

**HOLLAND AMERICA LINE**  
**Advertising Pricing Policy**

Every Agency advertising Holland America Line products will at all times comply with the following Advertised Pricing Policy. This Advertised Pricing Policy applies to the offering for sale of HAL products via any advertising medium, including without limitation newspaper, direct mail, magazine, catalogs, flyers, TV, radio, e-mail, Internet, and/or Internet booking engine.

1. Pricing Language.

a. Approved Rates. The Agency will advertise only “Approved Rates” and must always include the Non-Commissionable Fare in the rate shown. All rates other than Approved Rates require the express written authorization of HAL before being advertised in any media. Advertising in any media must not contain any message that states, directly or indirectly, that the Agency will sell HAL products below Approved Rates or at any special price, discount, or reduction not specifically authorized by HAL. The term “Approved Rates” shall mean:

- i. The lowest rate provided by HAL that is available to the general public; and
- ii. Rates provided to the Agency for short-term promotions that have been expressly authorized by HAL for use in advertising; and
- iii. Rates provided by HAL that are restricted to select guests that meet specified criteria and offered in compliance with the BTC; and
- iv. Rates for bookings through HAL’s Group Reservation department (“Group Rates”) when offered by the Agency.

b. Value-added Items. An Approved Rate may be combined with value-added items provided the following conditions are met:

- i. The rate charged the guest by the Agency cannot be lower than an Approved Rate.
- ii. The value-added item cannot be a discount off of the Approved Rate.
- iii. The actual or perceived total value of the value-add item(s) cannot exceed 10% of the cruise rate (including the Non-Commissionable Fare).
- iv. Non-cash equivalent items (such as hotel stays, gift items, shore excursions, etc.) can be advertised at any time.
- v. Cash equivalent items such as onboard credits, gift cards, etc. require the prior approval of HAL before being advertised.
- vi. Value-add items cannot be combined with interline fares and may be excluded from other fares at HAL’s discretion.

c. Complete Cruise Fare. It is the policy of HAL to advertise the complete cruise fare with only Taxes and fuel supplements listed separately. No reference may be made to the Non-Commissionable Fare or “port charges” (or anything similar thereto) in The Agency’s advertising or pricing statements. Fuel supplements disclosure should be displayed prominently and next to the cruise fare, and not in the disclaimer section.

2. Regional Rates: Regional rates and promotions (collectively “Regional Promotions”) may be promoted in local newspapers, radio, television, e-mail and direct mail, in the geographic area where offer applies. The Agency understands and agrees Regional Promotions may not be promoted on the Internet, unless the purchasing guest is authenticated by home city for qualification. “Regional Promotions”, “Subject to Availability”, and/or “Limited Space Available” must be stated in the terms.

3. Restricted Promotional Pricing. The Agency is responsible for ensuring compliance with the eligibility requirements of restricted promotional fares for all reservations made with HAL and shall at all times ensure that such fares are not knowingly offered or displayed to ineligible guests via any means, including through any internet or other distribution channel. If The Agency offers or displays restricted promotional fares to ineligible guests whether deliberately or due to the inability of any applicable distribution channel to prevent such display, then HAL (i) may at any time thereafter and in its sole discretion remove The Agency’s access to such rates, and (ii) reserves the right to collect the difference between the fare paid and the lowest available fare for which the guest(s) are eligible by deducting the amount from any commissions owed to The Agency under the BTC. Notwithstanding the foregoing, if an ineligible restricted promotional fare is offered or displayed as a result of a guest misrepresenting himself or herself to the Agency, HAL will not take the action set forth in clauses (i) and (ii) above and will instead collect the fare difference directly from the guest.

If the Agency fails to follow or enforce any of the restrictions in this section, HAL, in its sole discretion, may: (1) reduce or eliminate the amount of Funds payable to the Agency, (2) reduce or eliminate the commission rate payable to the Agency and/or (3) cease accepting reservations from the Agency.