



Sustainability report 2024

Maximising the positive effects of tourism,
exceeding the negative ones

A word from the CEO

► Having the opportunity to travel is a gift. To explore, learn and enjoy. At Apollo, we are convinced that enriching holiday experiences create lifelong memories. At the same time, travelling is not a given in today's world. While travelling opportunities are unlimited, the planetary boundaries are not. Climate change is the most pressing societal challenge of our time. Taking meaningful actions to ensure a sustainable future is non-negotiable.

We must balance the needs of human curiosity and desire with the demands of a sustainable planet. With this belief at our core, we are committed to deliver on our sustainability vision: minimizing the negative effects of travel while maximizing the positive ones.

In the 2024 Sustainability Report we outline our progress during the past year. We have continued to integrate sustainability into our operations, from our procurement strategies to the partnerships we build. Reducing carbon emissions, participating in industry development, and encouraging our customers to make sustainable choices are the main areas of our efforts. We have seen significant progress, including increases in

the number of certified hotels we work with and reductions in energy consumption in our offices.

In 2024, more than 700 thousand customers travelled with Apollo. This brings with it a great responsibility - and opportunity - to redefine how travelling is carried out. Through our customer base, continuous, incremental changes can be carried out at scale. As we make progress in our transition journey, we have a substantial effect on the transition at large.

Our task is to ensure that memorable holidays enriching holiday experiences also are mindful of their environmental impact.

Customers, partners, and employees, thank you for your continued support and efforts. I look forward to reaching even more significant milestones together in the years ahead. Our most important journey is still to come.

Sincerely,



Tobias Jönsson



About the report

► DERTOUR Nordic AB, part of the DERTOUR Group, has been dedicated to sustainability across all its entities for many years. Apollo, a key brand under its umbrella, established its first sustainability strategy in 2009 and achieved Travelife certification, becoming the first tour operator in Scandinavia to do so, in 2015.

This sustainability report encompasses the Apollo organization in Sweden, Denmark, Norway, and Finland, and complements the local Nordic Annual Report for 2024. The report covers the sustainability strategy

and initiatives of DERTOUR Nordic. As Apollo is a part of an international group, its sustainability endeavours also have a global influence, reflected in the group's strategy, code of conduct, policies, and goals.

The report is structured around the three standard pillars of Environment, Social and Governance. Each chapter presents our approach, our initiatives, and our results.

The data presented in this report was collected in March 2025, unless specified otherwise.

apollo 


LIME TRAVEL

DERTOUR
GROUP

Golf Plaisir



Our key achievements in 2024

20%

increase of sustainable
certified hotels

30%

of customers stayed
in a certified hotel

95%

load factor on our
charter flights

370 000 SEK

donated to SOS Children
Villages

Continued partnership
with innovation company
RenFuel

Decrease of energy
consumption in all
Nordic offices

Main DMC in Greece,
DTS INCOMING HELLAS,
Travelife partner level
awarded

**60% women
40% men**

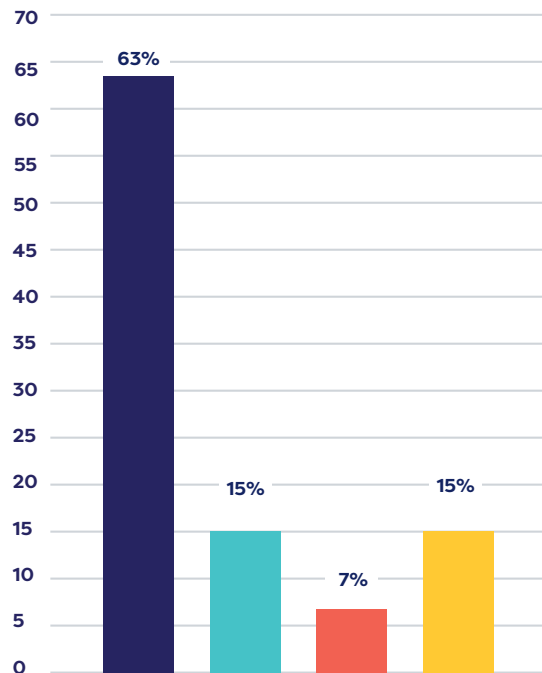
A balanced workforce
reflecting our commitment
to gender diversity and
inclusion

Our Business

▶ Apollo commenced its journey in 1986 as a tour operator specializing in Greece. Today, it has evolved into one of the leading travel companies in the Nordics. Since 2015, Apollo has been a part of the German group REWE, which has over 300,000 employees. The REWE group has a strong tradition of systematically embedding corporate social responsibility into its operations.

Apollo offers a diverse range of travel packages, including sun and beach getaways, group-skiing, fitness trips, cruises, and city breaks. Additionally, Apollo offers self-packaging options, allowing customers the freedom to select the duration of their stay, preferred airlines, and accommodation from a vast selection of hotels worldwide.

258 full time employees across the four Nordic countries.



Apollo, along with the specialist agencies Golf Plaisir and Lime Travel, constitute the DER Tour Nordic group. Apollo operates in four primary markets: Sweden, Denmark, Norway, and Finland. In 2024, approximately 675 000 customers travelled with Apollo, which is below pre-pandemic levels. In the same year, Apollo employed 258 full-time employees across the four Nordic countries, with 63% based at the head office in Stockholm, 15% in Norway, 15% in Denmark, and 7% in Finland.

Sweden

Denmark

Finland

Norway



Rewe and DERTOUR sustainability strategy

► DERTOUR Nordic is a part of the DERTOUR Group, the second largest tourism group in Europe. As an international group, we are aware of the responsibility that comes with tourism's impact on the local population and environment. It is imperative for us to protect the diversity of our planet and preserve it for future generations. This commitment also

presents an opportunity: we aim to actively shape the development of sustainable tourism across all areas of our company and align it with future needs.

We harness the power of tourism to advocate for more sustainable travel. This applies to the design

of our products as well as the development of effective measures in collaboration with our partners, political representatives, and participants in the travel industry. Our goal is to foster economic development in holiday destinations while minimizing our environmental footprint and negative impact on people and nature.

The conservation of nature in the holiday destinations.



The promotion of local cultures



The reduction of greenhouse gas emissions caused by travel



The creation of jobs under fair conditions



DERTOUR strategy for Sustainability in Tourism

► Given the multifaceted nature and complexity, it is clear: sustainability cannot be achieved overnight. Instead, it is a long and continuous process of transformation that requires thought and cooperation from all those involved. That is why DERTOUR Group have for many years

been working with the service providers, in industry initiatives and together with civil society on sustainable further developments and improvements. Over recent years, many initiatives and projects have been implemented to actively shape a more sustainable tourism in all areas of our business.

The activities are bundled in the sustainability programme “DER Welt verpflichtet” (Committed to the World). Here, strategic priorities are set to make an impact in our products and the entire value chain: Conscious Travel, Energy, Climate & Environment, Employees and Social Commitment.

Apollo, DERTOUR Nordic, sustainability strategy

► Being aware of the negative implications of tourism and travel, **Apollo has a vision which aims to "minimize the adverse effects and maximize the positive impacts of tourism."** Apollo believes in fostering cultural and human exchange, as well as embracing the opportunities created by tourism. Apollo Supports the overall sustainability strategy of DERTOUR.

Our sustainability focus

We take our responsibility seriously and we are proud of what we have achieved. Our sustainability work is centred around the three pillars Environment, Social and Governance.

Sustainable development goals

In 2015, the UN established 17 sustainable development goals (SDGs) to provide guidance and a framework for assessing and prioritizing Apollo's sustainability initiatives. By obtaining Travelife certification, Apollo has demonstrated a dedicated approach and effort across all essential sustainability

areas, including human rights, environmental stewardship, animal welfare, human resources, and procurement. Apollo has chosen to prioritize four of the SDGs for its sustainability strategy, which encompasses the entire customer journey, starting at the offices in Scandinavia, continuing through the flight journey, and ending at the destinations, involving Apollo staff both domestically and abroad, as well as suppliers, partners, and customers. Based on this strategy, an annual action plan is formulated and approved for all Apollo source markets. The action plan holds both a Nordic and a local dimension and activities and objectives both at home and at the destinations.



Sustainability risks

► DERTOUR is increasing its focus on managing risk. Below is a summary of the most important sustainability risks.

Environment and nature

Tourism lives and benefits from an intact environment, but tourism can, at the same time, damage it. The promotion of measures to preserve an intact environment, as travellers would like to experience it on vacation, is therefore an important part of our commitment to sustainability.

Customers and products

A sustainable journey is about responsible travel, about being open to the travelled destinations and other habitats, people and their cultures. Our goal is therefore to integrate sustainable aspects into our products and to create authentic holiday experiences. The satisfaction of our customers and their open feedback for improvements is also very important to us. Therefore, we have during last year also started measuring the perception of our sustainability work among our customers.

Local partners

As a tour operator, we operate worldwide. It is therefore not sufficient to design sustainability only from the point of view of the domestic market. Local partners must also get involved. We work closely with our partners and service providers in order to take into account not only economic aspects but

also ecological, social and societal issues in our supplier relationships.

Employees

Tourism is a people-to-people business. Motivated and friendly employees are in demand everywhere with their experience, their knowledge of the country and their feel for the holiday wishes of our customers. We have therefore made it our task to create conditions that promote the satisfaction and performance of all employees. Committed employees are our greatest asset!

Society

We bear responsibility for the people in the holiday countries and for their homeland. Through tourism we want to promote positive developments and create perspectives for the local people. To bundle our social commitment, we support the group non-profit association "DER Touristik Foundation".





Social

Caring for people and effectively communicating it is at the heart of Apollo's values. Our mission includes empowering our team members to realize their full potential, investing in local communities and various global initiatives, and actively working to protect vulnerable children and animals. This commitment is a core part of who we are and what have made us successful.

Inclusive workplace

► Encouraging people from different backgrounds to seek employment at Apollo, is crucial for us. Hence, Apollo aims to create an inclusive, welcoming and developing workplace.

Our people

Staff age ranges from 19 to 77. Women dominate but there has been an increase of men since last year. Male employees constitute 35% (34% last year) of Apollo workforce. Apollo has collective agreements in all countries, Denmark, Finland, Norway, and Sweden. Continuous information meetings are held both with staff and unions. All staff have pension plans and insurances. Apollo traditionally employs staff for destination work, sales, marketing, commercial production, revenue management, finance, IT, and human resources.

Health and safety

There were no major incidents or work accidents among Apollo staff in the Nordics in 2024. Sick leave rates have decreased compared to the previous year, from an average of 3.89% to 2.37% across the Nordic countries. In Denmark, the sick leave rate continued to decrease significantly in 2024, from 1.66% in 2023 to 0.46% in 2024. Sports are now part of our DNA and something we strongly encourage both our customers and employees to engage in to ensure a healthy life-

style. We conduct annual safety controls at the entire office where potential risks are evaluated. No new risks were observed during 2024.

Communication, Employee Engagement and eNPS

Traditionally, Apollo has conducted employee surveys twice a year. In 2023, we introduced a new approach to measuring employee satisfaction. Winningtemp is a tool that measures employee satisfaction in real-time and from a



holistic perspective. With Winningtemp, our employees can voice their opinions more frequently, allowing us to use continuous feedback to adjust our operations and address issues more quickly. Using the data from our continuous surveys, we have introduced several initiatives to improve the working environment at Apollo and the wellness and engagement among our staff. Among other things, we have during the year launched a comprehensive leadership program with an external partner for all manager levels in the organization. The program includes individual coaching, group discussions, and lectures. Since the launch of the leadership program, many departments at Apollo have experienced increased employee satisfaction.

Internal educations and destination staff

In 2024, we have continued to focus on internal sustainability education, especially for our destination staff. These team members have daily interactions with our customers and play a key role in communicating our commitment to sustainability. Their informed perspective on sustainability in our partnerships is crucial, so we consider their knowledge and awareness to be essential.

In 2024, we employed more than 300 staff members across our destinations. The wellbeing and motivation of our staff are crucial to our success. Consequently, we have maintained a strong focus on educating our staff both before and during their employment. We conduct regular training sessions at various destinations and through online platforms like Teams. These training sessions aim to enhance their skills, ensure they are well-informed about our values and procedures, and keep them engaged and motivated in their roles. By investing in continuous education and development for our employees, we aim to create a supportive and knowledgeable team that can provide exceptional service to our customers.



Strategic social partnerships

Apollo has formed several strategic partnerships to address various aspects of our sustainability efforts, including human rights, the sexual exploitation of children, and animal welfare. These partnerships encompass a range of activities, such as training, seminars, donations, lectures, and customer engagement initiatives. Each year, we develop an activity plan tailored to each partner to ensure focused and effective collaboration.

SOS children villages

Since 2004, Apollo has a cooperation with SOS Children's Villages in the Swedish market. As part of the company's CSR strategy, the protection of children and children's right is prioritized and the commitment to give children the opportunity to

a safe childhood and education is strong. 2015 Apollo became a partner company of SOS Children's Villages on a Nordic level. Every year money is donated directly to the work for children's right to a safe upbringing.

Apollo's travellers can also donate money in connection with their travel booking. 2024 customers donated approximately 310 000 SEK, which is in line with the donations of 2023. Both donations and collecting funds from customers are parts of the agreement and Apollo gives the freedom to SOS to decide how to allocate the donations within their villages.

During 2024 Apollo collected and donated across its offices approximately 60 000 SEK from the employees to SOS Children's Villages.

World animal protection

Since 2014, Apollo has maintained a long-term collaboration with World Animal Protection (WAP), dedicated to the welfare of animals and nature. Our partnership with WAP focuses on preventing unnecessary involvement of animals in excursions, preventing animal abuse, and avoiding the exploitation of nature in tour activities. WAP provides guidance and expertise in these areas to ensure our practices align with these commitments.

ECPAT

In 2001 Apollo signed the Code of Conduct. This means that Apollo is committed to have a policy against child sex trafficking, that all staff are trained and that customers are informed on sex trafficking and how to prevent it.



DERTOUR Foundation

The DER Touristik Foundation was established in 2014 by DERTOUR, the parent company of Apollo, with the aim of consolidating the group's social commitments. A broad and effective network has since developed: collaborating with non-profit associations, foundations, and organizations, the DER Touristik Foundation is committed to making a sustainable and holistic impact in promoting education for children and young people, development aid, and the preservation of ecological habitats and biodiversity. Today, the foundation funds nearly 100 projects in 28 countries across five continents.

Education plays a crucial role, and since 2014, more than 70 school construction projects have been completed worldwide. Additionally, the foundation supports several initiatives that ensure education and practical vocational training, particularly in countries such as Cambodia, Vietnam, and Tanzania.

Since 2022, we have concentrated on the internationalization of the foundation. In this period, the international subsidiaries, including Apollo, have joined the foundation as full members and actively support the association's efforts. The DER Touristik Foundation is continually evolving and remains successful in making a significant positive impact.

100

School construction projects have been carried out in 20 countries across five continents.



Purpose of the DERTOUR Foundation

- ▶ Promoting youth welfare
- ▶ Promoting education for children, adults, and vocational training
- ▶ Promoting development and education
- ▶ Promoting nature conservation and environmental protection
- ▶ Promoting animal welfare





Environmental

Climate change is one of the most critical challenges our world faces today. Tourism accounts for approximately 8% of global carbon emissions, with flights, boats, accommodations, and various activities all contributing to tourism's carbon footprint. As a leading leisure travel provider in the Nordic region, Apollo recognizes that we are part of the issue; however, we are equally committed to being part of the solution. Our focus is on making a positive impact in collaboration with our partners, customers and employees.


Charter flights and high occupancy

It is a fact that flying has a negative impact on the environment. However, the charter model, characterized by very high cabin factors and primarily direct flights without intermediate landings, proves to be a highly efficient way of flying. In 2025, Apollo achieved a cabin factor of approximately 95%. Additionally, Apollo carefully selects airline partners, evaluating these partnerships continuously. Apollo mainly collaborates with large, established airlines that operate modern and fuel-efficient fleets, including SAS, Finnair, and Emirates.

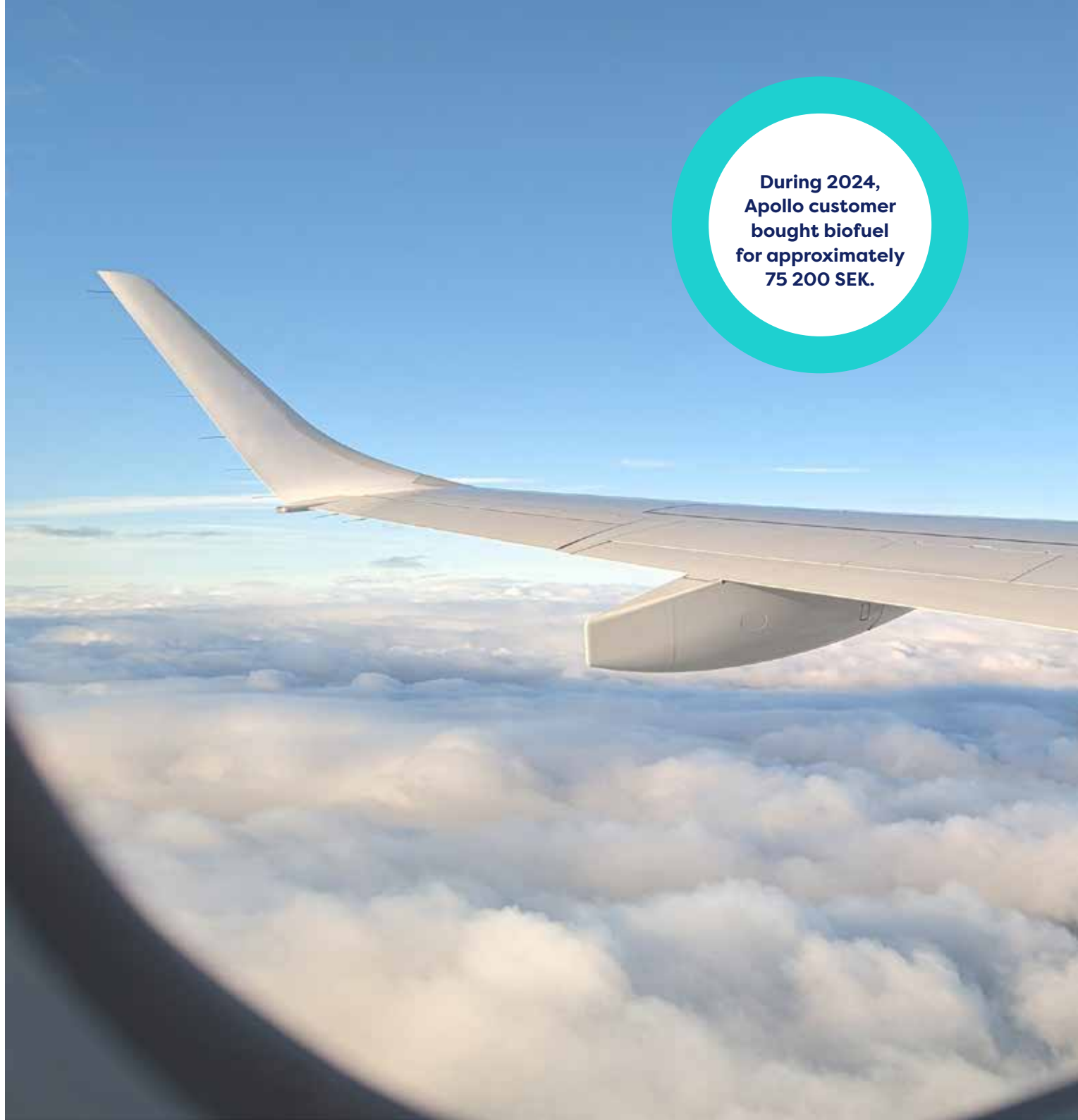
Carbon off-setting

During 2019 major analyses were carried out on the effects of carbon off-setting referring to flight travels. Apollo then concluded not to proceed with mandatory offsetting for clients but to continue to offer the opportunity if desired.

As a result, Apollo decided to identify and evaluate another form of sustainability activity with more direct impact on emissions. As a first step, from October 2023 Apollo has offered travellers to buy biofuel upgrades when flying with our airline partner Braathens. During 2024, Apollo customer bought biofuel for approximately 75 200 SEK.



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Certified hotels

During 2024 many hotels with a sustainable approach and operation got Travelife and/or Green key (re-)certified. Apollo today offers 244 Travelife and Green Key certified hotels. A goal over the years has been an increase of 10 % yearly which was also reached in 2024, with an increase of 22%. In 2024, 16% of all Apollo contracted hotels were certified, compared to 14.4% in 2023.

244

**Travelife and Green Key
certified hotels**

We constantly focus on motivating and rewarding our hotel partners to obtain sustainability certifications. Strict sustainability requirements are applied to Apollo's conceptualized hotels, which must either already hold a certification or be in the process of obtaining one. In 2024, 29.5% of our customers stayed in certified hotels, compared to 27.8% in 2023.



29,5%

**of our customers stayed
in certified hotels**

Local partners and DMCs

Local partners and destination management companies (DMCs) are also included in this work and a significant number of Apollo local DMCs managed during the last two years to get the acknowledgement of a Travelife certificate or partnership. Our main DMC in Greece, DTS, has during 2024 been awarded with the Travelife Partner level award. The award recognizes long-term efforts of DTS Hellas S.A. regarding sustainability and Corporate Social Responsibility. Our DMC partners Go Vacation (GV) in Asia and South Africa holds either a Travelife Certification or Partnership certification. Initiatives to motivate noncertified DMC's and local partners through the Travelife Platform continue.



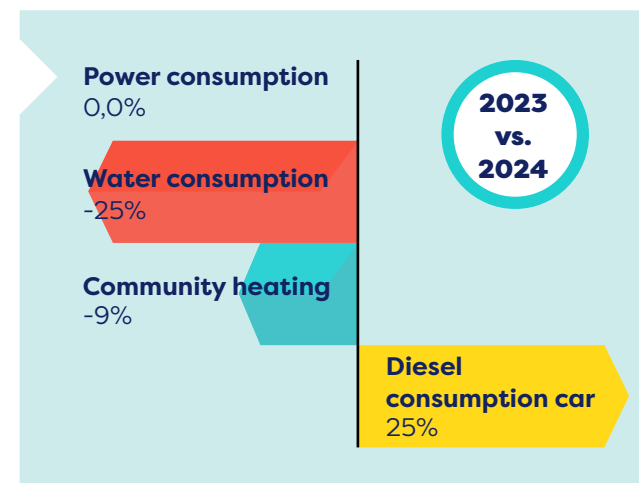
Apollo offices

Strict procurement guidelines are set, and the environmental and sustainable aspect is a compulsory part of the procurement policy. Areas covered include office materials, cleaning supplies, coffee and fruits, printing and copying, service agreements, and more.

All corporate agreements include obligatory clauses requiring a functioning sustainability framework. All cans and tins are recycled, as well as paper and plastics. Batteries and bulbs are collected separately, and low-energy lamps

are mandatory. Unnecessary travel is avoided in favour of online meetings. Paper reduction is a key focus in our digital environment, aligning well with Apollo's sustainability strategy.

In 2024, Apollo significantly reduced its energy consumption in all areas except for diesel consumption by cars. This could potentially be explained by an increase in physical meetings and greater presence in the office. However, this area will be carefully addressed in 2025.



Strategic environmental partnerships

Apollo and Renfuel have entered into an agreement and collaboration to support the development and commercial use of biofuel for airplanes based on by-products from the pulp industry. The three-year project has been approved and funded by the Swedish Energy Agency.

Renfuel is a Swedish innovation company in the bioenergy sector. Their dedicated researchers, employees, and owners, with their extensive knowledge of the forest industry and green chemistry, strive to replace fossil fuels with

sustainable alternatives such as bio gasoline and biodiesel. The company's groundbreaking technology converts lignin and free fatty acids into lignin bio-oil, LIGNOL®. This can then be refined into bio gasoline, biodiesel, and sustainable aviation fuel in existing refineries, replacing fossil oils. LIGNOL® is a practical solution to achieving a fossil-free vehicle fleet by 2030.

Apollo will support Renfuel's research primarily through advisory services, by providing networks and contacts within the tourism industry, and by





Governance

Our governance framework is the foundation of our work. It ensures we always act responsibly and transparently. It also helps us track our progress and measure our impact, so we can keep improving. This fiscal year, we have developed our measurement to include customer perceptions of our sustainability work.

External audits – Travelife

► Operated by ECEAT-projects, the Travelife system provides online training and practical tools for sustainability planning, management, and reporting. Upon compliance with the Travelife standard for tour operators and travel agencies, the travel company can obtain the “Travelife Certified” status. The Travelife management requirements comply with ISO 14001 and EMAS III standards. The performance requirements include the full set of ISO 26000 and OECD Corporate Social Responsibility guidelines which include labor conditions, human rights, environment, biodiversity, and fair business practices.

Customer feedback and measurements

In 2014 a decision was taken to strive for a Travelife certificate for tour operators and in early 2015 Apollo was acknowledged for its work with the certificate. In 2017 the Travelife certificate was renewed and thus valid for another three years. In 2021 a new Travelife evaluation round has been initiated and so far in every round the criteria and requirements have increased in number and severeness. In 2022, Apollo was audited by Travelife and certificate was renewed again and thus valid for an additional three years. 2025, Apollo will undergo the Travelife audit process again.

In the second half of 2024, we started measuring customer awareness and associations regarding Apollo and sustainability. We track this through external assessments in our brand tracking, where customers rate how sustainable they perceive Apollo as a brand, and through internal measurements after customers have traveled with us, where we ask about their familiarity with our sustainability efforts. The results from the external measurement showed that 5.4% of customers associate us with sustainability, whereas the internal survey revealed that customer awareness of our sustainability efforts is quite low (2.3 on a scale of 5). Consequently, we have set clear targets for improvement in 2025 – aiming for 6% of customers to associate us with sustainability and a score of 3 in our internal measurement.



Policies

Anti-bribery and corruption policy

Apollo Code of Conduct for employees contains guidelines of how to behave and act in relation to business partners, suppliers and customers. Apollo expects all its suppliers to comply with all international, national and local laws, regulations and codes relating to anti-bribery and anti-corruption. This is stated in the DER Code of Conduct for employees and the Supplier Code of Conduct for partners. Apollo had no cases of corruption reported 2024.

Supplier Code of Conduct At the destinations Apollo encourages all partners to work with sustainability in a structured and organized way. All partners in the destinations, hotels and destination management companies are bound to follow and respect the Supplier Code of Conduct. It is part of the commercial agreement, and any breach can lead to a termination of the cooperation. The code of conduct contains clauses and rules on everything from human rights to references to international and national laws. The Code of Conduct also includes environmental requirements on all partners regarding energy and water consumption, handling and disposal of chemicals and animal welfare. Basically, all hotels are checked by the responsible Contracting

Manager prior to going into cooperation and the Suppliers Code of Conduct is gone through thoroughly on spot.

Work environment policy

Apollo strives to create a work environment in which wellbeing is seen as natural and health risks are managed with awareness. The work is done together with the employees and the work environment is adjusted to the employees' needs in order to create and maintain a healthy and safe organization. The Policy was updated in 2021 in cooperation with an external company with expertise in work environment. This year, Apollo has re-launched the leadership trainings for managers.



Equality Plan against Discrimination and Degrading Treatment

Apollo emphasises the employees' equal rights and opportunities. The equal value of all individuals forms the basics of all work at Apollo. There is zero tolerance of all kinds of discrimination, harassment and degrading actions. The aim of the equality plan is to support the equal rights of all employees irrespective of:

- ▶ Gender
- ▶ Transgender identity or expression
- ▶ Ethnicity
- ▶ Religion or other belief system
- ▶ Disability
- ▶ Sexual orientation
- ▶ Age

Individual Development Policy

All staff should have 1-3 annual performance reviews and continuous 1:1 meetings with their managers are encouraged. Apollo organizes study trips to the destination countries to foster employee engagement. 2025 several successful trips have been carried out.

Remote Work Policy

The Remote Work Policy has been up-

dated to meet the employees' wishes regarding working from home/remotely. However, we still believe that the office is our main place of work for our business, and we encourage our people to spend a majority of their working time in the offices.

IT Policy

Apollo Nordic is following the Rewe Group policy on Secure Handling of IT Systems and Information as well as the Group Policy on the Protection of Personal Data (GDPR).

The Nordic IT department is also working dedicatedly to promote sustainability internally. Among several things:

- ▶ We are reusing laptops, phone- and hardware with assistance of 3StepIT.
- ▶ We have migrated the majority of our data storage to cloud storage. While it is not immediately evident as a more sustainable alternative, it should be, as the servers of cloud providers are used more efficiently due to capacity being shared among many users.

