041</b>
Profit (loss) before tax for discontinued business	499	36 662	<b>-36 163</b>
<b>Net profit (loss) before tax</b>	<b>-133 666</b>	<b>-132 544</b>	<b>-1 122</b>

# More winter guests

■ Q1 cruise nights Round trip

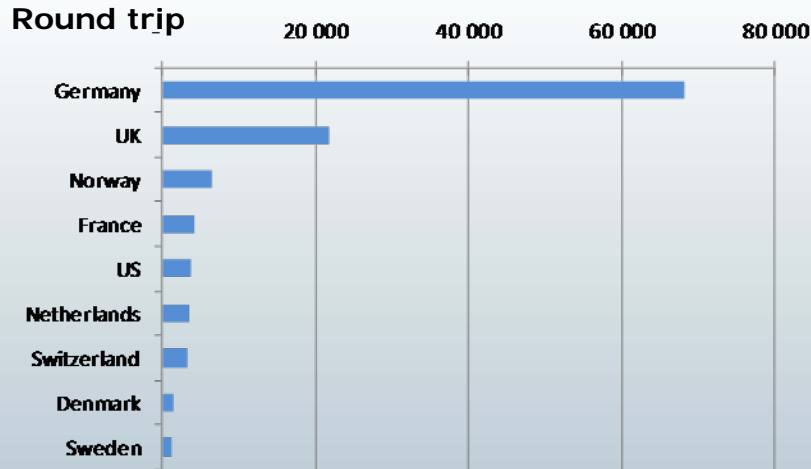


- Development of the winter as a unique product
- Charter flights

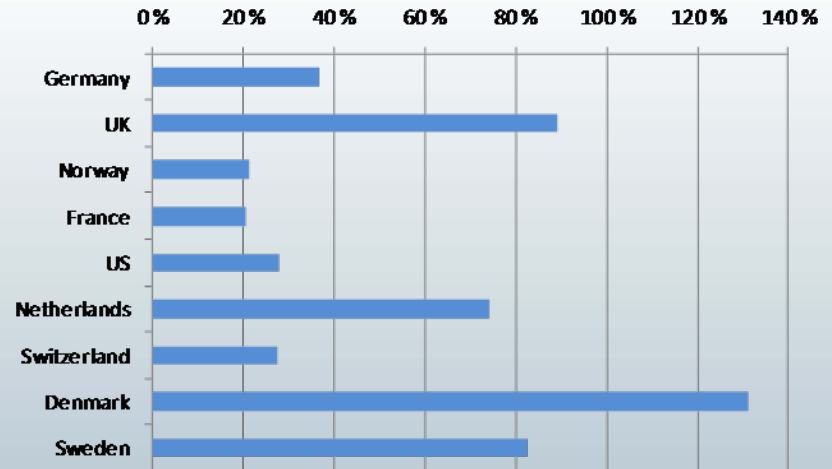
# Market development Q1 2010

## Germany most important winter market

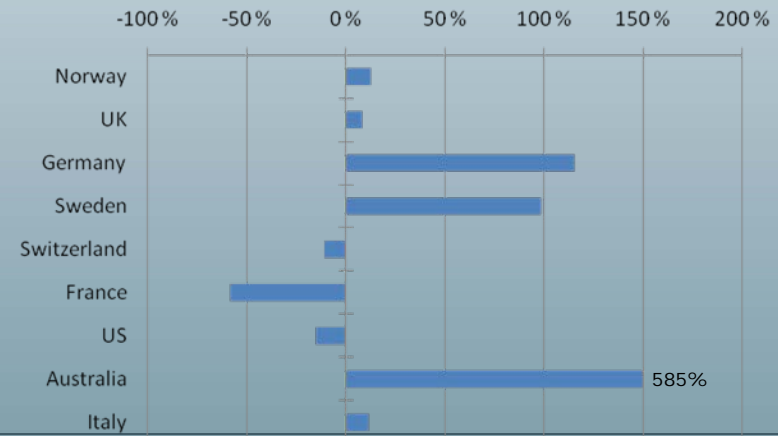
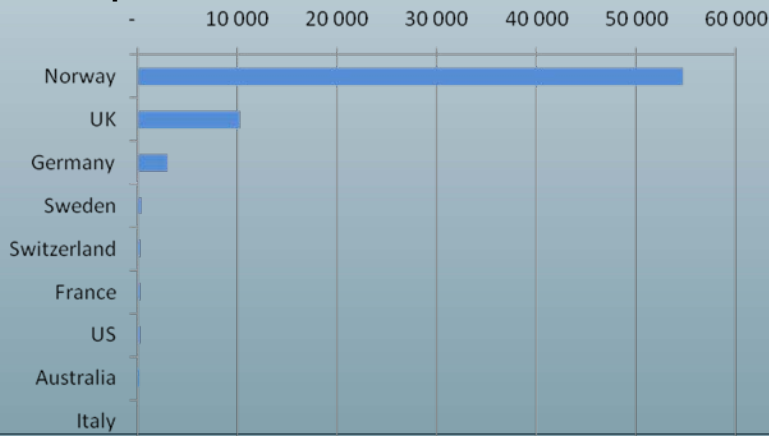
Cruise nights per market Q1 2010



Change Q1 2010 vs Q1 2009

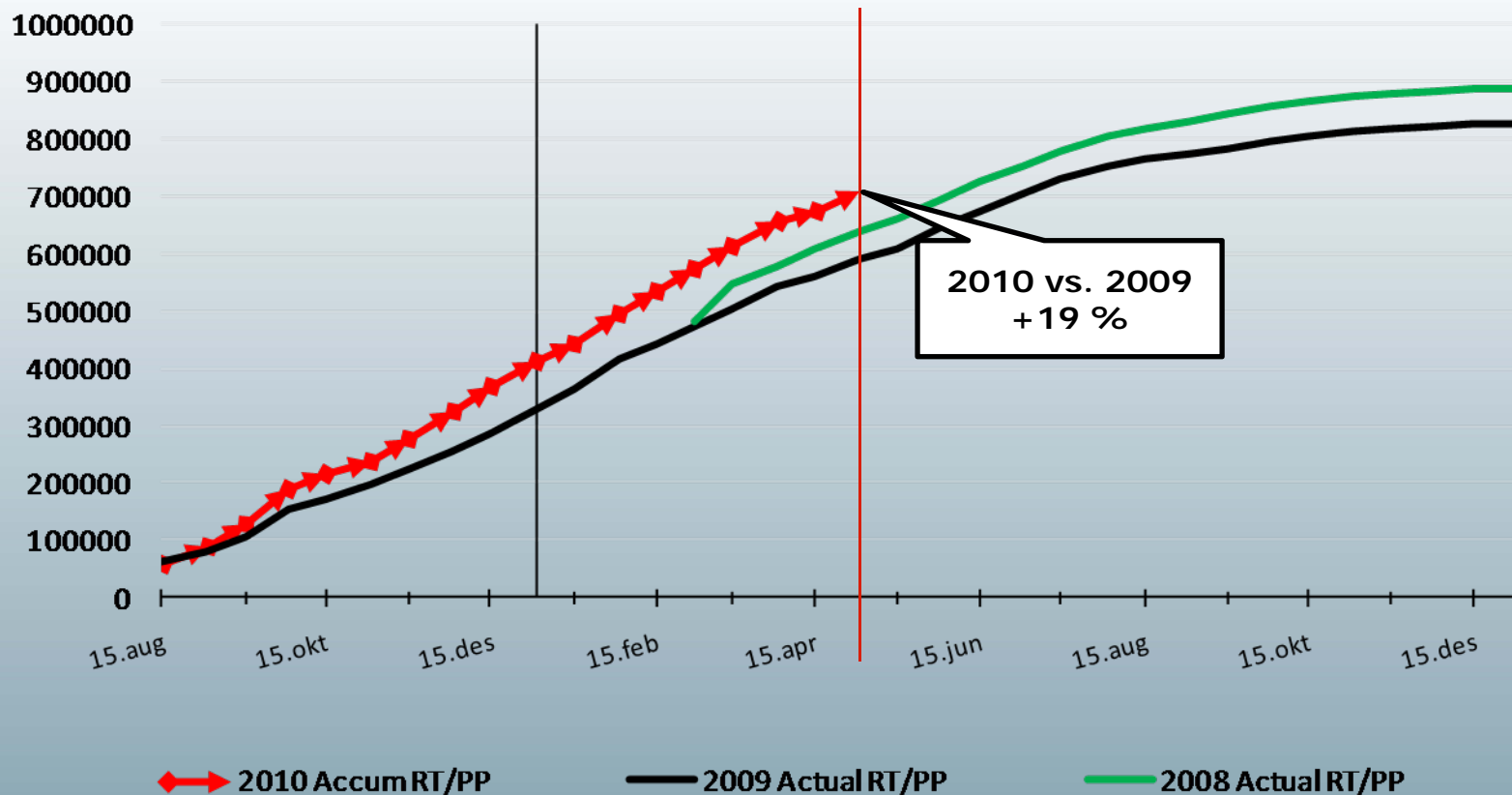


**Port to port**



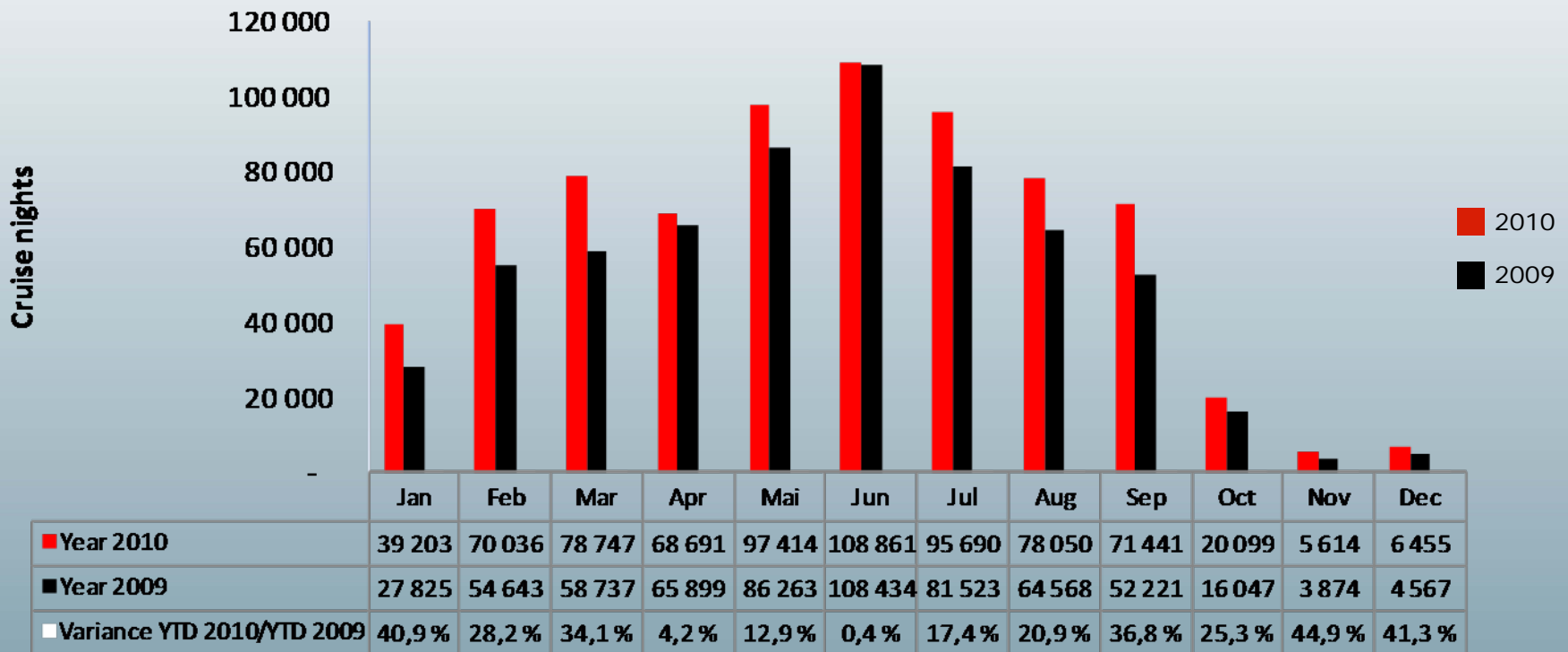
# 19 % higher booking than last year

The development graph for pre booked CN (RT+PP)



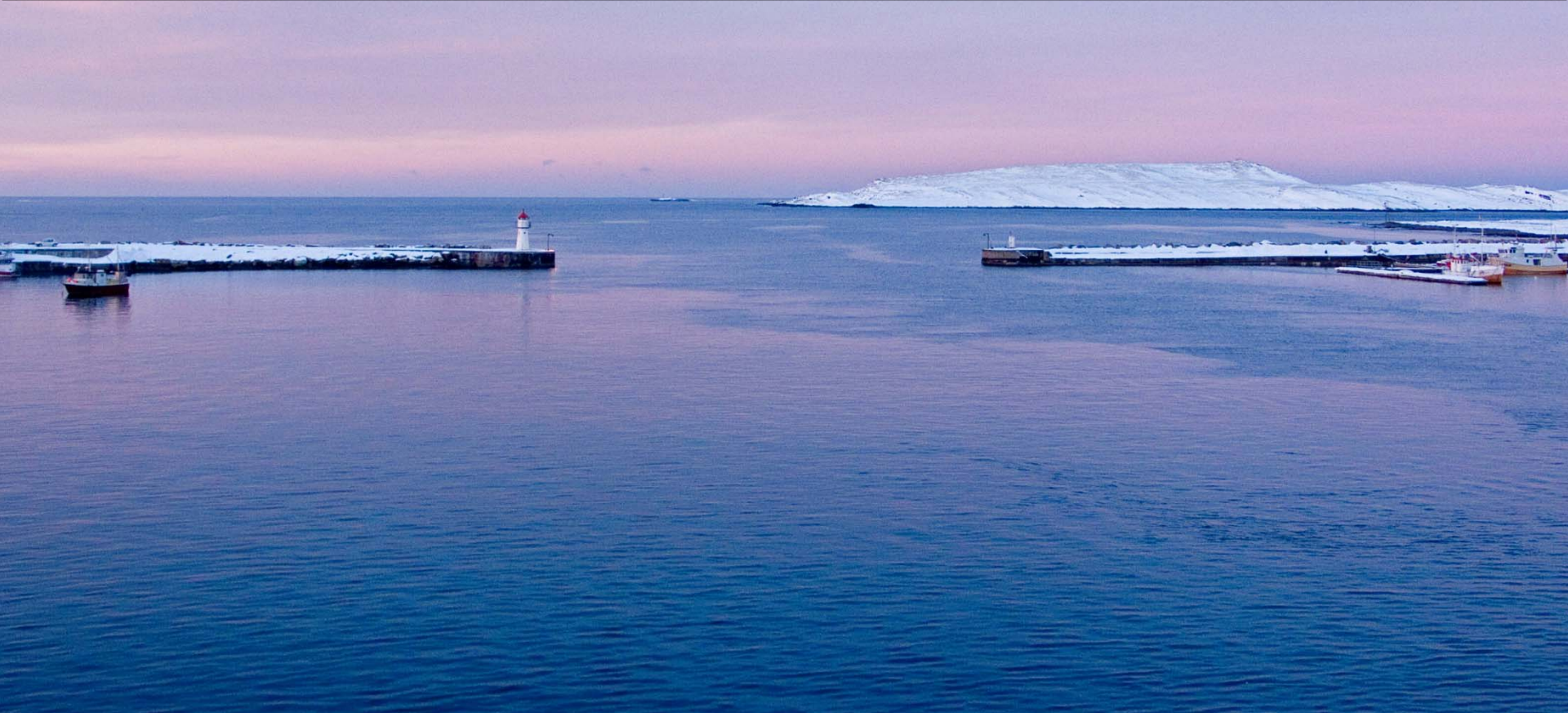
# Strong winter – positive spring and autumn

Cruise night (RT+PP) sales 2010 per month compared to 2009\*



\* Booking status as of 1 May 2010

# ACCOUNTS Q1 2010



# Hurtigruten group – income statement

Hurtigruten group (NOK 1 000)	Q1 2010	Q1 2009	Variance
Passenger ticket revenues	277 332	242 571	34 761
Onboard revenues	64 564	47 008	17 557
Goods, cars and other revenues	174 464	153 775	20 689
Contractual revenues *	211 516	216 644	-5 128
<b>Total revenues</b>	<b>727 876</b>	<b>659 997</b>	<b>67 879</b>
Commissions, transportation and other	87 483	81 145	-6 339
Onboard	44 149	39 494	-4 656
Ship manning costs	191 027	186 087	-4 940
Fuel	68 682	78 770	10 087
Other cruise operating costs	186 536	139 611	-46 925
<b>Total cruise operating costs</b>	<b>577 877</b>	<b>525 106</b>	<b>-52 772</b>
<b>S, G &amp; A</b>	<b>136 068</b>	<b>162 059</b>	<b>25 991</b>
<b>Total operating costs</b>	<b>713 945</b>	<b>687 165</b>	<b>-26 780</b>
Other losses/(gains) - net	3 301	114	3 187
<b>EBITDA</b>	<b>17 232</b>	<b>-27 053</b>	<b>44 285</b>
Depreciation and impairment losses	89 696	86 764	-2 933
<b>EBIT</b>	<b>-72 464</b>	<b>-113 817</b>	<b>41 353</b>
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Share of profit/loss of associates	-4 659	3 496	-8 155
<b>Profit (loss) before tax for continued business</b>	<b>-134 165</b>	<b>-169 206</b>	<b>35 041</b>
Profit (loss) before tax for discontinued business	499	36 662	-36 163
<b>Net profit (loss) before tax</b>	<b>-133 666</b>	<b>-132 544</b>	<b>-1 122</b>

\* 3/7 of annual contractual revenues from Public Procurement Contract booked in Q1

# Hurtigruten group

## Balance sheet (IFRS)

<i>(NOK 1 000)</i>	31.03.2010	01.01.2010
<b>Assets</b>		
Tangible non-current assets	4 286 773	4 347 691
Intangible non-current assets	247 303	247 817
Financial non-current assets	291 164	252 652
Current assets	1 263 008	1 245 980
Assets held-for-sale	78 921	110 748
<b>Total assets</b>	<b>6 167 169</b>	<b>6 204 888</b>
<b>Equity and liabilities</b>		
Paid-in capital and retained earnings	1 265 695	1 370 451
Minority interests	291 637	286 424
<b>Total equity</b>	<b>1 557 332</b>	<b>1 656 875</b>
Non-current liabilities	3 674 355	3 687 543
Provisions	178 844	164 387
Current liabilities	661 454	586 404
Liabilities on assets held-for-sale	95 184	109 679
<b>Total liabilities</b>	<b>4 609 837</b>	<b>4 548 013</b>
<b>Total equity and liabilities</b>	<b>6 167 169</b>	<b>6 204 888</b>

# Product information

## Operating profit before depreciation (EBITDA)

Hurtigruten group (NOK 1 000)	Q1 2010	Q1 2009	Variance
Hurtigruten Norwegian coast	-29 937	-69 762	39 825
Explorer products	20 824	6 436	14 388
Spitsbergen	-727	-5 404	4 677
Charter	11 970	29 551	-17 581
Other business	15 102	12 126	2 976
<b>EBITDA</b>	<b>17 232</b>	<b>-27 053</b>	<b>44 285</b>
Depreciation & impairment losses	89 696	86 764	-2 933
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<b>Net profit (loss) before tax</b>	<b>-133 666</b>	<b>-132 544</b>	<b>-1 122</b>

# Hurtigruten Norwegian coast

## More winter guests

Hurtigruten Norwegian coast (NOK 1 000)	Q1 2010	Q1 2009	Variance
Passenger ticket revenues	213 340	177 012	36 329
Onboard revenues	60 566	44 310	16 256
Goods, cars and other revenues	14 693	13 542	1 150
Contractual revenues	157 231	163 200	-5 969
<b>Total revenues</b>	<b>445 831</b>	<b>398 064</b>	<b>47 767</b>
Commissions, transportation and other	74 374	68 049	-6 325
Onboard	40 302	30 190	-10 113
Ship manning costs	108 827	103 155	-5 672
Fuel	58 310	68 013	9 703
Other cruise operating costs *	75 707	71 039	-4 668
<b>Total cruise operating costs</b>	<b>357 519</b>	<b>340 445</b>	<b>-17 073</b>
<b>S, G &amp; A **</b>	<b>118 249</b>	<b>127 381</b>	<b>9 132</b>
<b>Total operating costs</b>	<b>475 768</b>	<b>467 826</b>	<b>-7 942</b>
<b>EBITDA</b>	<b>-29 937</b>	<b>-69 762</b>	<b>39 825</b>

\* Includes harbour costs, repair & maintenance, insurance, other operating costs

\*\* Revised SG&A allocation between Norwegian coast and Explorer; changed from 80/20 in 2009 to ~90/10 in 2010

# Explorer products; Lower costs gave improved results

Explorer products (NOK 1 000)	Q1 2010	Q1 2009	Variance
Passenger ticket revenues	64 473	65 126	-652
Onboard revenues	3 856	2 469	1 386
Goods, cars and other revenues	882	1 779	-897
<b>Total revenues</b>	<b>69 211</b>	<b>69 374</b>	<b>-163</b>
Commissions, transportation and other	12 303	13 096	792
Onboard	3 961	4 014	52
Ship manning costs	5 164	6 571	1 407
Fuel	6 873	6 688	-185
Other cruise operating costs	9 386	9 153	-233
<b>Total cruise operating costs</b>	<b>37 687</b>	<b>39 521</b>	<b>1 835</b>
<b>S, G &amp; A *</b>	<b>10 701</b>	<b>23 417</b>	<b>12 716</b>
<b>Total operating costs</b>	<b>48 388</b>	<b>62 938</b>	<b>14 550</b>
<b>EBITDA</b>	<b>20 824</b>	<b>6 436</b>	<b>14 388</b>

\* Revised SG&A allocation between Coastal and Explorer; changed from 80/20 in 2009 to ~90/10 in 2010

# Spitsbergen

## More MICE group traffic

<b>Spitsbergen</b> <i>(NOK 1 000)</i>	Q1 2010	Q1 2009	Variance
Other revenues	32 435	28 342	4 093
<b>Total revenues</b>	<b>32 435</b>	<b>28 342</b>	<b>4 093</b>
Commissions, transportation and other	805	0	<b>-805</b>
Ship manning costs	7 333	7 071	<b>-262</b>
Other cruise operating costs	17 022	14 243	<b>-2 779</b>
<b>Total cruise operating costs</b>	<b>25 160</b>	<b>21 314</b>	<b>-3 846</b>
Personnel costs	3 912	5 112	1 200
Other operating costs	4 090	7 321	3 231
<b>S, G &amp; A</b>	<b>8 002</b>	<b>12 432</b>	<b>4 430</b>
<b>Total operating costs</b>	<b>33 162</b>	<b>33 746</b>	<b>584</b>
<b>EBITDA</b>	<b>-727</b>	<b>-5 404</b>	<b>4 677</b>

# Charter

## Preparation and mobilization

Charter (NOK 1 000)	Q1 2010	Q1 2009	Variance
Other revenues	73 728	56 825	16 903
<b>Total revenues</b>	<b>73 728</b>	<b>56 825</b>	<b>16 903</b>
Onboard	0	5 290	5 290
Ship manning costs	16 555	9 278	-7 277
Fuel	3 499	4 068	569
Other cruise operating costs	40 906	8 637	-32 268
<b>Total cruise operating costs</b>	<b>60 962</b>	<b>27 274</b>	<b>-33 688</b>
<b>S, G &amp; A</b>	<b>796</b>	<b>0</b>	<b>-796</b>
<b>Total operating costs</b>	<b>61 758</b>	<b>27 274</b>	<b>-34 484</b>
<b>EBITDA</b>	<b>11 970</b>	<b>29 551</b>	<b>-17 581</b>

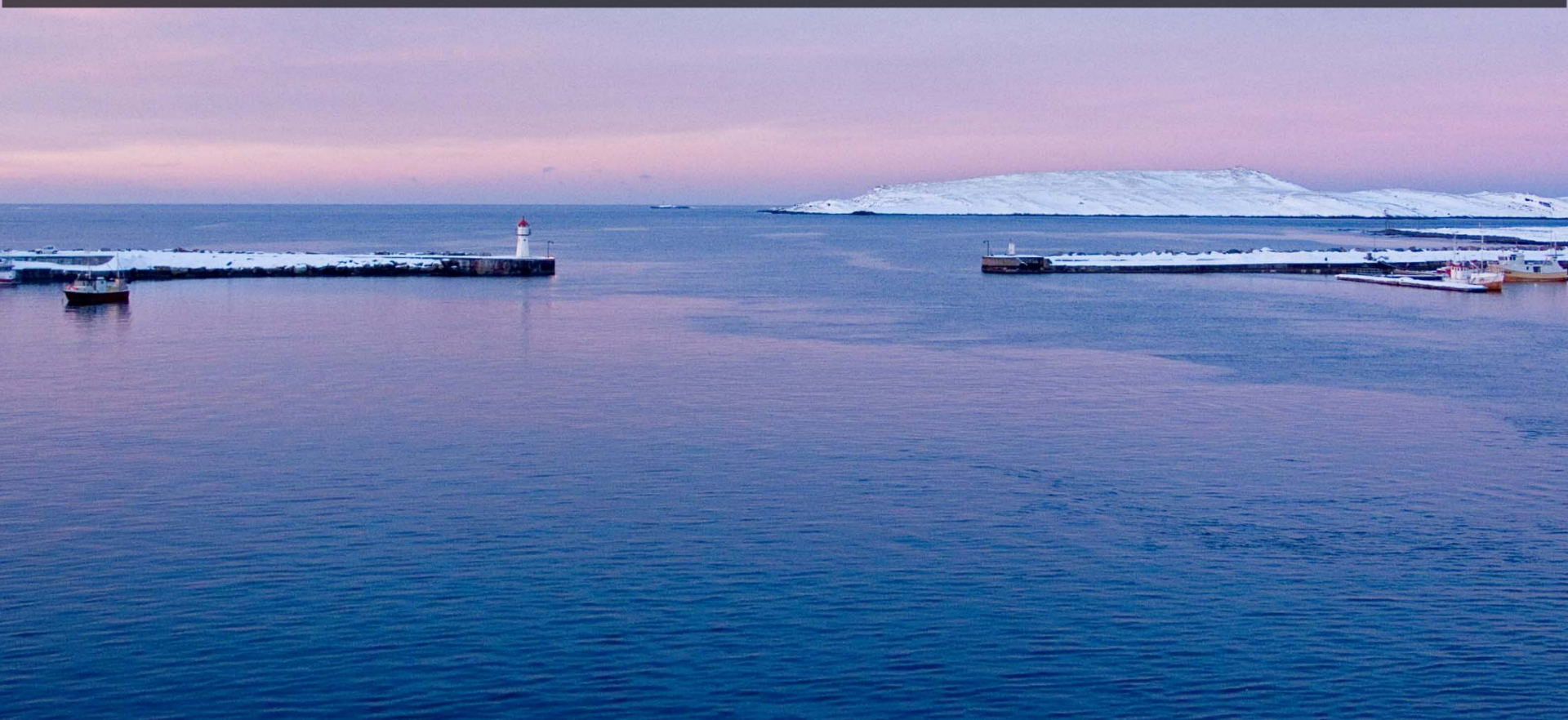
# Other business

<b>Other business</b> <i>(NOK 1 000)</i>	Q1 2010	Q1 2009	Variance
Goods, cars and other revenues	55 771	55 197	574
Contractual revenues	54 285	53 444	841
<b>Total revenues</b>	<b>110 056</b>	<b>108 641</b>	<b>1 415</b>
Ship manning costs	53 148	60 012	6 864
Other cruise operating costs	44 965	36 540	-8 425
<b>Total cruise operating costs</b>	<b>98 113</b>	<b>96 552</b>	<b>-1 561</b>
<b>S, G &amp; A</b>	<b>142</b>	<b>77</b>	<b>-65</b>
<b>Total operating costs</b>	<b>98 255</b>	<b>96 629</b>	<b>-1 626</b>
Other losses/(gains) - net	3 301	114	3 187
<b>EBITDA</b>	<b>15 102</b>	<b>12 126</b>	<b>2 976</b>

# Discontinued business

<b>Discontinued business</b> <i>(NOK 1 000)</i>	Q1 2010	Q1 2009	Variance
Fast ferries	499	9 986	-9 487
Bergenske Reisebyrå AS	0	26 676	-26 676
<b>Profit (loss) before tax</b>	<b>499</b>	<b>36 662</b>	<b>-36 163</b>

# MEASURES AND PROSPECTS





# Near neutral short term impact from ash cloud

No-shows and cancellations from round trip guests compensated by more port to port guests

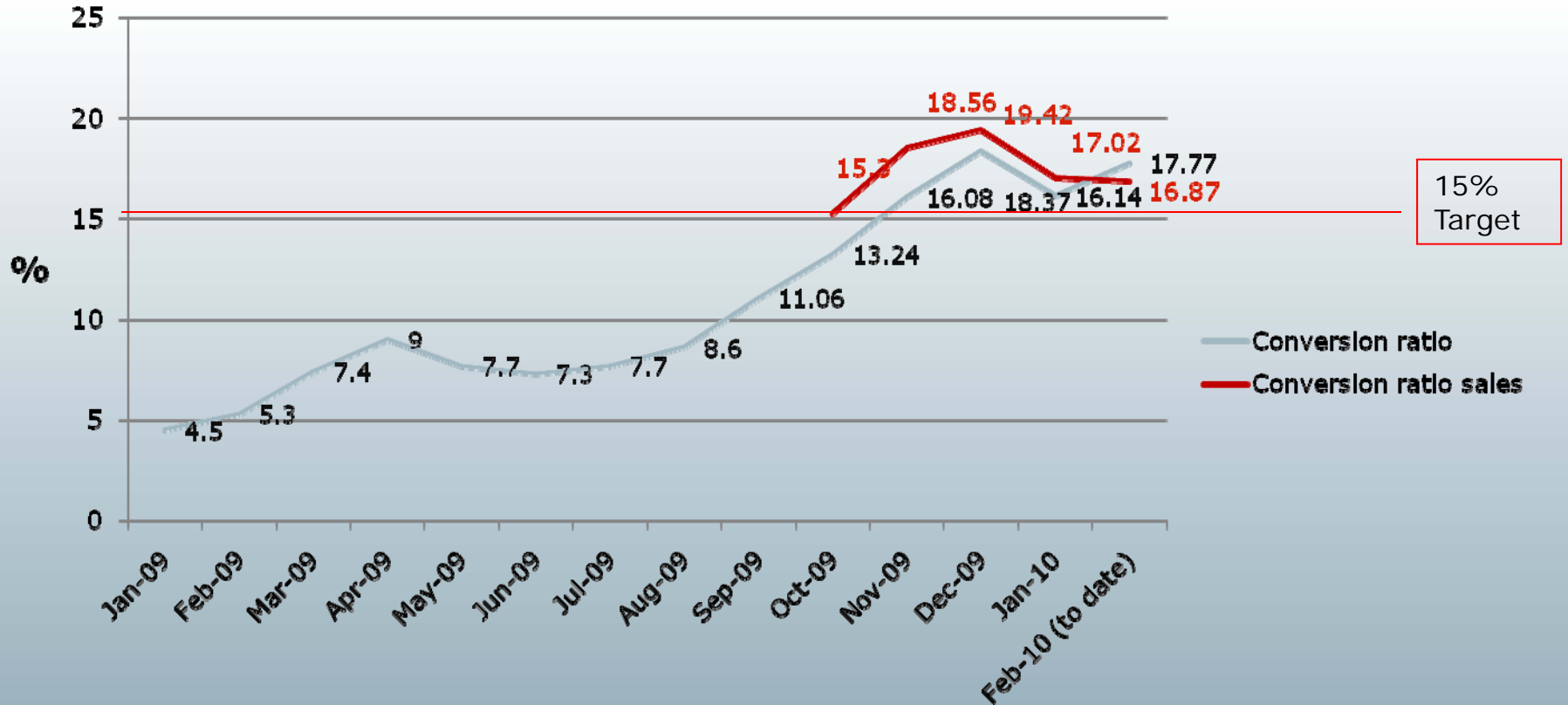


Foto: Kyrre Lien / SCANPIX



# Focus on booking

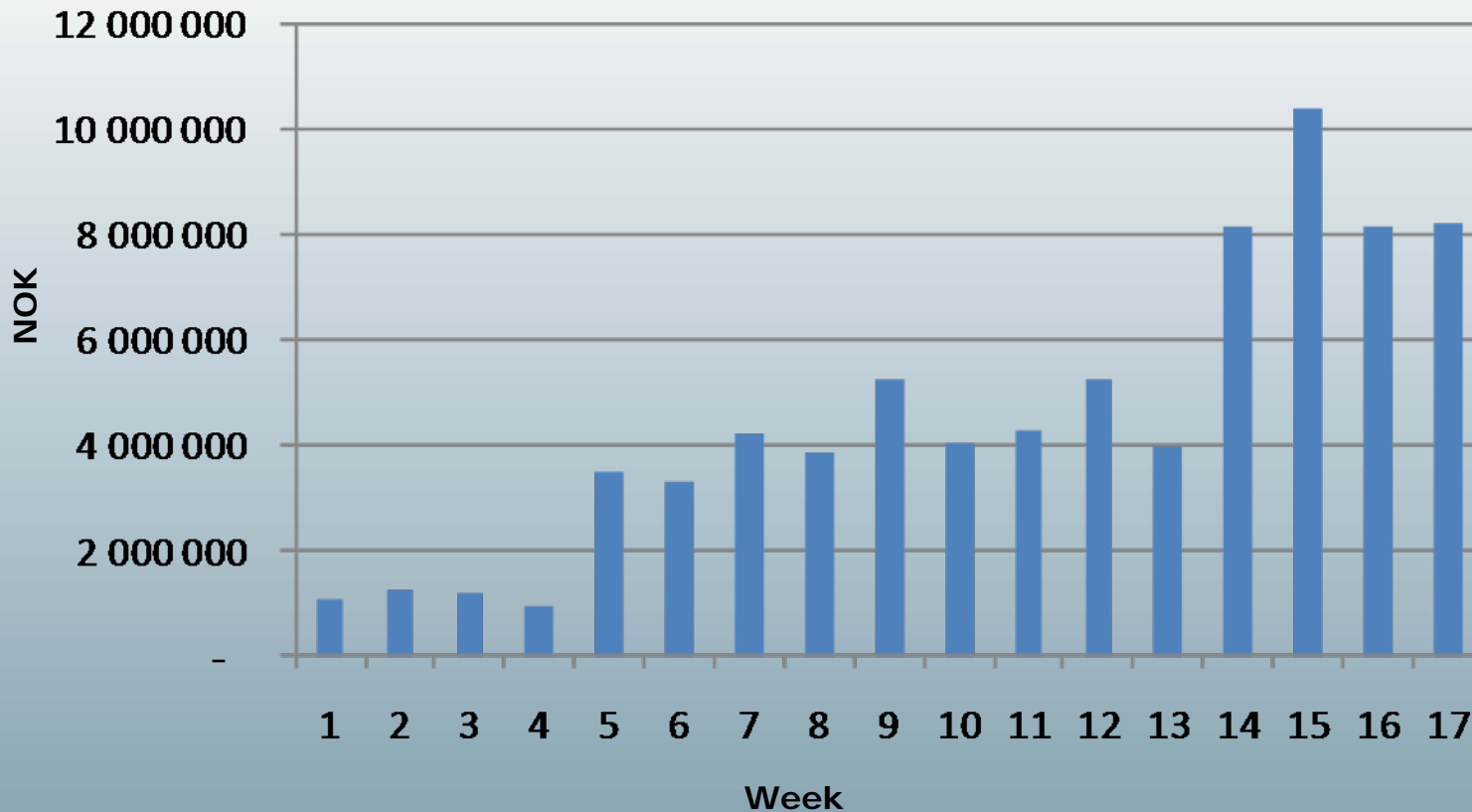
Conversion ratio\*



\* Conversion ratio = Share of calls that are converted to a booking has increased and is above target of 15%

# Online sales improving with new booking engine

## Online revenue per week



\* Total online (both direct consumer and trade) sales as of 25 April 2010 = NOK 75 million

# Increasing importance of excursions

- Increasing revenues
- A locomotive for local travel industry
  - Hurtigruten buys excursions from local producers for more than NOK 100 million per year\*
- 40 excursions
- 200 000 guests on excursions in 2009
- 38 000 guests on excursions in Q1 2010
- 63% increase in excursions sold from last year
- North Cape the most popular excursion
- Attracts new customer segments



Lofotr  
Vikingmuseum



Håkøybotn  
Villmarkssenter

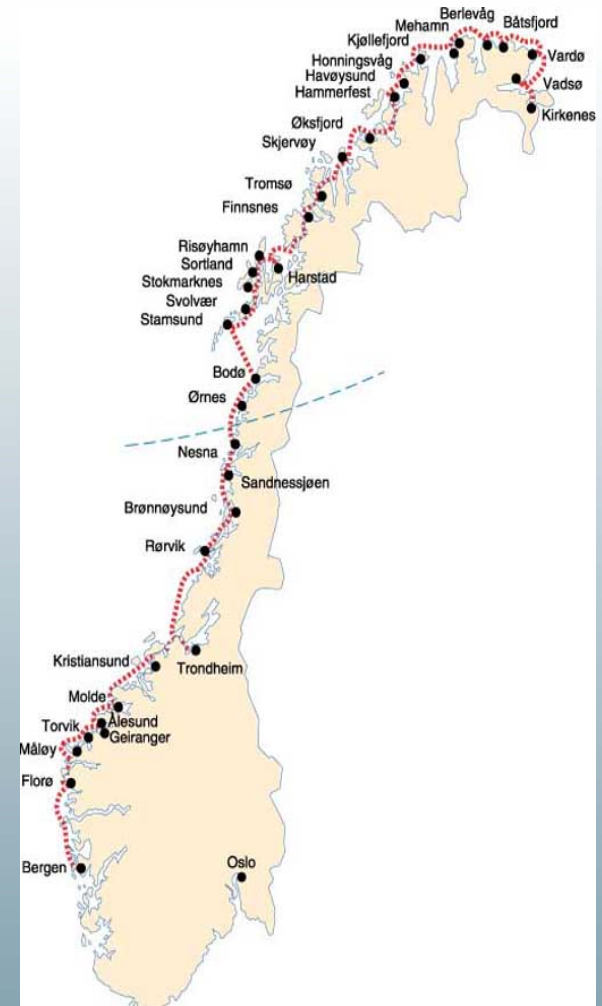


Snowmobile trip  
Kjøllefjord-Mehamn

\* In addition comes hotels, flights, transfers, food and beverage of near NOK 900 million

# Status Hurtigruten public procurement contract

- Majority in the Parliament (“Stortinget”) for maintaining the current model for the Bergen-Kirkenes coastal route (*June 2009*)
- Minister of Transportation (“Samferdselsministeren”) committed to maintaining existing model (*August 2009*)
- New bidding criteria further postponed



# Chartering of MV Finnmarken

- MV Finnmarken chartered to the Gorgon field in Australia
- Start up 30 April
- Duration 18 months (from 30 April), charterer option to extend for further 18 months
- Contract revenue AUD 135 million (approx NOK 700\* million) for initial 18 months
- EBITDA NOK 12 million in Q1 for preparation and mobilization



\* Assuming AUD/NOK of 5.2

# A good quarter for Hurtigruten

- 46% more round trip cruise nights
- Port to port business improving with 17% increase in cruise nights
- Booking speed 19% above last year
- MV Finnmarken mobilized and in operation from 30 April