

## **Holland America Line CROSS-BORDER SALES POLICY**

### **Guest Residency Requirement**

Holland America Line requires that all guests residing in the Great Britain, Australia, and the Euro area of Europe\* book in their local currency with an authorized Holland America sales agent in their country of residence, or directly with Holland America. Cross-border and cross-currency bookings are prohibited.

Guests residing in the U.S. and Canada may book only in either U.S. dollars or Canadian dollars and with an authorized Holland America sales agent in the U.S. or Canada, or directly with Holland America.

Guests residing in all other countries may book in U.S. dollars with an authorized Holland America sales agent in their country of residence or directly with Holland America.

"Guest Residence" is defined as a primary or secondary residence for which adequate documentation can be provided.

Holland America maintains a partial list of international sales agents in the "Contact Us" section of its website - [www.hollandamerica.com](http://www.hollandamerica.com).

Guests who book a future cruise while onboard a Holland America Line ship will pay their deposit and subsequent payments in the appropriate currency for their country of residence.

\* as of June 1, 2009 the Euro area includes Austria, Belgium, Cyprus, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, and Spain.

### **Marketing Restrictions**

Holland America Line sales agents, regardless of location or business model, may not advertise Holland America cruises in a manner inconsistent with the Guest Residency Requirement. This includes the purchase of internet search terms that contain the words "Holland America Line" or other brand keywords, on foreign websites; in cross-border advertising in newspapers, magazines and other media; in direct mailings, e-mailings, and other forms of promotion.

## **Holland America Line INTERNATIONAL SALES POLICY**

Holland America Line and its agencies have invested significant effort and resources to work with agencies to develop effective sales and marketing programs focused on customers in the geographic areas that each agency serves. This will assure that Holland America Line competes as effectively as possible with other cruise lines and vacation alternatives. Holland America Line is concerned to ensure that the marketing and promotional activities of agencies located in particular geographic areas are not subject to "free riding" on those investments by agencies located outside that geographic area. Holland America Line is equally concerned to ensure that marketing and promotional activities are consistent with the Holland America Line brand in each geographic market. In order to maximize the efficiencies of the marketing and promotional activities or all agencies in all markets, Holland America Line has adopted the following parameters for international sales:

### **1. Agency Sales Should be Focused on Agency's Geographic Location**

Sales and marketing activities of each agency will be limited to the geographic area and currency that makes the most sense based on each agency's geographic area. We understand that agents may have existing relationships with Holland America Line past passengers residing in other countries. As a gesture

of goodwill, we will honor those relationships and will continue to pay upfront commissions on future bookings made with international clients for whom agents have previously booked a Holland America Line product prior to January 1, 2011. Holland America Line's Guest Programs Department will review requests of this nature on a case by case basis. All other agency bookings made on behalf of a guest residing outside the agency's geographic area (i.e. the United States and Canada, the EU, or Australia) will be ineligible for commission. For purposes of this policy, the United States includes the 50 states and the District of Columbia. For the avoidance of doubt, U.S./Canada agency bookings made on behalf of a guest residing in U.S. territories, including Puerto Rico, will be ineligible for commission.

Each agency's licenses to use Holland America Line's intellectual property rights, such as trademarks, trade names and logos, will mirror the area of their sales and marketing activities. Repeat violations of these licenses may result in the agency's loss of the right to sell Holland America Line products.

## **2. Individual Guests Should Book Through an Authorized Agency**

Guests should book through an authorized Holland America Line sales agent in their geographic area, or directly with Holland America Line. Guests residing in the United States and Canada, the European Union, including the United Kingdom (the "EU") and Australia will book in their local currency. In certain areas, there may be a choice of currencies. In the United States and Canada, bookings may be made in U.S. or Canadian dollars; in the EU, bookings may be made in Euros or British Sterling; in Australia, bookings will be made in Australian dollars. Guests residing in all other countries may book in U.S. dollars.

Residence will be determined based on a guest's primary residence used for Mariner Society registration.