

Growth market Africa: TUI develops new holiday destinations and accelerates growth in sub-Saharan Africa

- **Following the Cape Verde Islands, another Group destination cluster with new hotels and more flight connections is being created in Zanzibar**
- **Continuous expansion of the Group's hotel portfolio planned in Senegal, The Gambia, Zanzibar and Kenya**
- **TUI CEO Sebastian Ebel: "TUI is a developer, investor and operator. We are one of the leading international hotel companies in the leisure hotel industry and are able to build and develop new holiday destinations. Africa offers potential for new customer segments from North and South America as well as the Near and Middle East. Africa's demographics are young and ideal for a growing service sector. We will leverage this potential together with our local partners."**

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Hanover, 18 June 2024. TUI Group is strengthening its global presence and accelerating its growth in sub-Saharan Africa. Following a visit to Zanzibar and Kenya and the opening of the first hotel of the new TUI brand The Mora in Zanzibar, CEO Sebastian Ebel said: "Africa has great potential: culturally, scenically and economically. Demographically, we are encountering a young, dynamic society, which is a decisive advantage for a service industry. We are already represented on the west coast with Cape Verde and Senegal, and in the north with Egypt, Morocco and Tunisia. Now another African cluster is being created on the east coast on the Indian Ocean. We are taking a holistic approach - environmental, social and economic sustainability are at the heart of our strategy when developing new destinations." He sees particular potential for the Robinson club brand and for TUI Blue. Ebel announced two more Robinson Clubs in Africa: on Zanzibar and on the Cape Verdean island of Boa Vista. "The decisions have been made, the architects and designers are working. Construction will begin shortly," said Ebel.

TUI is already one of the leading international leisure hotel companies with around 420 hotels and resorts under its own brands. This segment of the Group is growing continuously and is highly profitable. The hotel business is sometimes still perceived as being overshadowed by the tour operators in the Group. "Our tour operators provide

access to sales markets and customers all over the world. The hotel and cruise companies stand for the customer experience at the holiday destination - special places that we create with our brands such as Robinson, TUI Magic Life, TUI Blue and RIU. TUI is a leading developer, investor and operator when it comes to new destinations and holiday experiences. After West Africa, we see great potential in East Africa - not only for guests from Europe, but also for new guests from North and South America and the Middle East. This is in line with our strategy: profitable growth through more products and new customers."

When developing new destinations, TUI can contribute with its integrated business model, which brings together leading tour operators, hotels, cruises, experiences and local activities as well as the Group's own airline under one umbrella. With TUI's holistic approach, new tourism destinations can be developed and expanded together with local partners - in an economically, ecologically and socially sustainable way. A particular focus is on the production of renewable, green energy and the protection of natural resources. Social issues such as providing housing for the growing population and strengthening the participation of local people through the use of local products and services are also part of the development strategy. The TUI Care Foundation, which is supported by the Group, has already been active in several countries in sub-Saharan Africa for many years. In Zanzibar, the independent foundation has been committed to providing training programmes for disadvantaged people - especially young women - and strengthening young creatives and local small businesses since 2016. The TUI Care Foundation also recently launched a TUI Forest reforestation programme in Zanzibar and Kenya.

TUI is creating a new destination cluster on Zanzibar with more of the Group's own hotel brands, an expanded flight offering and new experiences and activities for holidaymakers. With The Mora Zanzibar, the fourth hotel on the island was opened last week. The new TUI luxury brand strengthens the existing portfolio of three hotels of the RIU and TUI Blue brands. Further projects on the archipelago are in preparation and will steadily expand TUI's hotel portfolio in the coming years - including a new Robinson Club. The approach follows the example of Cape Verde off the coast of West Africa. In just a few years, TUI has developed a new holiday destination on the islands of Sal and Boa Vista, which is now one of the Group's most popular year-round destinations.

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Peter Krüger, Member of the Executive Board and CEO Holiday Experiences: "We will continue to expand our leading position in the international leisure hotel industry and rely on TUI's unique positioning. With our integrated business model, we are the preferred development partner for many destinations. In the coming years, we will also have an even stronger presence in Africa with our 12 own, differentiated and strong hotel brands such as Robinson, TUI Blue and RIU. This will also enable us to reach new guests - both via TUI's tour operators and via our new global hotel distribution platform."

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TUI's hotel portfolio is also growing in other countries in sub-Saharan Africa. New hotel openings are planned in Senegal and The Gambia, and the very successful hotel business in Cape Verde will be further expanded and will also grow beyond the two islands of Sal and Boa Vista in the coming years. This will further strengthen the Group's West Africa cluster. In East Africa, Kenya is also on the growth list of TUI Hotels & Resorts alongside Zanzibar.

Sebastian Ebel: "TUI's strategy is clearly focussed on profitable growth. This means that we are tapping into new customer segments and developing new destinations. Especially in sub-Saharan Africa, many countries with their unique natural treasures, cultural wealth and great hospitality have enormous development potential in tourism. We want to leverage this together with our local partners."

About TUI Group

The TUI Group is one of the world's leading tourism groups and operates worldwide. The Group is headquartered in Germany. TUI shares are listed in the Prime Standard of the Frankfurt Stock Exchange, in the regulated market of the Lower Saxony Stock Exchange in Hanover and at the London Stock Exchange. TUI Group offers its 19 million customers integrated services from a single source and forms the entire tourism value chain under one roof. The Group owns over 400 hotels and resorts with premium brands such as RIU, TUI Blue and Robinson and 16 cruise ships, ranging from the MS Europa and MS Europa 2 in the luxury class and expedition ships in the HANSEATIC class to the Mein Schiff fleet of TUI Cruises and cruise ships operated by Marella Cruises in the UK. The Group also includes Europe's leading tour operator brands and online marketing platforms, for example for hotel-only or flight-only offers, 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 and cruises via successful joint ventures and activities in vacation destinations, TUI is increasingly focusing on the expansion of digital platforms. The Group is transforming itself into a global tourism platform company.

Global responsibility for sustainable economic, environmental and social action is at the heart of our corporate culture. With projects in 25 countries, 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. In this way, it supports the development of vacation destinations. The globally active TUI Care Foundation initiates projects that create new opportunities for the next generation.

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