

People



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Chief People Officer

Moving Together Towards 2030

Protect & Grow
Profits

Standardise to
simplify

Digitise to
transform

Moving to Green

Be a Great Place
to Work

Purpose of 'Great Place to Work': Support employees to unlock their full professional potential



We define a 'Great Place to Work' as:



Safe workplace



Diverse and inclusive workplace



A workplace with engaging leaders

Diverse and inclusive workplace: Increasing female ratio through focus and specific actions

Office-based managers



- 24% in 2021
- 30% in 2023
- 40% in 2030



‘Deck & Engine’ at sea



- 5% in 2023
- 10% in 2024
- 20% in 2030



Ambition: DFDS as a preferred employer

- Unlocking potential relies on the ability to attract the right talents
- Talents of today have high expectation for a Great Place to Work
- 3 areas in particular are fundamental to being a Great Place to Work
- At DFDS, these areas are embedded in 'Moving Together Towards 2030'

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Q&A