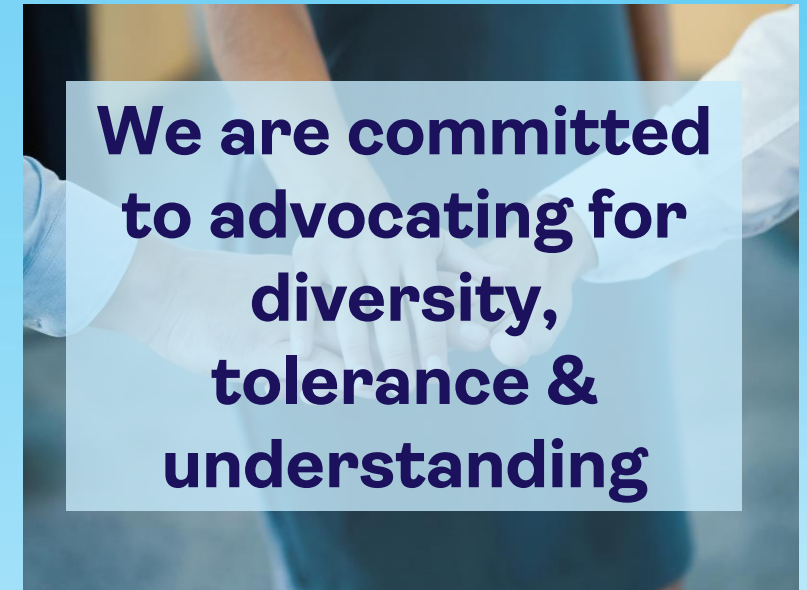
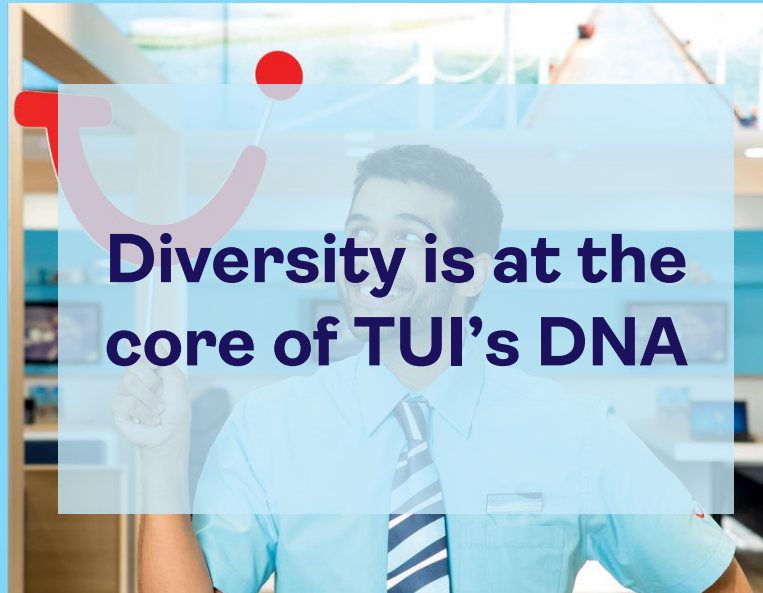




TUI AG Annual General Meeting 2024

Sebastian Ebel – CEO

Diversity & inclusion at TUI



Our clear commitment - #Neveragainisnow

Thank you to the entire TUI team!



65,000 x Thank you for a successful financial year 2023

Review FY23: Successful year of transition for TUI



Record revenue
€20.7bn with significant
increase in und. EBIT to
€977m

Strong performance
continues across all
Holiday Experiences
segments

Operational
improvement in Markets
& Airlines with more to
come

Repayment of
government funding as
promised &
improvement in
leverage ratios

After three years impacted by the pandemic, TUI is back on track

Germany and Europe need a reliable and fair regulatory framework



Plannable and technically solid politics



Fair competitive conditions for all companies



Consequent reduction of bureaucracy



Smart regulation that supports prosperity and innovation

Europe does not lack innovative spirit, drive and good ideas – we lack the support and freedom to realise them

Outlook FY24: TUI is clearly geared towards growth



Tourism set to return to growth faster than GDP – sector is healthy, global travel demand is strong

Driven by global megatrends – growth of middle classes, people living healthier and longer lives, experiences over things

We also face macro-economic challenges – our trusted brand and excellent products give us an advantage in the market

Q1 FY24 our strongest first quarter in history and booking dynamics remain strong

TUI started successfully into a promising FY24

TUI's strategy for profitable growth

Excellence in Leisure Experiences

Grow
HOLIDAY
EXPERIENCES



Grow
MARKETS &
AIRLINES

Leverage synergies
CENTRAL CUSTOMER ECOSYSTEM
Vertical integration

Holiday Experiences: Asset-right growth in differentiated products & expand customer base



Asset-right growth

Differentiated brands

Global distribution platform



Capacity growth

Fleet upgrading



Grow own & differentiated products


Customer growth

Markets & Airlines: Grow with new products & new customers



New Products

the mora



FIRST CHOICE

New Customers



One Global Platform



Leverage Brand Strengths

Central Customer Ecosystem: Leveraging synergies between our business segments

CENTRAL CUSTOMER ECOSYSTEM

Markets & Airlines



Holiday Experiences



CUSTOMER ACCOUNT



APP



CARE



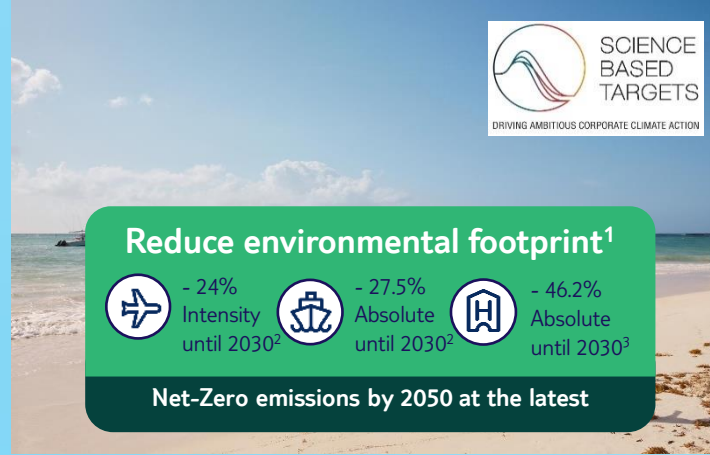
CRM



LOYALTY



TUI's ambition: Staying in a leading position in sustainability



We are not waiting, and we are not hesitating when it comes to sustainability



We are on track to deliver profitable growth

A successful
FY2023

Positive
outlook for
FY2024

Focused on
leveraging our
potential

We want more,
we can do
more, we will
deliver more

Thank you.