



TUI Group

One of the world's leading tourism groups

TUI Group Overview



Global group -
headquartered in Germany

Cruise ships



19

Hotels



>460

Aircraft



125

Travel Agencies



~1200

Revenue*:
24.2 bn €

Underlying EBIT*:
1,41 bn €



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



Through the TUI Workwide
Programme, TUI employees
have spent more than
70,959 days working abroad



In total, more than **10,6
million** experiences
were sold via TUI
Musement in 2025*



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

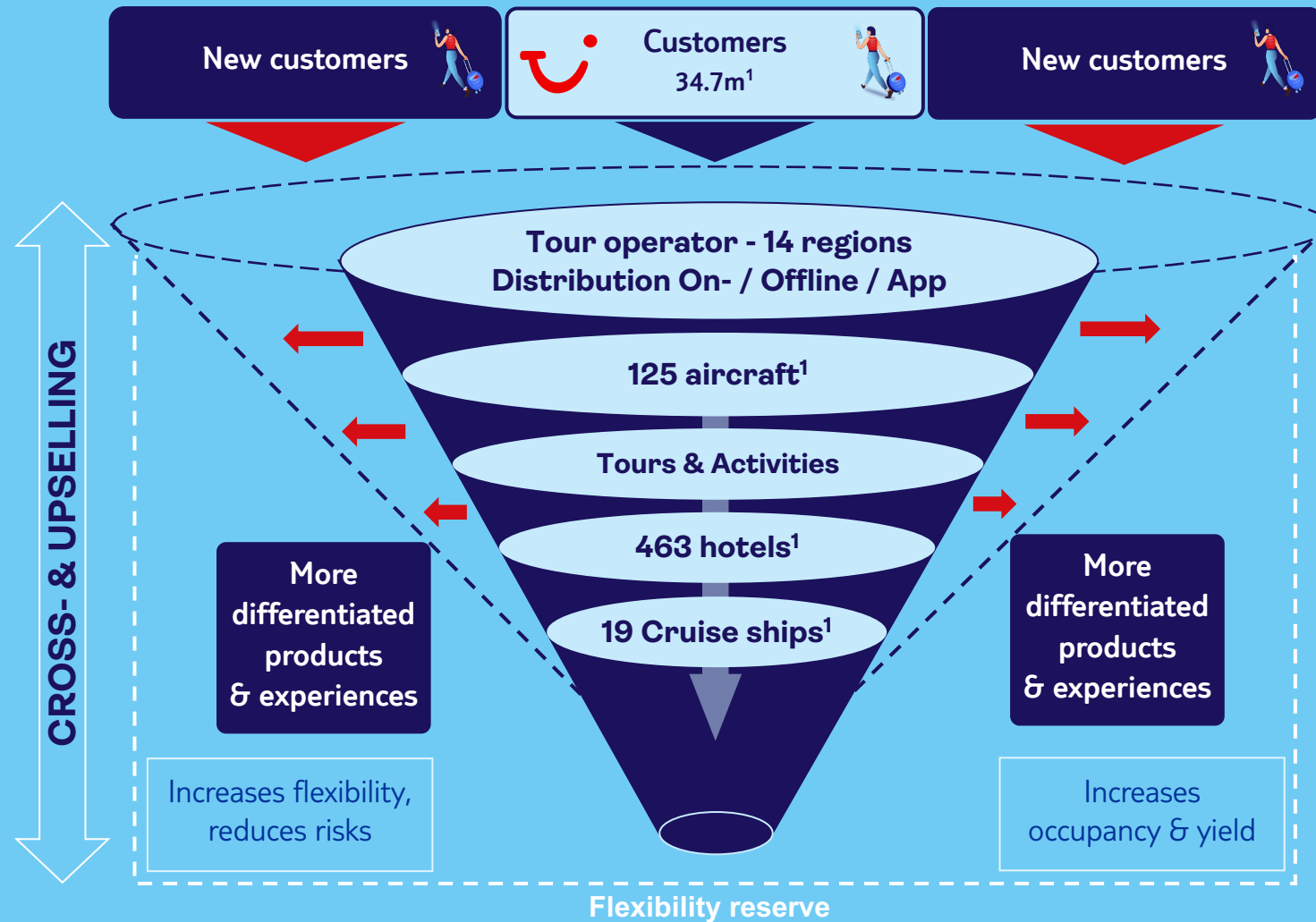


Experiences
The new lifestyle & global
trend in travel



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

Our Markets + Airline operate under one brand across Europe

**GAS
Region**

**UK&I
Region**

**BeNe
Region**

**Nordic
Region**

**Growth
Region**

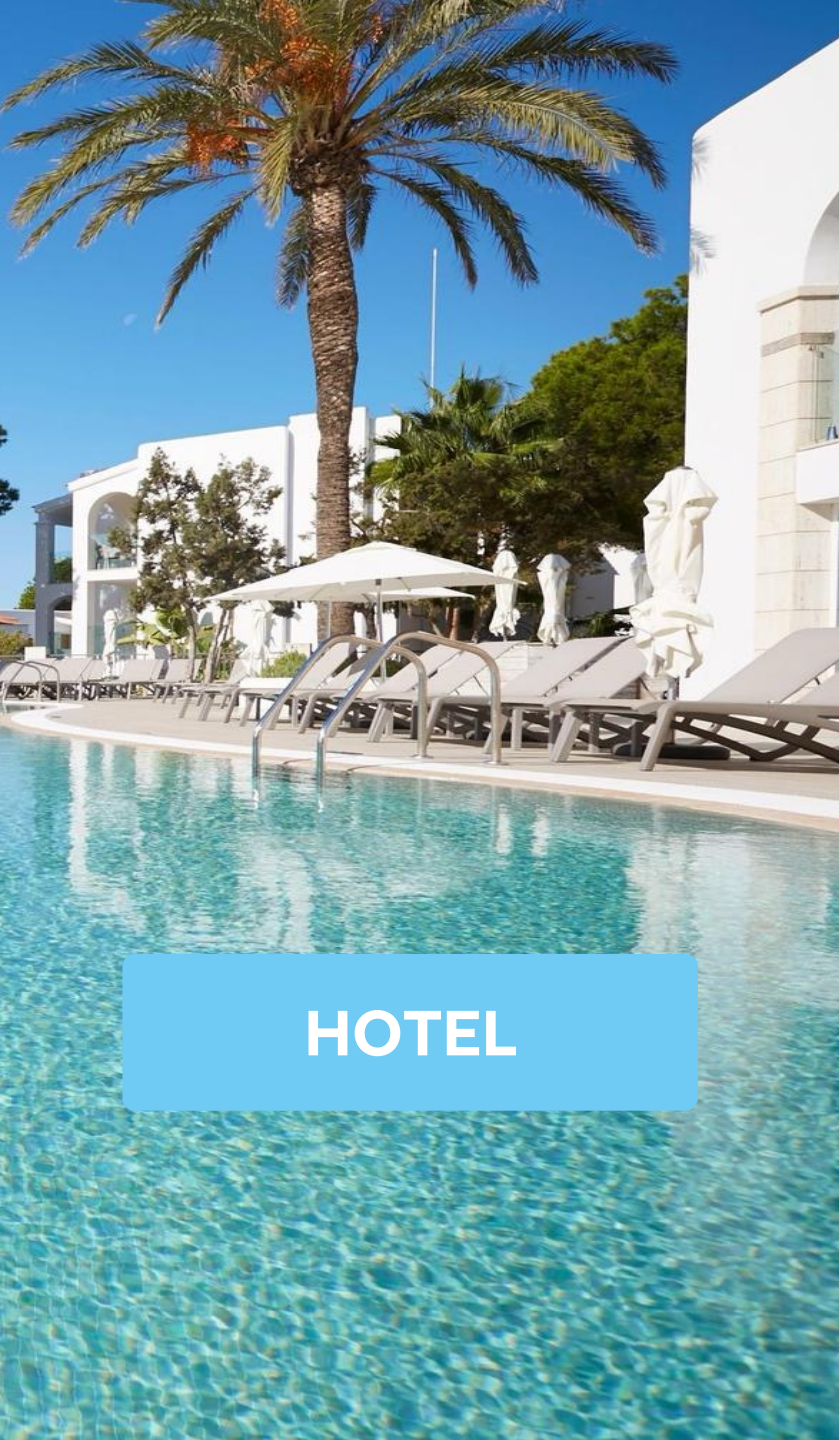


Operating worldwide – serving more than 180 destinations

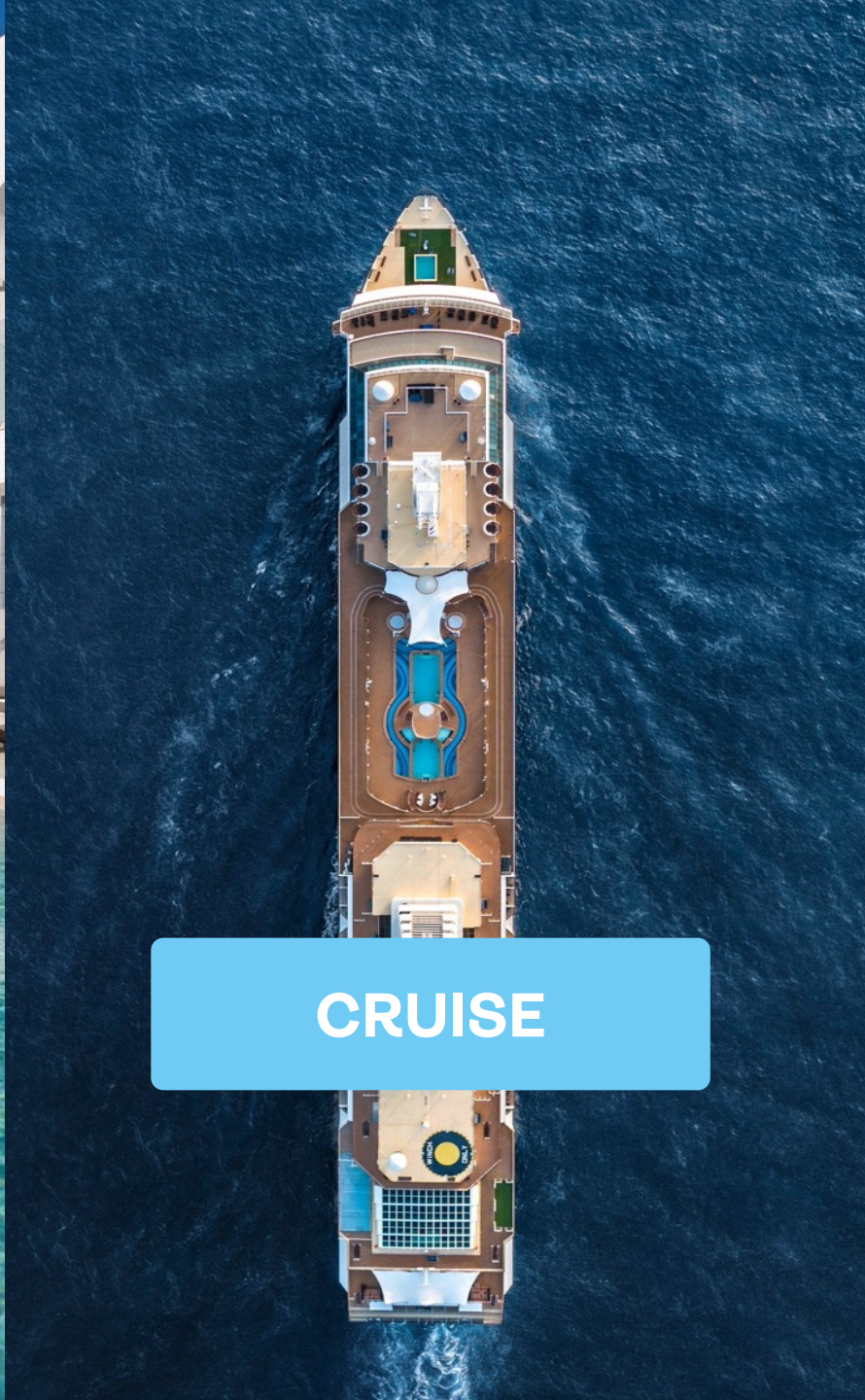


Destinations where we operate

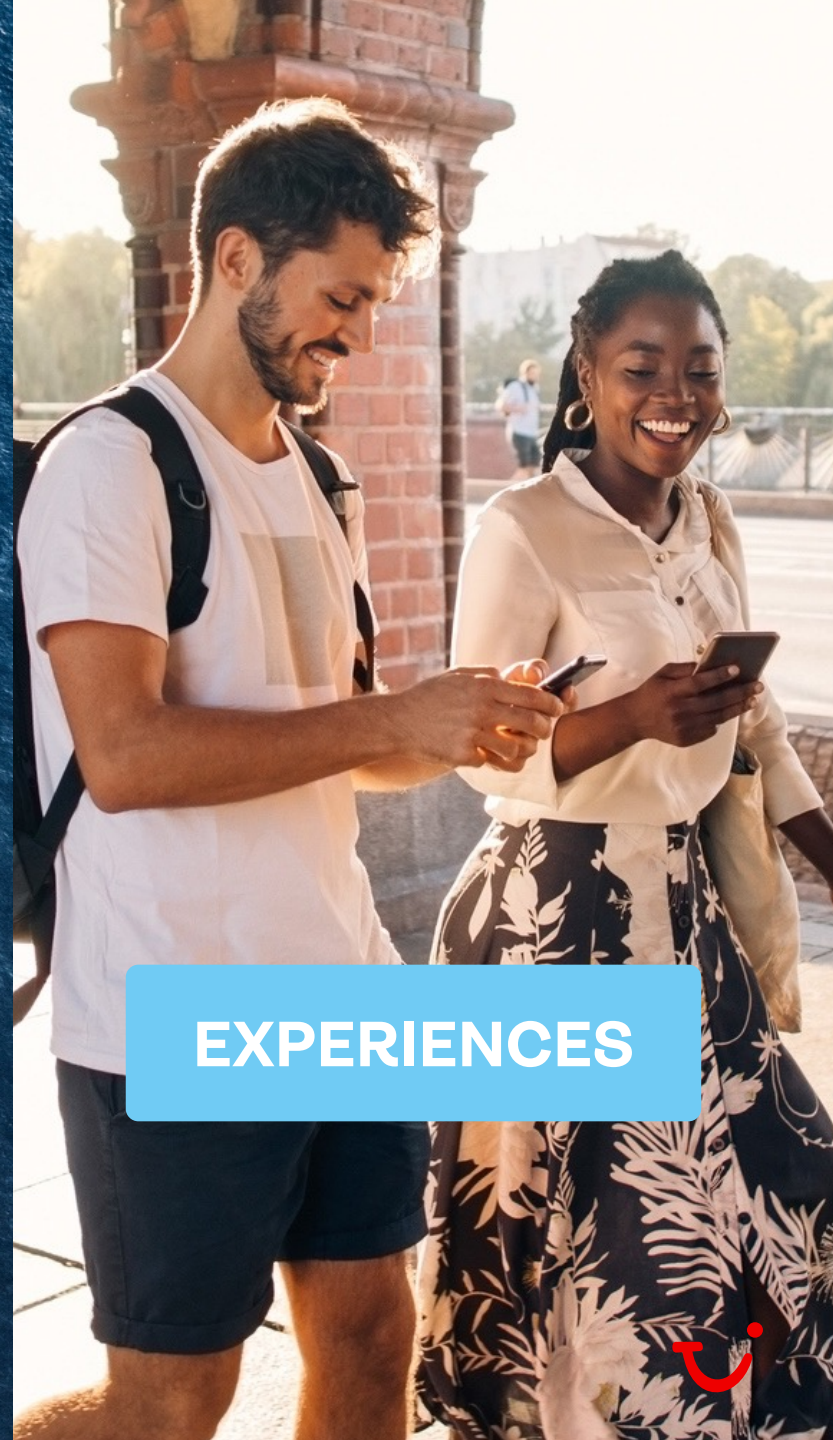




HOTEL



CRUISE



EXPERIENCES



TUI Hotels & Resorts

Luxury

the
mora

Royalton
Luxury Resorts

Global

RIU
HOTELS & RESORTS

ROBINSON

TUI BLUE

TUI MAGIC LIFE

Regional

ATLANTICA
HOTELS & RESORTS

GRUPOTEL
HOTELS & RESORTS

JAZ

AKRA
HOTELS

Price-conscious

TUI SUNEО

AQI

12
Brands

~ 350
Leisure Destinations

~ 40
Countries

Royalton offers luxurious, all-inclusive accommodations in the Caribbean and Mexico.

The Mora hotels combine laid-back, contemporary luxury with a highly tailored experiences.

RIU Hotels & Resorts is a renowned hotel brand with proven quality and excellent service.

ROBINSON is one of the leading providers of club holidays in the premium segment.

TUI BLUE is a global hotel brand for experience-oriented lifestyle travellers.

TUI MAGIC LIFE is an all-inclusive club brand with great value for money.

Atlantica Hotels & Resorts is one of the leading hotel companies in Greece and in Cyprus.

Grupotel offers more than 40 hotels mainly in the Balearic Islands and the Canary Islands.

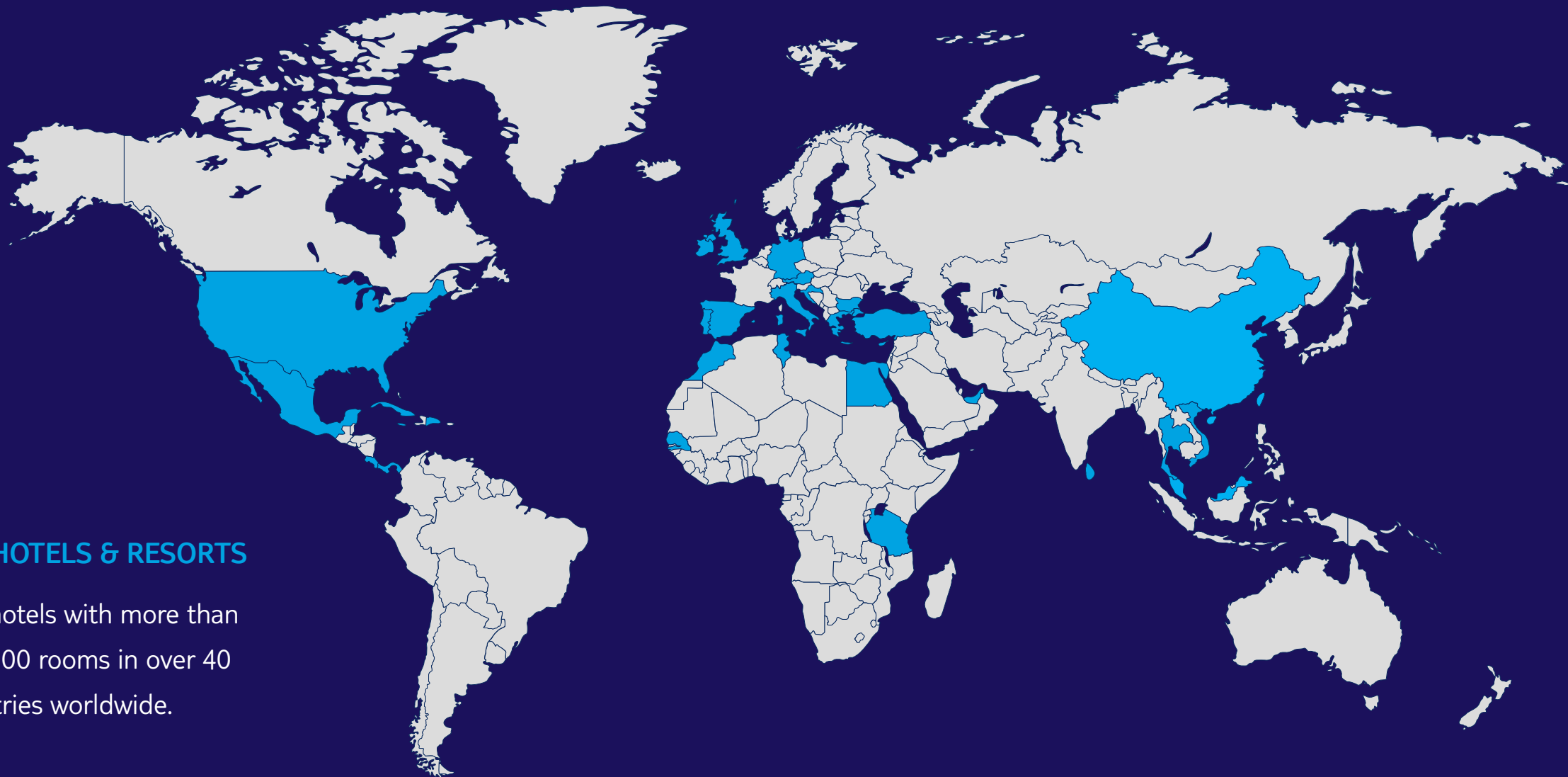
JAZ Hotel Group provides a high level of comfort in Egypt, Tanzania and the UAE.

Akra is a premium hotel brand that combines modern design and personalized service.

TUI SUNEО offers holiday experiences with great value for money and good quality.

AQI focuses on the essence of hospitality in terms of quality, health & safety and sustainability.





TUI HOTELS & RESORTS

463 hotels with more than
150,000 rooms in over 40
countries worldwide.



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.
- The fleet currently consists of eight ships, including the green methanol-compatible Mein Schiff 7, which was delivered in June 2024.
- In spring 2025, the first ship of the new InTUltion class, the Mein Schiff Relax, was put into service.
- The sister ship, the Mein Schiff Flow, is currently being built at the Italian Fincantieri shipyard and is scheduled for delivery in summer 2026.



- 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 May 2019, the "HANSEATIC nature" was added to the fleet. The "HANSEATIC inspiration" joined in October 2019. In 2021 the "HANSEATIC spirit" completed 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: 9

5

5





TOURS & ACTIVITIES

TUI Musement: A global Tours & Activities business

TUI Musement is a global Tours & Activities business that combines a highly curated product portfolio, scalable digital platforms and in-destination service by local teams, to source, develop, distribute and deliver products in three categories:

- *Experiences:* Excursions, activities & attraction tickets
- *Transfers:* Between airports, hotels and ports
- *Tours:* Multi-day itineraries encompassing hotels, experiences, guides and transportation

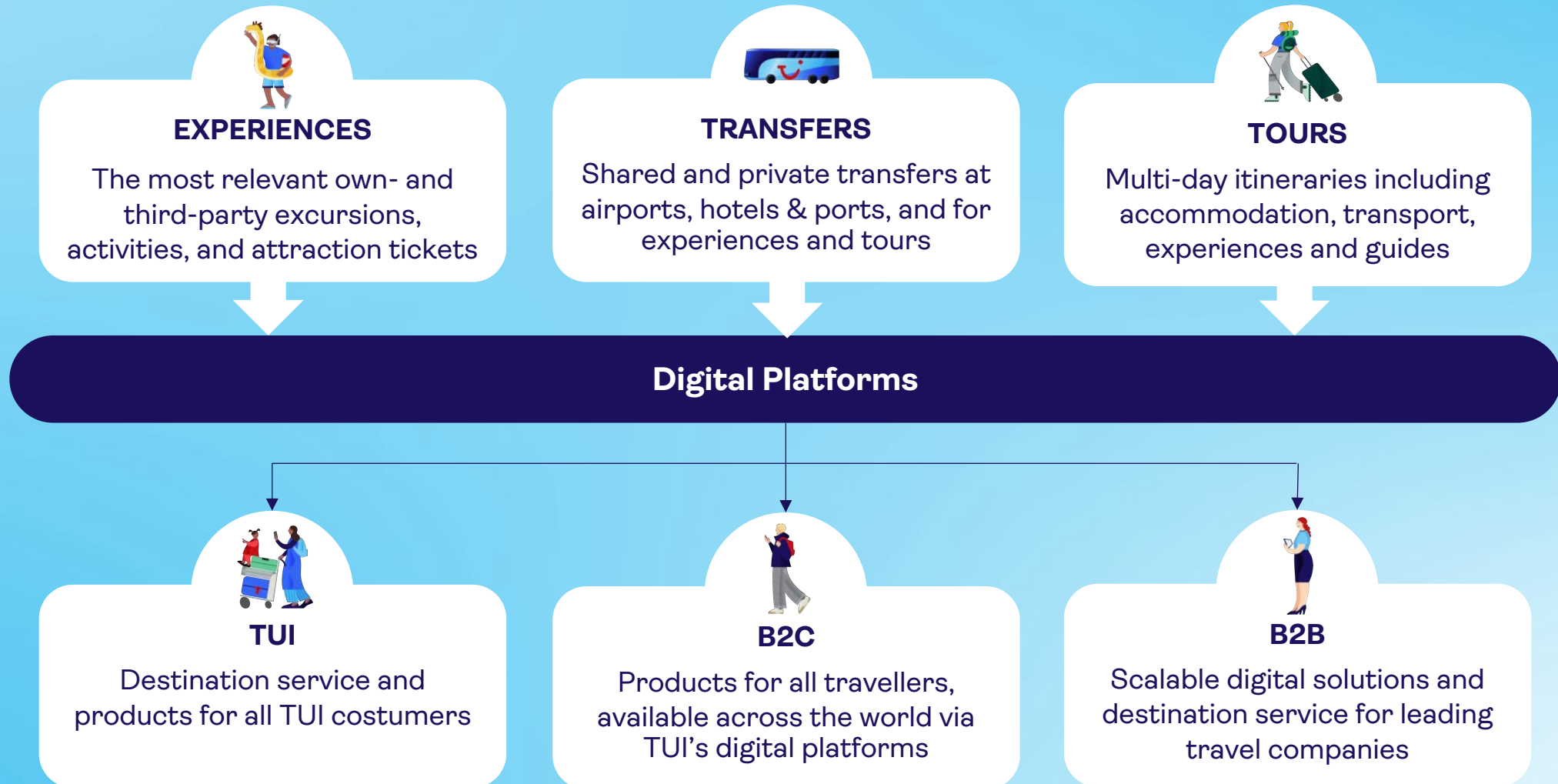
Available in all major beach and city destinations, products are sourced from leading travel businesses or developed in-house by TUI teams, including the TUI Collection, the flagship experiences portfolio of TUI Group.

Products are distributed to customers, including the +34,7 million TUI customers, through TUI websites and apps – such as the Tours & Activities dedicated TUI Musement app, as well as in-destination local teams and B2B partners, including some of the world's leading OTAs, tour operators, airlines, hotels, travel agencies and cruise lines.

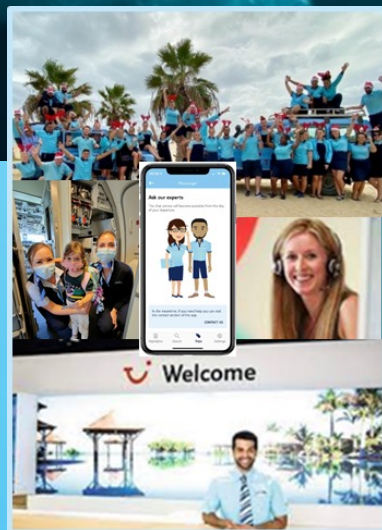


TUI Musement has a unique business model

Scalable digital platforms and multiple product categories and customer groups



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



People



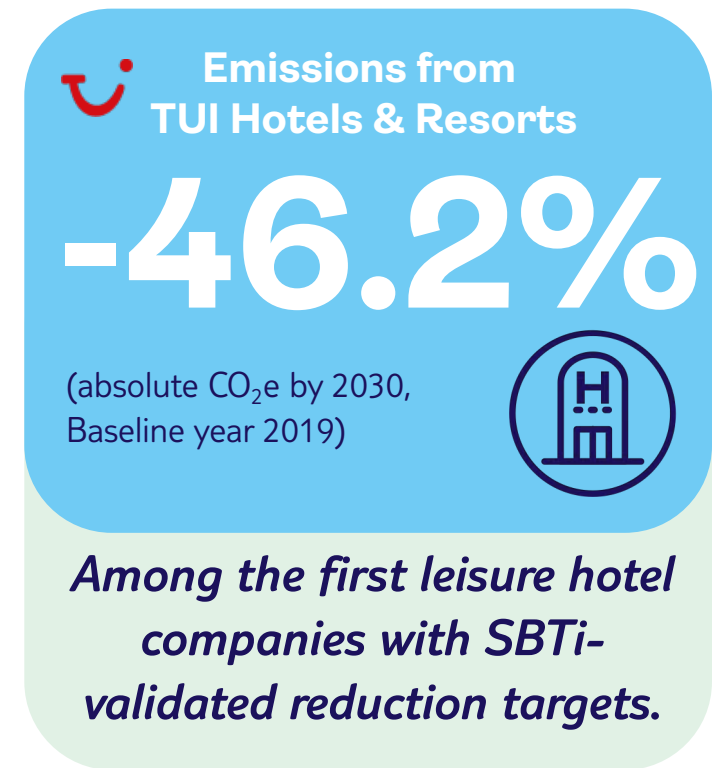
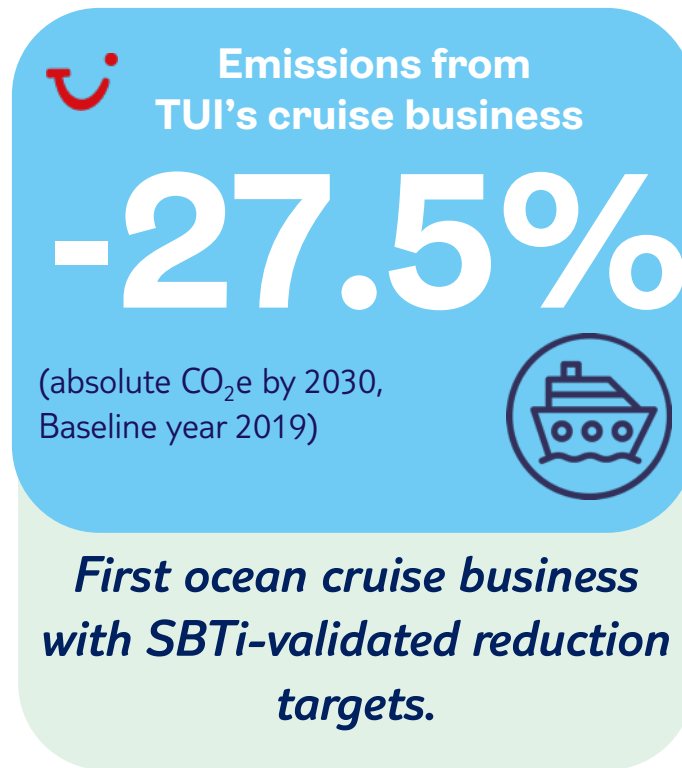
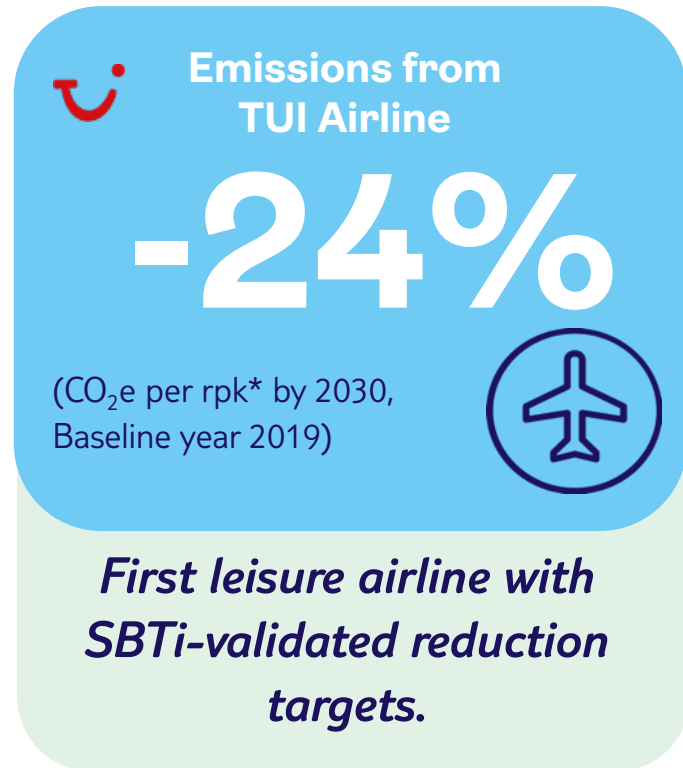
Planet



Progress

Reduce environmental footprint significantly and maximise the socio-economic impact of tourism

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



TUI Sustainability Agenda



People

We will ensure that local people and communities benefit from tourism and the local supply chain.

We will empower changemakers with the new skills and knowledge they need to transform the tourism industry.



Planet

We will take urgent action to reduce our emissions in line with the latest climate science.

To protect our planet, we will change the way we use resources and implement circular economy principles.



2030 (Baseline: 2019)

TUI Airline emissions*
- 24%

**Emissions from TUI's
cruise business***
- 27.5%

**TUI Hotels & Resorts
emissions***
- 46.2%



Progress

Together with our partners we will co-create a more sustainable future for the tourism industry.

We will enable our customers to choose more sustainable options as part of their leisure experiences.



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

The TUI Group Executive Committee



MATHIAS KIEP
*Executive Board Member
Chief Financial Officer*



SEBASTIAN EBEL
Chief Executive Officer



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



MARCO CIOMPERLIK
*Executive Board Member
Chief Operating Officer*



FLORIAN LENSER
*Group Director Legal,
Compliance & Board Office*



PIETER JORDAAN
Chief Information Officer



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



MIRCEA TUDOSE
Managing Director Regions



PETER ULWAHN
Chief Executive Officer TUI Musement





Contact:
Magnus Hüttenberend
Corporate Communications
Phone +491705666006
magnus.huettenberend@tui.com

