



SEABOURN®

# CULTURE FRAMEWORK



## OUR CORPORATION'S COMMON GOAL...

### CORPORATE VISION

As the global leader in the cruise industry, we will lead the way in innovative and sustainable cruising to deliver memorable vacations and build borderless connections.

### CORPORATE MISSION & PURPOSE

To deliver unforgettable happiness to our guests by providing extraordinary cruise vacations, while honoring the integrity of every ocean we sail, place we visit and life we touch.

## ...AND EXPECTED BEHAVIORS...

### CULTURE ESSENTIALS

- SPEAK UP
- RESPECT AND PROTECT
- IMPROVE
- COMMUNICATE
- LISTEN AND LEARN
- EMPOWER

## ...DELIVERED IN THE SEABOURN WAY...

### SEABOURN MISSION STATEMENT & CORE VALUES

#### SEABOURN MISSION STATEMENT

Through genuine and intuitive service, we consistently deliver exceptional Seabourn Moments that delight our guests and create the world's finest travel experiences.

#### SEABOURN CORE VALUES

##### Uncompromising Commitment to Safety and Sustainability

We care for the safety and well-being of people and the planet. Compliance with all applicable standards is vital to preserving and protecting our guests, our employees and the environment.

##### Committed to Service Excellence

Striving for and achieving excellence in all aspects of company operations is a key ingredient of our culture and our success.

##### Integrity, Honesty and Ethics

We not only do things right, we do the right things. We treat each other openly and honestly and speak up when something does not seem right.

##### Team Together, Team Apart

With employees located throughout the world, we are committed to working together and sharing a common goal and vision. The ways in which we trust and care for each other set us apart from our competition.

##### Embrace Change and Improvement

We learn and evolve in order to be the best.

##### Maintain Optimism and Perspective

We strive to recognize the valuable contribution and full potential of each employee. We embrace diversity and make every effort to strike a positive and healthy balance between personal life and professional goals.

##### Focus on Performance and Results

A foundation of our success always has been and continues to be a focus on performance and results.