

easyJet selects Musement as Tours & Activities partner, expands collaboration

- **Digital Platform:** TUI Musement develops and populates new Tours & Activities digital platform for easyJet
- **Expanded Collaboration:** Partnership builds on existing collaboration with easyJet holidays launched in 2022 - all easyJet customers can now add experiences to their flight or holiday package booking.
- **Strategic growth:** B2B Partnership continues TUI's strategic growth in Tours & Activities

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Palma de Mallorca, 15 January 2024. TUI Group continues its strong and strategic growth in Tours & Activities: Its digital platform TUI Musement was selected as the experiences partner by easyJet, one of Europe's leading airlines. The partnership builds on the existing Tours & Activities collaboration between TUI Musement and easyJet holidays launched in 2022, with the airline now also leveraging TUI Musement's digital platform solutions and highly curated global portfolio of experiences. This means all easyJet customers, whether they are booking flights or a package holiday, can now access thousands of excursions, activities and attraction tickets in hundreds of destinations across Europe and beyond. easyJet joins a long list of B2B partners which utilise TUI Musement's tours & activities portfolio, including booking.com, trip.com, TourScanner and Eurostar.

"A great example of our growth roadmap: Following our initial work together, we are delighted to now expand our partnership and offer a diverse portfolio of thousands of the best excursions, activities and attraction tickets to all easyJet customers." Said Peter Ulwahn, CEO of TUI Musement. "This partnership underlines our position as the travel industry's preferred partner for tours and activities."

TUI Musement developed and populated a new Tours & Activities digital platform, which is integrated with the easyJet website and offers customers the opportunity to book a huge variety of local experiences in all easyJet destinations when booking their flights, either via the dedicated webpage - activities.easyjet.com – or on the easyJet app.

Musement's custom selection of excursions, activities and attraction tickets for easyJet guarantees a high level of standards related to quality, health and safety, and sustainability, providing peace of mind and enabling customers to discover the best

experiences before and after booking a flight. Tickets for most experiences are paperless, allowing customers to conveniently scan a QR code either at the beginning of the activity or at the venue entrance. Additionally, push notifications serve as valuable reminders for location and timing in the lead-up to the experience.

Whether customers are looking to explore the museums of the Vatican or the Pyramids of Egypt, or if they're interested in enjoying a catamaran cruise in Santorini, a 4x4 adventure in Madeira, or the thermal baths of a Polish mountain village, the new partnership with Musement will offer something for everyone, all covered by a best price guarantee.

Excursions, activities and attraction tickets are available to book now on the easyJet app, after flight confirmation, or via the dedicated site - activities.easyjet.com - at any time.

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Notes to editors:

All excursions, activities and attraction tickets can be viewed at activities.easyjet.com

Experiences mentioned in the announcement:

- Egypt: <https://activities.easyjet.com/uk/sharm-el-sheikh/overnight-tour-to-cairo-s-highlights-from-sharm-el-sheikh-362295>
- Madeira: <https://activities.easyjet.com/uk/madeira/madeira-4x4-tour-from-funchal-to-nun-s-valley-and-cabo-girao-393831>
- Poland: <https://activities.easyjet.com/uk/krakow/zakopane-tour-with-hot-bath-pools-and-hotel-pick-up-178711>
- Vatican: <https://activities.easyjet.com/uk/rome/reserved-entrance-and-guided-tour-of-vatican-museums-and-sistine-chapel-2-353901>

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.

About TUI Musement

TUI Musement is a global Tours & Activities business that combines scalable digital platforms with personalised in-destination service by local teams, to deliver products in three main business lines:

- Experiences: Excursions, activities & tickets
- Transfers: Between airports, hotels and ports
- Tours: Multi-day itineraries encompassing flights, hotels, experiences and transfers

Available in all major city and sun & beach destinations, products are developed in-house or sourced from leading travel businesses. They are distributed to customers, including the 20+ million TUI customers, through the TUI websites and apps, in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines. TUI Musement is one of the major growth areas of the TUI Group.

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About easyJet

easyJet is Europe's leading airline offering a unique and winning combination of the best route network connecting Europe's primary airports with great value fares and friendly service.

easyJet flies on more of Europe's most popular routes than any other airline and carried more than 82 million passengers in 2023 with more than 11.3 million travelling for business. The airline has over 300 aircraft flying on 1000 routes to more than 155 airports across 35 countries. Over 300 million Europeans live within one hour's drive of an easyJet airport.

easyJet aims to be a good corporate citizen, employing people on local contracts in eight countries across Europe in full compliance with national laws and recognising their trade unions. The airline supports several local charities and has a corporate partnership with UNICEF which has raised nearly £17m for the most vulnerable children since it was established in 2012.

In 2022, easyJet published its roadmap to net zero by 2050. The roadmap, which also features a combination of fleet renewal, operational efficiencies, airspace modernisation, Sustainable Aviation Fuel and carbon removal technology, has set an ambitious interim carbon emissions intensity reduction target of 35% by 2035. The airline's ultimate aim is to fully transition its fleet to zero carbon emission technology, which it will achieve through a number of strategic partnerships including with Airbus, Rolls-Royce and GKN Aerospace Solutions. Since 2000, the airline has successfully reduced its carbon emissions per passenger, per kilometre by one-third.

Innovation is in easyJet's DNA – since launching nearly 30 years ago, easyJet changed the way people fly to the present day where the airline leads the industry in digital and operational innovations to make travel more easy and affordable for its passengers.

In 2023 easyJet was named by TIME as one of the World's Best Companies and a Leader in Diversity
2024 by The Financial Times.

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