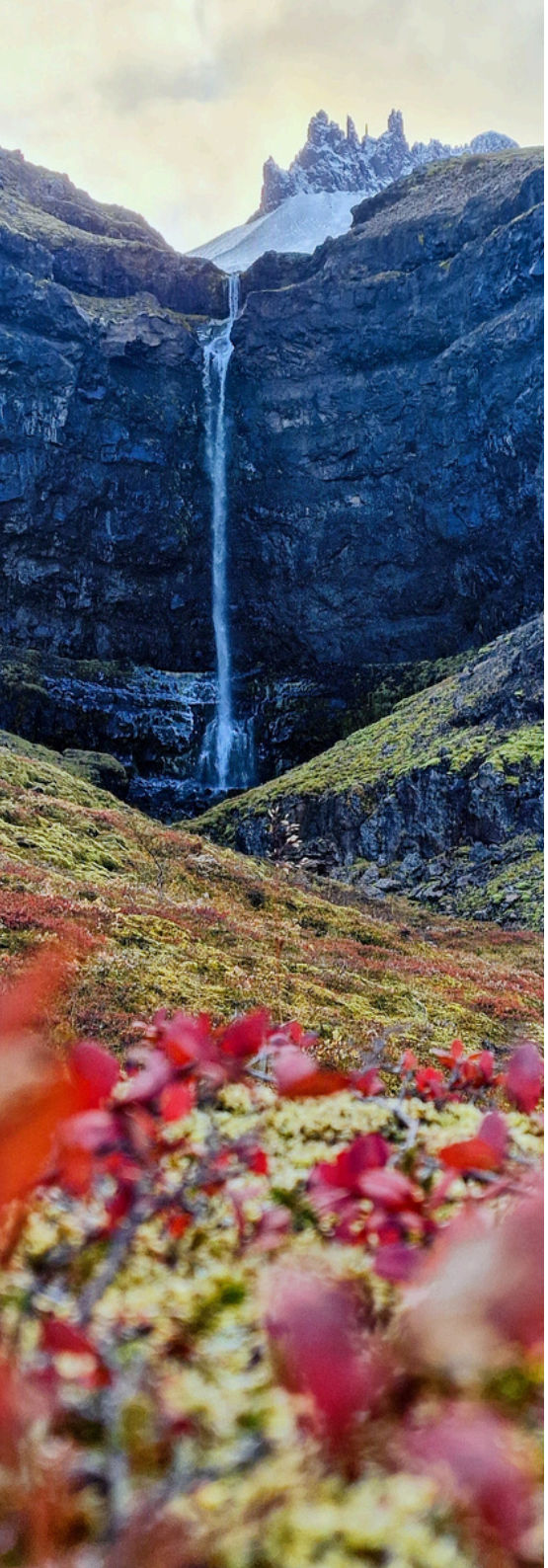


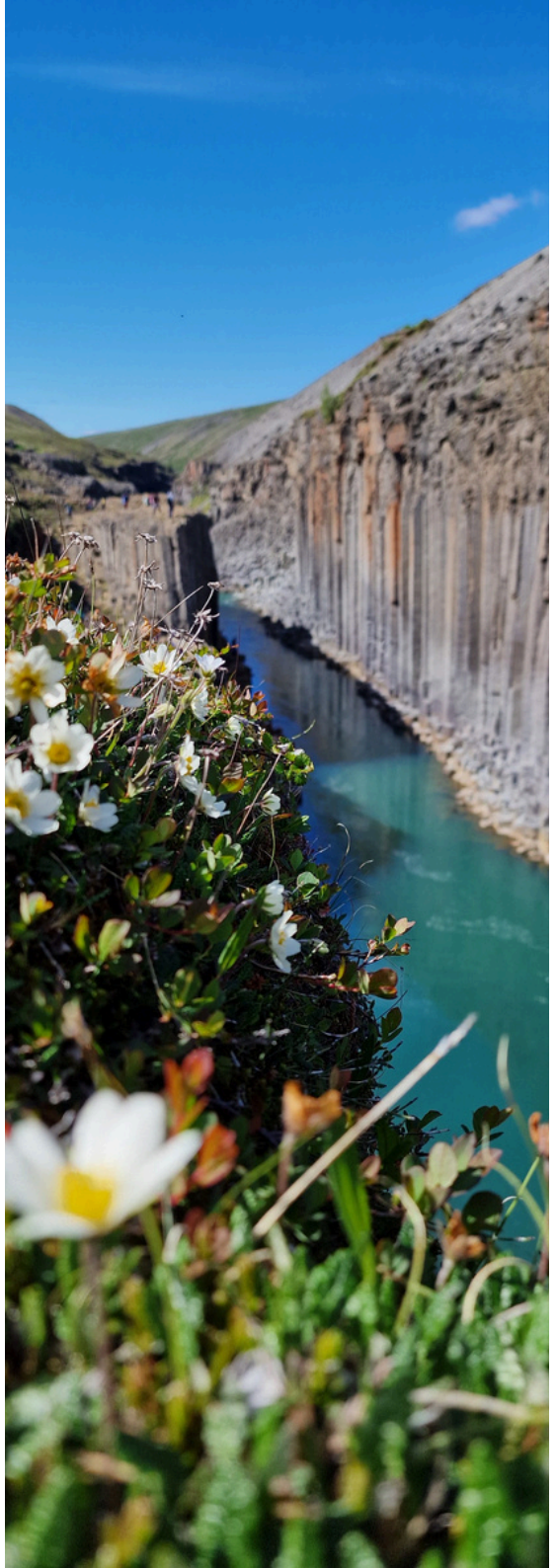
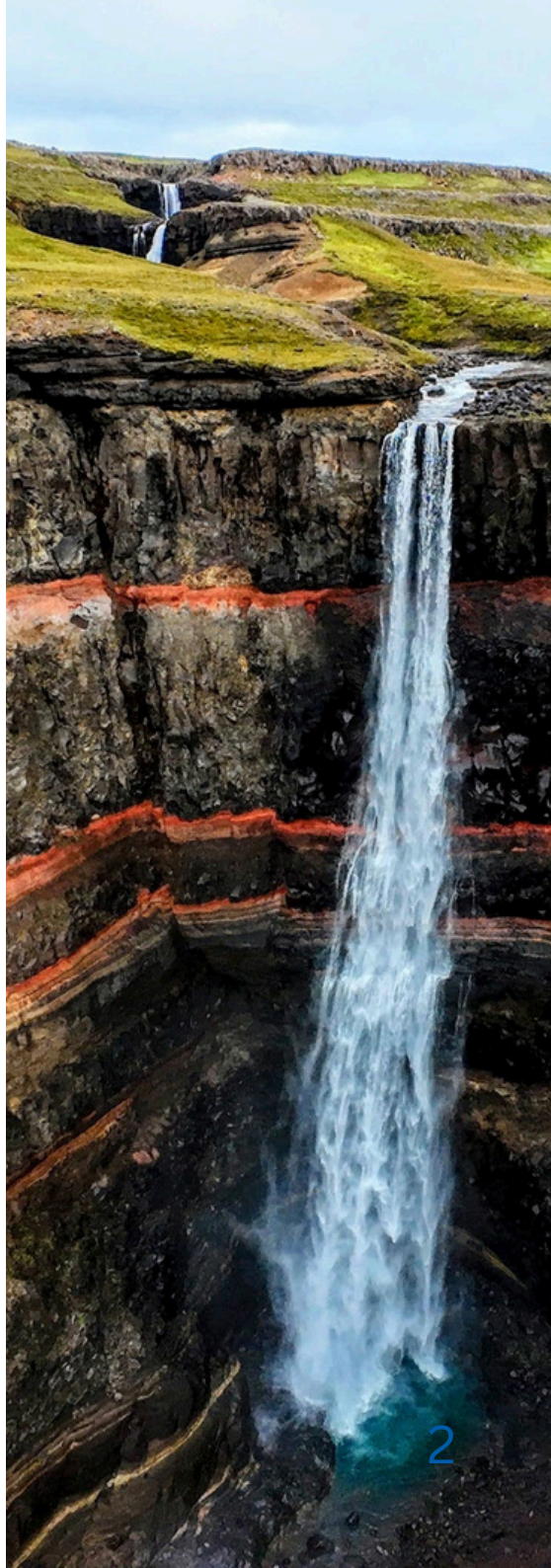
TANNI TRAVEL

Social Responsibility Report

Published in September 2025

www.tannitravel.is
tannitravel@tannitravel.is



MESSAGE FROM THE CEO

Dear friends and readers,



I am filled with heartfelt joy as I write these words—Tanni Travel is publishing its first sustainability report. This is a significant milestone and a natural extension of our commitment to transparency, honesty, and pride in the work we do for our community.

Tourism is not just about transporting people from one location to another; it's about creating experiences that enrich lives. It's about building connections—among people and nature, between our guests and locals, and, importantly, among all of us working together to make East Iceland a destination that leaves lasting memories and a positive impact.

We acknowledge that our operations have both positive effects and challenges. With this report, we aim to demonstrate how we thoughtfully consider every step we take, embracing responsibility while looking ahead with sustainability, respect, and collaboration as our guiding principles.

I want to express my gratitude to everyone who has joined us on this journey—our employees, partners, guests, and the local community. Without you, Tanni Travel would not be what it is today. We look forward to continuing to build the future together with you.

Sincerely,

Díana Mjöll Sveinsdóttir
CEO of Tanni Travel

OUR HISTORY



The company has a rich history, with over fifty years of experience in tourism and a strong connection to the East Iceland community.

Sveinn Sigurbjarnarson launched operations in 1970 with a snowcat and a passenger bus. In 1974, he bought the snowcat Tanni to transport people across the Oddsskarð mountain pass, and this vehicle gave the company its name. He used the snowcat to organise tours to Vatnajökull and other glaciers, often in collaboration with the Icelandic Glaciological Society. As time passed, he expanded the fleet, added more vehicles, and offered an increasingly diverse range of tours. In 1984, the company embarked on its first international trip to the Faroe Islands, soon followed by journeys to mainland Europe.

Building on this foundation, Sveinn and his daughter, Díana Mjöll, formally established Tanni Travel in 1993. From a young age, Díana joined her father on countless tours, learning the spirit of hospitality and the value of community that shaped the company. When Sveinn passed away in March 2021, Díana and her husband, Sigurbjörn Jónsson, carried on the legacy. Today, Tanni Travel continues to be guided by the same values of respect, responsibility, and joy that once inspired father and daughter on their journeys.

The company offers a wide range of tours, from scheduled group departures to tailor-made experiences, as well as general charter services. It aims to give guests outstanding service, personal experiences, and meaningful introductions to the nature, culture, and everyday life of East Iceland. Tanni Travel has always focused primarily on East Iceland, actively contributing to the work of the East Iceland Tourism Association and later the East Iceland Marketing Office. The company also provides transport services for the municipality of Fjarðabyggð and the company Alcoa Fjarðaál, which continue to serve as strong pillars of its operations.

From the beginning, Tanni Travel has operated year-round and now employs 10 full-time staff, with numbers rising significantly during the busy summer season. The fleet includes 18 vehicles ranging in size from 4 to 63 seats. In addition, the company organises hiking tours and other group activities, while also promoting and selling partner activities through its website. Tanni Travel holds full certification as both a licensed travel agency and a tour operator.

The company's history and legacy shape its values—responsibility, respect, professionalism, and joy—and the team reflect these values in the service they provide.


TANNI TRAVEL

HEART OF THE OPERATION

At Tanni Travel, we believe that the heart of every company is its people. Over the years, we have been fortunate to have truly remarkable employees. Without their dedication and hard work, we would not have been able to continue our journey for all these years.

We are a family-owned company, operating year-round, though our work follows the strong rhythm of the seasons. Our staff come from diverse backgrounds, and we place great emphasis on ensuring that everyone feels valued at work, has the space to grow, and that the strengths of each individual are utilised to the best of their abilities.

They are our representatives to the world, and we take immense pride in each and every one of them.

THANK YOU ♥













HEALTH & WELL-BEING

Health and well-being are fundamental pillars of Tanni Travel's operations, both for our employees and our guests. We strive to ensure a safe, healthy, and positive working environment for our staff, where work–life balance is respected and personal well-being is supported.

We also place strong emphasis on making sure our guests enjoy a safe and pleasant journey, where care is taken to provide both comfort and a meaningful experience of the region.





Tanni Travel places strong emphasis on good organisation, reliability, and consistency in its operations and has established clear policies covering all significant aspects of the business.

The company ensures that its staff always hold valid licenses for the vehicles they operate, that drivers' rest times are respected, and that they regularly attend first aid courses, as well as receive opportunities for further education and personal development. A quality management system is in place, supported by appropriate procedures and contingency plans.

The following policies are currently in effect:

POLICIES

- Environmental Policy
- Human Resources Policy
- Alcohol and Substance Abuse Policy
- Health Policy
- Safety Policy
- Gender Equality Policy
- Employee Policy
- Policy Against Bullying, Gender-Based and Sexual Harassment

EMPLOYEES

- Procedures
- Contingency Plans / Response Plans
- Incident Recording and Reporting
- First Aid Training
- Renewal of Certifications
- Support for Staff Education and Development

All Tanni Travel policies are available on the company's website.

SOCIALLY RESPONSIBLE

WITH POSITIVITY
AS OUR GUIDING LIGHT

deeply rooted in East Iceland

Social responsibility is one of the cornerstones of Tanni Travels' operations. We see the community as the foundation of our existence – without it, our business would not be possible. That is why we place great emphasis on making a positive impact by ensuring the safety and well-being of our guests and employees, supporting community development in East Iceland, and, not least, by showing respect for nature and using its resources responsibly.

In our daily operations, we strive to strengthen the community in diverse ways. We create jobs and ensure fair wages, support cultural, sporting, and social activities in the region, and purchase from local suppliers whenever possible. In doing so, we contribute to sustainable operations that both benefit the community and safeguard the natural environment for future generations.

This approach reflects our values – **responsibility, respect, professionalism, and joy** – and serves as a guiding light in all decision-making. Through these commitments, we actively support the United Nations Sustainable Development Goals.





VALUES

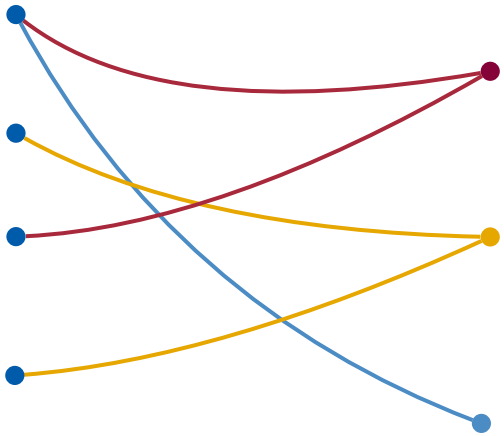
RESPONSIBILITY
RESPECT
PROFESSIONALISM
JOY

We take **RESPONSIBILITY** for our work by creating a healthy working environment, honouring our commitments, and promoting sustainable consumption and operations.

We **RESPECT** people, culture, and nature, and we build trust and cooperation within our community by ensuring equality and fairness for all.

We work with **PROFESSIONALISM**, prioritising quality and safety. We are committed to creating value for both the economy and the community.

We approach our tasks with positivity and **JOY**, believing that positive energy is passed on to both colleagues and guests – fostering well-being, unity, and a richer experience within our community.



SUSTAINABLE DEVELOPMENT GOALS

8 DECENT WORK AND ECONOMIC GROWTH

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Tanni Travel signed the Festa and Icelandic Tourism Cluster declaration on January 10, 2017, committing to sustainability and social responsibility in the Icelandic tourism sector..

PRINCIPLES

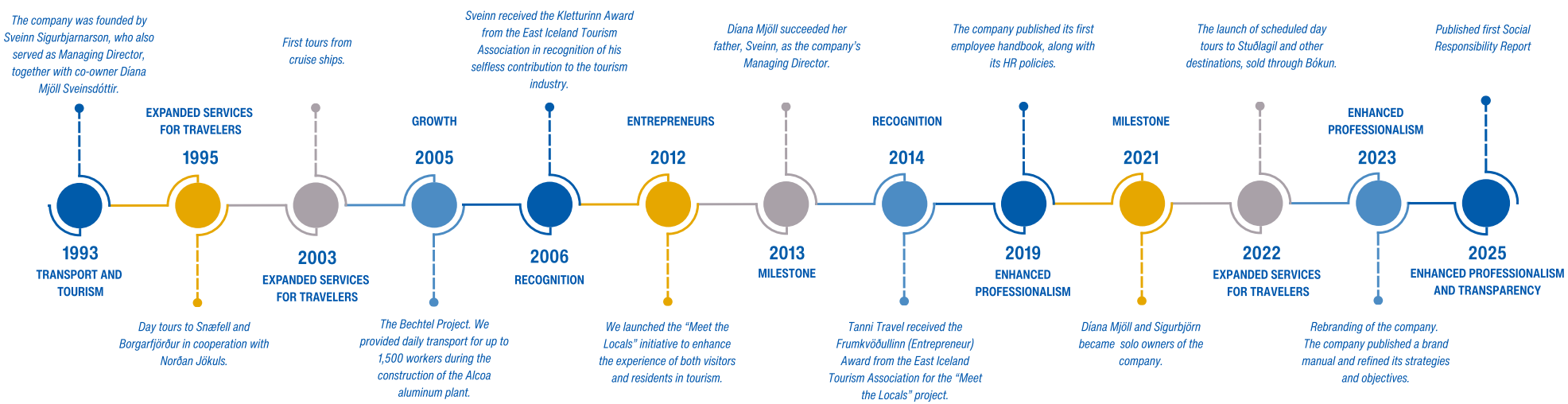
EXPERIENCE
AMBITION
ENJOYMENT

We build on decades of experience in tourism in East Iceland, where local knowledge, a passion for service, and our belief in the Icelandic phrase “þetta reddast”—meaning “everything will be alright”—form the foundation of our company today.

We take pride in meeting the needs of every customer with personal service and a solution-oriented approach that ensures quality at every step.

Satisfaction and joy are the driving forces behind all our work. When we enjoy what we do, it translates into a fun and memorable experience for our guests.

MILESTONES & ACHIEVEMENTS



REBRANDING

The beginning of our rebranding can be traced back to the passing of Sveinn, the company's founder, in 2021. For many years, the business carried his name. As society changed and a new generation of customers emerged, we chose the right moment to refine our image and place stronger emphasis on shaping a more straightforward strategy and vision for the future.



BRAND IDENTITY

In 2023, we undertook a comprehensive brand renewal and simultaneously published a brand manual. The aim was to align the brand more clearly with our values and vision for the future, while giving it a more modern and accessible identity.

We collaborated with consultant María Hjálmars and designer Ingvi Örn Þorsteinsson, emphasising our commitment to drawing on the expertise and creative talent of local professionals.



OPERATIONS

Our rebranding was not only about a new visual identity but also about changes in the way we operate. We restructured the business to strengthen our core, sharpen our focus, and dedicate ourselves to what we believe creates the most value for our guests and the community.

Among the changes was setting a clearer direction, putting greater effort into running our own tours, and introducing scheduled day tours for sale through Bókun and other sales platforms. We have also placed increased emphasis on East Iceland, developing products within the region and having the courage to follow our convictions – including saying no when something does not align with our values or vision for the future.

AUSTURLAND
EAST ICELAND

PIONEERING TOURISM IN EAST ICELAND

Collaboration is a key element of Tanni Travel's operations. By working closely with municipalities, businesses, associations, cultural institutions, and the people of East Iceland, we can create a stronger community, generate greater value, and offer our guests a more diverse experience. The projects we participate in not only strengthen our position as a tourism company but also contribute to the growth of the community and East Iceland as a travel destination.

Tanni Travel has been at the forefront of development and cooperation in tourism in East Iceland, and collaboration is one of the most crucial factors for the industry's successful growth in the region.

DESTINATION AUSTURLAND*



From the very beginning, we have actively participated in the Destination Austurland project, helping to shape the region's strategy and enhance its appeal as a travel destination.

In addition to this, we have provided vehicles and guided various press and familiarization (FAM) trips around East Iceland on behalf of Austurbrú, the regional marketing office, and Business Iceland. Our goal has been to increase international tour operators' interest in the region.

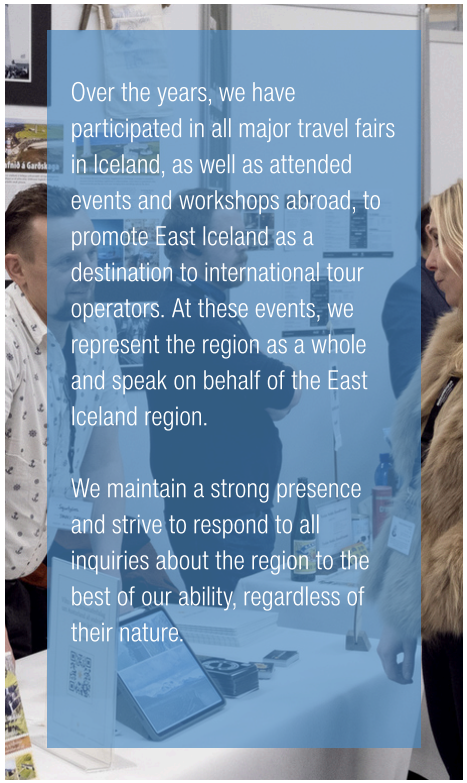
NATURE DIRECT



A key priority for tourism in East Iceland is to establish direct flights between Egilsstaðir and mainland Europe. Working alongside Austurbrú and other partners, we have supported the development of Egilsstaðir Airport and engaged in discussions with airlines and tour operators.

These efforts not only strengthen our company but also benefit the region as a whole. We remain committed to making this gateway as natural and accessible as any other entry point into Iceland.

TRAVEL TRADE & WORKSHOP



Over the years, we have participated in all major travel fairs in Iceland, as well as attended events and workshops abroad, to promote East Iceland as a destination to international tour operators. At these events, we represent the region as a whole and speak on behalf of the East Iceland region.

We maintain a strong presence and strive to respond to all inquiries about the region to the best of our ability, regardless of their nature.

COMPLIMENTARY TOURS



In recent summers, we have invited frontline staff in East Iceland's tourism industry to join our tours, including trips to Stuðlagil and Snæfell.

We believe it is essential for those working in tourism in the region to become familiar with the area and experience East Iceland's unique natural environment firsthand. By doing so, we help strengthen the industry, increase staff knowledge, and ultimately improve service and enhance the visitor experience in East Iceland.

A RESPONSIBLE PARTNER

NOT JUST
A BUS COMPANY

We place strong emphasis on directly supporting the community in East Iceland. Through participation in cultural, sports, and social activities, supporting schools and events, and choosing local services and products, we contribute to strengthening our surroundings. The community projects we engage in foster solidarity, enhance quality of life, and create positive impact for both residents and visitors.





Transport

Since its founding, Tanni Travel has provided a wide range of transportation services in East Iceland and has been a reliable support in the daily life of the community. We handle various services, including school transport for Fjarðabyggð, staff transport for Alcoa, and services for sports clubs, as well as numerous events for children, companies, and individuals in the region. All told, we operate an **average of nearly thirteen trips per day**, year-round, in addition to our tourism services.

Entrepreneurs

We are committed to supporting entrepreneurs who contribute to strengthening tourism in East Iceland. We have assisted individuals with applications, for example, by being registered project partners, and have provided staff and vehicles for various initiatives. Through this support, we help build a diverse and sustainable industry that benefits the entire community.





Events

It is essential to support culture, outdoor activities, and community life in East Iceland. Each year, we sponsor a variety of events and community groups, for example, through sponsorship lines or advertisements. We also support entrepreneurial initiatives and unique events, such as the **Nature School** and the **Snæfell Trail Run**.

THE NATURE SCHOOL

PROUD SUPPORTERS SINCE
NOVEMBER 2023

Tanni's core policy is to be present in the local community, create a positive impact, lead tourism in the region, and serve as a role model for responsible tourism.

The ambitious work of the Nature School (Náttúruskólinn) soon caught our attention. Following conversations with one of its founders, Hildur Bergsdóttir, we entered into a sponsorship agreement with the school. This sponsorship includes providing a bus and driver whenever children need transport to the school site, which, as its name suggests, is located in a natural setting.

The Nature School was founded in early 2022 and operates both as a leisure program and in cooperation with the school system. It has already worked with the primary schools of Múlaþing municipality, and its goal is to expand collaboration with more municipalities.

The school offers exciting and challenging outdoor courses that focus on spending time outdoors, developing an understanding of nature, promoting healthy lifestyles, exploring local culture, fostering self-awareness, enhancing communication skills, and promoting cooperation. Participants work in groups, strengthening social skills and learning to recognise and use their own strengths.

By connecting its activities to the UN Sustainable Development Goals, the school provides children with unique experiences in nature. It fosters an interest in outdoor life, the environment, and the future. It works with children from the upper levels of preschool through secondary school.

It is hard not to be inspired when speaking with Hildur about the school's establishment and its vision. Ambitious goals, strong belief in the project, and the energy of the founders and staff have brought the school to where it is today. In addition to its regular programs, the school runs special projects, organises international expeditions, and welcomes international students. It is truly remarkable and valuable to have such people and initiatives in the region.

East Iceland can be proud of the Nature School, and we hope its work will continue to grow and flourish for years to come.









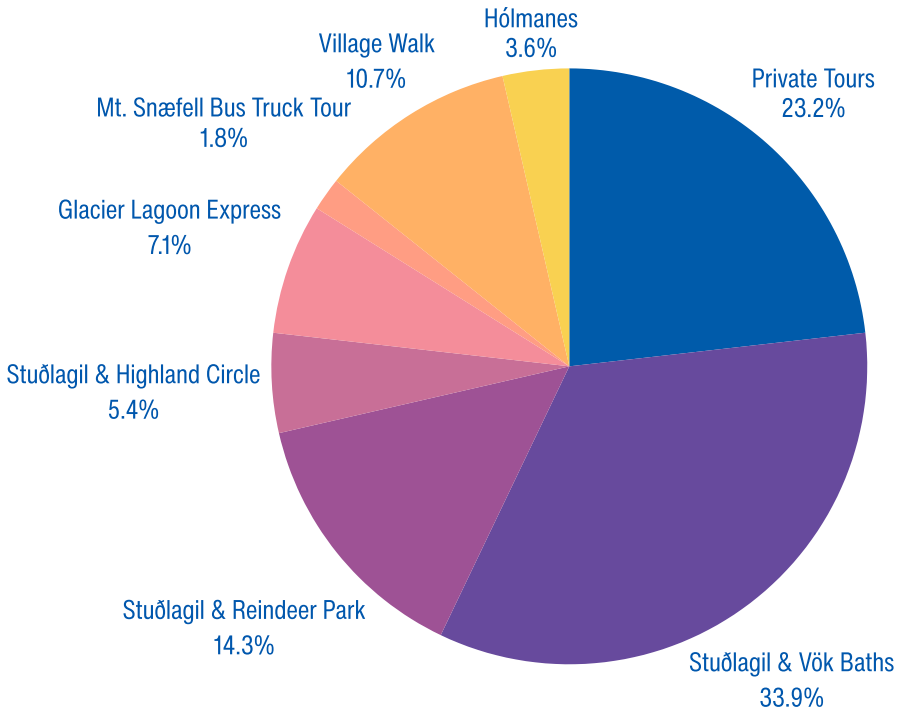


STATISTICS

We recorded almost **5,000 departures** during the year—an average of about 14 per day. The variety of trips clearly illustrates the seasonal rhythm of our operations: tourism peaks in the summer months, while school and corporate transport account for a larger share during the winter.

By placing greater emphasis on day tour sales, we achieved precise results. After listing tours on Bókun and other online platforms, we increased departures from only **7 in 2024 to 56 in 2025**. Passenger **numbers grew by an impressive 616%** year-on-year. This growth reflects both our deliberate product development and the rising interest in East Iceland as a destination.

DAY TOUR DEPARTURES



REVIEWS FROM OUR GUESTS

"Come as a stranger, leave as a friend."

We care deeply about our guests and their experience. We always strive to provide excellent service, create positive memories, and do our very best to make every journey enjoyable and memorable.

Marta ★★★★★

4x4 Bus Truck Tour into Vatnajökull National Park

This was my second tour with Tanni Travel and they have once again exceeded my expectations! The tour in Highlands was very beautiful. Our guides were amazing: super professional, knowledgeable, and genuinely fun to be around. They took us to see some of the most breathtaking landscapes I've ever seen, and we spent a truly wonderful day together.

I highly recommend Tanni Travel to everyone!

Amanda ★★★★★

Stuðlagil Canyon & Vök Baths

We really enjoyed this tour. Our guide was friendly and knowledgable from the moment we were picked up at the cruise terminal and throughout the ride to the canyon and then to the baths.

The hike to the canyon was pleasant and easy for our group of 11 people aged 8-57. Our guide assisted us as we hiked the part at the end and we enjoyed a very up close view of the beautiful canyon.

We loved the baths: it was a new experience for all of us! We also loved hearing about life in Iceland, from the customs of holidays to the cyclical festivals and parties. We were so comfortable with our guide and highly recommend this tour.

Marja ★★★★★

Glacier Lagoon Scenic Express

Everything went smoothly. Despite the fact that our cruise ship's tenders were delayed due to fog, we arrived just in time and were warmly welcomed by Diana, Anna, and the driver. The bus ride was comfortable. The glacier was special and definitely worth it. We were back at the port right on time, where the tenders were ready for the transfer. All in all, a beautiful but pricey trip.

Murray ★★★★★

Stuðlagil Canyon & The Highland Circle

Outstanding trip with Tinna - one of the best tours we've had in any country. Aside from taking us to some of the most incredible views imaginable, we learned a lot from Tinna about Iceland, family culture, the fishing industry, and so much more.

She's a great driver and went out of her way to accommodate any special requests by the guests. She had a great "off road" vehicle and made this long tour seem so short.





CLOSING REMARKS

As we wrap up our first Social Responsibility Report, we want to highlight once more what truly matters to us: the trust you place in us, the collaboration we share, our valued guests, and the vibrant community we are part of.

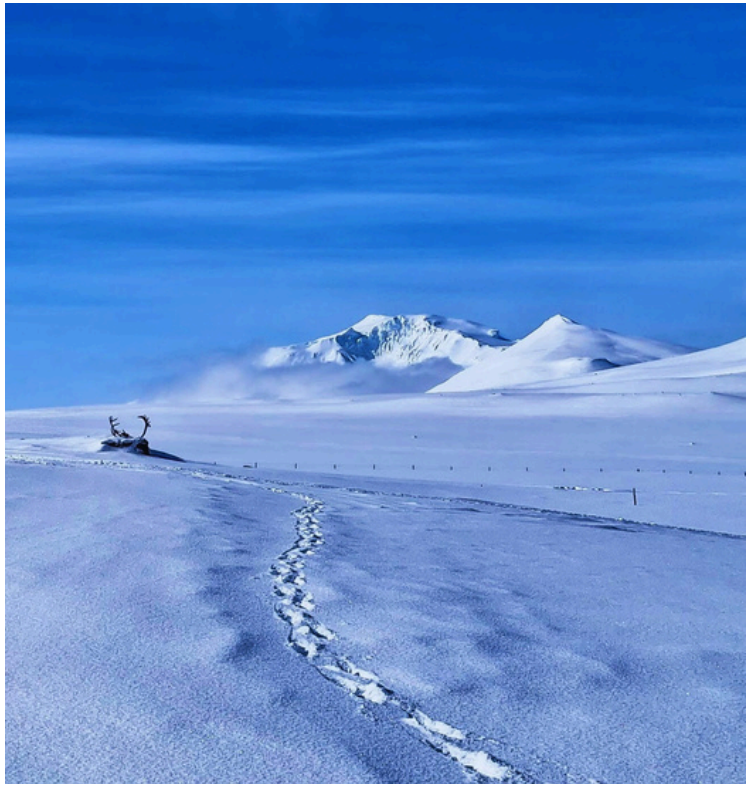
The projects we've undertaken are more than just numbers; they are meaningful stories of people, places, and our shared journey of growth.

Looking to the future, we welcome the new challenges and opportunities that lie ahead. We remain committed to learning, growing, and strengthening our bond with East Iceland and with all of you. Guided by honesty, sustainability, respect, and teamwork, we will continue to move forward with purpose.

Thank you for being part of this journey with us. We look forward to creating lasting positive change and unforgettable experiences together.










TANNI TRAVEL

your trusted partner in Austurland since 1993

www.tannitravel.is
tannitravel@tannitravel.is
@tannitravel_iceland

Strandgata 14
735 Eskifjörður
Iceland