

Peter Ulwahn joins TUI Group Executive Committee as new TUI Musement CEO, responsible for ongoing strategic growth of tours and activities area

- **Change follows successful transformation of TUI Musement into a leading digital platform for excursions, activities, attraction tickets and transfers**
- **Continuity in leadership – TUI Musement can seamlessly continue its outstanding development**
- **David Schelp will be active as an investor and entrepreneur in the tourism industry outside the Group**

Hanover/Palma, 31 March 2022. Peter Ulwahn, previously Chief Digital Officer of TUI Musement, will take over the leadership of TUI's growth segment Tours and Activities on May 1st and become a member of the TUI Group Executive Committee.

TUI Group
Group Corporate &
External Affairs
Karl-Wiechert-Allee 4
30625 Hannover

group.communications@tui.com
www.tuigroup.com

Ulwahn has been part of TUI Musement's leadership team since 2015 and has played a key role in shaping the company's transformation into a leading digital platform for tours and activities. During this time, he has been closely involved in all key strategic decisions in recent years alongside the outgoing CEO David Schelp. He has been with the Group since 1994, during which time he has gained management experience in a wide range of areas - from product management and customer service to digitalization and human resources. Originally from Sweden, Peter has worked in both European and international destinations at TUI and also knows the tour operator and airline business intimately from his time on the management board of TUI Nordic.

David Schelp has been with the Group since 2002 and in 2009 took over leadership of TUI's tours and activities business unit, where he implemented its transformation from a traditional tour operator business into a leading provider of tours and activities in destinations around the world. Under his leadership, the tours and activities segment was developed into a strategic growth area for the Group. He successfully completed the integration of the travel-tech start-up Musement, acquired in 2018, and created a scalable digital platform for vacation experiences. In recent years, TUI Musement has added numerous leading travel portals as customers. Following his departure from the Group, David Schelp will devote himself to his own entrepreneurial ventures in the future. As an investor

and entrepreneur, he will remain connected to the tourism sector, developing and implementing his own business ideas.

Fritz Jousen, CEO of TUI Group: "I would like to thank David Schelp for the very good and trusting cooperation over the past years. With its digital platform for tours and activities, TUI Musement now plays a central role in our Group's digital strategy. David Schelp has laid the foundation for this through successfully leading the transformation of this part of the business. I have great respect for his decision to now become an entrepreneur. I am sure that with his great experience and strong entrepreneurial instinct, he will continue to drive business success. I wish him all the best for his plans. With Peter Ulwahn, TUI Musement has a well prepared and natural successor that already understands the industry and knows the company very well. From day one, Peter Ulwahn will be fully committed to further developing our digital platform business. I look forward to working closely with him on the Group Executive Committee.

Experiences are the new luxury for many guests, and the segment will continue to grow strongly. With TUI Musement, we are already active in more than 100 countries around the world and offer holidaymakers unique experiences - both for TUI guests, but also as a partner for other companies in our industry. We see further great growth potential for the future."

About TUI Musement

TUI Musement is a global leader in tours and activities, combining a scalable digital platform with local services in more than 100 countries worldwide. The company offers experiences in all major vacation and city destinations for travelers around the world - with more than 200,000 experiences currently available. These are distributed through Musement and TUI websites and apps, as well as B2B partners - including leading global digital travel platforms (OTAs), tour operators and cruise lines. TUI Musement is one of TUI Group's key growth areas, generating revenue of EUR 1.2 billion in pre-pandemic fiscal 2019. In the first quarter of the current fiscal year 2022, TUI Musement sold over one million excursions and activities.

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 27 million customers, 21 million of them in the European national companies.

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 100 modern medium and long-haul aircraft and over 1,000 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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Karl-Wiechert-Allee 4
30625 Hannover

Magnus Hüttenberend
Corporate Communications
Tel. +49 (0) 511 566 6060
magnus.huettenberend@tui.com

group.communications@tui.com
www.tuigroup.com