

June 15, 2017



# Norwegian Joy Completes First Preview Cruise from Shanghai

*With Norwegian Joy, Norwegian Cruise Line Brings  
"First Class at Sea" Experiences to China*

*Hosts Alibaba Group for Preview Sailing to Kochi, Japan*

SHANGHAI, China, June 15, 2017 (GLOBE NEWSWIRE) -- After maiden calls to Singapore, Qingdao, Shenzhen and Hong Kong, Norwegian Cruise Line (Norwegian), a leading global cruise brand of Norwegian Cruise Line Holdings Ltd. (NASDAQ:NCLH), welcomed its newest cruise ship, Norwegian Joy, to her new home port of Shanghai, China. The arrival of Norwegian Joy to Shanghai marks a significant milestone for the storied cruise line as it enters the Chinese cruise market. Norwegian Joy was engineered in Germany and designed for China.

"Norwegian Cruise Line is extremely proud to welcome the newest addition to our fleet, Norwegian Joy, to her home port of Shanghai, China," said David Herrera, President of NCLH China. "Norwegian Joy's arrival demonstrates our commitment to the Chinese cruise market. She was custom-built with Chinese cruise guests in mind."

From the first race track at sea to the innovative virtual reality experiences available at the Galaxy Pavilion to the 28 local and international dining options, Norwegian Joy has an abundance of features that appeal to the modern Chinese family, including staterooms especially designed for multi-generational families traveling together. An international standard of entertainment is easily accessible, with Las Vegas-style performances, as well as a wide variety of luxury shopping options. With this incredible ship, Norwegian's signature onboard experience has been expanded and customized, adding exciting features, services and amenities that combine both East and West to deliver a "First Class at Sea" experience.

On a preview voyage which departed from Shanghai on June 10, Norwegian Cruise Line welcomed over 1,700 VIP members and guests of Alibaba Group (Alibaba), the world's largest online and mobile commerce company, for a four-day preview cruise.

In welcoming Norwegian Joy's passengers, Herrera also emphasized, "It was our distinct pleasure to welcome Alibaba's members and guests to enjoy a 'First Class at Sea' experience on Norwegian Joy during this preview cruise. The voyage marks the latest step in our recently announced partnership with Alibaba and supports one of its main objectives, which is to promote, develop and expand awareness and attraction of cruising among Chinese travelers."

Norwegian Joy's voyage with Alibaba Group departed from Shanghai and called on the Japanese port of Kochi before returning to Shanghai today. The ship's christening ceremony will take place on June 27 in Shanghai, featuring the ship's Godfather, 'King of Chinese Pop,'

Wang Leehom. Year-round voyages on Norwegian Joy from Shanghai begin on June 28 with a season of sailings from Tianjin from August 26 to September 15.

## **About Norwegian Cruise Line Holdings**

Norwegian Cruise Line Holdings Ltd. (Nasdaq:NCLH) is a leading global cruise company which operates the Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises brands.

With a combined fleet of 25 ships with approximately 50,400 berths, these brands offer itineraries to more than 510 destinations worldwide. The Company will introduce seven additional ships through 2025, and has an option to introduce two additional ships for delivery in 2026 and 2027.

Norwegian Cruise Line is the innovator in cruise travel with a 50-year history of breaking the boundaries of traditional cruising. Most notably, Norwegian revolutionized the cruise industry by offering guests the freedom and flexibility to design their ideal cruise vacation on their schedule. Today, Norwegian invites guests to enjoy a relaxed, resort style cruise vacation on some of the newest and most contemporary ships at sea with a wide variety of accommodation options, including The Haven by Norwegian®, a luxury enclave with suites, private pools and dining, concierge service and personal butlers. Oceania Cruises offers an unrivaled vacation experience renowned for the finest cuisine at sea and destination-rich itineraries that span the globe. Expertly crafted voyages aboard designer-inspired, intimate ships call on ports across Europe, Asia, Africa, Australia, New Zealand, the South Pacific and the Americas. Celebrating its 25th anniversary in 2017, Regent Seven Seas Cruises offers the industry's most inclusive luxury experience aboard its all-suite fleet. A voyage with Regent Seven Seas Cruises includes round-trip air, highly personalized service, exquisite cuisine, fine wines and spirits, unlimited internet access, sightseeing excursions in every port, gratuities, ground transfers, a pre-cruise hotel package for guests staying in concierge-level suites and higher and beginning in summer 2017, business class air will be provided for all roundtrip air originating from the U.S. and Canada.

## **Cautionary Statement Concerning Forward-Looking Statements**

Certain statements in this release constitute forward-looking statements within the meaning of the U.S. federal securities laws intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical facts contained in this release, including, without limitation, those regarding our business strategy, financial position, results of operations, plans, prospects and objectives of management for future operations (including expected fleet additions, development plans, objectives relating to our activities and expected performance in new markets), are forward-looking statements. Many, but not all, of these statements can be found by looking for words like "expect," "anticipate," "goal," "project," "plan," "believe," "seek," "will," "may," "forecast," "estimate," "intend," "future," and similar words. Forward-looking statements do not guarantee future performance and may involve risks, uncertainties and other factors which could cause our actual results, performance or achievements to differ materially from the future results, performance or achievements expressed or implied in those forward-looking statements. Examples of these risks, uncertainties and other factors include, but are not limited to the impact of: adverse general economic and related factors, such as fluctuating or increasing levels of unemployment, underemployment and the volatility of fuel prices, declines in the securities and real estate markets, and perceptions of these conditions that decrease the level of disposable income of consumers or consumer

confidence; adverse events impacting the security of travel, such as terrorist acts, armed conflict and threats thereof, acts of piracy, and other international events; the risks and increased costs associated with operating internationally; our expansion into and investments in new markets; breaches in data security or other disturbances to our information technology and other networks; the spread of epidemics and viral outbreaks; adverse incidents involving cruise ships; changes in fuel prices and/or other cruise operating costs; an impairment of our tradenames or goodwill which could adversely affect our financial condition and operating results; our hedging strategies; our inability to obtain adequate insurance coverage; our substantial indebtedness, including the ability to raise additional capital to fund our operations, and to generate the necessary amount of cash to service our existing debt; restrictions in the agreements governing our indebtedness that limit our flexibility in operating our business; the significant portion of our assets pledged as collateral under our existing debt agreements and the ability of our creditors to accelerate the repayment of our indebtedness; volatility and disruptions in the global credit and financial markets, which may adversely affect our ability to borrow and could increase our counterparty credit risks, including those under our credit facilities, derivatives, contingent obligations, insurance contracts and new ship progress payment guarantees; fluctuations in foreign currency exchange rates; overcapacity in key markets or globally; our inability to recruit or retain qualified personnel or the loss of key personnel; future changes relating to how external distribution channels sell and market our cruises; our reliance on third parties to provide hotel management services to certain ships and certain other services; delays in our shipbuilding program and ship repairs, maintenance and refurbishments; future increases in the price of, or major changes or reduction in, commercial airline services; seasonal variations in passenger fare rates and occupancy levels at different times of the year; our ability to keep pace with developments in technology; amendments to our collective bargaining agreements for crew members and other employee relation issues; the continued availability of attractive port destinations; pending or threatened litigation, investigations and enforcement actions; changes involving the tax and environmental regulatory regimes in which we operate; and other factors set forth under "Risk Factors" in our most recently filed Annual Report on Form 10-K and subsequent filings by the Company with the Securities and Exchange Commission. The above examples are not exhaustive and new risks emerge from time to time. Such forward-looking statements are based on our current beliefs, assumptions, expectations, estimates and projections regarding our present and future business strategies and the environment in which we expect to operate in the future. These forward-looking statements speak only as of the date made. We expressly disclaim any obligation or undertaking to release publicly any updates or revisions to any forward-looking statement contained herein to reflect any change in our expectations with regard thereto or any change of events, conditions or circumstances on which any such statement was based, except as required by law.

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Source: Norwegian Cruise Line Holdings Ltd.