TALLINK GRUPP IS THE LEADING SHORT CRUISE AND FERRY OPERATOR

STRATEGIC PLAN

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

Long term objectives toward increasing the company value and profitability:
- Strive for the highest level of customer satisfaction
- Increase volumes and strengthen the leading position on our home markets
- Develop a wide range of quality services directed to different customers and pursue new growth opportunities
- Ensure cost efficient operations
- Manage the optimal debt level that will allow sustainable dividends

Current focus is on core operations to realize past investments. Along with the optimal fleet deployment the emphasis is on the profitability improvement and deleveraging.

Current strategic cornerstones and competitive advantages:

KEY INFORMATION 2017

- **Passengers transported**: 9,755,720
- **Sales**: 46 million EUR
- **EBITDA**: 158 million EUR
- **Net Profit**: 1.25 EUR
- **Equity Ratio**: 20%
- **Book value per share**: 1.25 EUR

**WE OPERATE 7 ROUTES**

**THE PASSENGER MARKET SHARE OF TALLINK GRUPP IS 47% IN THE NORTHERN BALTIC SEA**

**HISTORY**

**OUR FLEET CONSISTS OF 14 ICE CLASS SHIPS AND HAS A VALUE OF EUR 1.5 BILLION**

**AGE OF FLEET BY VALUE**

**WE OPERATE 5 HOTELS (1300 ROOMS)**

**AS TALLINK GRUPP | Sadama 5/7 | Reg. Nr.:10238429 | Phone: +372 6 409 800 | Fax: +372 6 409 810 | E-mail: info@tallink.com | NOVEMBER 2018 | Investor Relations | E-mail: veiko.haavapuu@tallink.ee | Phone: +372 640 9914**
### Corporate Factsheet

#### Financials

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (€M)</th>
<th>Cost of sales (€M)</th>
<th>Marketing &amp; GA expenses (€M)</th>
<th>EBITDA (€M)</th>
<th>EBITDA margin (%)</th>
<th>Net Profit (€M)</th>
<th>Cash flow from operations (€M)</th>
<th>Investments (€M)</th>
<th>Loan repayments (€M)</th>
<th>Dividends (€M)</th>
<th>Cash position (€M)</th>
<th>Total assets (€M)</th>
<th>Shareholders’ equity (€M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>945</td>
<td>722</td>
<td>111</td>
<td>181</td>
<td>11%</td>
<td>59</td>
<td>192</td>
<td>14</td>
<td>198</td>
<td>13</td>
<td>82</td>
<td>1,539</td>
<td>821</td>
</tr>
<tr>
<td>2016</td>
<td>938</td>
<td>722</td>
<td>111</td>
<td>149</td>
<td>16%</td>
<td>245</td>
<td>147</td>
<td>18</td>
<td>0</td>
<td>12</td>
<td>79</td>
<td>1,539</td>
<td>810</td>
</tr>
<tr>
<td>2017</td>
<td>967</td>
<td>722</td>
<td>111</td>
<td>158</td>
<td>16%</td>
<td>44</td>
<td>130</td>
<td>16</td>
<td>89</td>
<td>20</td>
<td>89</td>
<td>1,559</td>
<td>836</td>
</tr>
</tbody>
</table>

#### Sectoral Result by Routes 2017

<table>
<thead>
<tr>
<th>Route</th>
<th>Sales (€M)</th>
<th>Result (€M)</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland-Sweden</td>
<td>24,185</td>
<td>79</td>
<td>12,930</td>
</tr>
<tr>
<td>Estonia-Finland</td>
<td>4,062,620</td>
<td></td>
<td>1,030,000</td>
</tr>
<tr>
<td>Latvia-Sweden</td>
<td>7,437,705</td>
<td></td>
<td>8,012,363</td>
</tr>
<tr>
<td>Others</td>
<td>26,087</td>
<td></td>
<td>3,770,647</td>
</tr>
</tbody>
</table>

#### Share Price Development

- **TALLINK**
  - 2015: 228
  - 2016: 260
  - 2017: 283
  - 2018: 328

#### Ownership & Management

- **CEO**: Paavo Nõgene
- **CFO**: Jānis Stalmeister
- **COO**: Andreis Hunt
- **Chief Financial Officer**: Leimbārt Kitte

#### Passenger Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Onboard</th>
<th>Ticket</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>81.3</td>
<td>51.6</td>
<td>29.2</td>
</tr>
<tr>
<td>2016</td>
<td>81.2</td>
<td>52.0</td>
<td>29.0</td>
</tr>
<tr>
<td>2017</td>
<td>80.3</td>
<td>51.4</td>
<td>28.9</td>
</tr>
<tr>
<td>2018</td>
<td>80.2</td>
<td>51.4</td>
<td>28.8</td>
</tr>
</tbody>
</table>

#### Passengers & Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Passengers</th>
<th>Cargo Units</th>
<th>Revenue</th>
<th>EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>9.0</td>
<td>308</td>
<td>965</td>
<td>181</td>
</tr>
<tr>
<td>2016</td>
<td>9.5</td>
<td>328</td>
<td>938</td>
<td>30</td>
</tr>
<tr>
<td>2017</td>
<td>9.8</td>
<td>34%</td>
<td>967</td>
<td>158</td>
</tr>
<tr>
<td>2018</td>
<td>9.9</td>
<td>36%</td>
<td>1000</td>
<td>71</td>
</tr>
</tbody>
</table>

#### Quarterly Seasonality

- **Revenue**
  - Q1: 19,160
  - Q2: 16,140
  - Q3: 24,160
  - Q4: 21,680

- **Net Profit**
  - Q1: 16,140
  - Q2: 24,160
  - Q3: 19,160
  - Q4: 16,140

### Other Information

- **WEB**: www.tallink.com

- **THE WORLD'S TOP DUTY FREE & TRAVEL RETAIL SHOPS 2016**
  - **1. Dubai International Airport**
  - **2. Changi International Airport**
  - **3. Incheon International Airport**
  - **4. Narita International Airport**
  - **5. Tokyo-Haneda International Airport**
  - **6. Seoul-Incheon International Airport**
  - **7. Bangkok-Don Mueang International Airport**
  - **8. Tokyo-Narita International Airport**
  - **9. Beijing-Capital International Airport**
  - **10. Frankfurt-Frankfurt International Airport**
  - **11. Amsterdam-Schiphol International Airport**

- **Segment Result is the Result Before Administrative Expenses, Financial Expenses and Taxes**

- **Informer AS**: 39% Baltic Cruises Holding L.P., 16% Baltic Cruises Investment L.P., 6% ING Luxembourg S.A. AB Account, 4% ING Luxembourg S.A. Client Account, 3% Nordea Bank Finland Branch Clients, 3% Citigroup Venture Capital International O.P., 2% State Street Bank and Trust Omnibus Fund OMU, 2% Cleantream Banking Luxembourg S.A. Clients 1%, Bank of New York Mellon S.A. Clients 1%