

TUI integrates into Juniper Travel Technology XML portfolio to extend Tours & Activities distribution

- **TUI's portfolio of 88,000+ experiences now available through Juniper TravelTech, the main division of Juniper Travel Technology**
- **Juniper TravelTech clients can seamlessly integrate excursions, activities and attraction tickets for over 1,000 destinations**

Palma de Mallorca, 16th August 2023. TUI Group, one of the world's leading tourism businesses, has extended its Tours & Activities distribution through connecting with Juniper Travel Technology, a global travel technology company specialising in online solutions and connectivity. Juniper TravelTech clients can now access and seamlessly integrate TUI's portfolio of over 88,000 excursions, activities and attraction tickets, available in over 100 countries. Initially, TUI's experiences portfolio will be available as a standalone catalogue, but in the future will be part of Juniper's packaging and call centre modules. The synergy with Juniper Travel Technology continues the expansion of TUI's digital distribution, and its strong and strategic growth in Tours & Activities.

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"This cooperation is a win-win, enabling TUI and Juniper Travel Technology to expand their offering and reach new customers. A strong focus on our customers' needs has driven us to build a highly curated portfolio of the world's most relevant experiences, which we are delighted businesses can now seamlessly integrate through Juniper's market-leading technology solutions." Said Nishank Gopalkrishnan, Chief Business Officer of TUI Musement, the Tours & Activities division of TUI Group.

"We work with the best businesses and provide the best products; collaborating with TUI was therefore inevitable and we are delighted to offer their excursions, activities and attraction tickets to our clients. We have pioneered innovative and frictionless digital integration, and TUI is known the world over for its top-quality products and customer service – this is an exciting collaboration for both businesses." Said Juan Mateos, General Manager at Juniper Travel Technology.

In 2022, TUI sold over seven million experiences and is one of the largest organisations in the Tours & Activities industry. TUI's portfolio of experiences can be integrated immediately, in its entirety or as a customised selection based on a business' parameters, such as specific destinations or types of experiences. TUI has the largest product sourcing team in the Tours & Activities industry, and experiences are assessed

against strict standards in terms of quality, Health & Safety and sustainability, including Green & Fair experiences, an industry first certification based on the criteria of the GSTC.

This announcement and photos can be found in the press section on www.tuigroup.com.

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 website and app, 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 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 Juniper Travel Technology

Juniper Travel Technology is the global travel technology company leader in providing the best online solutions for businesses in the tourism sector through its divisions Juniper TravelTech, Juniper Cangooroo, Juniper Airline Vacations and Juniper Cruises by IST. Its platforms are flexible, modular, and adaptable to the needs of each business.

With 20 years of experience in the sector, Juniper Travel Technology is trusted by more than 270 companies that already rely on its technology. In addition, it has the broadest connectivity portfolio in the world consisting of over 440 XML Integrations with external suppliers.

Its team of more than 280 professionals is highly specialized and committed to providing the highest quality service to its Clients and Suppliers. Thanks to this, it has experienced great growth in the market in recent years.

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Website: <https://ejuniper.com/en/>
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