TUI Group

One of the world's leading tourism groups

TUI Group Overview

Global group -
headquartered in Germany

Cruise ships	Hotels	Aircraft	Travel Agencies
16	**~400**	**~130**	**~1200**

Revenue 2019 (pre Covid):
18.9 bn €
Revenue 2022 (Covid):
16.55 bn €

Underlying EBIT 2019 (pre Covid):
893 million €
Underlying EBIT 2022 (Covid):
409 million €

TUI CARE FOUNDATION

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 **14,870 days**

Over **6 million**
TUI Collection excursions have been sold since the launch

Tourism remains a growth sector - fundamentals remain attractive

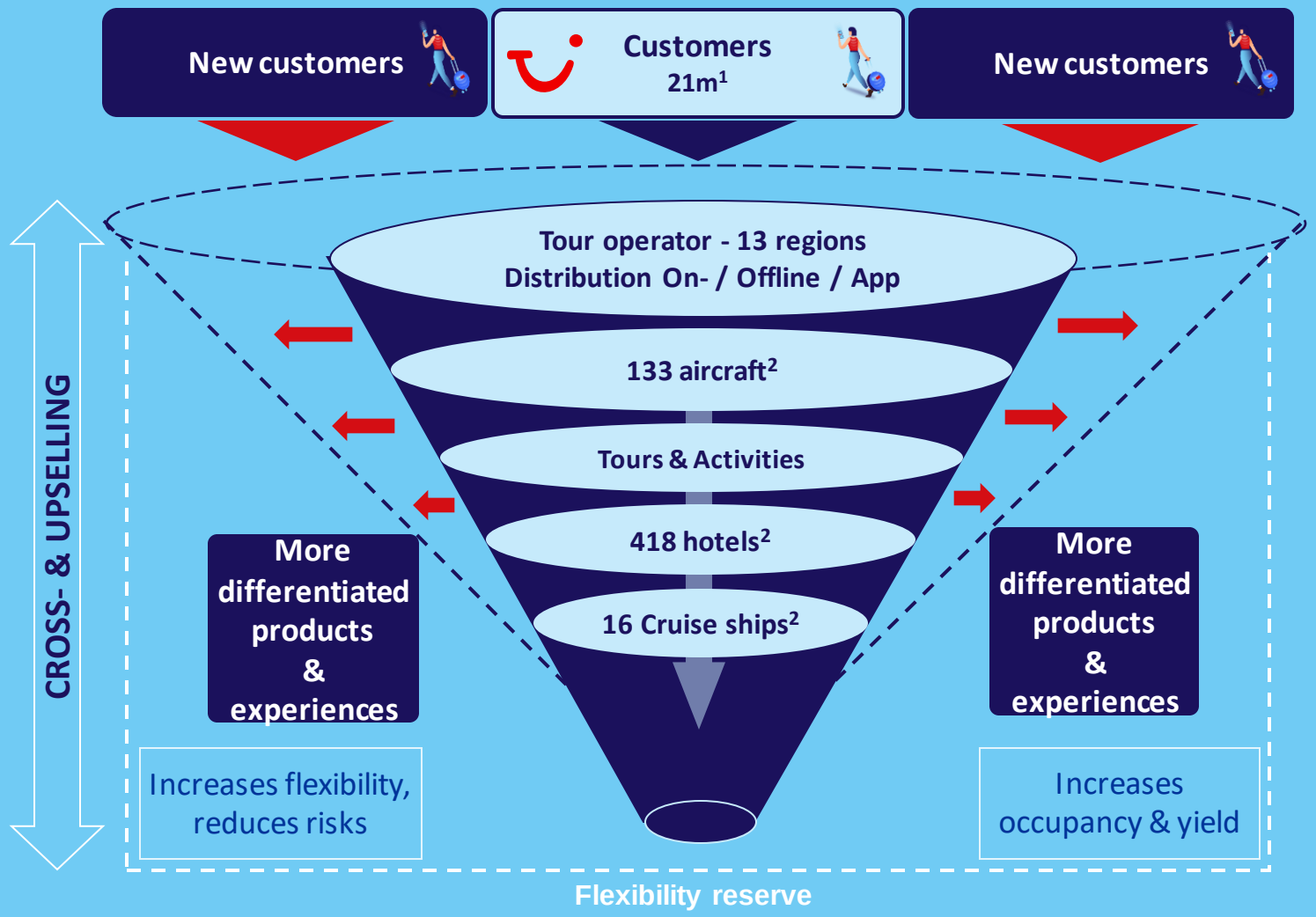
TRAVEL IS A MEGA TREND

Tourism growth above GDP – a multi-year growth industry

Favourable demographic supported by high disposable income and longevity

Experiences
The new lifestyle & global trend in travel

Grow market share – Broadening the TUI funnel
Attracting existing & new customers with more products…

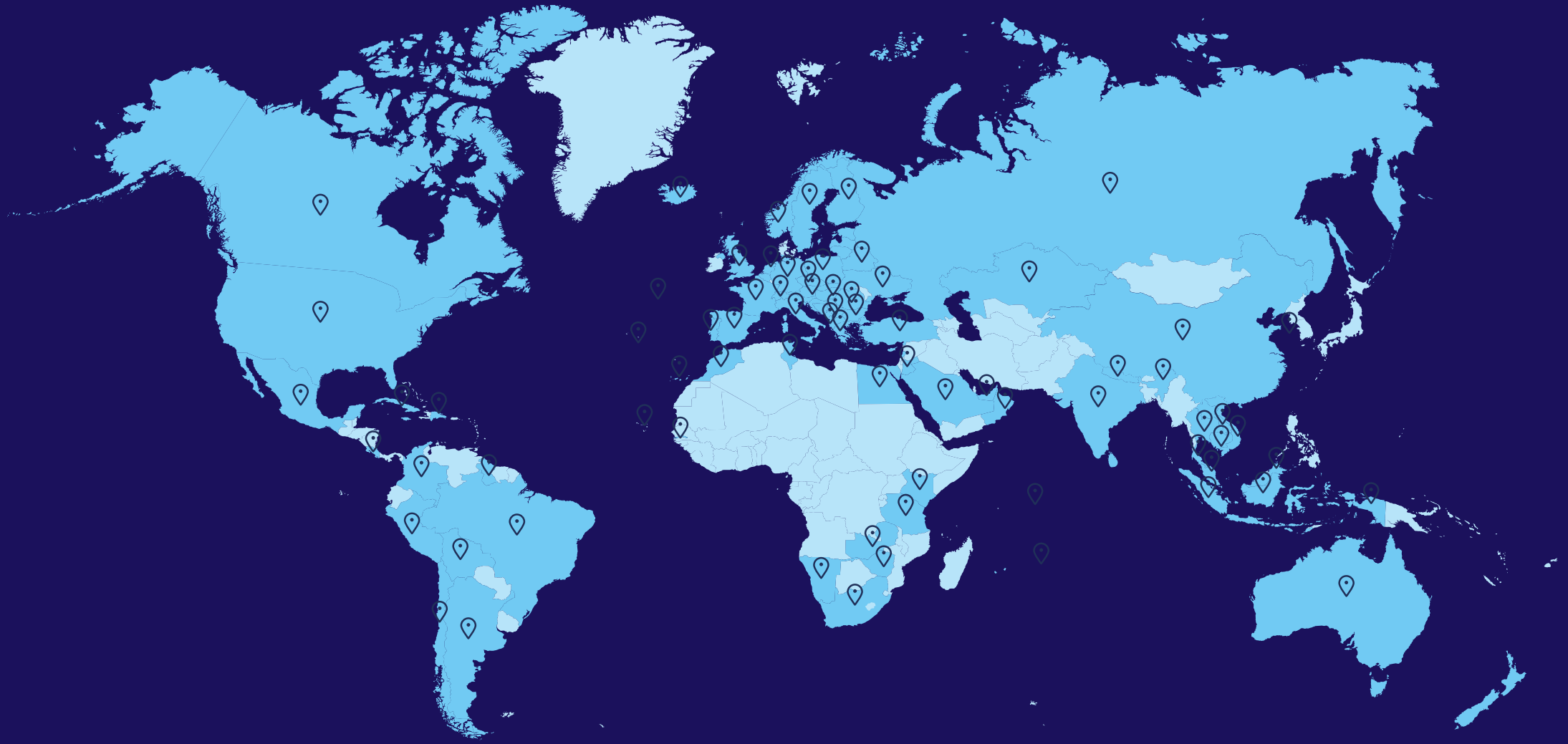


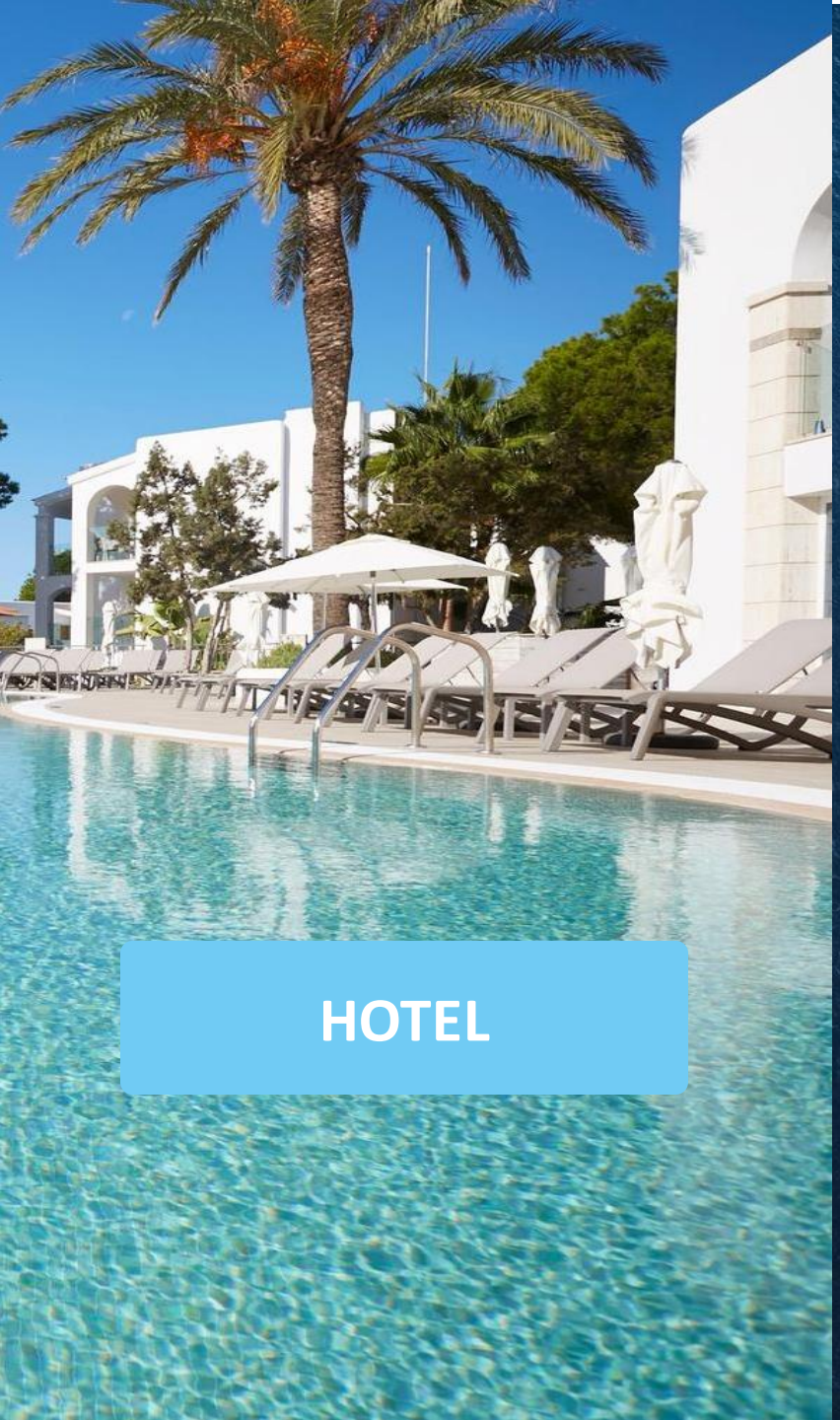
… driving profitable & de-risked growth as we strengthen occupancies & yields in our assets

1 As per FY19 | 2 As per FY22

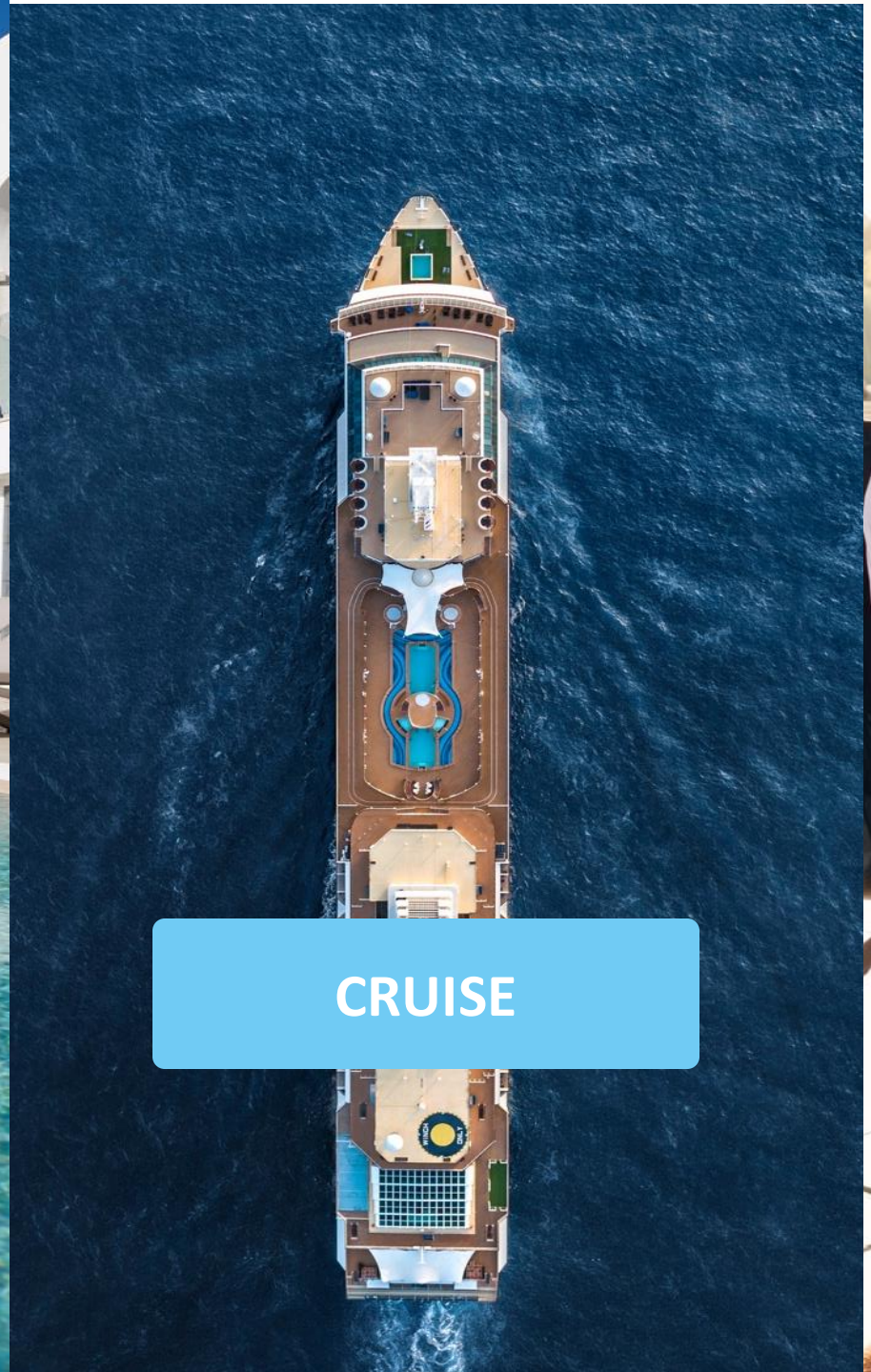
Our Markets and Airlines operate under one brand across Europe

Operating worldwide – serving more than 180 destinations

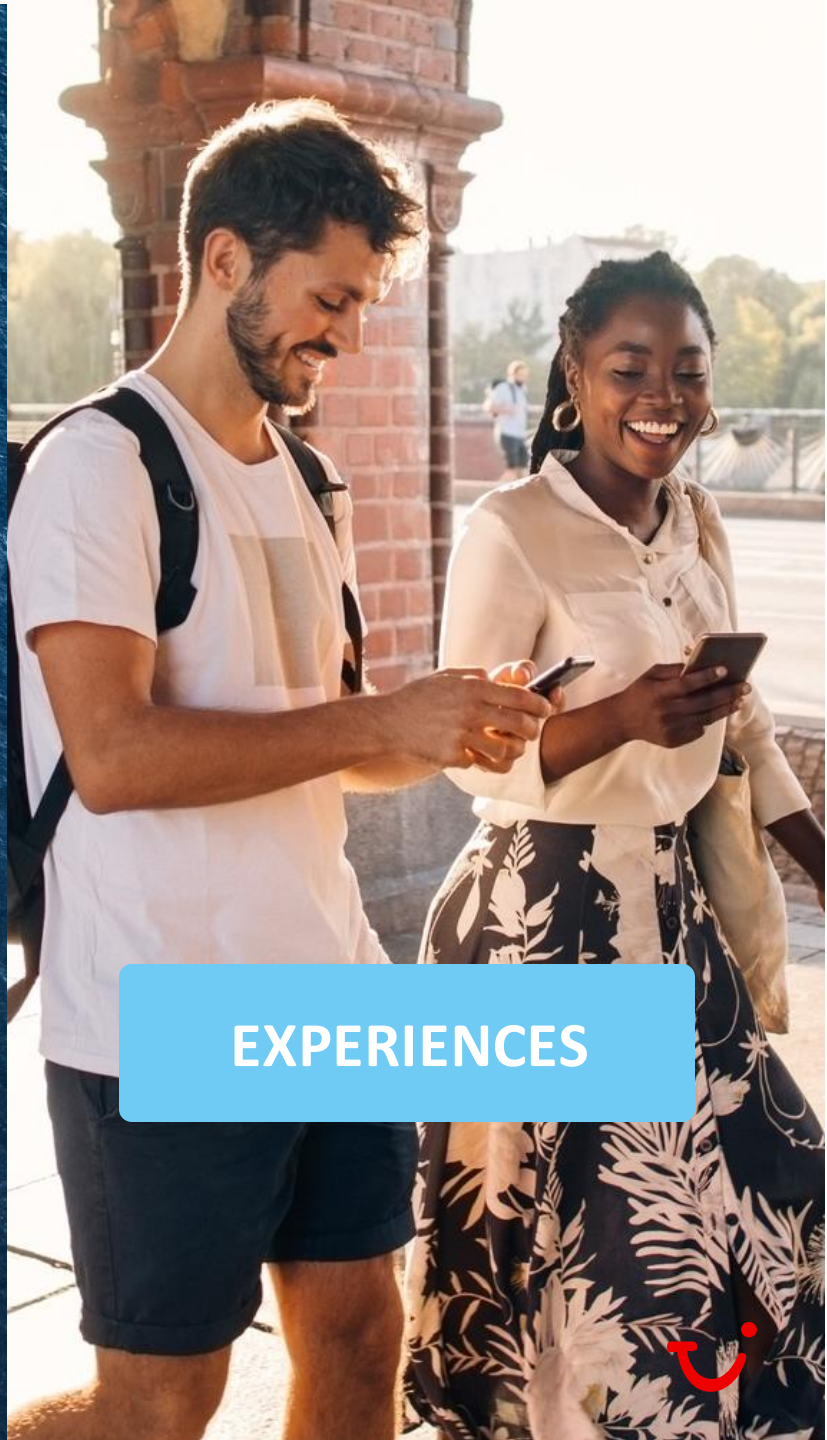




HOTEL



CRUISE



EXPERIENCES

HOTEL

TUI Signature Hotel Brands

HOTELS

TUI BLUE

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.

RIU HOTELS & RESORTS

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

TUI SUNEO

Value for money hotels that focus on the core elements of the guest experience.

Around the world dining, fresh comfortable rooms in convenient locations

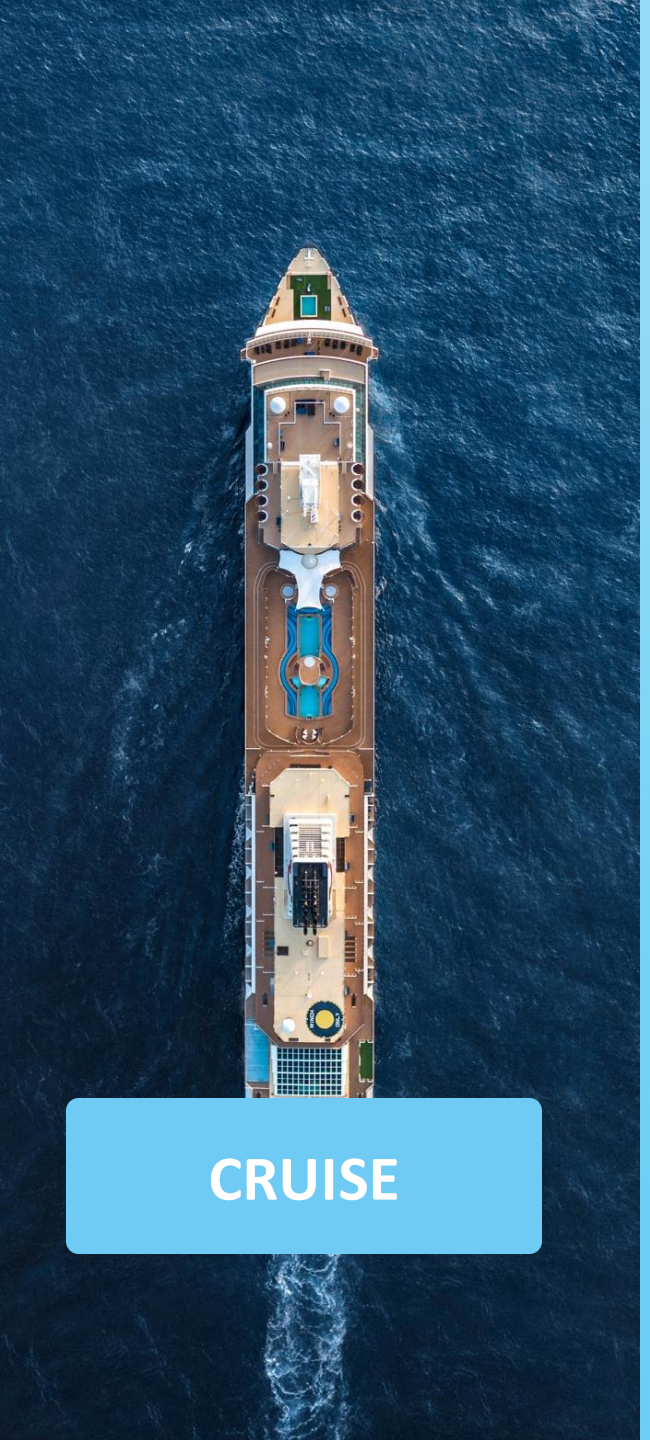
CLUBS

ROBINSON

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.

TUI MAGIC LIFE

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.



CRUISE

TUI Cruises

- 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.

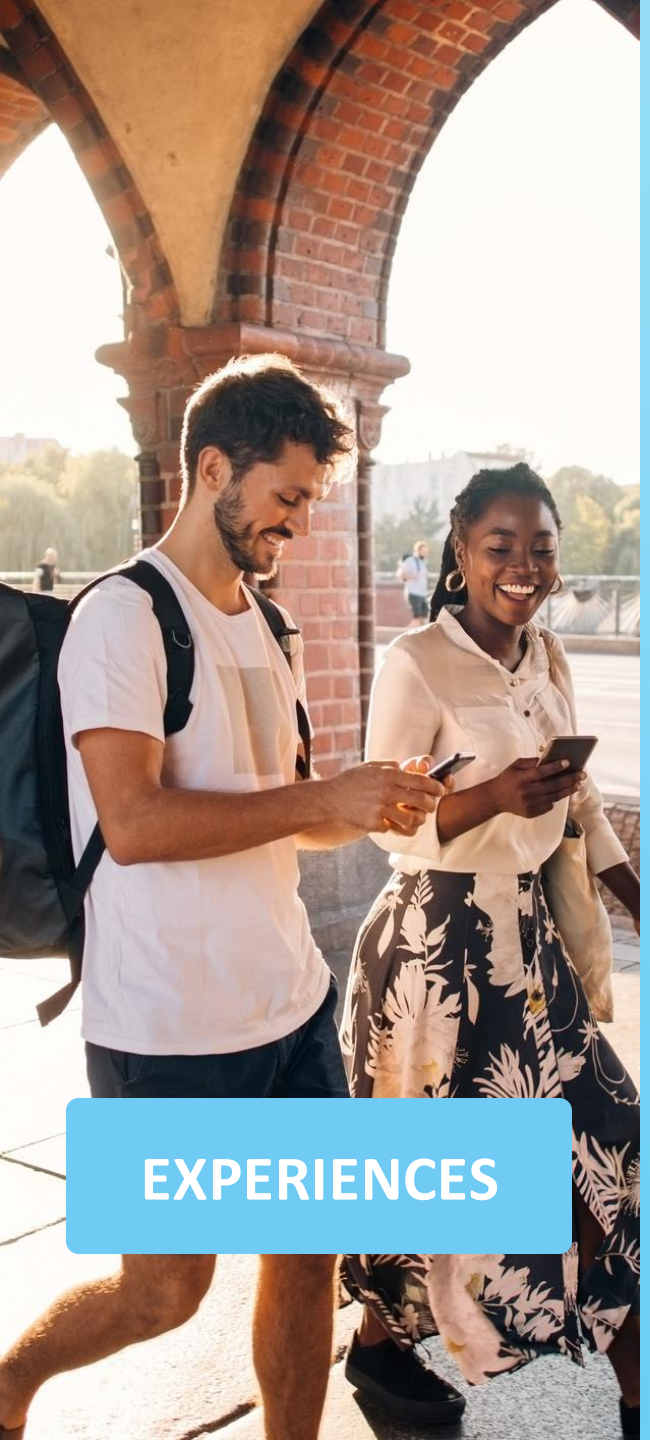
HAPAG-LLOYD CRUISES

- 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

- 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 fullday 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 y ou

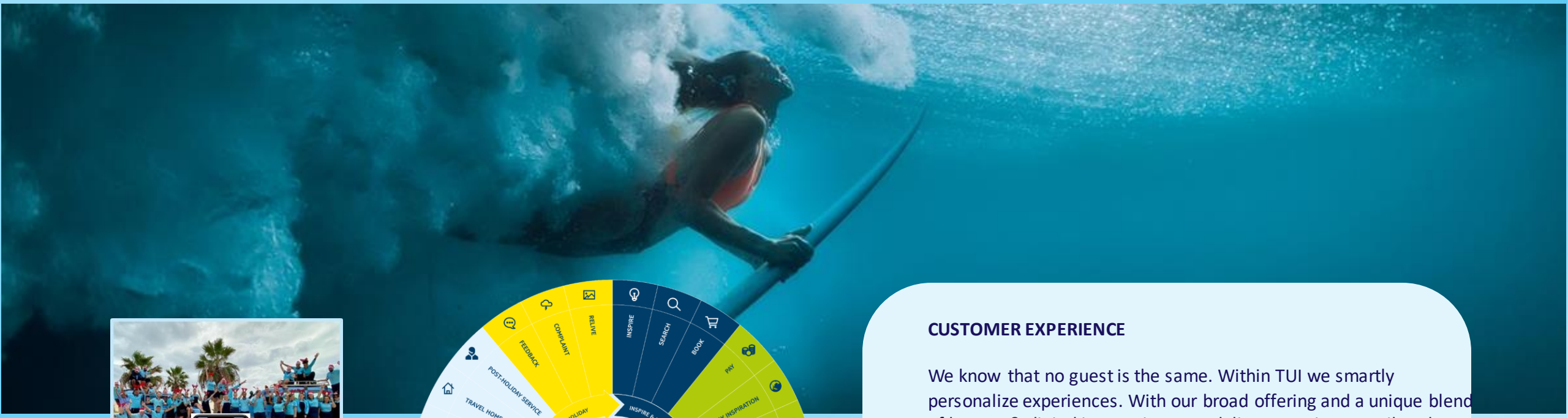
INSPIRING
fresh and effortless

ENGAGING EMPLOYEES AND CUSTOMERS

OUR VISION
Think Travel. Think TUI.

ENGAGING EMPLOYEES AND CUSTOMERS

We continuously improve the Customer Experience



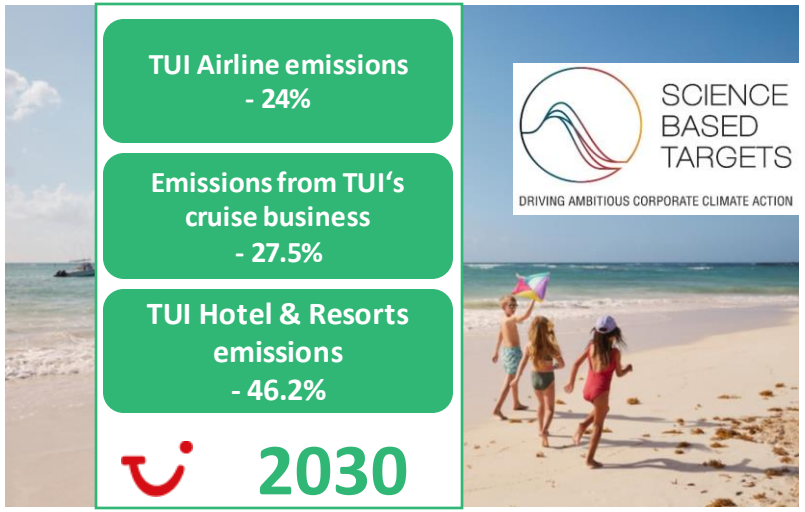
CUSTOMER EXPERIENCE

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.**

TUI Sustainability Agenda: Reduce our environmental footprint significantly, maximise the socio-economic impact of tourism



TUI Airline emissions
- 24%

Emissions from TUI's cruise business
- 27.5%

TUI Hotel & Resorts emissions
- 46.2%

2030

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

People

Planet

Progress

Milestone 2030 with firm commitments and roadmaps for emission reductions.
On our way to net-zero emissions and a circular business by 2050 the latest.

Science Based Targets initiative has confirmed that TUI's emission reduction targets are in line with the latest climate science

Emissions from TUI Airline

-24%

(CO_2e per rpk* by 2030, Baseline year 2019)

First leisure airline with SBTi-validated reduction targets.

Emissions from TUI´s cruise business

-27.5%

(absolute CO_2e by 2030, Baseline year 2019)

First ocean cruise business with SBTi-validated reduction targets.

Emissions from TUI Hotels & Resorts

-46.2%

(absolute CO_2e by 2030, Baseline year 2019)

Among the first leisure hotel companies with SBTi-validated reduction targets.

* rpk = Revenue Passenger Kilometers (RPK) or Revenue Passenger Miles (RPM)* is an aviation industry metric that indicates the number of kilometers traveled by paying passengers.

TUI's Sustainability Agenda: A force for good

People
Empower to drive development

- Buy local first
- Community for changemakers
- Socially fair
- Upskilling
- Support TUI Care Foundation

Planet
Reduce our footprint: from investments in state-of-the-art aircraft to ambitious energy savings

- Emission reduction roadmaps
- Green & clean energy sources
- Circular business
- Water management
- Biodiversity

Progress
Accelerate the transformation

- Destination Co-Lab
- Empowering consumers
- Driving certification
- Green tech & data-driven
- Net-zero travel accelerator

TUI CARE FOUNDATION

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 & Chief Executive Officer Holiday Experiences

SYBILLE REISS
Executive Board Member; Chief People Officer / Labour Director

SEBASTIAN EBEL
Chief Executive Officer

Mathias Kiep
Executive Board Member Chief Financial Officer

DAVID BURLING
Executive Board Member Chief Executive Officer Markets & Airlines

ELIE BRUYNINCKX
Chief Executive Officer Western Region

THOMAS ELLERBECK
Group Director Corporate & External Affairs & Chief Sustainability Officer

DR NINA SCHERF
Group Director Legal, Compliance & Board Office

PETER ULWAHN
Chief Executive Officer TUI Musement

MARCO CIOMPERLIK
Chief Airline Officer

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TUI

Live Happy