

PRESS RELEASE



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Photo caption: Tobias Jönsson will become new CEO for DER Touristik Nordic AB

DER Touristik appoints new CEO for DER Touristik Nordic AB

**Effective 1 July 2023, Tobias Jönsson will become new CEO for
DER Touristik Nordic AB**

**Leif Vase Larsen to focus on his new role as member of the Executive Board
and CEO International of DER Touristik Group**

Cologne/Frankfurt, 23 January 2023. With effect from 1 January 2023, Leif Vase Larsen, CEO Northern Europe, became CEO International and a member of the Executive Board of DER Touristik Group. To focus on his new responsibilities, Larsen will hand over operational responsibility for the Nordic and Benelux markets to the highly experienced Swedish travel executive Tobias Jönsson. From 1 July 2023 onwards, Jönsson, who is currently CEO of SAS Ground Handling Sweden AB, will lead DER Touristik Nordic AB. This will include Apollo, one of the leading tour operators in the Nordic region, as well as such specialist travel brands as Xtravel, Golf Plaisir and Lime Travel in the Nordics and Koning Aap, Shoestring and YourWay2GO in Benelux. Jönsson will report directly to Larsen.

“I’m looking forward to welcoming Tobias Jönsson to the DER Touristik family,” Larsen said. “He has a proven track record in managing travel operations and shares our views on future growth. As a driven and highly experienced manager, he will be an asset to our company and continue to further develop DER Touristik Nordic.” Larsen will remain responsible for DER Touristik Nordic until Jönsson joins the company in July.

“I am very excited about joining the team at Apollo and DER Touristik and am looking forward to helping develop and grow our business,” Jönsson said. “As customer focus plays a crucial rule in DER Touristik’s Group strategy, I’m looking

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forward to further developing products and services to fulfil customers' desires in the Nordic and Benelux markets."

Tobias Jönsson started his career as a consultant at McKinsey & Company before entering the travel industry. For the past 17 years, Jönsson has worked in leadership positions for companies within the SAS Group. This includes roles as Head of Commercial at SAS Sverige AB, Vice President of Revenue Management for SAS Scandinavian Airlines AB and Chairman of the Board SAS Cargo A/S. In his current position as CEO of SAS Ground Handling Sweden AB, Jönsson oversees ground handling services with around 1,000 employees. Jönsson holds a master of science in engineering and business management from the Royal Institute of Technology in Stockholm. He lives with his fiancé and four children in Stockholm.

Leif Vase Larsen joined the DER Touristik Group in 2015 and, as CEO of Northern Europe, became a member of the International Management Board the same year. Since 1 January 2023, he serves on the Executive Board of DER Touristik Group and assumes the role of CEO International. In this function, he bundles the international business, including the French, UK, Nordic, Benelux and Eastern European markets. He also oversees the Destination Management Companies (DMCs) as well as Digital Transformation and IT.

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Background

DER Touristik Group has its head office in Cologne, Germany, and is REWE Group's travel and tourism division. As one of Europe's leading travel groups, DER Touristik Group encompasses more than 130 companies and employs more than 8,000 people in 16 European countries. Every year, millions of guests travel with one of the group's tour operators or specialists. DER Touristik Group includes tour operators such as DERTOUR, ITS, Meiers Weltreisen, Kuoni, Helvetic Tours, ITS Coop Travel, Billa Reisen, Koning Aap, Apollo, Exim Tours and Fischer, as well as more than 2,300 travel agencies (such as DERTOUR, DERPART, Kuoni, Exim, and Fischer, as well as franchises and partners), the hotel brands Sentido, Aldiana, Calimera and COOEE, and the online travel agency Prijsvrij Vakanties. The DER Touristik Group also offers on-site support: The company runs an agency network with 74 offices in 29 travel destinations. The staff in the destination agencies assist the guests of the DER Touristik Group from their arrival at their holiday destination and until their departure. For more information, go to www.dertouristik.com.