

Karl J. Pojer hands over management of Hapag-Lloyd Cruises

Hanover/Hamburg, 9 December 2020: The integration of the Hapag-Lloyd Cruises brand under the umbrella of the joint venture TUI Cruises has been completed. For Karl J. Pojer (65), the successful integration represents the appropriate time to hand over the management of Hapag-Lloyd Cruises to the management of TUI Cruises at the end of the year. Julian Pfitzner will in future be responsible for the operative business of the luxury brand, as CEO of the Hapag-Lloyd Cruises brand. In previous years, he was responsible for the MS Europa 2 and the marketing of Hapag-Lloyd Cruises.

Sebastian Ebel, member of the Executive Board of TUI AG: "We would like to thank Karl Pojer for his many years of outstanding service to the Group and above all for his special achievements for Hapag-Lloyd Cruises. The entire Executive Board of the TUI Group wishes him all the best and continued success for his future. The maxim of perfection for the best cruise liners worldwide is a manifesto and is destined to endure in the company".

Karl J. Pojer: "It was an important step to integrate the successful and powerful Hapag-Lloyd Cruises brand into the joint venture between the TUI Group and Royal Caribbean. I have actively and intensively accompanied and shaped this route. Now it is the right time to hand over the tasks and the further path to the new management. I would like to thank all my colleagues who have supported me so enthusiastically on this track over the past seven years - for me the best crew in the world. I wish Julian Pfitzner, who perfectly represents the philosophy of the Hapag-Lloyd Cruises brand, continued success in his new management role."

Karl J. Pojer, the award-winning tourism expert – Seatrade European Personality of the Year or Hotelier of the Year 2020 – stands for an exceptional career in the travel industry with leading positions in business and leisure hotels, club hotels and cruises. Pojer looks back on an international career with tenures in the U.S., Germany, Belgium and Portugal with leading hotel brands such as Kempinski Hotels, Sheraton Hotels and Pestana Hotels, Resorts & Casinos.

Since 1996 Karl J. Pojer has held various management positions in the TUI Group, including at the Robinson Club and as divisional director for TUI Hotels & Resorts. TUI's hotel holdings today comprise more than 400 Group-owned hotels and resorts. In May 2013, Pojer took over as Chairman of the Executive Board of Hapag-Lloyd

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Kreuzfahrten. With a far-reaching restructuring, consistent brand management and a realignment of the ships, he achieved a remarkable turnaround of the company. In 2019, he put Hapag-Lloyd Cruises on course for growth with two new ships in the expedition segment and achieved the best result in the company's history. In 2021 the HANSEATIC spirit, another ultra-modern ship, will complement the new expedition class.

As Chairman of the Leadership Council of CLIA Deutschland, the industry association of the German cruise industry, Karl J. Pojer has represented the growing cruise industry in Germany since 2016 with his many years of expertise in the hotel and tourism industry. In the context of the restart of cruise operations in Germany this summer, he also intensively accompanied and promoted this process in his position within the association.

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About TUI Group

TUI Group is the world's leading integrated tourism group operating in more than 100 destinations worldwide. The company is headquartered in Germany. The TUI Group's share is listed in the FTSE 250 index, the leading index of the London Stock Exchange, and in the German open market.

In financial year 2019, TUI Group recorded turnover of around €19bn and an operating result of €893m. The Group employs more than 70,000 people worldwide. TUI offers its 28 million customers, including 21 million customers in European national companies, integrated services from a single source. It covers the entire tourism value chain under one roof. This comprises more than 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson as well as 18 cruise ships ranging from the MS Europa and MS Europa 2 luxury class vessels and expedition ships to the Mein Schiff fleet of TUI Cruises and the vessels of Marella Cruises in the UK. The Group also includes leading European tour operator brands, five airlines with 150 modern medium- and long-haul aircraft and 1,600 travel agencies. Apart from the expansion of its core business with hotels, cruises and destination activities, TUI is increasingly investing in digital platforms. The Group is transforming as a digital company.

Global responsibility for sustainable economic, ecological and social activity is a key feature of our corporate culture. TUI Care Foundation, initiated by TUI, promotes the positive effects of tourism, education and training as well as environmental and social standards with projects in 25 countries. It thus contributes to the development of the holiday destinations. TUI Care Foundation, operating around the world, initiates projects creating new opportunities for the next generation.

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