

Erik Friemuth takes on CEO role outside of TUI Group

- **TUI CEO Sebastian Ebel: "Erik Friemuth was a key driver in the expansion of Hotels & Resorts and the development of the TUI Blue brand - Successful reorganisation of the TUI brand portfolio and relaunch of the TUI brand across all markets are a success story of his time at TUI."**
- **Change at the beginning of 2024**

Hanover, 8 September 2023. Erik Friemuth, Managing Director TUI Hotels & Resorts and Chief Marketing Officer of the TUI Group, will take on a new challenge outside of TUI Group at the beginning of the new year and will assume operational responsibility for a different company as CEO.

Friemuth joined TUI in 2014 as Chief Marketing Officer and became a Member of the Group Executive Committee. Right at the beginning of his time, he planned and successfully implemented a reorganisation of TUI's brand portfolio. Under his leadership, the Group has introduced and established TUI as a strong global brand in all of its markets. Friemuth played a decisive role in making the brand relaunch a success story. In 2017, he also took over responsibility for the management of the TUI hotel brands Robinson, TUI Magic Life and TUI Blue as Managing Director TUI Hotels & Resorts. During this time, TUI's own hotel portfolio has grown significantly. Last year, Friemuth was also given Group-wide responsibility for Customer Experience and the Central Customer Ecosystem, and here too he quickly launched important initiatives that will shape TUI in the long term.

Sebastian Ebel, CEO of TUI Group: "I very much regret the change, as I share a long and close working relationship with Erik Friemuth, which started even before he joined TUI in 2014. We were already colleagues in our previous roles. Such a long collaboration creates a strong bond. As much as I would have liked to retain Erik Friemuth at TUI, I understand his aspiration to take on direct operational responsibility as CEO of a company after ten successful years at Group level. Erik Friemuth has played a decisive role in making TUI a global power brand and in ensuring that TUI's hotel brands are strongly positioned with an ambitious growth agenda. The brand relaunch, for which he was responsible, is an enduring success story. What sounds self-evident today was an enormous challenge with great commercial opportunities, but equally great risks in implementation. Erik Friemuth has strengthened the TUI brand and positioned it more broadly. TUI Blue is also part of his personal success story, as

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we started this brand from scratch. On behalf of all my colleagues on the Group Executive Committee, I would like to thank him for the good cooperation and his great contribution over the past ten years. We wish him all the best for his new challenge.”

Erik Friemuth: "I would like to thank Sebastian Ebel and the entire TUI team for the great cooperation over the past ten years and the trust in my work. In the hotel sector, I was able to develop a new brand and accelerate its growth. My time at TUI was exciting and very eventful. After almost ten years with the company, the time has now come for me to take on a new challenge. After having worked at a strategic level, especially in the last few years, I would like to take on an operational role and directly manage a company in my new role alongside my strategic work. I am now faced with this opportunity as I start a new role at the beginning of the year."

The Group will decide and announce the future structure and succession in the individual areas of responsibility by the time Erik Friemuth moves on.

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About TUI Group

TUI Group is a leading global tourism group and operates worldwide. The Group is headquartered in Germany. TUI shares are listed on the FTSE 250, an index of the London Stock Exchange, on the regulated market of the Hanover Stock Exchange and on the Open Market segment of the Frankfurt Stock Exchange. The TUI Group offers integrated services from a single source for its 21 million customers.

The entire tourism value chain is covered under one roof. This includes over 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson and 16 cruise ships, from the MS Europa and the MS Europa 2 in the luxury class and expedition ships to the Mein Schiff fleet of TUI Cruises and cruise ships at Marella Cruises in Great Britain. The Group also includes leading tour operator brands and online marketing platforms across Europe, five airlines with more than 130 modern medium and long-haul aircraft and around 1,200 travel agencies. In addition to expanding its core business with hotels, cruises via successful joint ventures and activities in holiday destinations, TUI is increasingly focusing on the expansion of digital platforms. The Group is transforming itself into a digital company.

Global responsibility for sustainable economic, ecological and social action is at the core of our corporate culture. The TUI Care Foundation, initiated by TUI, focuses on the positive effects of tourism, on education and training and on strengthening environmental and social standards with projects in 25 countries. It thus supports holiday destinations in their development.

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