

INSERT VIDEO #1 HERE





It's great to be back!

- 84 days back in service
- 16 voyages
- Over 70k visitor days

Airlie | Brisbane | Cairns | Eden |
Newcastle | Port Douglas | Sydney





There's a Birthday!
10pm at Princess Caribbean Marina



Assembly Drill
At 3:00 PM

Sailaway Party
Up Next At 3:45 PM

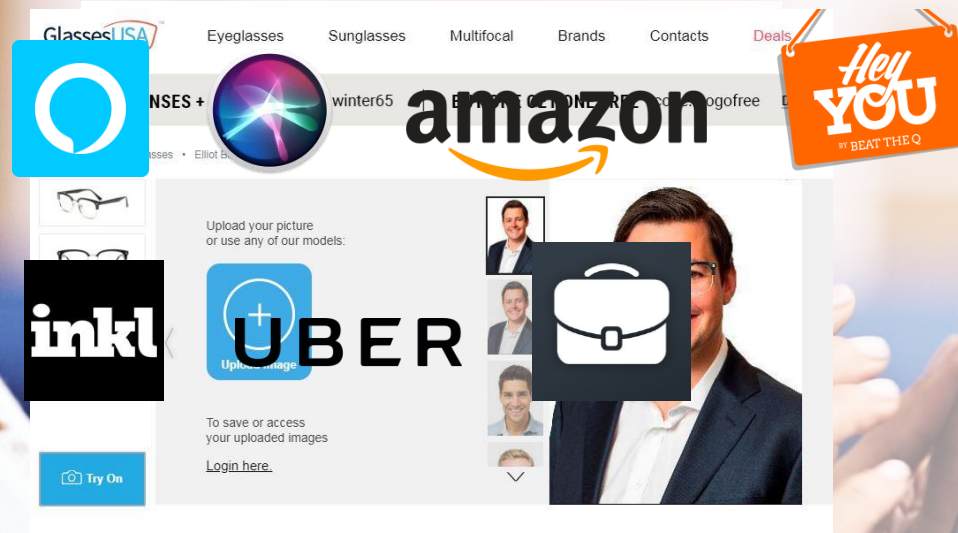
The Fountain Pool

Technology, the wow & the how



Simplicity and personalisation

ENHANCING CUSTOMER EXPERIENCES



We like living
in an increasingly
personalised world

x6

Increase in **customer
retention**



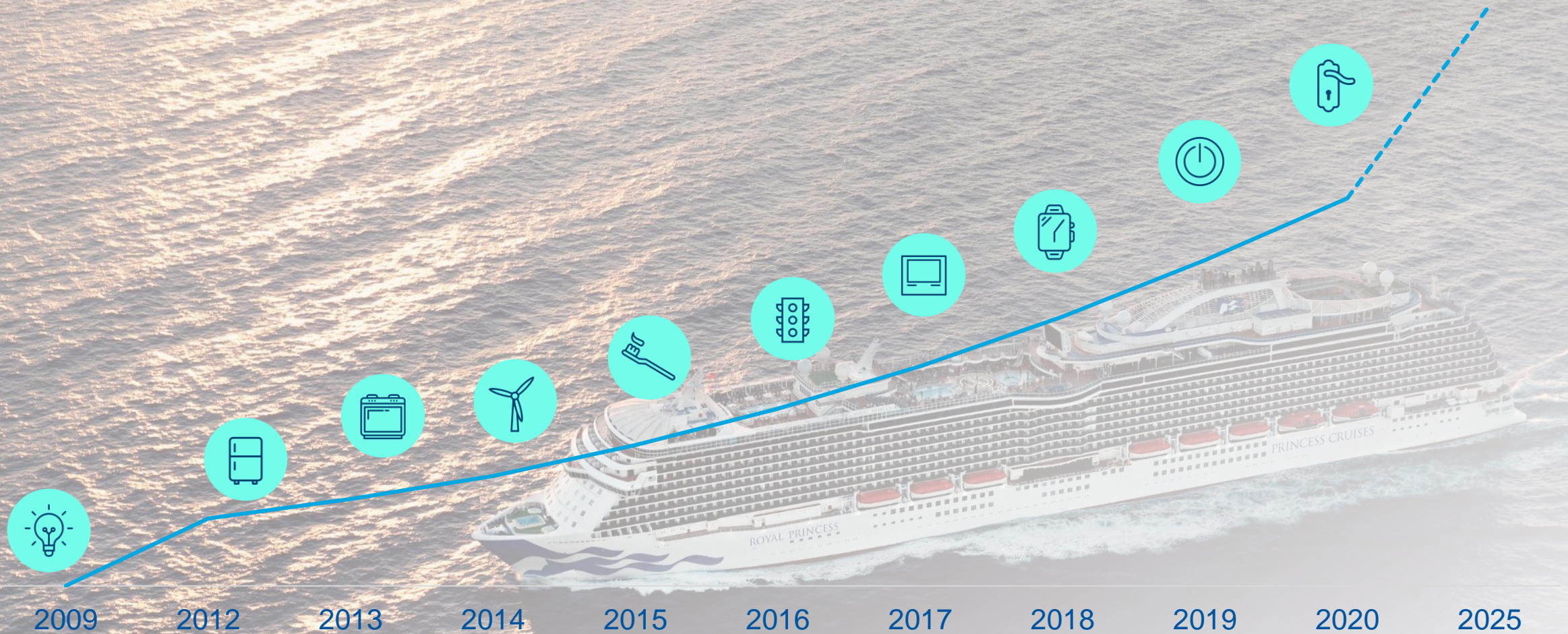


Personalising online and offline travel experiences drives customer loyalty

69%

of customers are more loyal to a company that personalized their online and offline customer experiences





**The growth of the
Internet of Things**

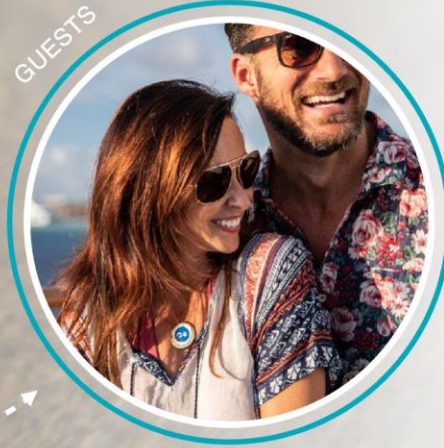
50b

connected
devices by 2025

INSERT VIDEO #2 HERE



GUESTS



The Princess Medallion

- Free to all guests
- Waterproof, heat & cold resistant, sand & salt proof
- No on-off switch, no charging, no menu to navigate
- Contains no personal information





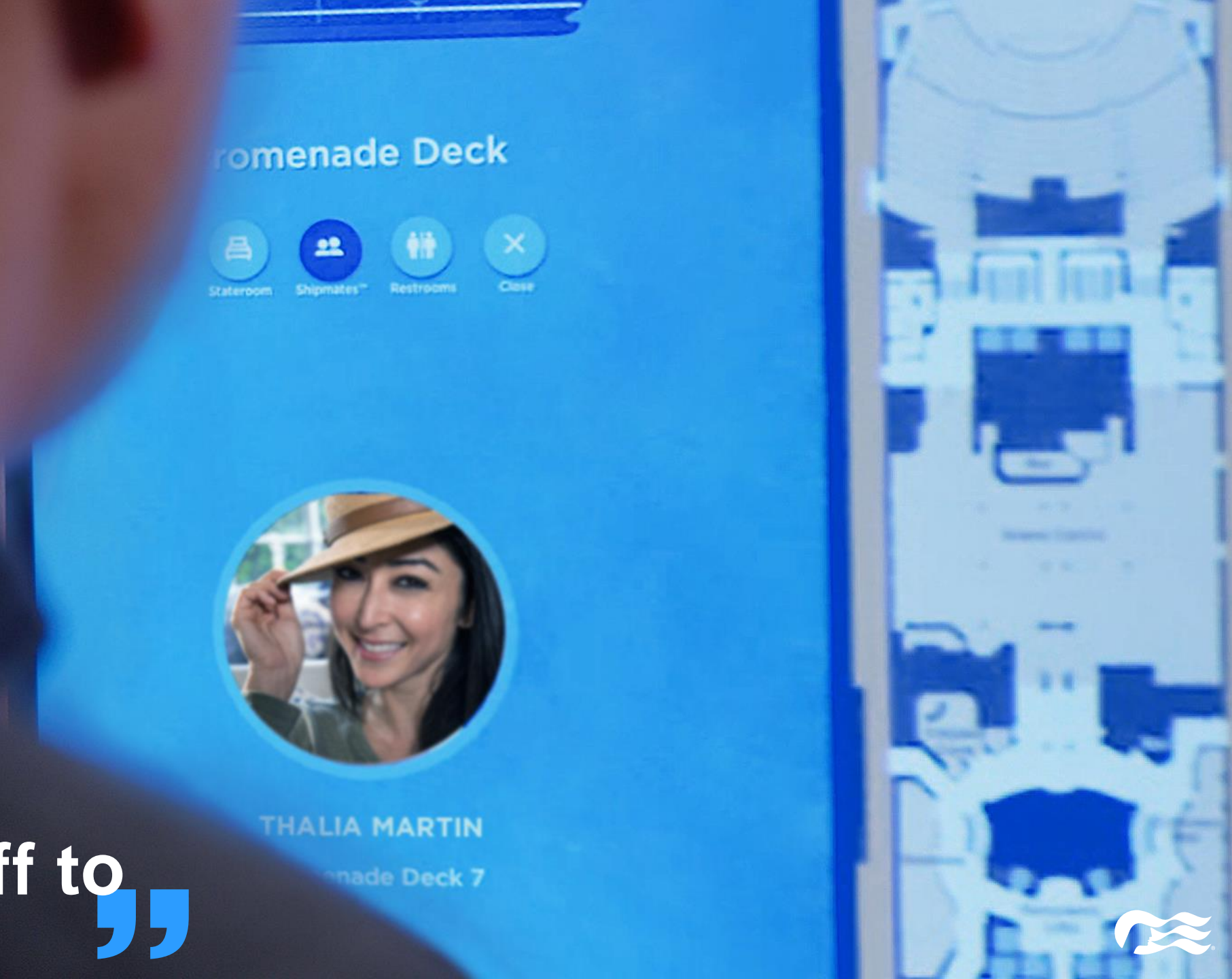
Our Secret Formula

- ▼ Friction
- ▲ Personalisation
- ▲ Connections

$$\begin{array}{c} \text{Experience Maximisation} \\ = \\ \text{Value Maximisation} \end{array}$$



“Where’s my husband wandered off to”

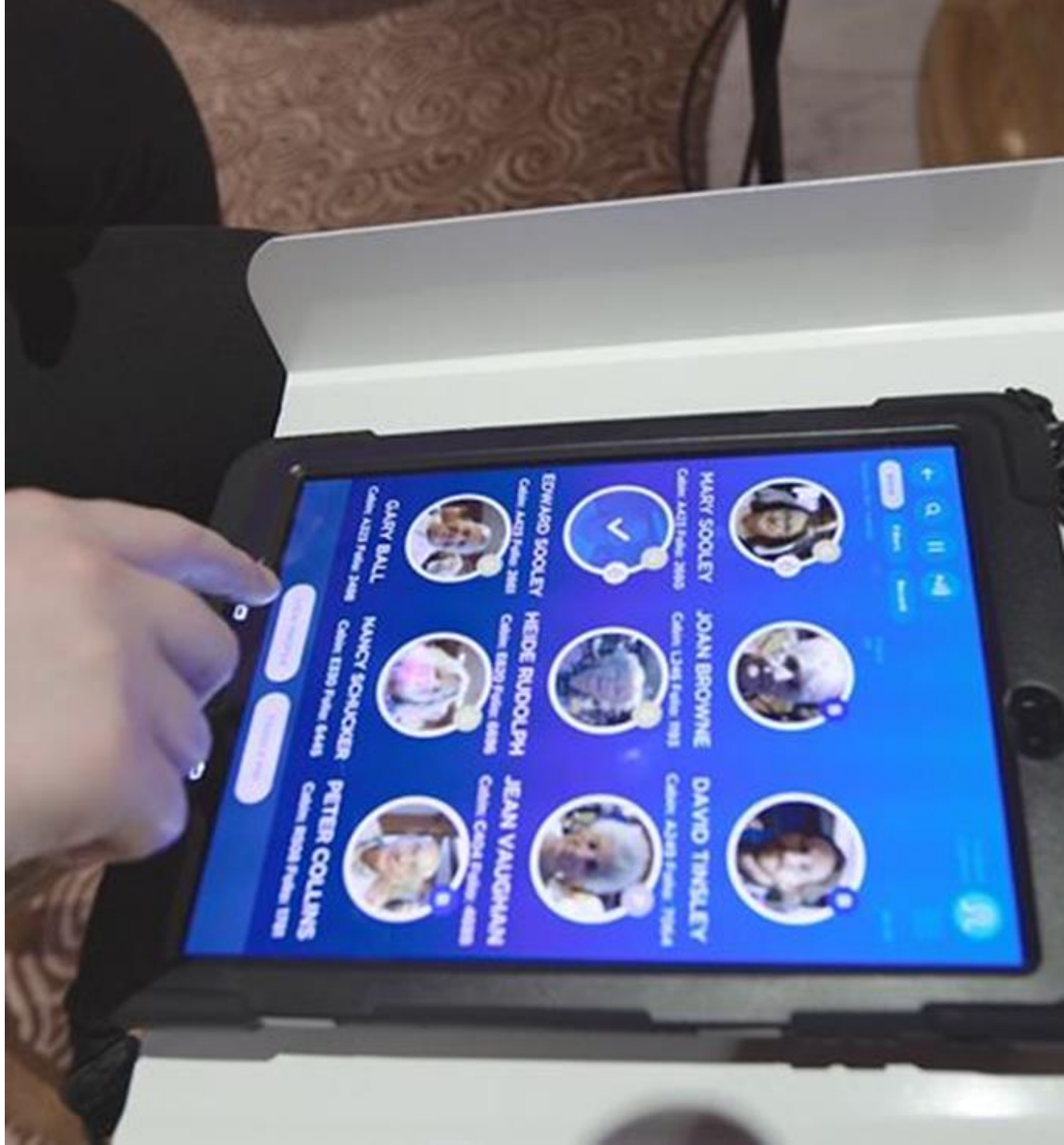




“They’re
not playing
our song”



“They’re
not playing
our song”





**“There’s
a queue at
the Bar”**





“There’s
a queue at
the Bar”



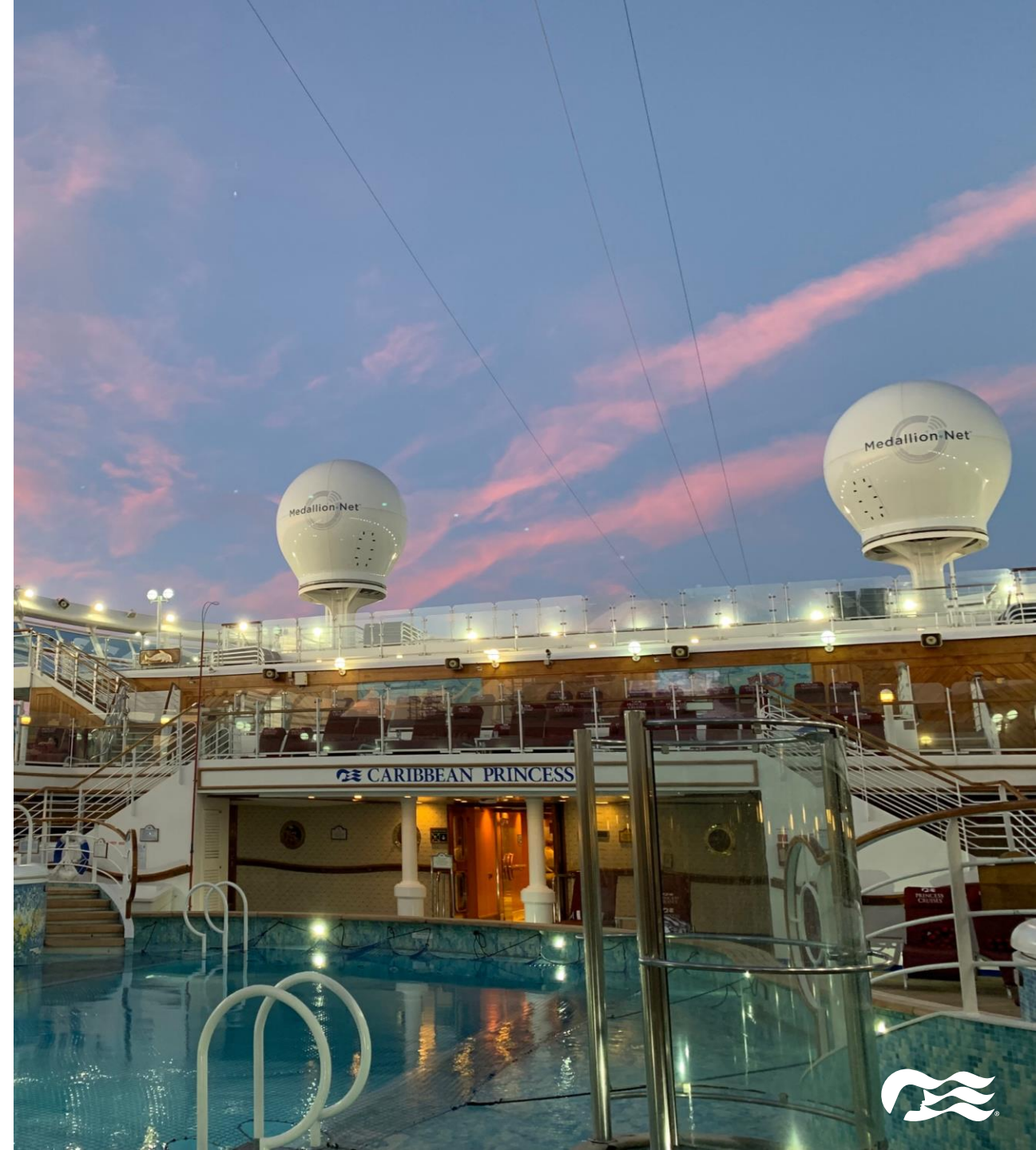


Simplification & personalisation, everywhere



The Best Wifi at Sea

- Five satellite antennae
- Fuse MEO and GEO
- 7000 access points
- 1.5 gigabits per second



**Anything.
Anytime.
Anywhere.**



**Expedited
boarding**



**The BEST
Wi-Fi at sea**



**Keyless
stateroom
entry**



**Fun wherever
you go**



**Find your
way...and your
shipmates**



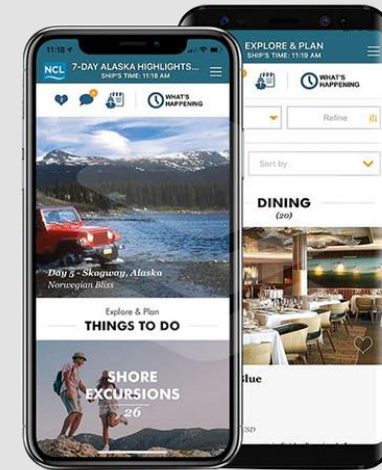


Personalisation at a scale never seen before





MSC PERSONAL ASSISTANT 'ZOE'



CRUISE NORWEGIAN



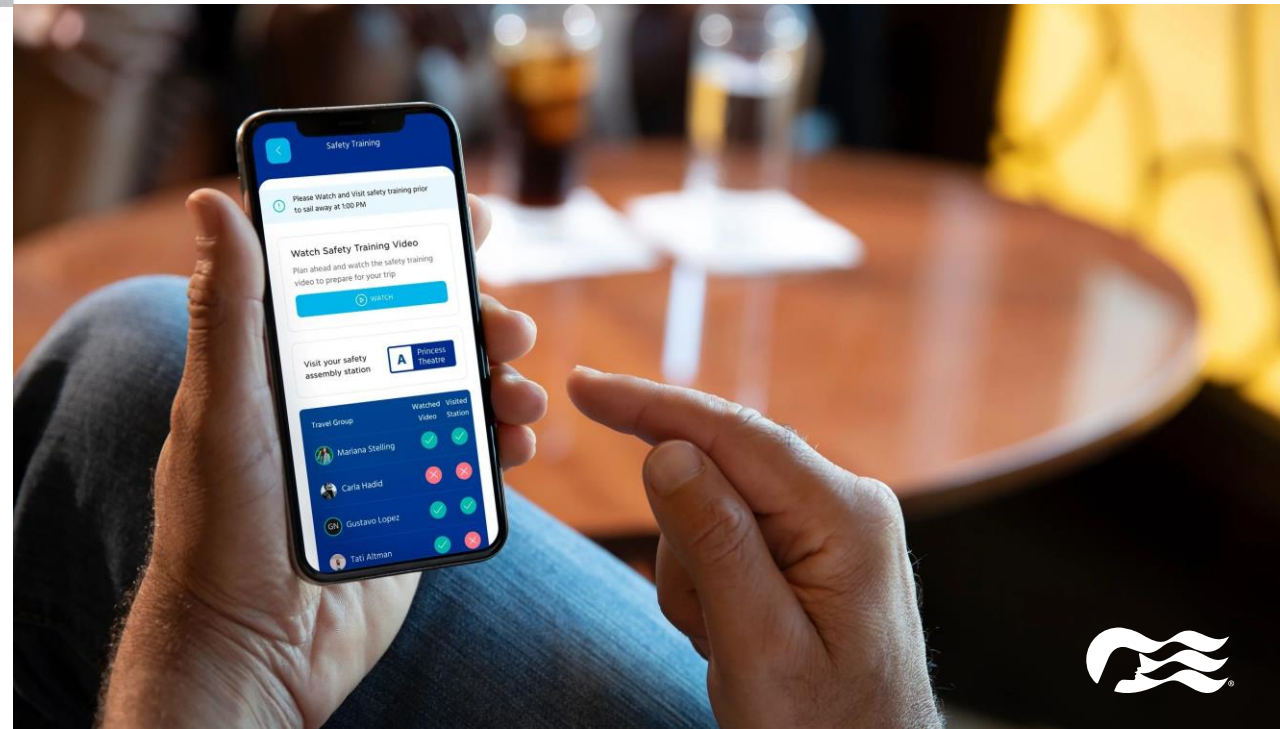
ROYAL CARIBBEAN APP

Technological advances
developing rapidly
across the industry





Continuously adding new experiences



INSERT VIDEO #3 HERE





Thank you

