



## Fast Company Ranks Carnival Corporation as a Most Innovative Company for 2017

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**World's largest leisure travel company lands on Top 10 list for two sectors - Design and Travel - for its Ocean Medallion™ wearable device enabling a personal concierge by bridging the physical and digital worlds to deliver a new level of personalized service**

MIAMI, Feb. 13, 2017 /PRNewswire/ -- [Carnival Corporation & plc](#) (NYSE/LSE: CCL; NYSE: CUK), the world's largest leisure travel company with 10 global cruise line brands, has been named to two of *Fast Company*'s Top 10 Most Innovative Company lists for 2017: [Design](#) and [Travel](#).

Carnival Corporation ranked number five in design and number nine in travel. *Fast Company* specifically recognized Carnival Corporation for its work in high-tech wearables for developing the world's first interactive guest experience platform capable of transforming vacation travel into a highly personalized and elevated level of customized service for millions of guests.

"It is an honor to be recognized by *Fast Company* as one of the World's Most Innovative Companies," said John Padgett, chief experience and innovation for Carnival Corporation. "Our mission is to create extraordinary experiences for our nearly 12 million guests a year at an exceptional value. For us innovation is defined by guestcentricity, which is driven by diverse thinking and taking measured risks fundamental to our approach to inventing better ways to exceed our guests' expectations. Our focus on innovation is not about doing things differently, but doing whatever it takes to deliver the very best vacation experience possible for our guests. It means a great deal to us to have our passion for innovation recognized with such a prestigious honor."

The Ocean Medallion™ was unveiled during the keynote address Carnival Corporation CEO Arnold Donald delivered at CES 2017 in January. The first-of-its-kind wearable device enables a personal concierge by bridging the physical and digital worlds to deliver a new level of personalized service not previously considered possible -- including sophisticated wayfinding, food and beverage on demand, an array of interactive gaming, personalized entertainment experiences and more.

Powered by proprietary technology developed by Carnival Corporation that features an Internet of Things (IoT) network of intelligent sensors and experiential computing devices, the Ocean Medallion revolutionizes guest service not only for the cruise industry, but the broader vacation industry. The corporation's Princess Cruises' Regal Princess will be the first Medallion Class ship to feature the innovation and will make its debut this November. The Royal Princess, Caribbean Princess and Island Princess will feature Medallion Class Ocean Vacations in 2018, as Princess Cruises begins transitioning all vessels within its fleet to Medallion Class ships.

**Most Innovative Companies** is one of *Fast Company*'s most significant and highly anticipated editorial efforts of the year. To produce the 2017 lists, *Fast Company* reporters surveyed thousands of enterprises across the globe to identify the most notable innovations of the year and trace the impact of those initiatives on business, industry and the larger culture.

"Each year with Most Innovative Companies, *Fast Company* seeks to recognize how both startups and established players—like Carnival Corporation — are harnessing innovation to reshape their businesses, industries and the larger culture," says *Fast Company* editor and managing director Robert Safian. "This year's list is no exception."

Added Safian: "These enterprises continue to set the pace for their industries, showing agility and aggressiveness that makes them undeniable."

*Fast Company's Most Innovative Companies* issue (March 2017) is now available online at [www.fastcompany.com/MIC](#) as well as in app form via iTunes, and on newsstands beginning February 21.

### About Carnival Corporation & plc

Carnival Corporation & plc is the largest leisure travel company in the world, with a portfolio of 10 cruise brands in North America, Europe, Australia and Asia comprised of Carnival Cruise Line, Fathom, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia) and P&O Cruises (UK).

Together, these brands operate 102 ships visiting over 700 ports around the world and totaling 226,000 lower berths with 17 new ships scheduled to be delivered between 2017 and 2022.

Carnival Corporation & plc also operates Holland America Princess Alaska Tours, the leading tour companies in Alaska and the Canadian Yukon. Traded on both the New York and London Stock Exchanges, Carnival Corporation & plc is the only group in the world to be included in both the S&P500 and the FTSE 100 indices.

Additional information can be found on [www.carnival.com](#), [www.hollandamerica.com](#), [www.princess.com](#), [www.seabourn.com](#), [www.aida.de](#), [www.costacruise.com](#), [www.cunard.com](#), [www.pocruises.com.au](#), [www.pocruises.com](#) and [www.fathom.org](#).

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Carnival Corporation Media Contacts: Roger Frizzell, Carnival Corporation, rfrizzell@carnival.com, (305) 406-7862; Mike Flanagan, LDWWgroup,

mike@ldwwgroup.com, (727) 452-4538