

# CARE

## **BUSINESS WITH CARE ALLER LEISURE A/S**

**ALLER LEISURE'S BUSINESS WITH  
CARE POLICY**

**ALLER LEISURE A/S**

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# Introduction

Aller Leisure A/S runs a travel business with care, and wants to contribute to a more sustainable development – socially, environmentally and ethically. We are aware that the travel industry – especially through transport – has a significant environmental impact. This is why we are deciding to actively work with the areas where we can exert influence and create positive change.

The *Business with care* policy is based on the three pillars of ESG – environmental, social and governance – as an overall framework for our internal and external work with environmental, social and governance issues.

The policy applies to all companies in the Aller Leisure group in Scandinavia (Denmark, Norway and Sweden), and forms the basis for specific initiatives and underlying guidelines.

*Business with care* must contribute to greater transparency and continual improvements in our work with the environment, social conditions and business ethics across our group and in cooperation with our suppliers and other stakeholders.

A number of the policy areas are described in more detail in the Aller Group *Code of Conduct*, which defines the overall framework.

This policy is not exhaustive. Conducting business with care and improving behaviour is an ongoing process where we never achieve a final goal, but where we can continuously develop and substantiate our efforts.

Simon Pauck Hansen  
CEO, Aller Leisure A/S



# Values

Our efforts to conduct business with care are rooted in Aller Group's shared values: to be **creative**, **dedicated** and **professional**. These values are a natural part of our approach, and form the basis for how we run and develop our business – both in-house, in our customer relationships and in our cooperation with the outside world.

# Mission for Care

At Aller Leisure, we create travel experiences that expand our horizons – we believe that travelling helps to create a more connected world. Our mission is to provide unique and meaningful tours that contribute positively to our customers' lives while recognising the impact we make.

We are **creative** when we develop tours that not only provide memorable experiences, but which also lead to greater understanding and respect across cultures.

We are **dedicated** to turning our ambitions into action – and work persistently to create results with care.

We are **professional** in how we run our business – so that our choices demonstrate respect and care for our customers, employees and business partners.

With this approach, *Business with care* is not just a policy, but an integral part of the way we operate as a travel business.

# Vision for Care

We strive to run our business with care, with a desire to promote sustainable development balanced with sound business development. We want to contribute to a travel industry where travel experiences, the way in which they are organised and the underlying decisions are based on a conscious and caring philosophy.



## Internal management: Business practices and compliance with standards

At Aller Leisure, we recognise that care comes from within. Good corporate governance and transparency in our work with care are the foundation for a healthy business and for the trust placed in us by our employees, customers and business partners.

Based on our values – of being creative, dedicated and professional – we work with governance in line with the Aller Group *Code of Conduct* and other policies. We are committed to following applicable legislation and international standards.

We see conducting business with care as an important element in our strategic plans, supporting the group's long-term development and value creation across our companies in Scandinavia.

We are also working to strengthen the transparency of our work with care, and will in future share our initiatives and results more systematically so that employees, customers and business partners gain an insight into how we translate care into action.

- Care in our business is rooted in the board of directors, and is part of our strategic management agenda. The work is supported by a cross-functional working group with participants from key business functions.
- We follow applicable legislation, demonstrate high business ethics and honour agreements and terms.
- We are working towards Travelife certification, which further commits us to actively address environmental, social and responsible business practices, both internally and in cooperation with our partners. Read more at [travelife.info](http://travelife.info).
- We do not tolerate corruption, discrimination or unethical behaviour, and we support this with a whistleblower scheme where concerns or violations can be reported anonymously. Read more at [whistleblower scheme](#).
- We protect personal data in accordance with GDPR and focus on IT security for both customers and employees.
- Sustainability efforts are systematically reported through the biennial Travelife report and annually at group level in accordance with the EU's Corporate Sustainability Reporting Directive (CSRD) and European Sustainability Reporting Standards (ESRS), with a focus on creating transparency about our progress and experiences in working with care.
- The Aller Group's overall work with governance and data management in accordance with CSRD also covers the *Business with care* policy. The policy thus acts as a local supplement, and supports the centralised processes that are anchored at group level.
- The *Business with care* policy is assessed every other year and developed in line with the business.

# Internal management: Social conditions and human rights

Aller Leisure's employees are a central part of our business and its development. We want to foster a healthy, inclusive and professional workplace where care and respect are the foundation – and right across our companies in Scandinavia. We see responsible working conditions as a prerequisite for well-being, quality and long-term value creation, as well as for building trust with respect to customers and business partners. We are extending this focus to our business partners, and are working to ensure that human rights and decent working conditions are embedded in the value chain.

- Well-being has a high priority at Aller Leisure. We are committed to maintaining a healthy, safe and inclusive work environment with conditions that are – as a minimum – compliant with current legislation. This applies across all our workplaces in Scandinavia.
- We have a clear employee policy that clarifies both employer and employee responsibilities.
- We have established an occupational health and safety (OHS) organisation with employee representation to ensure systematic work with well-being, safety and health in the workplace.
- We prioritise learning and competence development through professional supplementary training and internal environmental and sustainability training.
- We offer internships and apprenticeships as part of our corporate social responsibility for training.
- We support conscious and caring leadership by offering targeted leadership development, among other things through leadership programmes.
- We ensure an ongoing focus on employee satisfaction through systematic measurements, including eNPS (employee net promoter score).
- We promote diversity, inclusion and equal treatment, and support a culture where discrimination in recruitment, employment, training and career development is not accepted.

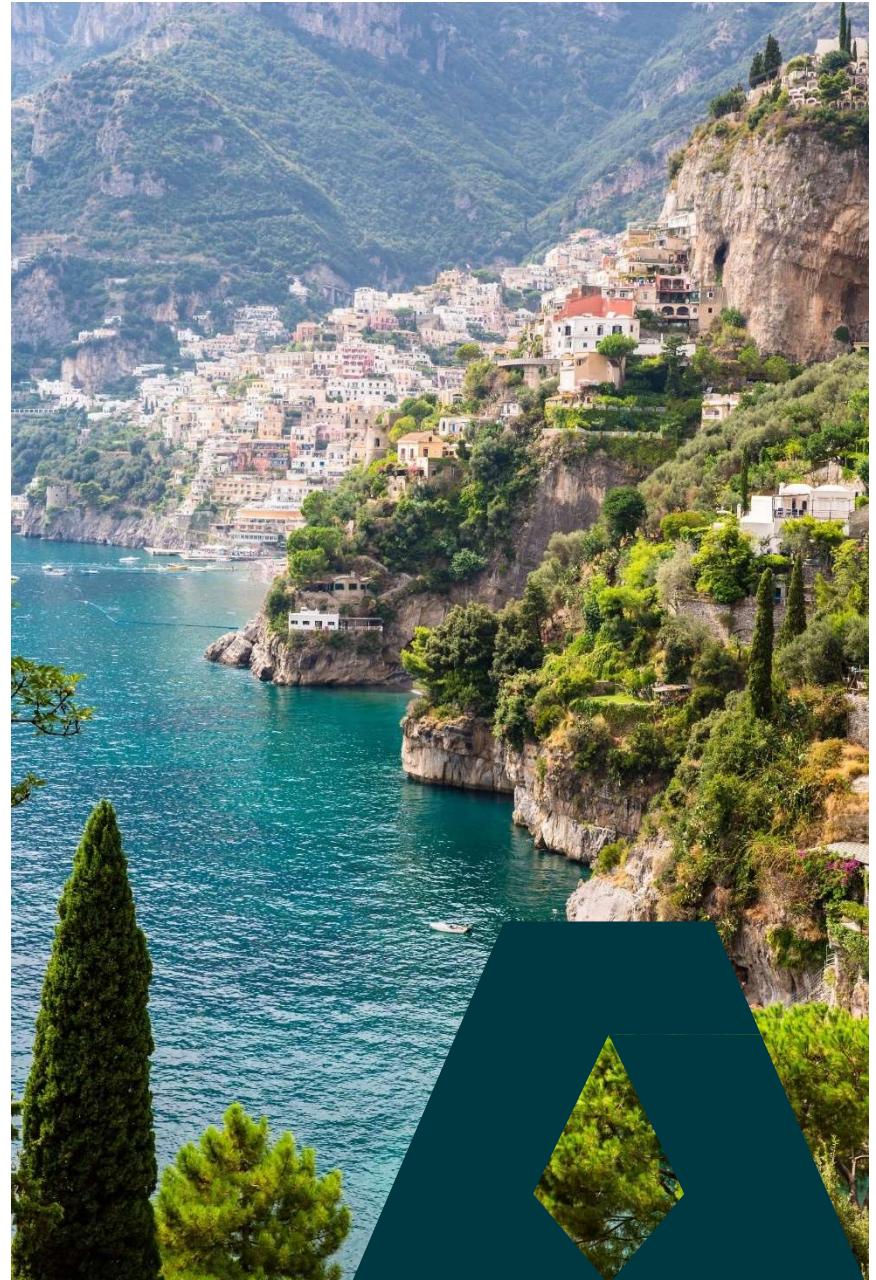


# Internal management:

## Environment and community relations

Aller Leisure recognises its environmental impact as an event and travel business, and wants to work to reduce its environmental and climate impact while contributing to improvements where possible. We believe it is crucial to take responsibility for the things we can directly influence within the group, and therefore work to reduce our impact in terms of energy consumption, water consumption, waste and other resource impacts in our own offices and daily operations. Our internal environmental efforts also contribute to strengthening employee awareness of responsibility and sustainability, and are thus embedded in both our culture and operations.

- We prioritise energy efficiency, and are working systematically to reduce energy consumption by implementing solutions and measures that support energy-saving behaviour wherever possible.
- We ensure a systematic framework is in place for waste sorting and recycling at all locations.
- We follow the principles of the waste hierarchy, and are committed to minimising waste, increasing recycling and promoting circular solutions, including the responsible reuse of IT equipment.
- We want to promote the purchase of products that can be used in circular systems, and aim for a higher proportion of organic ingredients in our canteen operations as part of our environmental and health efforts.
- We work systematically to reduce internal resource consumption, including the consumption of plastic and paper, with a focus on promoting digitalisation in daily operations.
- We are increasing digital customer communication in order to gradually reduce the volume of printed catalogues and travel documents.
- We endeavour to use circular resources, including recyclable materials in printed matter and other commercial products.
- We offer the use of online video meetings where possible to reduce internal transport and associated emissions.
- We are basing future company car schemes exclusively on electric vehicles as part of the company's climate action.



# External management: Suppliers and partnerships

Aller Leisure is aware that, as an event and travel organiser, we are part of a global value chain that impacts both people and the environment. Therefore, we are continually working to reduce our carbon footprint and promote tourism with care and respect for nature, culture and biodiversity.

This applies not only to the group's own operations and local environments, but also through dialogue, collaboration and the gradual development of our supplier relations. We are committed to ensuring that our choice of suppliers increasingly reflects our *Business with care* principles, and this is something we are developing gradually and with a long-term perspective.

At Aller Leisure, our fundamental approach is not to turn our backs on entire destinations because of sustainability challenges. Instead, we actively engage in dialogue with suppliers to exert a positive influence and contribute to improvements where the opportunity exists to make a difference.

- We actively work with key suppliers and partners, and seek to promote improvements in their sustainability performance by engaging and influencing positively.
- We work to ensure that key suppliers and partners are aware of and share our *Business with care* principles, which we seek to promote through dialogue and collaboration.
- We seek to build closer partnerships with key suppliers which offer the greatest opportunities for us to influence responsible practices.
- We are gradually introducing systematic supplier evaluation with a focus on *Business with care*, including documentation, dialogue and improvement opportunities.
- We prioritise local suppliers where possible and relevant out of a desire to support local communities and reduce environmental impact.
- We expect our partners to comply with applicable national laws, including labour rights regulations.
- Future contracts oblige suppliers to comply with applicable national laws and international standards on wages and labour and human rights - including zero tolerance for child labour and forced labour.
- We engage in dialogue with suppliers regarding corrective actions for non-compliance. Failure to take corrective action may result in termination of our cooperation.





## External management: Destinations, excursions and tour leaders

Aller Leisure offers travel to destinations all over the world, and wants to promote travel experiences characterised by care and respect – both through our travel products and the information we pass on to our guests. We strive to minimise any negative impacts on the destination in order to promote more sustainable development.

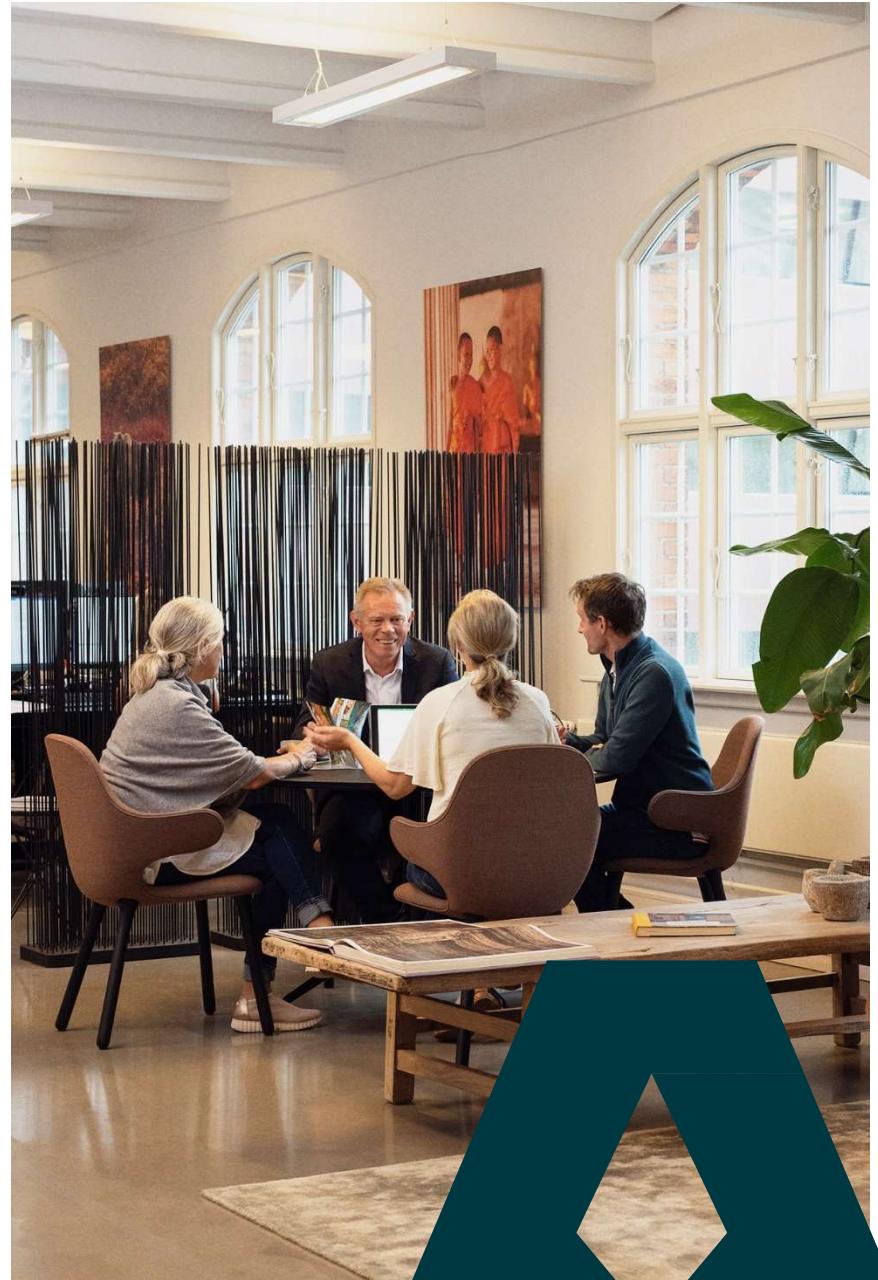
- As part of our commitment to caring for culture, nature and local communities, we guide guests on responsible behaviour at our destinations.
- We do not offer excursions, experiences or activities that are deemed harmful to animals, the environment or local communities.
- We do not offer excursions where wild animals are kept in captivity, although we do support recognised wildlife rehabilitation initiatives with a focus on conservation and learning.
- Aller Leisure has decided that all the group's agencies will join World Animal Protection and follow the organisation's animal welfare principles.
- We do not work with companies that capture, exhibit, sell or trade in wild animals, endangered plants or other vulnerable natural and cultural assets.
- We ensure that all Aller Leisure destination employees have a written contract of employment with clear working conditions.
- Where possible, we seek to collaborate with local guides, drivers and other staff, always provided they have the necessary qualifications, so as to support local employment and respect for culture and the community.
- We instruct Aller Leisure's tour leaders in responsible communication with a focus on care for the culture and nature at the destination.

## External management: Customer communication and transparency

Our customers are important, and we want to create trusting and long-term relationships centred on customer experiences and safety. Therefore, we prioritise our customers' peace of mind, and work to ensure honest, clear and well-informed communication at every stage of the trip.

In pursuing our *Business with care* policy, we emphasise the importance of transparent customer dialogue based on integrity. At the same time, we are committed to protecting personal data and ensuring safe and trustworthy travel experiences.

- We protect customer data and ensure a high level of confidentiality and data security in accordance with GDPR.
- Customers receive travel information and practical recommendations prior to departure to promote responsible travel experiences. Where relevant, we organise travel and culture guides to help travellers experience local culture, nature and society in a conscious and caring manner.
- Customers receive contact information and access to a 24-hour emergency phone during the tour.
- We systematically measure customer satisfaction, and use the results in our ongoing development of services and products.
- We have clear procedures in place for handling customer enquiries and complaints.
- Through open and informative communication, we ensure that our customers can make well-informed choices that support conscious and caring travel.



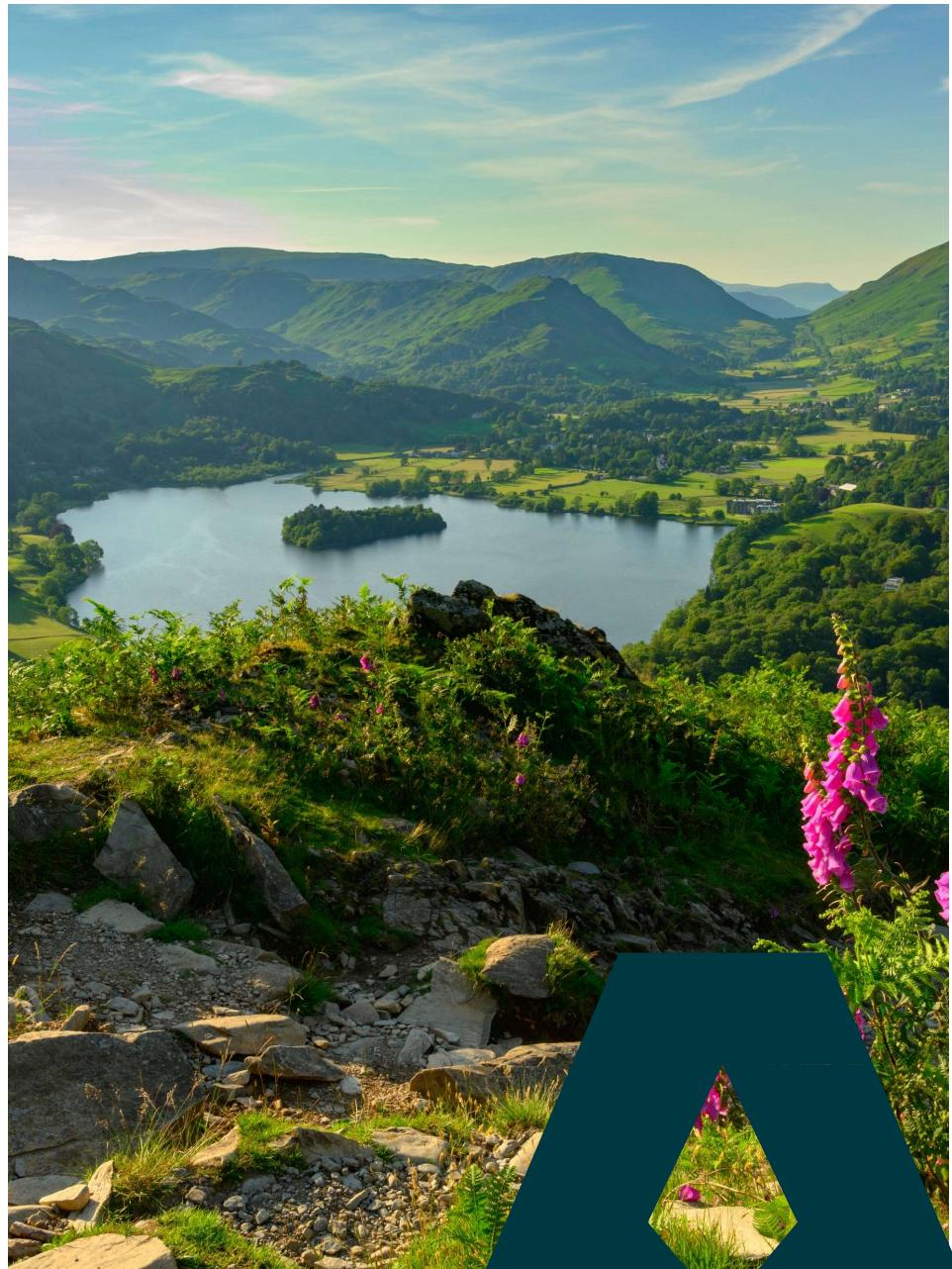
# External management: UN SDGs and future development

We recognise the United Nation's 17 Sustainable Development Goals (SDGs) as a global framework for sustainable development, and we have selected three goals that we are continually working with in our reporting, strategy and daily operations.

- SDG 8 - Decent work and economic growth: Target 8.9 *"Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products"*  
We are collaborating with local suppliers to promote local cultural experiences on tours and to support job creation at the destinations. We are working to promote responsible working conditions - both internally and in collaboration with suppliers.
- SDG 12 - Responsible consumption and production: Targets 12.b and 12.6 *"Develop and implement tools for sustainable tourism" and "Encourage companies to adopt sustainable practices and reporting"*  
We are working for more sustainable tours through responsible operations, waste handling and supplier development. Travelife certification supports this work. We are integrating 'responsibility' in our communication and reporting to promote transparency and continual improvements.

SDG 17 - Partnerships for the goals:  
Target 17.16 *"Enhance global partnership networks for sustainable development results"*  
*We actively participate in multi-stakeholder platforms such as Travelife and Danmarks Rejsebureau Forening (REJS) (Association of Danish Travel Agents and Tour Operators). These collaborations enable knowledge-sharing, joint tool frameworks and scale effect in our ESG efforts - for example through the creation of joint monitoring methods and reporting templates.*

CSR-D  
We actively participate in the Aller Group's implementation of the EU's Corporate Sustainability Reporting Directive (CSRD). This will ensure the structured documentation of our efforts and results while supporting transparency in our future reporting.



## The policy - scope and definitions

This policy applies to all companies in the Aller Leisure A/S group in Scandinavia, and which include Gislev Rejser, Nilles Rejser, Smilrejser, Stjernegaard Rejser, Nyhavn Rejser, Gaia Travel, Aller Travel, Billetkontoret and Alive.

The policy provides a common framework for working with *Business with care*, and sets the direction for our efforts directed at the environment, social conditions and business ethics.

When we say 'care', it covers our approach to running a business with integrity and while showing respect for and being attentive towards the people and environments with which we engage. Transparency refers to the openness we want to convey in this work - through sharing knowledge, results and learning - while respecting internal operational and business relationships.

## Implementation and follow-up

This policy translates into specific objectives, action plans and sub-policies, which are developed and maintained by the working group in collaboration with relevant departments and brands.

The policy is binding for all employees at Aller Leisure and is anchored in the management. The policy must be read in the context of the Aller Group's joint policies. In the case of discrepancies, the group's policies apply.

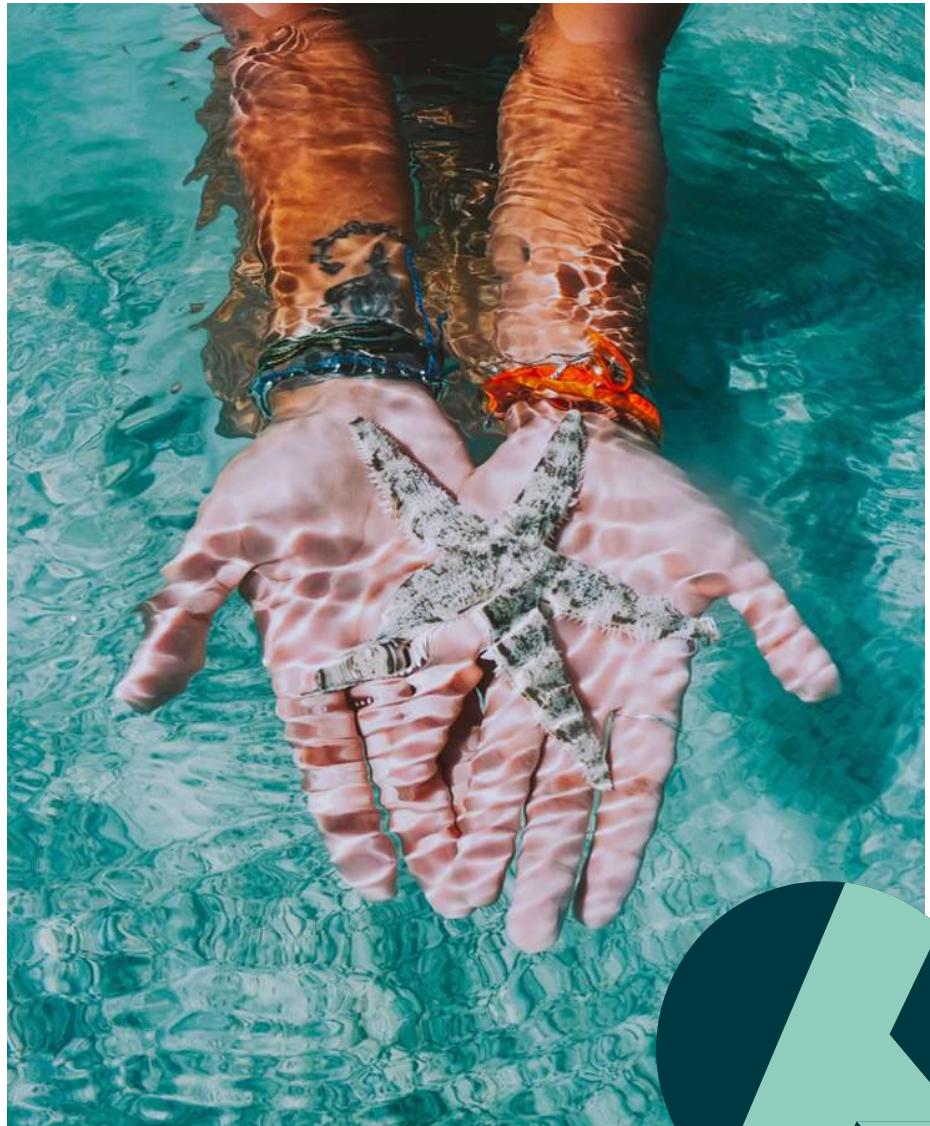
Aller Leisure's work with responsibility is evaluated once a year, and the policy is revised every two years to ensure updates in relation to current legislation, standards and experience.

## Conclusion and publication

With this policy, the Aller Leisure group commits to conducting its business with care and respect for people, the environment and society - with an ambition to create long-term value for our customers, employees and business partners.

The *Business with care* policy is published on the Aller Leisure A/S website and on the websites of all group brands.

This policy is based on Travelife's criteria, and reflects our ambition to contribute to a more responsible travel industry. We are navigating a complex reality, and working continually to make a positive difference.



## Appendices and references

The Aller Group's *Code of Conduct* can be found in full via the following link/QR code:

<https://aller.com/wp-content/uploads/2025/07/Aller-COC-202506DA.pdf>



The Aller A/S *CSR report* 2023/2024 can be found via the following link/QR code:

<https://aller.com/rapporter/>



The Travelife Sustainability Framework can be found via the following link/QR code:

[https://www.travelife.info/index\\_new.php?menu=home&lang=en](https://www.travelife.info/index_new.php?menu=home&lang=en)





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