

TUI Airline becomes even stronger player in the leisure flight market

- **Peter Glade joins as new Chief Commercial Officer**
- **Enlarged commercial set-up to unlock new revenue potential and to broaden customer base**

Hanover, 30. September 2024. Just last week, TUI Group announced its path for the transformation of its Markets + Airline business. In line with this plan and also in order to stay on its growth journey, TUI Airline, will enlarge its commercial set-up. The focus will be to take advantage of commercial opportunities whilst aligning operations with the needs of the regions and deliver value for the TUI Group. To lead this initiative and seize commercial opportunities within the airline sector, a new role to the TUI Airline Board – Chief Commercial Officer (CCO) – will be introduced.

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“The airline industry continues to evolve, with growing capacity, focus on cost and efficiency, as well as a shift to leisure markets. As TUI Airline, we want to further strengthen and expand our position in this segment as the holiday airline of choice for customers and B2B partners. Therefore we are pleased to welcome Peter Glade on board, who joins us for this exciting journey. Peter brings extensive commercial expertise, a strong network and a wealth of experience in aviation. His dedication to drive profitability and his deep understanding of successful cross-cultural leadership will be invaluable to our team”, said Marco Ciomperlik, Chief Executive Officer of TUI Airline.

Peter Glade joins TUI on 1st November this year from SunExpress, where he served as CCO for over eight years. Based on his background in consulting, he played a pivotal role in the strategic realignment of Austrian Airlines as Vice President of Partner Management & Strategy, and spent eight years driving sales and market development for Star Alliance.

“TUI Airline is fully committed to its guests, always striving to provide the highest level of care by our team. This dedication has earned us the trust of our customers – with our consistently high Customer Satisfaction scores serving as a testament to the quality we deliver every day. Peter Glade will build on this strong foundation by enhancing our commercial capabilities, unlocking new revenue potential, building new partnerships, and thus broadening our customer base. This will enable us to maximise

the value we deliver to the wider TUI Group, while ensuring that our external perception matches our standing as one of Europe's top 10 airlines", added Ciomperlik.

TUI Airline operates a fleet of more than 130 modern jets – ranging from the Embraer E195-E2, to the Boeing 737-800 and 737-8 to the Boeing 787-9. More than 8,000 colleagues are working for the five airlines in the United Kingdom, the Nordics, Belgium, the Netherlands and Germany.

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 MDAX index of the Frankfurt Stock Exchange and in the regulated market of the Lower Saxony Stock Exchange in Hanover. 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 17 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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