



TUI Group

One of the world's leading tourism groups

TUI Group Overview



Global group -
headquartered in Germany

Cruise ships



16

Hotels



~400

Aircraft



~140

Travel Agencies



~1000

Turnover 2019 (pre
Covid):

18.9 bn €

Turnover 2021 (Covid):

4.7 bn €

Underlying EBIT 2019 (pre
Covid):

893 million €

Underlying EBIT 2021 (Covid):

-97 million €



TUI Care Foundation, initiated
by TUI, promotes the positive
effects of tourism in
25 countries



Through the TUI Workwide
Programme, TUI employees
have spent
more than **4,500 days**
in over **65 countries**



TUI Musement platform
offers **168,000**
experiences



TUI strongly positioned to be a key beneficiary beyond the crisis

INTEGRATED BUSINESS MODEL
WITH DIVERSIFIED CUSTOMER
BASE & DISTRIBUTION POWER

STRONG BRAND PROPOSITION

STRENGTHENED POSITION FROM
FURTHER CONSOLIDATION

Markets & Airlines

 21m customers

 140 aircraft

 Own & 3rd party
distribution

30% of profit pool

Holiday Experiences

400 Hotels 

15 Cruise ships 

1m "things to do" 

70% of profit pool

TOURISM SECTOR
FUNDAMENTALS REMAIN
ATTRACTIVE & UNCHANGED

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ACCELERATED DIGITALISATION /
GLOBAL REALIGNMENT PROGRAMME

Transformed TUI will benefit from key market
position, driving return to profitable growth



Our Markets and Airlines operate under one brand across Europe



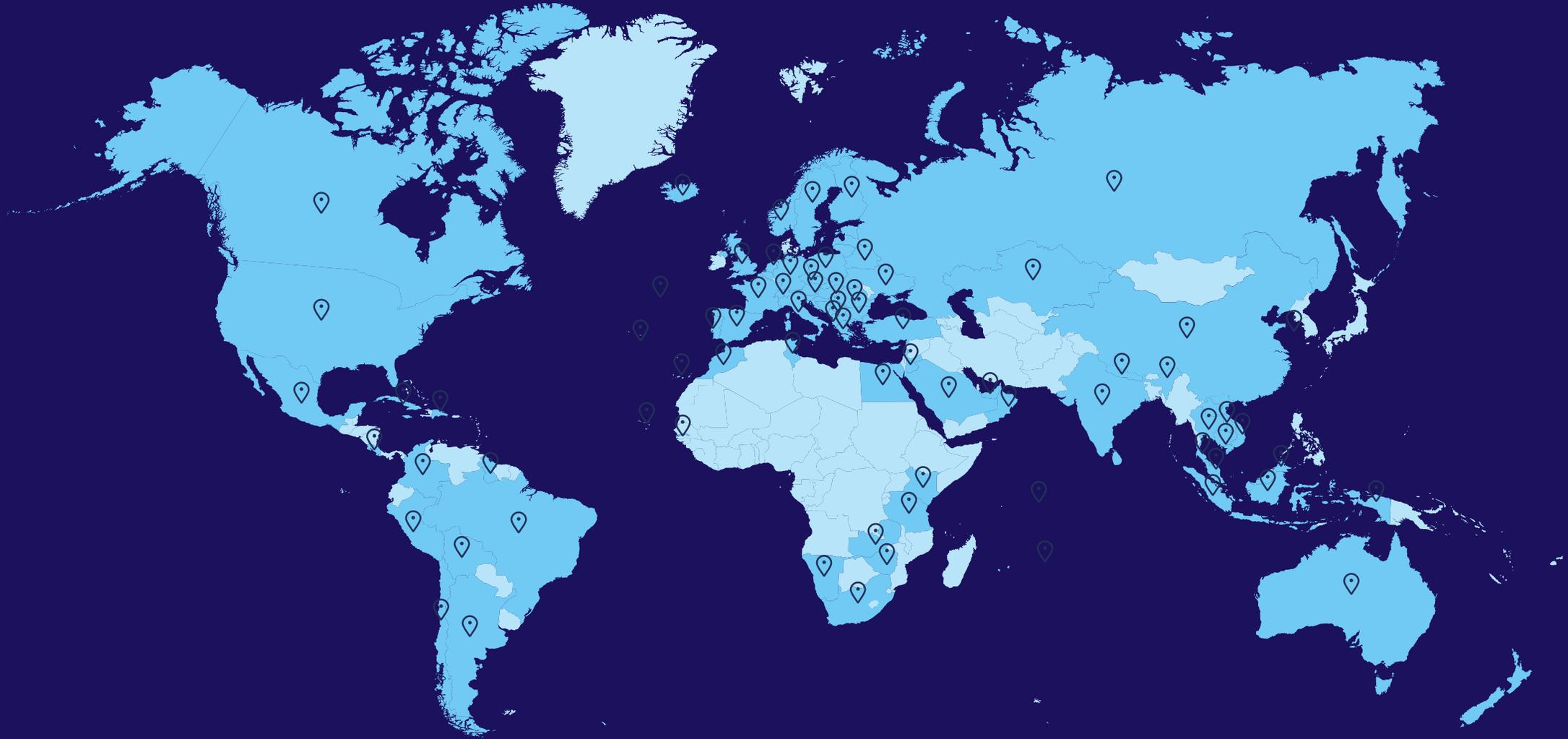
Northern
Region

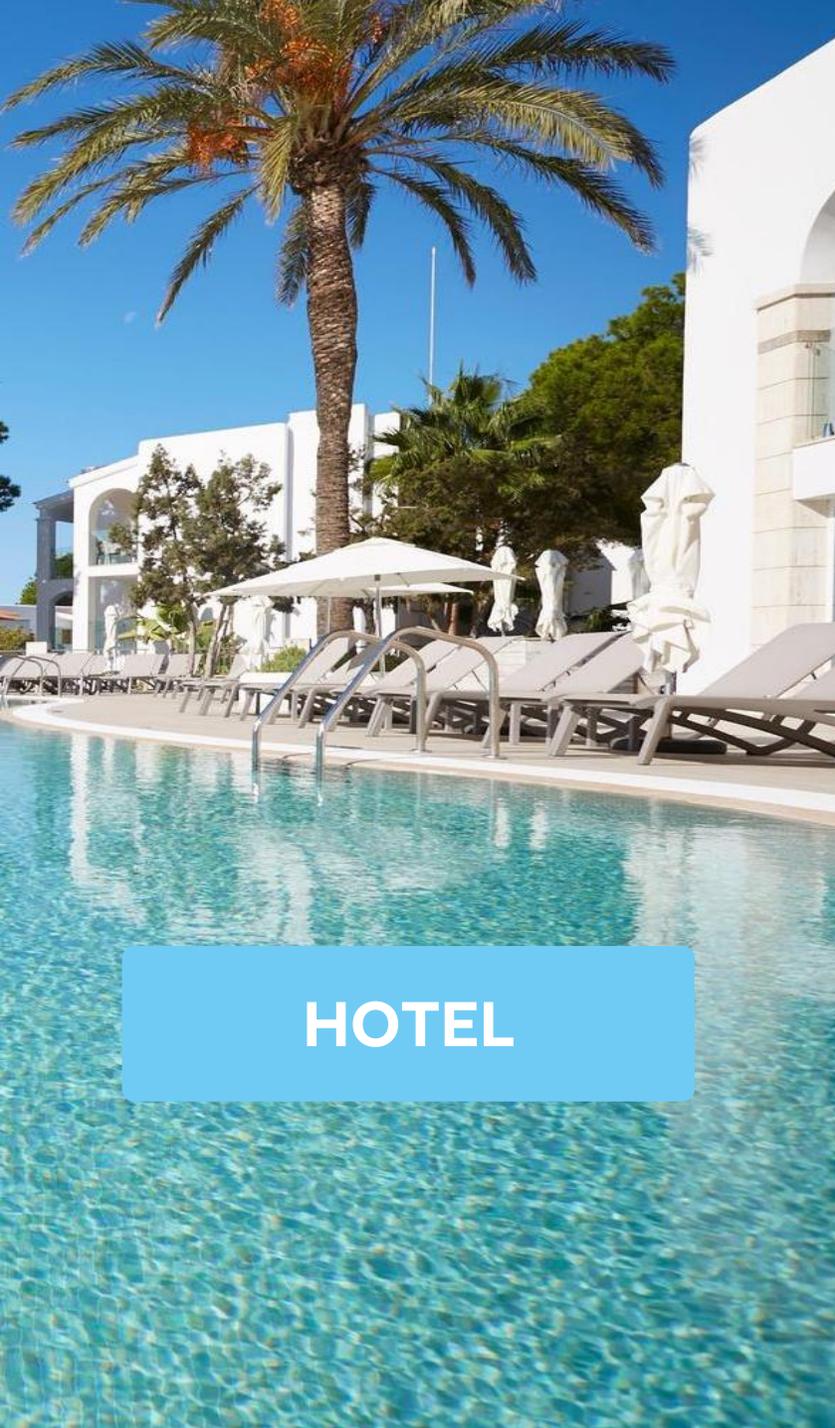
Central
Region

Western
Region

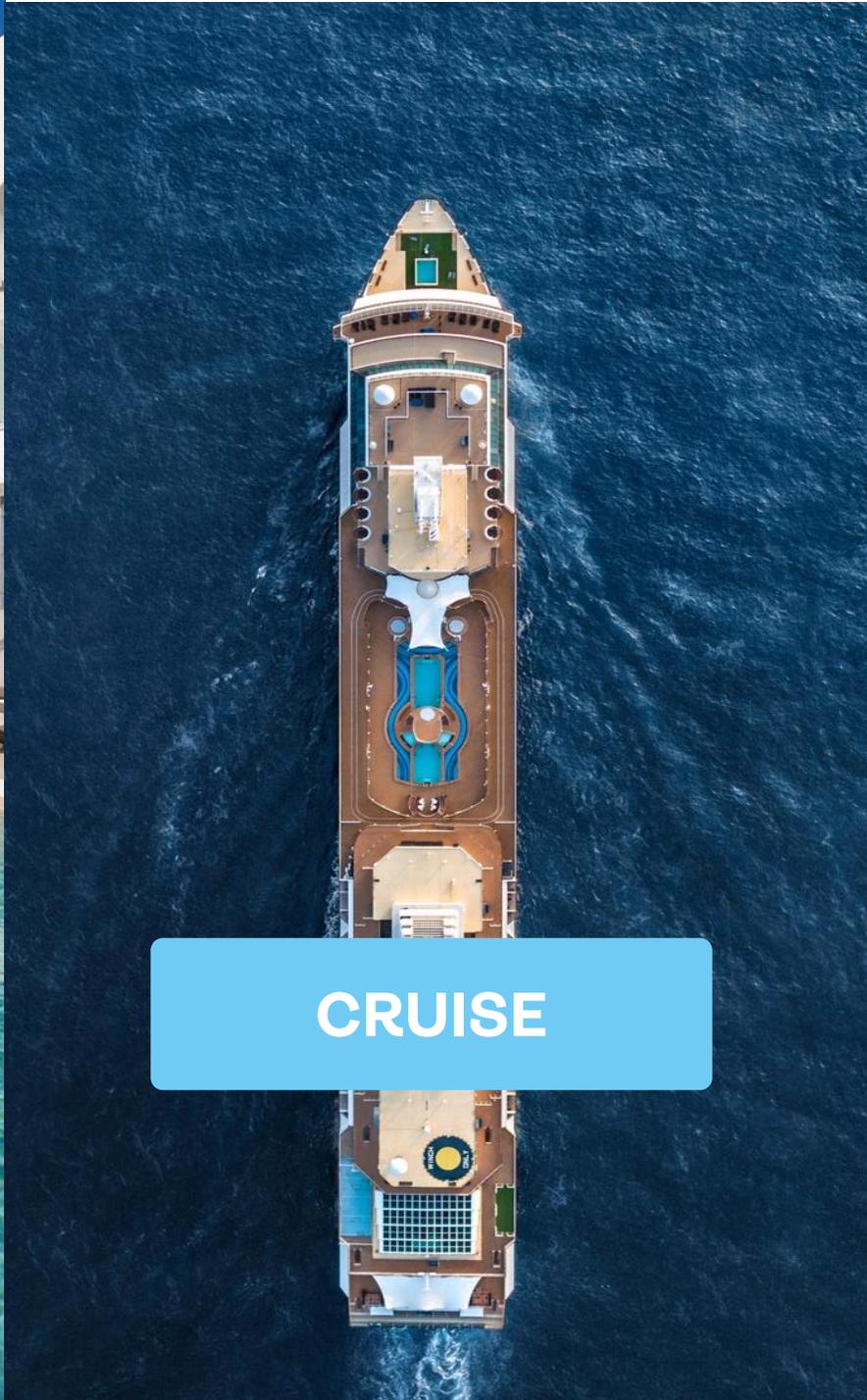


**Operating worldwide –
serving more than 180 destinations**

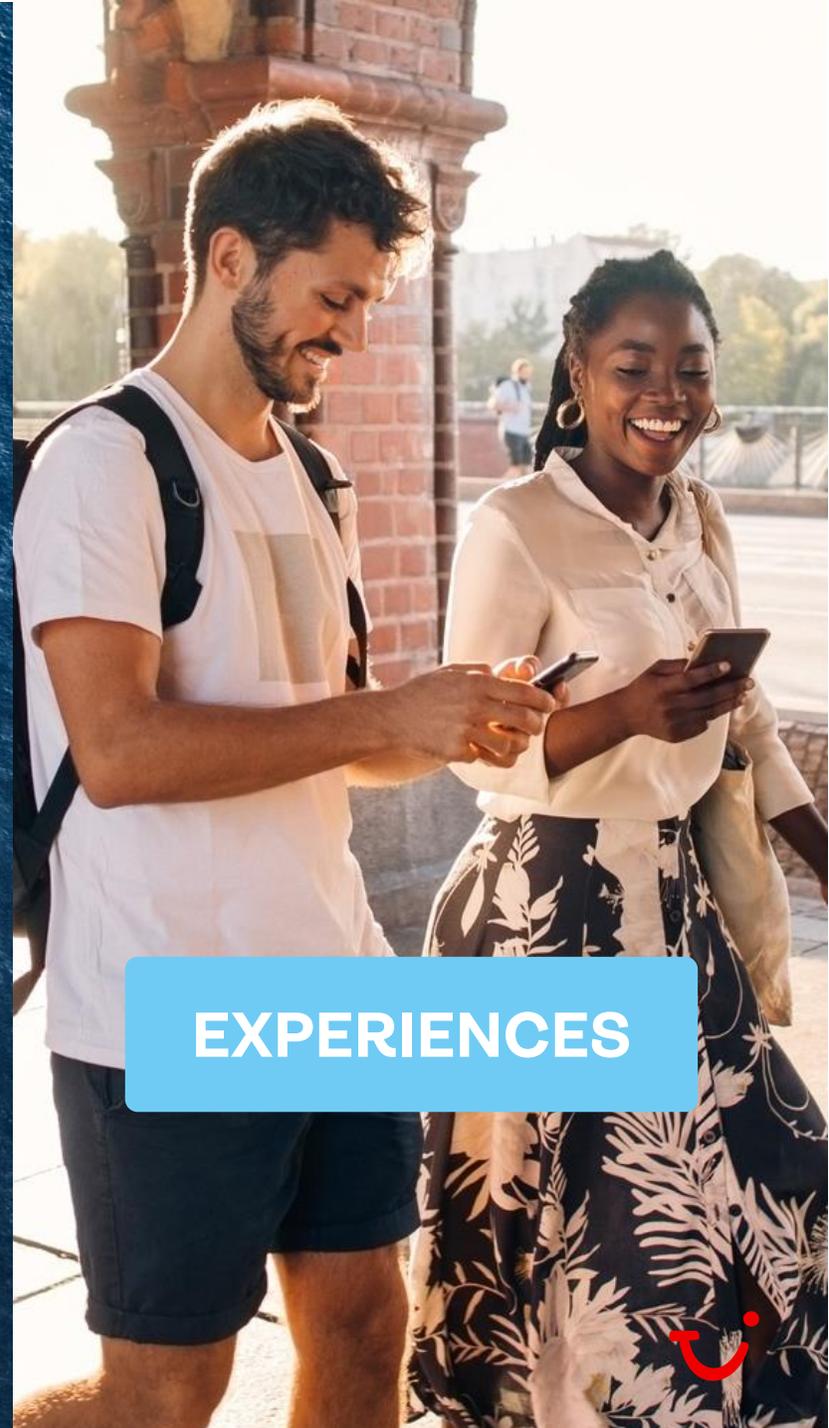




HOTEL



CRUISE



EXPERIENCES





HOTEL



 Luxury hotel concept designed for guests who want to reward themselves with an indulgent holiday experience. Designed to fuel the senses with professional entertainment and high quality modern cuisine across multiple outlets for pure relaxation.

 Premium clubs with high-quality service, community of like-minded people. Professional sports & wellness activities with professional trainers & branded equipment combined with gourmet balanced cooking in a unique personal atmosphere.

 Modern hotel brand with great appeal to experience-oriented lifestyle travellers. Tailored to the individual needs of adults, families or holidaymakers who want to combine relaxation with local culture and authentic experiences.

 Solid and reliable hotels for couples and families who want a consistent, standardised experience with excellent service for a warm and comfortable atmosphere.

 Club hotel brand that attracts an active fun-seeking target group. Young and cheeky high-energy atmosphere with 24hr food, drink, and comprehensive activity programme that takes the all-inclusive concept to the next level.

 Value for money hotels that focus on the core elements of the guest experience. Around the world dining, fresh comfortable rooms in convenient locations





CRUISE



- The joint venture TUI Cruises is German market leader for premium cruises.
- The feel-good fleet offers every passenger the premium all-inclusive package: most F&B and use of the spa area are included in the travel price.
- In Summer 2018 former Mein Schiff 1 was transferred to Marella Cruises. In 2019 the new Mein Schiff 2 joined the fleet.
- The delivery of the Mein Schiff 7 is scheduled for 2023.



- Hapag-Lloyd Cruises is the leading provider of expedition and luxury cruises in the German-speaking market.
- Its fleet includes the well-known 5-star luxury vessels MS EUROPA and MS EUROPA 2 and the expedition ships HANSEATIC nature and HANSEATIC inspiration
- From the Arctic to the Amazon: the fleet's small ships are ideally fitted for travel to exceptional places.
- In 2021 the newest expedition ships "HANSEATIC spirit" will join the fleet.



- Marella Cruises offers several formats in the UK market.
- From family holidays via city breaks to luxury cruising, the company caters for a diversity of segments.
- In April 2019 the newest member, the "Marella Explorer 2" has joined the fleet.
- Marella Cruises' concept is based on balance and diversity and attracts a very broad audience. From full day family activities all the way to casino and bar evenings – all passengers can fashion their cruise trip to
- suit their individual needs at affordable rates.

Vessels: 7

5

4





EXPERIENCES

TUI Musement platform: building scale in the ‘things to do’ market and attracting customers to join the TUI eco-system

In the tours and activities market, TUI has built – on the back of the Musement acquisition – a scalable platform with approximately 168 thousand products. Our business model is based on a two-sided – holidaymaker and provider – open platform. On the distribution side, TUI is focusing on growth in B2B distribution via strategic cooperations – for example with Booking.com and trivago – as well as growth of offering for our own customer base. On the product side, TUI aims to expand its offering through consolidation of products in the market in order to maintain its position as one of the largest product providers in the sizeable and fast-growing Tours & Activities market.



TUI Musement's Business Model is unique

A state-of-the-art scalable digital platform with in-destination service delivery



We pursue a common vision and values to deliver our goals



Our vision, our values and customer proposition form the basis for our action and our attitude – both inside and outside.

OUR VISION

Discovering the world's diversity, exploring new horizons, experiencing foreign countries and cultures: travel broadens the mind. At TUI, we create unforgettable moments for customers across the world and make their dreams come true. We are mindful of the importance of travel and tourism for many countries in the world and people living there. We partner with these countries to help shape their future - in a committed and sustainable manner.

OUR PROMISE

Live Happy

ENGAGING CUSTOMERS

TRUSTED

reliable, consistent quality

UNIQUE

exclusive, designed around you

INSPIRING

fresh and effortless

ENGAGING EMPLOYEES AND CUSTOMERS

OUR VISION

Think Travel. Think TUI.

ENGAGING EMPLOYEES AND CUSTOMERS



We continuously improve the Customer Experience



CUSTOMER EXPERIENCE

We know that no guest is the same. Within TUI we smartly personalize experiences. With our broad offering and a unique blend of human & digital interactions, we deliver experiences tailored to different customer needs, across different customer journeys.

In the countries we operate, TUI has the highest brand awareness and consideration. We actively listen & act on customer feedback. We continuously monitor what drives satisfaction and customer loyalty, and offer 24/7 support for customers travelling around the globe.

We continuously engage our colleagues on customer feedback, training staff to deliver TUI signature experiences, based on our core values: **Trusted, Unique & Inspiring.**



Sustainability is at the heart of TUI - focus on further driving our sustainable business transformation

TUI GROUP SUSTAINABILITY STRATEGY

We are mindful of the importance of travel and tourism for many countries in the world and people living there. We partner with these countries and help shape their future – in a committed and sustainable manner.

- After having proven a strong performance in FY19, the final year of TUI's current strategy Better Holidays, Better World 2020 was negatively affected by the COVID-19 crisis.

The next strategy is being developed in **active dialogue** with various **external and internal** stakeholders – inclusion of all business units, group functions and committees

Focus on **the long-term challenges** facing the global tourism sector and TUI's part of driving the **sustainable transformation** in our industry – reflecting EU Green Deal decisions and based on the UN Sustainable Development Goals

- Objective: Consolidation of our position as the **sustainability leader** in our industry

TUI CREDENTIALS (FY 20)

- TUI Group is represented in the sustainability indices **FTSE4Good**, **Ethibel Sustainability Index (ESI)** **Excellence Europe**.
- TUI participated again in the **CDP Climate Change** assessment and has been awarded a place on the prestigious CDP Climate Change A List for 2019, recognising us as corporate leaders on climate action.
- TUI signed the **International Tourism Plastic Pledge** to reduce plastic pollution and successfully **removed 250 million pieces of single-use plastics** by spring 2020.

TUI CARE FOUNDATION COVID-19 RELIEF PROGRAMME

- TUI Care Foundation set up a **Corona Relief Fund to empower 100 charitable organisations in holiday destinations** to offer emergency support to local communities.
- Together with the NGO enpact, TUI Care Foundation initiated an **emergency aid programme for tourism businesses in developing and emerging countries** - a total of 150 teams of young businesses will be supported with expert workshops, mentoring and financial support.



TUI Care Foundation Long-term Programmes



Youth and Education

The TUI Academy programme provides education and practical training for vulnerable young people and opens up new career opportunities in tourism. The TUI Junior Academies empower children to become environmental ambassadors in their communities.



Natural Environment

The TUI Care Foundation's nature programmes focus on safeguarding the beauty of holiday destinations by using resources more efficiently, protecting the marine environment and promoting animal welfare with a focus on turtle and elephant protection.



Economic Development

The TUI Cares programme supports innovative tourism entrepreneurs with a clear social and environmental mission. It aims to protect a destination's cultural and gastronomic heritage, strengthen local added-value and employment and drive the sustainable development of the local tourism sector.

Corona Response Activities

Supporting communities in holiday destinations badly affected by the crisis



100 Helping Hands
Support for **100 local aid organisations** in holiday destinations

Food Security Initiative
Providing communities in holiday destinations with food and hygiene packages

COVID-19 Relief Programme for Tourism

Empowering 150 innovative tourism businesses in four countries with financial support, individual mentoring and business training



The work of TUI Care Foundation is made possible by donations from TUI guests and employees worldwide

TUI Group Executive Committee

PETER KRUEGER

*Executive Board Member;
Chief Strategy Officer*



SYBILLE REISS

*Executive Board Member;
Chief HR Officer / Labour Director*



FRIEDRICH JOUSSEN

Chief Executive Officer



SEBASTIAN EBEL

*Executive Board Member
Chief Financial Officer*



FRANK ROSENBERGER

*Executive Board Member
Chief Information Officer & Future Markets.*



ELIE BRUYNINCKX

CEO Western Region



THOMAS ELLERBECK

*Group Director Corporate and
External Affairs &
Chief Sustainability Officer*



DR NINA SCHERF

*Group Director Legal,
Compliance &
Board Office*

DAVID BURLING

*Executive Board Member
CEO Markets*



ERIK FRIEMUTH

*Chief Marketing Officer & Managing
Director TUI Hotels & Resorts*



PETER ULWAHN

CEO TUI Musement





Contact:
Kuzey Alexander Esener
Corporate Communications
Phone +49 511 566 6024
Kuzey.Esener@tui.com

