



Protecting people and business

Corporate Social Responsibility (CSR) 2011

Statutory statement

VIKING LIFE-SAVING EQUIPMENT A/S



Preface

VIKING will develop corporate social responsibility (CSR) initiatives for the benefit of its stakeholders. We consider Corporate Social Responsibility and safety to be closely linked, as VIKING's mission implies that an emergency should be averted or handled in a way that prevents fatal consequences.

VIKING products are designed to save lives, but, as a company, we recognise that our Corporate Social Responsibility does not stop there. Ahead of this first CSR report, VIKING has formulated a CSR policy, implemented a number of measures and produced results that have benefited both society and the environment.

With a written policy in place, we are now ready to integrate CSR initiatives even further into our daily business. VIKING's CSR initiatives are based on the company's mission, vision and values. In this way, we take responsibility for ensuring that the company is operated in respect of society and the environment, and that we add value for our partners, employees and shareholders.

VIKING's CSR initiatives will be continuously assessed with a view to possible improvements. Future CSR reporting is expected to be characterised by this and that implies a stronger focus on new areas as and when the data material allows for it.

VIKING is a global company represented in a large number of countries. Our international profile and a large number of subsidiaries lay many possible CSR focus areas open. VIKING's behaviour across the globe is today rooted in value-based management with responsible behaviour being one of our cornerstones. The future stronger CSR focus and its subsequent implementation will be based on UN recommendations and they will be implemented in the company's business units on a continuous basis.

In this, our first CSR report, we have chosen to focus on activities and objectives within the areas of supply chain management, the environment and employee activities.

We wish that this report will contribute to enhance VIKING's CSR initiatives further.

This statutory statement concerning Corporate Social Responsibility at VIKING Life-Saving Equipment A/S is a component of the management review in the 2011 Financial Statement and it covers the financial year 1 January – 31 December 2011



Henrik Uhd Christensen

CEO
VIKING LIFE-SAVING EQUIPMENT A/S



VIKING's values

We are

Responsible

"We act responsibly and reliably when we do our job, we care about the interests of our customers, our employees, the company and the communities in which we live, contributing to a sustainable environment."

We are

Committed

"We approach our tasks with enthusiasm and we strive to make a difference. We are committed to protecting people and business through continuous improvements in safety."

We are

Globally oriented

"The world is our home market - we think and act from a global perspective. Our worldwide presence ensures closeness to our customers."

VIKING 2011



VIKING Singapore donated first-aid equipment to the vessel "VEGA", which is used by midwives in East Timor.



Safety





Safety is the very essence of our business. Safety permeates VIKING's entire organisation, philosophy and approach to any task in every context.

The most important thing to VIKING is to help people in distress. Our safety solutions are often the only means of being rescued in an emergency situation.

VIKING 2011



VIKING partnered with the Thai Red Cross in October 2011 to help flood victims in Thailand by supplying more than 400 life jackets



VIKING's Corporate Social Responsibility (CSR) policy

VIKING's mission is to save and protect lives all over the world. This is reflected in our behaviour - both in relation to our products and services and in how we act in relation to our surroundings. We use the ten principles of the UN Global Compact in the fields of human rights, labour rights, the environment and anti-corruption as a source of inspiration for the company's CSR initiatives.

We recognise that the company's activities affect the development of the society around us. We wish to play an active role in improving social and environmental conditions wherever there is a natural link to VIKING's business, both in our immediate vicinity as well as internationally.

VIKING believes that socially and environmentally sustainable solutions bring long-term competitive advantages. The initiatives, we continuously take, must benefit our stakeholders and ensure minimum impact on society and the environment.

How does VIKING work with CSR?

Our CSR initiatives are an integrated part of our business processes. We strive to make a positive contribution to society at large, which reflects VIKING's size and significance as a global manufacturer and service provider of safety equipment.

The Supply Chain

We set high standards for ourselves, our customers, partners and suppliers. We wish to respect human rights, labour rights and the environment, and to counteract corruption through our activities. For example, we require our suppliers to accept our Purchasing Policy and associated Code of Conduct.



Employees

We have a responsibility towards our employees, and we seek to be an accommodating workplace where individuals have job satisfaction and the opportunity to develop. We are committed to our employees and encourage them to have a sociable, healthy and active life.

We make an effort to ensure a positive working environment. Our production facilities in Denmark and Thailand are both certified to the relevant international standard (OHSAS 18001).

We actively help students, newly qualified individuals and those, who are excluded from the labour market, to get into the job market.

Environment and immediate vicinity

Our objective is to reduce the environmental impact where VIKING operates, and we seek to implement the global ISO standard that systematises these efforts (ISO 14001).

Fighting corruption and unethical conduct


The company is being run with value-based management as the starting point, and we actively communicate the desired behaviour to our employees. Our employees receive guidance concerning desirable behaviour built on the UN principles, trade guidelines and VIKING's values.

CSR – An integral part of our everyday business

VIKING will work with CSR policy as a continuous process with ongoing evaluation of efforts as well as results.

VIKING 2011



 Fiskeri- og Søfartsmuseet
Saltvandsakvariet, Esbjerg

VIKING sponsors Fiskeri- og Søfartsmuseet (Fisheries and Maritime Museum), Esbjerg

The Supply Chain

VIKING's supply chain management involves an approval process for new and existing suppliers who are continuously assessed.

The approval process is based on a performance evaluation and an annual risk assessment where environmental matters, among other aspects, are reviewed.

Existing and potential suppliers are visited in order to verify that the agreed conditions are in place.

Suppliers, who have entered a framework agreement with VIKING, sign our purchasing policy, "VIKING Purchasing Policy and Code of Conduct (COC)" as a part of their contract. The COC is comprised of the ten UN Global Compact principles, which are divided into the following four main categories:

- Human rights
- OSH (Occupational Safety & Health)
- The environment
- Anti-corruption

We demand that our suppliers have occupational safety and health measures in place that at least comply with national legislation. We ask our suppliers to ensure that any external suppliers also comply with the ten principles of the UN Global Compact.

Our supplier audits include a focus on quality management. We also stipulate the right to audit the supplier's compliance with our COC.

The above policies and actions are an integrated part of our day-to-day management and culture. No specific measurements have been recorded in this area during 2011, so it is not possible to describe the results achieved.





VIKING's CSR targets for the supply chain

- 1. In 2012, compliance with the "VIKING Purchasing Policy and Code of Conduct" will become an independent criterion in the purchasing department's Supplier Performance Evaluation.***
- 2. From 2013 onwards, VIKING will also include compliance with the "VIKING Purchasing Policy and Code of Conduct" in connection with quality audits at the suppliers' premises.***

VIKING 2011



VIKING supported the FDF Innovation Day, where 12,000 young people were challenged to find solutions for global problems.

Employees

In Denmark, VIKING has been certified in working environment to the OHSAS 18001 standard since 2003. In 2011, our production facilities in Thailand also became certified to the same standard.

The purpose of the internationally recognised OHSAS 18001 certification is to help companies monitor the working environment and minimise any potential hazardous incidents. In order to obtain OHSAS 18001 certification, a company must commit itself to preparing an Health & Safety policy with targets and work for continuous improvements.

Health & Safety is a significant focus area at VIKING. Accidents and near-accidents are recorded and classified with the purpose of avoiding any recurrences.

We conduct working environment inspections of our own facilities to identify what could improve our working environment. Health & Safety campaigns are held among employees to ensure a general awareness of Health & Safety issues and the most important focus areas.

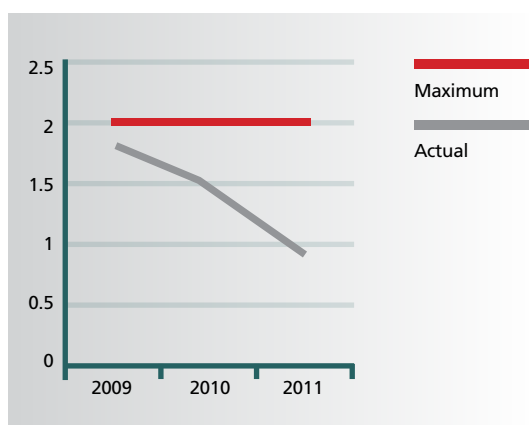


Fig. 1: Number of industrial accidents involving absences measured per 100,000 working hours

Our Health & Safety focus also involves maintaining and developing job satisfaction. Accordingly, VIKING offers employees social events, the option to join corporate fitness programmes and to participate in other health-promoting activities. We also contribute to a healthier lifestyle for our employees on an opt-in basis.

We regard the helping of recently graduated individuals, students and other people, who are excluded from the labour market to move on in their careers as a natural contribution to the local community.



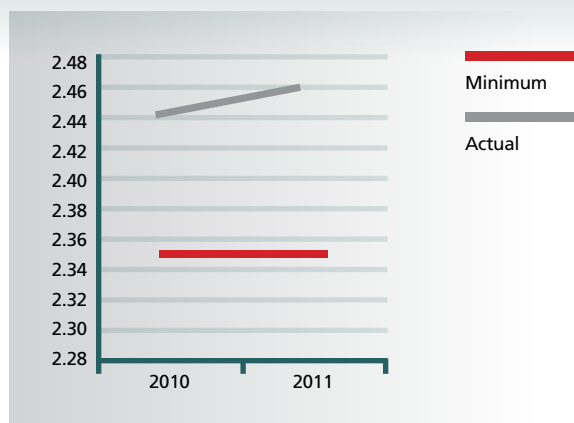


Fig. 2: Average score in Health & Safety inspections

Thus, in 2011:

- we employed 9 trainees
- we employed 10 students of higher education in work placements relevant to their studies
- we helped students with work experience placements and in producing their theses in collaboration with educational institutions - covering a total equivalent of 113 weeks
- in cooperation with the municipalities, we had 10 individuals in mentor programmes of 4 weeks each, as well as 2 individuals working with public wage subsidies, each for 26 weeks



VIKING's CSR targets for employees

- To continue the reduction in the number of occupational accidents involving absences per 100,000 working hours
- To continue the positive development in average scores for future work environment inspections
- To conduct 4 Health & Safety campaigns during 2012
- To conduct an annual event for VIKING's employees in order to boost job satisfaction
- To maintain the 2011 level of inclusion of recently graduated individuals, students and others who are outside the labour market.



Environment and immediate vicinity

The ISO 14001 is a standard that sets a requirement for an environmental policy. Companies have to continuously take the external environment into consideration and establish targets within the area. Ongoing verifiable improvements are a prerequisite for maintaining the certification.

In the summer of 2011, VIKING decided that the Danish production facilities were to implement ISO 14001 in 2012. The subsequent goal is that our production facilities in Thailand implement ISO14001 no later than 2013.

We believe that ISO 14001 certification represents sound judgement. It helps to reduce the environmental impact and, in the long term, will also lead to a reduction in the company's costs as a result of reduced consumption of resources.

You can find VIKING's current environmental policy online on our website: www.VIKING-life.com.

The first step in implementing the policy was to prepare environmental mapping and selecting the key factors as 2012 targets.

VIKING has initialised some environmental initiatives. We have begun sorting our waste and monitoring the amount of waste we produce.

In 2011, there was not a sufficient amount of specific measurements within the particular areas. The results can therefore not be described.

We look forward to being able to further structure our initiatives as we implement ISO 14001.



***VIKING's CSR targets for the
environment and immediate vicinity***

*To achieve ISO 14001 certification at
VIKING's facilities in Denmark in 2012*

VIKING 2011



*VIKING supports Esbjerg's leading
football club (EfB) and other local
sports activities in Southwest
Jutland, Denmark.*

Fighting corruption and unethical conduct

Global companies navigate among very different business cultures. In order to protect our employees, who directly influence our supplier agreements, we have formulated a Code of Conduct which is based on the ten principles of the UN Global Compact, which has fighting corruption as its main objective.

Among other things, this Code of Conduct specifies the guidelines concerning the giving of gifts between VIKING's employees and suppliers. It is to help ensuring that we do not encourage corruption.

No specific measurements have been made in the individual areas. It is therefore not possible to describe any results.

VIKING's CSR targets for fighting corruption and unethical conduct

We will be introducing our internal Code of Conduct in 2012 for everyone working at VIKING in Denmark or Thailand with a direct influence on agreements with suppliers.

VIKING 2011



VIKING employees collected clothes, toys, sports gear, books and money for the village of Sukhothai, located in one of the impoverished rural districts of Thailand.







Protecting people and business

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