



Sustainability report 2023

Maximising the positive effects
of tourism, exceeding the
negative ones

A word from the CEO

► Belonging to the second largest tourism organization in Europe, with strong global presence across destinations, entails significant responsibility and the potential to affect positive change. Apollo is committed to dedicated, transparent, and long-term efforts. While acknowledging the drawbacks and implications of tourism and travel, we firmly believe in the benefits and opportunities they bring. Generating jobs and stronger local economies. Contributing to improved welfare. And fostering diversity and inclusion through human interaction.

The pandemic fundamentally changed the tourism industry. After a few pressing years, the industry is showing signs of recovery. Travel demand is surging again, in the wake of restrictions and limited travel. Perhaps, the desire to travel has never been stronger.

We are thrilled to resume operations in all existing destinations, while being excited to announce new additions. Together with our partners in the destinations and in our source markets, we are committed to advancing our shared vision of a more sustainable tourism industry – characterized by responsible travel.

Apollo has continued to develop its sustainability strategy and its initiatives during

2023. I am proud of the fact that we have developed our commitment to the DERTOUR Foundation, an initiative founded in 2014 by the owner group of DERTOUR, with the aim of consolidating the Group's social commitment. The foundation finances more than 80 projects in 26 countries, the majority of which aim to provide local communities with opportunities to reduce poverty and inequality, protect natural habitats, and promote animal welfare.

We have also continued to engage in research initiatives and industry collaborations. One milestone last year, is that Apollo has entered into an agreement and partnership with Renfuel – a Swedish innovation company in bioenergy. The goal is to technically and commercially establish a certified biofuel based on residual from the pulp industry.

Lastly, I would like to thank all staff and customers who have continued to believe and trust us. Together we make it possible to continue travel and experience the world – with respect and sensitivity to our globe, to humans and to animals.

Sustainability is non-negotiable. Our aim is to continue to improve travel. To drive responsible travel. We look forward to sharing that journey with you.



Tobias Jönsson

About the report

► Der Touristik Nordic AB, a part of the Der Touristik Group, has been steadfastly 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 2023.

The report covers the sustainability strategy and initiatives of DER Touristik Nordic. As Apollo is a part of an international group, its sustainability endeavors 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 May 2024 unless specified otherwise.

apollo 



LIME TRAVEL

DERTOUR
GROUP

Golf Plaisir



Our key achievements in 2023

25%

increase of sustainable certified hotels

95%

Load factor on our charter flights

376 000 SEK

Donated to SOS Children Villages

New partnership with RenFuel

Increased focus on internal sustainability educations

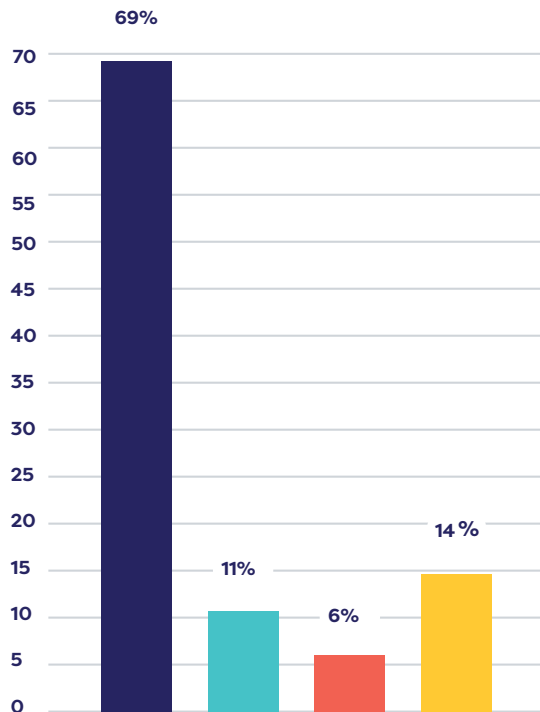
Decrease of energy consumption in all Nordic offices

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 get-aways, 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.

281 full time employees across the four Nordic countries.



Apollo, along with the specialist agencies Golf Plaisir, Lime Travel, and Xtravel, as well as the sports resorts Playitas, constitute the DER Touristik Nordic group. Apollo operates in four primary markets: Sweden, Denmark, Norway, and Finland, typically serving approximately 1,000,000 travelers in a standard year. However, in 2023, amid ongoing recovery from the pandemic, the Ukraine war, and a challenging financial climate, approximately 660 000 travelers journeyed with Apollo. In the same year, Apollo employed 281 full-time employees across the four Nordic countries, with 69% based at the head office in Stockholm, 14% in Norway, 11% in Denmark, and 6% 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 within Europe. As an international group, we are strongly aware of the responsibility arising from tourism's impact on the local population and environment. We need to protect the diversity of our earth and preserve it for future generations. This commitment also gives us

an opportunity: we want to actively shape the development of sustainable tourism in all areas of our company and align it with the future.

We harness the power of tourism to specifically advocate for more sustainable travel. This applies to the design of our products as well as the

development of effective measures jointly with our partners, with political representatives and participants in the travel industry. We want to foster economic development in the holiday destinations while reducing our environmental footprint and negative impact on people and nature.



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, DERTOOUR Nordic, sustainability strategy

► Vision 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 DERTOOUR.

Our Sustainability focus

We take our responsibility seriously and we are proud of what we have achieved. However, we are still at the start of the journey and there is still a lot to be done. Our sustainability work are 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 jour-

ney, 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

DERTOOUR 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 travelers 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 traveled 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.

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 founded the non-profit association "DER Touristik Foundation e.V." in 2014, which brings donations to where they are needed.





Social

Caring for people and communicate it, is in the DNA of Apollo. Among many things we aim to bring out the best of the people working in Apollo, we invest in local communicates and programmes around the world and we actively work to protect vulnerable children and animals.

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 18 to 74. Women dominate but there has been an increase of men since last year. Male employees constitute 34% (27%) 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 2023. The sick leave rates have decreased from previous year, ranging from 1,66% to 3,89% in the Nordic countries. In Denmark there has been a significant decrease from 1.92 in 2022 to 1.66 in 2023. Efforts are made to encourage training, sports, and a healthy lifestyle to all Apollo employees. We conduct safety controls at

the entire office each year where potential risks are evaluated. No new risks were observed during 2023.

Communication, Employee Engagement and eNPS Apollo has traditionally sent out employee surveys twice per year. During 2023 a new way of measuring employee satisfaction was agreed on. Winningtemp is a tool that measures employee satisfaction in realtime and from a holistic perspective. Withi Winningtemp, our employees can make their voices heard much more often and we can use the continuous feedback to adjust the way we work and adress issues quicker.

Internal educations sustainability

In 2023, there has been an increased emphasis on internal sustainability educations. In particular, efforts have been directed towards enhancing the awareness and understanding of sustainability among staff in our destinations. These initiatives aim to increase their knowledge about sustainability and raise awareness of Apollo's sustainability initiatives.



Strategic social partnerships

Apollo has during the last years created several strategic partnerships, selected to cover the different areas of the company sustainability work, such as human rights, sexual exploitation of children, animal welfare etc. The partnerships include a lot of dimensions such as training, seminars, donations, lectures, and customer activities. Each year an activity plan for each partner is developed.

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. 2023 customers donated approximately 316 000 SEK, which is an increase of 27% compared to 2022. 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 thin their villages. During 2023 Apollo collected and donated across its offices approximately 60 000 SEK from the employees to SOS Children's Villages.



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World animal protection

Since 2014, Apollo has a long-term collaboration with World Animal Protection (WAP) committed to the welfare of animal and nature. Unnecessary involvement of animals in excursions, abuse of animals, unnecessary exploitation of nature in excursion activities are examples of areas, where Apollo has cooperated and has been advised by WAP. Along with other activities not in line with the requirements of the DER Touristik Group Animal Welfare Guideline

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 DERTOUR Foundation was founded in 2014 by DERTOUR, the owner of Apollo, to bring together the group's social commitments.

Today, the foundation funds more than 80 projects in 26 countries, the majority of which aim to empower local communities to reduce poverty and inequality, protect natural habitats, and promote animal welfare.

Education plays an important role, and since 2014, more than 50 school construction projects have been carried out in 21 countries across five continents. Additionally, the foundation supports several projects that ensure education and practical vocational training, for example in Cambodia, Vietnam, and Tanzania.

Environment, animal protection, and the conservation of natural habitats are also among the DERTOUR Foundation's priority areas. The foundation supports various projects worldwide that either work directly on these issues or aim to raise awareness about them.

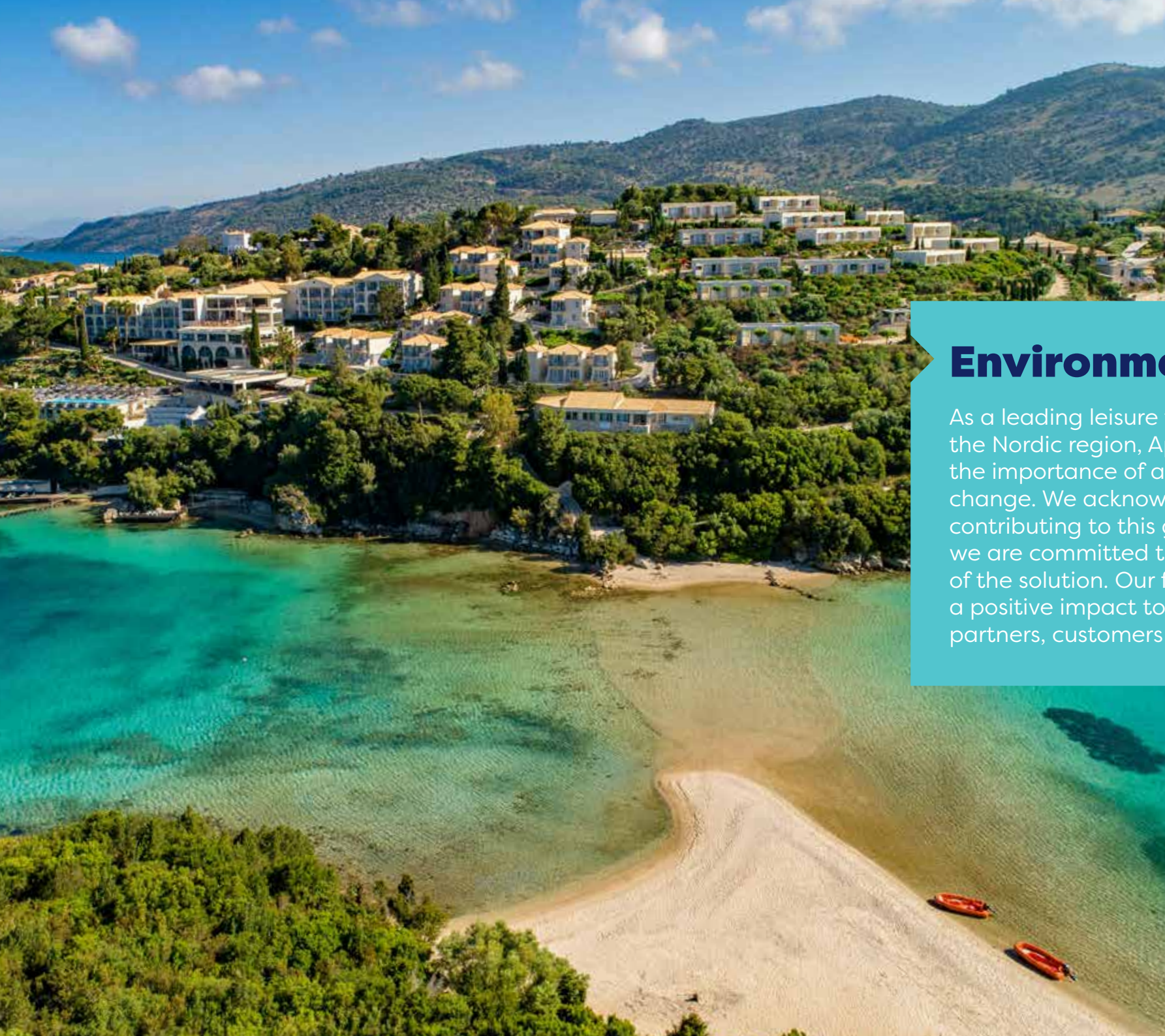
Purpose of the DERTOUR Foundation

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

< 50

school construction projects have been carried out in 21 countries across five continents.





Environmental


As a leading leisure travel provider in the Nordic region, Apollo recognizes the importance of addressing climate change. We acknowledge our role in contributing to this global issue, but we are committed to also being part of the solution. Our focus is to make a positive impact together with our partners, customers and employees.

Charter flights and high occupancy

It is a fact that flying has a negative impact on the environment, but the charter model with very high cabin factors and with most of the flights being direct flights without intermediate landings, must be considered as an utmost efficient way of flying. During a normal year, Apollo's flights usually reach a cabin factor of 96-98%. During 2023, Apollo's cabin factor ended up at 95%, slightly lower than historical figures, due to challenging marketing conditions. Airline partners are continuously selected with care and Apollo mostly works with large, established airlines with a modern and fuefficient fleet such as SAS, BRA, Finnair and Emirates airlines.

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 travelers to buy biofuel upgrades when flying with our airline partner BRA. The last two months of 2023, customers bought biofuel for approxiamtely 19 000 SEK.



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Certified hotels

During 2023 many hotels with a sustainable approach and operation got Travelife and /or Green key (re-)certified. Apollo today offers more than 200 Travelife and Green Key certified hotels. A goal over the years has been an increase of 10 % yearly which was also reached in 2023, with an increase of 25%. We constantly focus on motivating and rewarding our hotel partners to obtain a sustainability certificate. Strict sustainability requirements apply for Apollo's conceptualized hotels where they either already need to have a certificate or are in the process of obtaining one.

200

Travelife and Green Key certified hotels

Local partners and DMCs

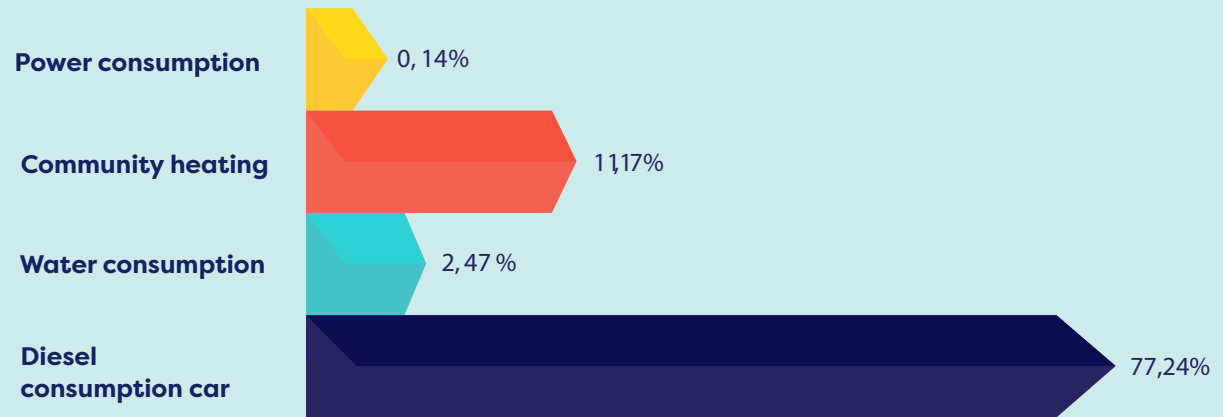
Local partners and destination management companies (DMCs) are also included in this work and a significant number of Apollo local DMCs managed during the last two years to get the acknowledgement of a Travelife certificate or partnership. Our main DMC in Greece, DTS, has during 2023 undertaken several sustainability initiatives and is currently in the process of applying for the Travelife audit. 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 that have been covered: office material, cleaning material, coffee and fruits, printing and copying, service agreements etc. All corporate agreements have compulsory clauses on the necessity of having a functioning sustainability work. All cans and tins are recycled as well as paper and plastics. Batteries and bulbs are collected separately. Low energy lamps are a must. Unnecessary traveling is avoided, and online meetings are used instead. Paper reduction is key in a digital environment and goes well with the Apollo sustainability strategy.

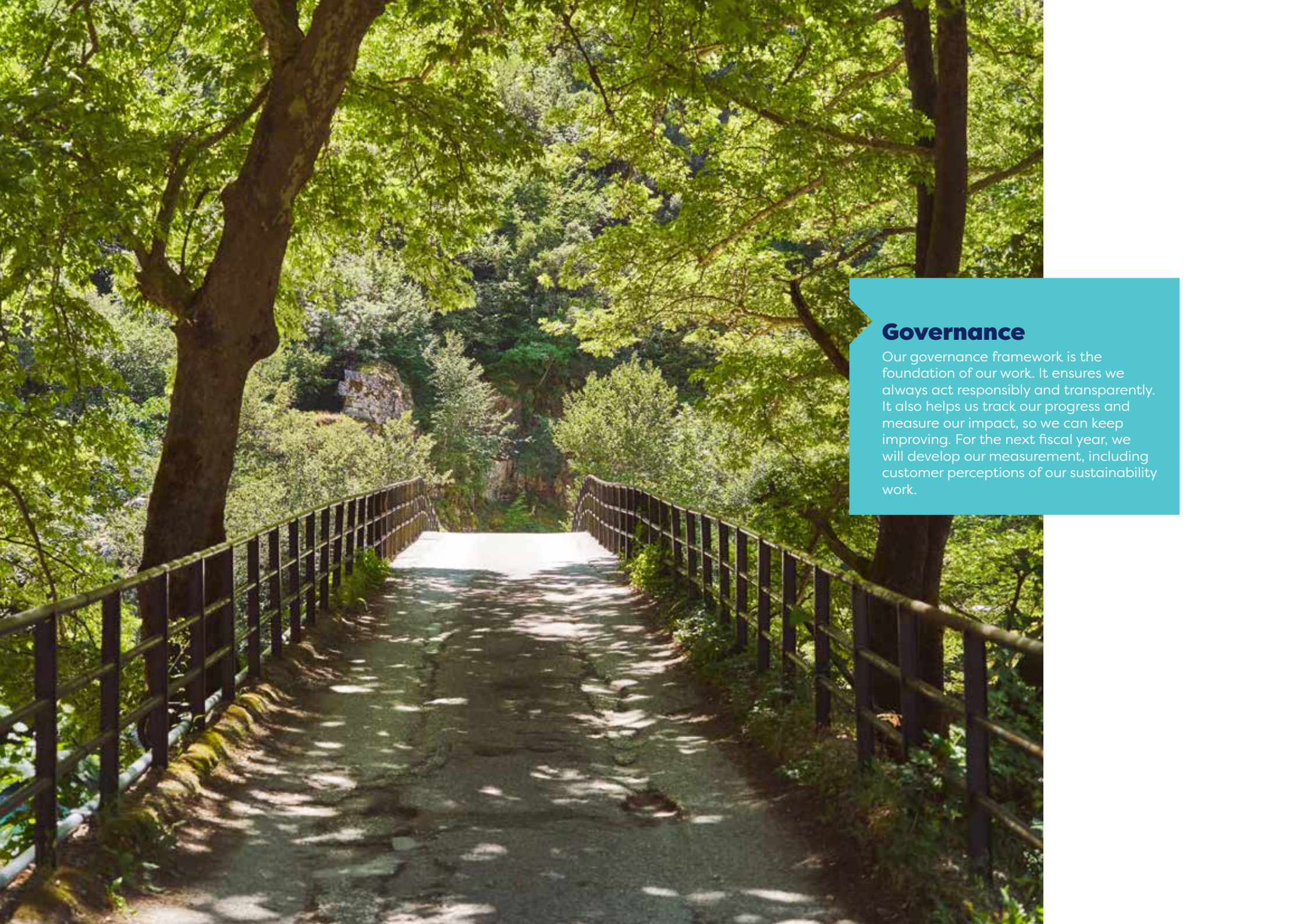
During 2023, Apollo has decreased its energy consumptions significantly in the offices.



Strategic Environmental partnerships

Renfuel and Apollo have concluded an agreement and collaboration to support the development and commercial use of biofuel for aircraft based on residual products from the pulp industry. The three-year project have been approved and financed by the Swedish Energy Agency. Apollo will primarily support Renfuel's research with advising and network/contacts in the tourism industry as well as communication efforts.





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. For the next fiscal year, we will develop our measurement, including 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.

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.

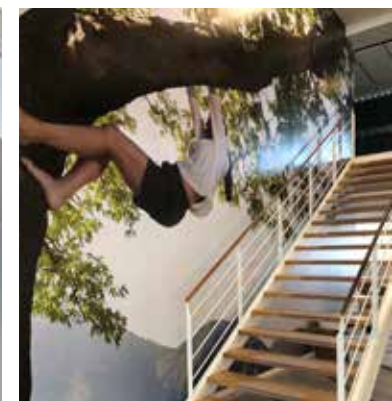
Policies

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 irrespectively 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 meeting with their managers are encouraged. Apollo organizes study trips to the destination countries to foster employee engagement. The study trips were paused during the pandemic but have been re-launched 2023 and several successful trips have been carried out.

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 dedicately to promote sustainability internally. Among several things:

We are reusing laptops, phones 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.

Remote Work Policy

The Remote Work Policy has been updated 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 meet as often as possible.

BILD