

Executive Board

Peter Krueger

Member of the Executive Board

Chief Strategy Officer and CEO Holiday Experiences



* 1976, German

Peter Krueger has been a member of the TUI Group Executive Board since 2021. He has been responsible for Holiday Experiences, Group Strategy and Mergers & Acquisitions (M&A) since November 2022. The growth segment Holiday Experiences comprises TUI's hotels, hotel brands and hotel investments, the cruise business, and experiences and activities.

He has also been a member of the Group Executive Committee since summer 2018 and is responsible for Group Strategy, M&A and, in the meantime, Investor Relations. During the Corona crisis, Peter Krueger was instrumental in stabilizing the Group.

The main M&A initiatives in the cruise and hotel businesses were steered by him. The asset right growth strategy in the hotel and cruise businesses was designed by him and is being implemented in the Group and the business segments.

Peter Krueger joined TUI in 2017 and initially headed Investor Relations, M&A and Special Projects. Since then, he has been responsible for a number of divestments and acquisitions - including Italian start-up Musement - now core to TUI's Experiences and Activities growth area.

Prior to joining TUI, Peter Krueger spent 13 years in investment banking at Deutsche Bank, most recently as Managing Director in M&A advisory. During his time at Deutsche Bank, he worked on numerous M&A projects as well as equity and debt financing projects for well-known major international companies and financial investors. In the last ten years of his investment banking career, he also advised on a number of transactions and projects for TUI, including the 2014 merger with the former British TUI Travel, which was fully acquired and integrated into the newly formed TUI Group.

Peter Krueger was born in Würzburg, Germany. He graduated in finance from the University of Nuremberg. His academic training also includes stations at the University of California Los Angeles (UCLA), Columbia Business School in New York and IMD in Lausanne.

Initial Appointment: January 2021

Appointment until: December 2026

Membership in comparable Boards of domestic and foreign companies:

- Member of the Board of TUI Cruises
- Old Court Management Limited, London (not publicly listed)
- Member of Board of Directors at Sunwing Travel Group. Inc (not publicly listed)

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- RIUSA II S.A. (not publicly listed)