

TUI strengthening brand experience and awareness through new international sports sponsorship strategy

- **CEO Sebastian Ebel:** *"Together with our destination partners, we want to create sports and leisure experiences that encourage people to travel, appeal to new and existing customers, and that can be booked as packages via all our sales channels."*
- **TUI Sports Sponsorship:** A new global approach will focus on sports closely linked to destination tourism
- **'TUI Palma Marathon Mallorca':** From 2024, TUI is the title sponsor and exclusive distribution partner for the Balearic race

Hanover, 4th March 2024: TUI is the new title sponsor and exclusive distribution partner of the renowned marathon on Mallorca, now known as the 'TUI Palma Marathon Mallorca'. The agreement covers the 2024, 2025 and 2026 editions and reinforces TUI's commitment to the Balearic Islands, with over two million TUI customers expected to visit during 2024. The TUI Palma Marathon Mallorca is the first international sporting event to be held under the TUI brand during 2024 and it introduces a new global approach to sports sponsorship, leveraging the natural alignment between travel, TUI's brand and customers' wishes, and the sport offerings available in TUI's hotels and clubs around the world.

Sport often plays a central role in travel, with fans of tennis, surfing, diving, golf or skiing organising their holidays around these activities. The TUI Group's various hotel brands, including ROBINSON, TUI MAGIC LIFE, RIU and TUI BLUE, offer extensive sports facilities, such as over one thousand sports, tennis and football courts, and a variety of personal training options. TUI Cruises vessels also have modern sports facilities and equipment, including dedicated fitness decks.

"Nothing is as emotional as travelling - except sport, of course. This sponsorship initiative will support TUI's growth through the strong combination of sports and travel, and the additional visibility of an internationally successful sports event. Together with our destination partners, we want to create sports and leisure experiences that encourage people to travel, appeal to new and existing customers, and that can be booked as packages via all our sales channels." Added Sebastian Ebel, TUI Group CEO.

"TUI combines its own airlines, hotels, activities and infrastructure in over 100 countries around the world, as well as an international sales organisation throughout Europe and beyond - TUI can therefore create innovative sporting events in holiday destinations against dream backdrops. We are starting with the marathon in Mallorca, which is the

first in a series of running events, with other sports to follow." Added Magnus Hüttenberend, who is reorganising TUI's sports sponsorship as part of the Group Corporate & External Affairs team.

The TUI Palma Marathon Mallorca, organised by Kumulus, takes place on October 20th, 2024. The 42km course follows the coastal path near Palma de Mallorca and enters the city centre, with participants passing key architectural landmarks, including the Cathedral, La Llotja and Es Baluard. If a marathon is a step too far, runners can also opt to enter the half marathon or a 9km course.

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 19 million customers.

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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.

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