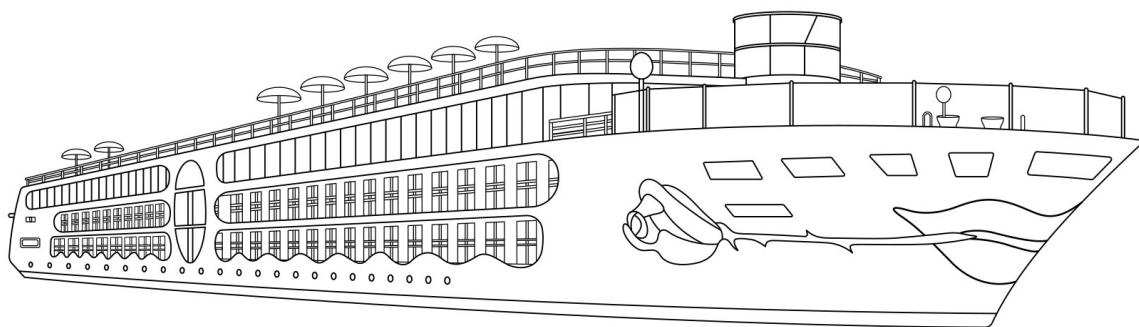




A-ROSA SENA

PRESS KIT



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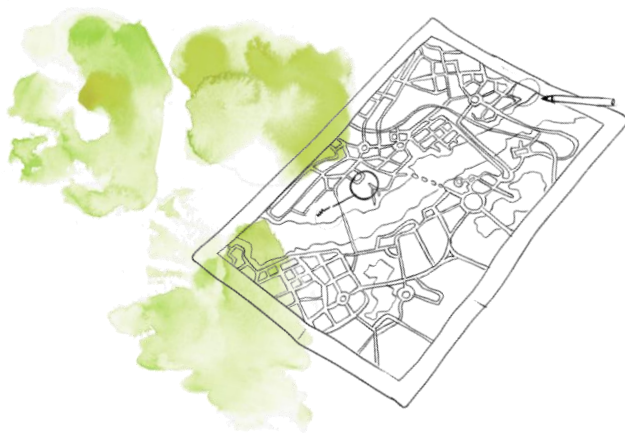
The A-ROSA brand: *history and development*

A-ROSA is a premium, European river cruise company, which was established in 2000 as a subsidiary of P&O Princess Cruises and is currently owned by UK-based investor Duke Street, CEO Jörg Eichler, and COO Markus Zoepke. The river cruise line's 13 vessels explore a wide variety of destinations on the Danube, Rhine/Main/Moselle, Seine, Rhône/Saône and Douro, offering city and nature tours as well as curated themed itineraries.

The company operates offices in Rostock/Germany, Chur/Switzerland, Cardiff/UK and Sydney/Australia and currently employs around 840 people from 25 different nations.

Providing exceptional choice and flexibility, voyages range from 4 to 16 nights, making it the perfect choice for guests seeking short breaks, as an add-on to any European holiday, and for river cruise enthusiasts looking for comprehensive itineraries. A-ROSA's vessels offer outdoor grill stations, bars, lounges and restaurants in a relaxed environment, contemporary and spacious outside cabins with a combination of windows and Juliet balconies and luxurious balcony suites, complete with on board pool or whirlpool, board shop, beauty & massage centre, gym, panorama sauna and relaxation area and outdoor features such as putting green, shuffleboard and giant chess.

In the coming years, the company's premium position and quality leadership will be further strengthened by investments in product innovation, marketing and sales. To continue growing the core business, the focus is on the construction of new vessels and expansion to include new destinations. Therefore, the new A-ROSA SENA has joined the fleet in June 2022. The innovative E-Motion Ship is hybrid powered with an electric motor, powered by batteries, which enables it to call at the ports of the most beautiful cities along the Northern Rhine emission-free and almost silently.



Facts *about* A-ROSA SENA

Shipping company:	A-ROSA Flussschiff GmbH
Shipyard:	Concordia DAMEN B.V. Werkendam
Commissioning:	June 2022
Size:	135 m long 17.7 m wide 5 decks
Technology:	Bridge can be hydraulically lowered Bar on the sun deck can be hydraulically lowered Drive power 3x 800 kW / total 3218 h.p.
Speed:	Max. 24 km/h
Cabins:	121 cabins with walk-on balcony, 2 of them barrier-free (21 m²) 7 balcony suites (26–31 m²) 12 family cabins (28 m²)
SPA-ROSA:	Finnish sauna, ice room, heated loungers, experience showers, relaxation area, whirlpool, massage and beauty treatments, gym with treadmills, cross trainers, fitness check, fitness programme (can be linked to wearables), TRX Suspension Trainer. E-bikes and bikes for shore excursions are also available.
Sun deck:	Sun canopy, lounge areas, pool, separate children's pool, drink service, seating
Entertainment:	Specially developed evening programmes with entertainers and guest artists, Permanent Kids Club and dedicated Family Area on Deck 1
Catering:	Restaurant with live cooking, indoor and outdoor area À la carte restaurant Various bars Private room for events



SENA*sational*

1. **More space:** The standard cabins on Deck 2 and 3 are 21 m² in size and divided into separate sleeping and living areas. Each cabin has a balcony with seating for two people.
2. **More sustainability:** A-ROSA SENA features hybrid propulsion technology with one electric and one diesel engine, as well as a battery storage system. This allows it to call at ports almost silently and emission free.
3. **More for families:** On Deck 1 there's a large Family Area with a permanent Kids Club and new 28 m² family cabins that sleep up to five people. The sun deck boasts a separate children's pool as well as a large swimming pool.
4. **More relaxation:** Deck 1 is also home to the extra-large SPA-ROSA, which has a sauna, whirlpool, ice room, heated loungers, relaxation area, treatment rooms and gym. In addition, two pools are available for guests on the sun deck.
5. **More food selections:** Our gourmet buffets, sit-down dinners and à la carte restaurant allow guests to discover new dishes and new places to dine. A-ROSA SENA also boasts several bars and stylish outdoor areas.
6. **More entertainment:** New and exciting experiences await our guests – on board and on land. A cruise on A-ROSA SENA offers everything from high-quality entertainment formats featuring various guest artists in the lounge to fascinating excursions for the whole family.

A-ROSA SENA *in detail*

An innovative propulsion system and a sustainable approach

There are many things that make A-ROSA SENA unique. But what makes it really stand out is the fact that it's an E-Motion Ship with hybrid propulsion. Equipped with both a diesel engine and an electric engine, as well as a battery storage system, it uses every litre of diesel as efficiently as possible, since its engines can always run at their optimal operating point. This reduces A-ROSA SENA's emissions considerably.

When approaching a port, the ship switches over to its electric engine, which is powered by the battery, allowing it to come into port almost silently and without producing any emissions. The battery can be charged while the ship is sailing or via a suitable shore power connection.

Other modern and sustainable technologies on board A-ROSA SENA include its specially designed hull and its exhaust gas aftertreatment system. The optimised hull design reduces friction between the ship and the water's surface, which decreases energy consumption. The small amount of exhaust gases that are produced are filtered through an SCR catalyst. This prevents at least 75% of the nitrogen oxide (NOx) and over 90% of the particulate matter (PM) from getting into the atmosphere. What's more, the ship's waste heat is used for power generation: Energy is put back into circulation and stored in the battery using an innovative technology.

Sustainability is a priority in A-ROSA SENA's restaurants and cabins too. For example, we avoid single-use plastic wherever possible. Instead of drinking from plastic bottles, guests can refill special glass bottles at water dispensers. And when selecting products for use on board, we look for official sustainability labels, regionality and seasonality – whether that's for food, uniforms or hygiene and care products.

This new ship is an example of A-ROSA's commitment to tackling current ecological challenges in the long term and to assuming responsibility for sustainable resource management and environmental protection.

Family Area with Kids Club and family cabins

Since 2014 A-ROSA has successfully focused on multi-generational cruises, welcoming guests young and old. This concept has been further developed for A-ROSA SENA, which is why we have created a dedicated Family Area on Deck 1. It is home to a large, stationary Kids Club – the first of its kind on a river cruise ship. The Kids Club allows our youngest guests to move around and play to their hearts' content, go on exciting adventures and explore Europe's most beautiful cities with their new friends. The area is divided into different zones for playing, crafting, relaxing and discovering.

Next to the Kids Club on Deck 1 there are twelve new 28 m² family cabins with space for up to five people. Along with a large double bed, they each boast a bunk bed specially designed

for children with porthole-style windows and curtains. There is also a separate seating area with a sofa bed, plus a dedicated play area. The bathroom – which has a shower and two washbasins – is separate from the toilet. When designing the family cabins, we focused on providing plenty of storage space and small, handy features to help make rooming together easier. Like the 121 balcony cabins and the seven balcony suites, the family cabins are very modern and well thought out.

A city trip by ship is the ideal opportunity for a family holiday as it combines exploration and relaxation. We dock at central locations, so it's only a short walk to the heart of cities such as Amsterdam, Rotterdam and Antwerp. On board A-ROSA SENA guests can expect a relaxed atmosphere with extended mealtimes (during which a buffet is available), a spa and gym, and a large sun deck. Alongside an adults' swimming pool, the sun deck also has a shallow pool for children – a first in our industry.

Plenty of space: large cabins with their own balconies

We worked with the team from JOI-Design to develop a unique interior design for A-ROSA SENA to make our city trips even more enjoyable. This concept was applied to all the cabins – of which there are 140 – to provide a cosy home away from home for our guests. The standard cabins on Deck 2 and 3 are a generous 21 m² in size and each one has a walk-on balcony with seating plus a lounge area that's visually separated from the sleeping area and features a sofa bed.

A-ROSA SENA also has six suites in a separate area on Deck 4 (26 m² each) and an additional suite on Deck 2 (31 m²). The extra-large suites are luxurious and each feature a walk-in wardrobe, a lounge area with a sofa bed, a bathroom with daylight and, of course, a balcony with seating. Elegant design and high-quality materials create a feel-good atmosphere.

The cabin types at a glance:

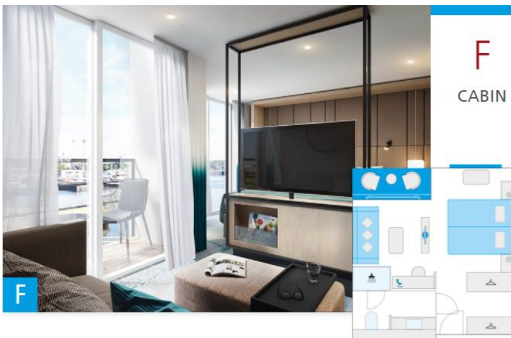
	<p>C CABIN</p> <p>DECK 2 & 3</p> <p>2-bed outside cabin, C 21 m²</p> <p>Spacious and comfortable outside cabin with a balcony. Elegant design and first-class materials ensure an atmosphere of well-being. Cabin facilities: safe, air-conditioning, TV, hair dryer, bathroom with shower and toilet, sauna towel, wool blanket, telephone, bathrobe.</p>
	<p>D CABIN</p> <p>DECK 3</p> <p>2-bed outside cabin, D 21 m²</p> <p>Spacious and comfortable outside cabin with a balcony. Elegant design and first-class materials ensure an atmosphere of well-being. Cabin facilities: safe, air-conditioning, TV, hair dryer, bathroom with shower and toilet, sauna towel, wool blanket, telephone, bathrobe.</p>



DECK 1

2-bed family cabin 28 m²

Generously sized and comfortable family cabins with two extra beds. Elegant design and first-class materials ensure an atmosphere of well-being. Cabin facilities: safe, air-conditioning, TV, hair dryer, bathroom with shower and toilet, sauna towel, wool blanket, telephone, bathrobe.



DECK 4

2-bed balcony suite, F 26 m²

Generously sized Balcony Suite with balcony, sofa, bathroom with daylight and walk-in closet. Elegant design and first-class materials ensure an atmosphere of well-being. Additional services: check-in and personal welcome from 12.00 h, Suite cocktail with the hotel manager, room service, free use of the mini bar, fresh flowers and fruit, laundry and ironing service, butler service.

New and delicious cuisine

A-ROSA SENA's catering concept is quite unique. Guests can dine indoors or outdoors and choose between a sit-down meal and a self-service buffet. They can also take part in tastings and small-scale events. Breakfast, lunch, afternoon tea/coffee and dinner are included in the Premium All-Inclusive rate – as are high-quality drinks throughout the day. The A-ROSA MARKET restaurant offers high-class gourmet buffets, with everything from exquisite meat and fish dishes to vegan and vegetarian specialities – often certified organic or with an MSC label. The PAVILION restaurant area brings nature indoors with its many plants and natural daylight, while its panoramic glass frontage allows diners to watch the world go by. A sit-down dinner – put together from the buffet – is served here at guests' seats, and our younger guests can enjoy their favourite foods from the children's buffet. The restaurant also has several special seating areas, including a dedicated family zone and a large outdoor area with live-cooking stations.

In addition, guests can look forward to a new à la carte restaurant, the SENA GRILL, where they can sample the finest products in an exclusive setting. The focus here is on steak and seafood, including high-quality meat dishes, sushi bowls and catch-of-the-day fish selection.

A-ROSA SENA also has various bars in which guests can enjoy delicious cocktails, signature drinks and speciality coffees against a unique backdrop: the ever-changing riverscape. Refreshments are also available at the sun deck bar, which can be hydraulically lowered when necessary. The outdoor area directly next to the lounge bar at the ship's bow is the perfect place to enjoy unique panoramic views.

The large SPA-ROSA: a place to relax and recharge

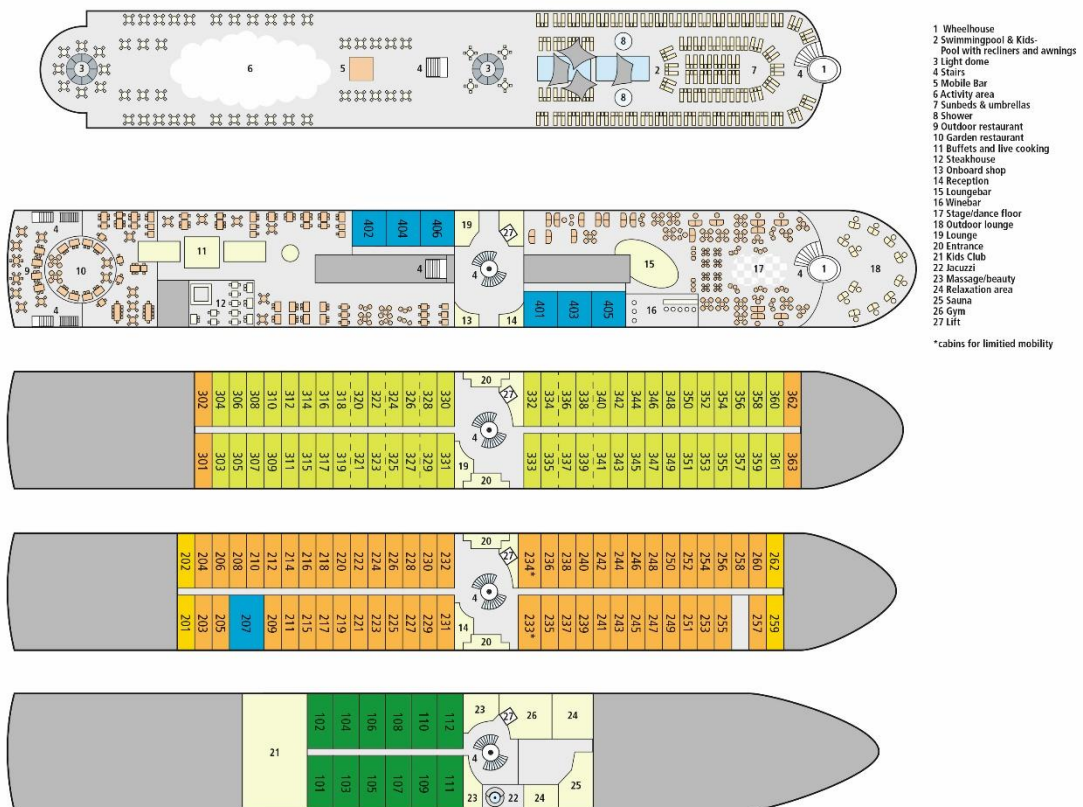
Deck 1 houses a spacious spa and gym next to the Family Area. Equipped with a sauna, a whirlpool, premium fitness equipment and much more, it's the ideal place to enjoy some 'me time'. Relaxation and self-care are a priority for most holidaymakers, which is why A-ROSA

SENA is home to the exclusive SPA-ROSA. It offers the facilities guests would usually find in a spa hotel, including a whirlpool, a Finnish sauna, heated loungers for relaxing between sauna sessions and an ice room complete with ice fountain for cooling down afterwards. There are also two well-equipped, high-end treatment rooms where guests can enjoy beauty treatments and soothing massages.

The gym is larger than on other ships, providing more space for group activities. Up to six yoga mats – one with a TRX Suspension Trainer – are available in front of the large mirror front. The gym is also equipped with eight premium fitness machines including rowing machines for endurance training plus strength machines for the upper and lower body as well as various ergometers. Guests using the gym can choose to work out independently, enjoying the ever-changing river views, or access a library of 'Life Fitness on Demand' workouts with guidance and instruction from trainers. In addition, guests can link the gym machines to their wearables so that their training activity is logged.

To ensure that guests stay hydrated and energised during training and sauna sessions, drinks and healthy snacks are available at the self-service bar. After having finished their training, gym users can wind down in the relaxation room with its loungers, sofa, armchairs and electric fireplace. For those who want to relax outside, the large sun deck offers comfortable loungers and two pools.

A-ROSA SENA at a glance:



The itineraries *for A-ROSA SENA*

The Rhine presents a uniquely diverse scenery, history and culture along its 1,233 kilometres. The A-ROSA SENA allows guests to explore the northern Rhine, including vibrant Amsterdam, modern Rotterdam and the diamond capital Antwerp.

Guests can choose from several short cruises lasting five nights, which are ideal for getting to know the region and A-ROSA or treating themselves to a little break from their everyday routine to more in-depth seven-night cruises.

Guests can enjoy twinkling lights, mulled wine, city shopping or a spectacular start to the New Year on the different Christmas market, Christmas and New Year cruises departing from Cologne. They can relax and unwind during their Christmas break in the Netherlands – and who knows: maybe they'll even meet Sinterklaas. Guests on A-ROSA SENA can spend New Year's Eve in Rotterdam before exploring wintry Antwerp on New Year's Day.

The itineraries at a glance:

- **7 nights "Rhine Discovery Amsterdam & Rotterdam"**
Cologne – Amsterdam – Rotterdam – Dordrecht – Antwerp – Cruising Day – Cologne
May – October 2022
- **7 nights "Rhine Christmas City Experience"**
Cologne – Amsterdam – Rotterdam – Dordrecht – Antwerp – Cruising Day – Cologne
23/12 – 30/12/2022
- **7 nights "Rhine New Year's City Experience"**
Cologne – Rotterdam – Antwerp – Dordrecht – Amsterdam – Cruising Day – Cologne
30/12/2022 – 06/01/2023
- **5 nights "Rhine City Experiences"**
Cologne – Rotterdam – Amsterdam – Utrecht – Cologne
October – November 2022
- **5 nights "Rhine Christmas Markets City Experience"**
Cologne – Rotterdam – Amsterdam – Utrecht – Cologne
November – December 2022

RHINE DISCOVERY AMSTERDAM & ROTTERDAM

RHINE DISCOVERY AMSTERDAM & ROTTERDAM

7 nights: from **€ 1469** p.p.

cabin B with balcony | double occupancy
A-ROSA Premium all inclusive

DAY	ARR	DEP	CITY
Day 1	-	16:00	Cologne, DE
Day 2	13:00	-	Amsterdam, NL
Day 3	-	23:00	Amsterdam, NL
Day 4	09:00	-	Rotterdam, NL
Day 5	-	06:00	Rotterdam, NL
Day 5	09:00	20:00	Dordrecht, NL
Day 6	08:00	17:00	Antwerp, BE
Day 7	-	-	Cruising Day
Day 8	06:00	-	Cologne, DE





A-ROSA PREMIUM ALL INCLUSIVE SERVICES

- ✓ **FullboardPLUS:** Breakfast and lunch from the gourmet buffet, dinner either from the gourmet buffet or served at the table, with live cooking and regional specialities, further additional culinary activities on board..
- ✓ **High-quality premium drinks - all day included.**
- ✓ **A-ROSA travel cancellation insurance** (for bookings until 30 November 2022)
- ✓ **Transfer train station – ship – train station**
In Cologne and Engelhartszell. In Paris and Lyon when booking trains via A-ROSA)
- ✓ **Transfer airport – ship – airport**
(In Paris, Lyon, Porto, Cologne and Vienna when booking flights via A-ROSA)
- ✓ **Children up to 15 years travel free:** Children aged 15 years and under cruise for free* when sharing a cabin with at least one adult (minimum two adults in Cat. G) on Deck 1. From Deck 2 onwards a 30% child reduction applies. On A-ROSA SENA, children up to 7 years of age sharing a cabin with two adults can cruise for free in Cat. B, C+D which has an extra sofa bed. On A-ROSA ALVA a 30% reduction for children applies.
- ✓ **One half-day excursion event including dinner** (from 7 nights)
- ✓ **High-quality live entertainment on board** (from 7 nights)
- ✓ **New service promise:** e.g. new guest host concept and much more.
- ✓ **Exclusive destination scouts for individual experiences on shore**
- ✓ **Theme tours in the early and late season**
- ✓ **Complimentary room service for each cabin category**
- ✓ **English and German speaking hotel & tour guide**
- ✓ **Use of on-board facilities such as sauna, pool and fitness areas. In addition, 15% discount on wellness and beauty treatments**
- ✓ **Bikes / e-bikes can be rented on board free of charge**
(except A-ROSA SENA)



ADDITIONAL A-ROSA SERVICES

- ✓ Bathrobe, bath products and mineral water in the cabin
- ✓ 24/7 coffee, tea and water station
- ✓ Free Wi-Fi in all public areas and cabins
- ✓ One touch: the A-ROSA APP - before, during and after the cruise
- ✓ All port charges

PREMIUM ALL INCLUSIVE BOOKING CONDITIONS

- ✓ Free choice of your preferred cabin & number (subject to availability)
- ✓ Increased super early booking discount for all cruises booked until 30 November 2022
- ✓ Price guarantee for all bookings until 30 November 2022
- ✓ Increased early booking discount for bookings until 28 Feb 2023 for cruises Mar-Oct 2023 or until 31 Aug 2023 for cruises Nov 2023-Jan 2024
- ✓ Free reservation possible for 72 hours (option booking, up to 30 days before departure)
- ✓ One rebooking free of charge up to 30 days before departure
- ✓ 10% discount on the cruise for combined bookings of at least two consecutive cruises
- ✓ Mini-group discount of 4% on the cruise (from 6 adults)
- ✓ Wellness and bike packages can be booked additionally