

## INTRODUCTION

Royal Caribbean Group (“Company”) requires its Employees to adhere to this Public Relations Policy (“Policy”) when communicating information about the Company. This Policy provides rules and guidance on contact with the Media and participation in external engagements, conferences, and events.

### 1. Policy Details

#### 1.1 Scope

This Policy applies to all ship-based and land-based Employees.

#### 1.2 Purpose

The Media plays an important role in communicating information about the Company. When an Employee communicates with a journalist, the Employee is really communicating with hundreds, thousands, or even millions of that journalist’s listeners, readers, and/or viewers. What is communicated will affect the public’s impression and opinion of the Company, which can in turn affect the Company’s business and reputation. Given the significant implications and the potential for being misunderstood or misquoted or for misrepresenting the Company’s position, all Employees must adhere to this Policy. This Policy is not intended to restrict communications or actions expressly protected or required by applicable law.

### 2. Rules and Guidelines

#### 2.1 Requests from Media

Employees who receive requests from the Media must abide by the following rules and procedures:

- (a) Employees may not respond to Media inquiries or otherwise participate in interviews (on or off the record) without prior written approval for each request from Corporate Communications. This includes all initial and follow-up requests for information and interviews.
- (b) Employees must refer Media requests and inquiries to the Corporate Communications email address, [CorporateCommunications@rccl.com](mailto:CorporateCommunications@rccl.com). Employees must alert Corporate Communications of any Media requests or inquiries and must relay the name of the journalist, Media, affiliation, and any other information that was provided, including the response deadline.
- (c) Employees may not state “No comment” in response to a Media request or inquiry. “No comment” may be perceived as a form of an answer and may be misinterpreted to be an official Company position.
- (d) It will be the responsibility of Corporate Communications to determine who should respond to the Media inquiry. Depending on the nature of the inquiry, a member of Corporate Communications or a Spokesperson may handle the request. Corporate Communications will work with the Spokesperson to field questions, explore opportunities and topics, provide background information, and handle follow-up.
- (e) Employees must follow all Company policies, including, without limitation, the Confidential Information Policy.
- (f) Employees may not share with any third party any image, video, or recording of any Company-related meetings, conversations, phone calls, or operations shoreside or shipboard (including guest-facing operations as well as back-of-house operations on ships or at private destinations) without prior written approval from Corporate Communications.

#### 2.2 Engaging Third Parties

At times, the Company will engage a Third Party to communicate on the Company’s behalf. Such engagements must be explicitly approved in writing by Corporate Communications.

#### 2.3 Media Requests Received by Third Parties

Third Parties who receive Media requests relating to the Company must be referred to Corporate Communications at [CorporateCommunications@rccl.com](mailto:CorporateCommunications@rccl.com).

## 2.4 Guidelines for Spokespeople

If approved, a Spokesperson should only speak on pre-approved topics. Inquiries about unapproved topics must be directed back to Corporate Communications. Spokespeople should never comment on speculation about the Company and should direct all such requests to Corporate Communications.

As a publicly-traded company, the Company balances providing journalists with enough information to use in a story while still maintaining our corporate reputation, brand integrity, competitive advantage, and compliance. Accordingly, information shared with Media should be consistent with information publicly available about the Company. When needed, Corporate Communications can provide Spokespeople with the necessary talking points, messaging, and background to position our company, brands, leaders, and people in the most effective light.

## 2.5 Conferences and Speaking Engagements

If invited to speak at an external conference or speaking engagement, Employees must first seek written approval from Corporate Communications by sending an email request to [EmployeeCommunications@rccl.com](mailto:EmployeeCommunications@rccl.com). The email request must include the name of the event, event sponsor, and key topics to be covered.

Information about the Company shared externally must be (1) consistent with information that has been made publicly available by the Company through the Company's regulatory filings and/or official Company communications (e.g., press releases or posts) and (2) compliant with Company policies. Upon review and approval of a request, Corporate Communications can provide Employees with key messages and background to position our Company, brands, leaders, and people in the most effective light. Employees must follow all Company policies, including, without limitation, the Confidential Information Policy.

Presentations and decks compiled by Employees for external use should follow Company brand guidelines. If compiling a presentation for external use, Employees must first email Corporate Communications and include a copy of the presentation to secure approval before sharing externally.

## 2.6 Material Non-Public Company Information

As a public company, the Company is subject to various laws, including an SEC regulation known as Regulation FD. Regulation FD prohibits the selective disclosure of material non-public information. The Company has adopted a Regulation FD Disclosure Policy as part of its continuing efforts to ensure compliance with Regulation FD. The policy restricts Employees from disclosing material non-public information about the Company, except in certain very limited circumstances. Employees must comply with this policy at all times.

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## 3. Related Policies / Procedures

### 3.1 Investment Community Disclosure (SEC Regulation FD) Policy

Requests for information from the Wall Street community (e.g., analysts, portfolio managers, investors, brokers, etc.) should be referred to the Investor Relations Department, as set forth in the [Investment Community Disclosure \(SEC Regulation FD\) Policy](#).

### 3.2 Confidential Information Policy

The [Confidential Information Policy](#) governs confidential information of the Company and third parties and establishes rules related to the ownership, use, and disclosure of confidential information.

### 3.3 Social Media Policy

The [Social Media Policy](#) governs Employees' use of social media.

### 3.4 Data Classification and Handling Standard

The [Data Classification and Handling Standard](#) outlines the enterprise method for classifying and handling of Company data.

### 4. Certification

The Company may require Employees and contractors to certify that they have reviewed this Policy, received training, and/or comply with this Policy.

### 5. Approvals and Exception

Any request for an exception to this Policy must be submitted in writing to [EmployeeCommunications@rccl.com](mailto:EmployeeCommunications@rccl.com) and approved in writing by the Chief Communications Officer.

### 6. Violations, Questions, and Reporting

Violations of this Policy may result in disciplinary action, up to and including termination of employment. All questions regarding this Policy should be communicated to Corporate Communications at [EmployeeCommunications@rccl.com](mailto:EmployeeCommunications@rccl.com) and escalated to the Chief Communications Officer as needed. If you have concerns or need to report a violation of this Policy, contact your supervisor, the Global Compliance and Ethics Group (Email: [ethics@rccl.com](mailto:ethics@rccl.com)), the Chief Compliance Officer (Email: [compliance@rccl.com](mailto:compliance@rccl.com)) or any of the other Compliance and Ethics contacts set forth in the Company's Code of Business Conduct and Ethics. You may also make a report through the Company's AWARE Hotline Program by phone at 1-888-81-AWARE (29273), extension \*\*88 for shipboard employees, or online at [RCLaware.ethicspoint.com](http://RCLaware.ethicspoint.com).

The Company does not tolerate any kind of retaliation for reports or complaints made in good faith. For more information, please refer to the Company's [Reporting and Non-Retaliation Policy](#).

### 7. Definitions

For purposes of this policy, the following terms shall have the following meanings:

Company: Royal Caribbean Cruises Ltd. and its wholly owned subsidiaries.

Corporate Communications: the Corporate Communications Department.

Department Head: the highest-level person (Vice President or above) and decision-maker for any given department.

Employee: any employee or officer of the Company shoreside or shipboard.

Media: journalists and members of the media and press associated with broadcast and narrowcast mediums, including radio, television, newspapers, magazines, journals and the internet.

Policy: this Public Relations Policy.

Third Party: consultants, agents, vendors, suppliers, intermediaries, joint venture partners, customers, and any other individuals or entities engaged to act on the Company's behalf with respect to public communications.

Spokesperson/Spokespeople: Employee authorized to engage with the Media on behalf of the Company.

### 8. Policy Administration and Governance

This Policy will be managed by the following roles, responsibilities, and span of control:

#### Chief Executive Officer

The Chief Executive Officer is responsible for the approval of this Policy and approving any amendments to this Policy.

Chief People and Outreach Officer

The Chief People and Outreach Officer is responsible for approval of this Policy and any amendments to this Policy.

Chief Communications Officer

The Chief Communications Officer is responsible for overseeing this Policy and proposing any amendments to this Policy to the Chief People and Outreach Officer and the Chief Executive Officer. The Chief Communications Officer is also responsible for reviewing and approving any exceptions to this Policy.

Corporate Communications

Corporate Communications is responsible for administering this Policy, answering questions and providing guidance under this Policy, evaluating requests for interviews from the Media, evaluating employee speaking engagement opportunities, and reviewing this Policy annually to determine if any amendments are appropriate, and proposing any amendments to the Chief Communications Officer. Corporate Communications is also responsible for evaluating requests for exceptions to this Policy and proposing said exceptions to the Chief Communications Officer for approval.

Department Heads

Each Department Head is responsible for ensuring that the Employees within their department comply with this Policy.

This Policy must be reviewed by all parties below and approved by the Chief Executive Officer and the Chief People and Outreach Officer at least every three (3) years.

Owner:	<u>/s/ Heather Hust Rivera</u> Chief Communications Officer	Date: <u>10/30/2024</u>
Reviewed by:	<u>/s/ Alex Lake</u> Chief Legal and Compliance Officer	Date: <u>10/31/2024</u>
Reviewed by:	<u>/s/ Christopher Rush</u> Chief Audit and Risk Officer	Date: <u>10/30/2024</u>
Approved by:	<u>/s/ Dana Ritzcovan</u> Chief People and Outreach Officer	Date: <u>10/30/2024</u>
Approved by:	<u>/s/ Jason Liberty</u> Chief Executive Officer	Date: <u>10/31/2024</u>