



Royal Caribbean Group

ROYAL CARIBBEAN GROUP DEBUTS FREE STARLINK HIGH-SPEED, LOW-LATENCY INTERNET IN JUNEAU

Pilot Program to Enhance Internet Connectivity in Southeast Alaska Community

JUNEAU, Alaska – August 29, 2024 – Royal Caribbean Group (NYSE: RCL) is partnering with Juneau-based, Alaska Native corporation Goldbelt Incorporated to kick-off a community-based program to bring Starlink high-speed internet to locals, cruise guests, and popular businesses in Juneau.

Locals and vacationers will soon be able to take advantage of the free service by logging on at participating businesses across downtown Juneau. Installation begins this week at the Goldbelt Tram Lower Terminal and will continue north on Franklin Street as the pilot program's full range becomes active in the coming weeks.

“Royal Caribbean Group greatly values its longstanding partnership with the City and Borough of Juneau. We are constantly striving to find innovative solutions to support our communities and enhance the travel experience for residents and cruise guests alike. Our new pilot program aims to alleviate internet congestion and provide additional bandwidth for locals, while providing internet connectivity for our guests from ship to shore,” said Preston Carnahan, Associate Vice President, West Coast Destination Royal Caribbean Group. “Goldbelt and the local business community have been key in bringing this pilot to life and we look forward to collaborating further to ensure the success of this program.”

“As Juneau's Alaska Native Corporation, Goldbelt takes community feedback seriously. The number one complaint from this summer was a slow-down of internet speed during busy days downtown,” said McHugh Pierre, President and CEO, Goldbelt, Inc. “We are excited to collaborate with Royal Caribbean Group to explore a solution and add satellite internet capacity to town. This project will help locals and visitors have a better internet experience every day of the week.”

As the first in the cruise industry to adopt Starlink, the world's first and largest satellite constellation using a low Earth orbit, in 2022, Royal Caribbean Group is now deploying Starlink high-speed, low-latency internet for residents of Juneau while also enhancing the digital experience for vacationers visiting the region. Access points and networking provided by Peplink, will help maximize coverage and improve accessibility with users seamlessly moving from location to location while remaining connected.

The pilot program will be monitored closely to assess its impact and effectiveness. Feedback from local businesses and their patrons will be invaluable in refining and potentially expanding the initiative to other destinations in the future.

Media Contact:

corporatecommunications@rccl.com

###

About Royal Caribbean Group

Royal Caribbean Group (NYSE: RCL) is a vacation industry leader with a global fleet of 68 ships across its five brands traveling to approximately 1,000 destinations. With a mission to deliver the best vacations responsibly, Royal Caribbean Group serves millions of guests each year through its portfolio of best-in-class brands, including Royal Caribbean International, Celebrity Cruises, and Silversea; and expanding portfolio of land-based vacation experiences through Perfect Day at CocoCay and Royal Beach Club collection. The company also owns 50% of a joint venture that operates TUI Cruises and Hapag-Lloyd Cruises. With a rich history of innovating, Royal Caribbean Group continually delivers exciting new products and guest experiences that help shape the future of leisure travel. Learn more at www.royalcaribbeangroup.com or www.rclinvestor.com.

About Starlink

Starlink delivers high-speed, low-latency internet to users all over the world. As the world's first and largest satellite constellation using a low Earth orbit, Starlink delivers broadband internet capable of supporting streaming, online gaming, video calls and more. Starlink is engineered and operated by SpaceX. As the world's leading provider of launch services, SpaceX is leveraging its deep experience with both spacecraft and on-orbit operations to deploy the world's most advanced broadband internet system.

About Goldbelt, Inc.

Founded in 1973 and officially incorporated in 1974, Goldbelt Incorporated is the urban corporation that represents the Juneau area. Goldbelt is an Alaska Native Corporation with a deep connection to both our ancestors and our children – we remember the stories and traditions of the past, while working to build a bright future for our shareholders in Southeast Alaska and beyond.