



JOIN UP!™ BRAND ENTERS THE ROMANIAN MARKET: NEW TOUR OPERATOR WITH PARTNER AIRCRAFT

Join UP! Romania is the new tour operator introduced to the Romanian market. It starts sales in mid-autumn and the first tours are scheduled for the Summer season of 2023. Flights will depart from Bucharest, Cluj-Napoca, Timișoara, and Iași.

Expertise in Ukraine and beyond

The new tour operator is among the entities that share Join UP! brand. Once launched in Ukraine it actively develops in other countries. The entities under the Join UP! brand distribute package tours through 10 000 travel agencies across all the markets they operate achieving an annual turnover of \$400 mln in 2021. In Ukraine and Moldova these tour operators have 40% and 45% market shares* respectively. In the Baltic States, with operations just started this year, business has already achieved 19% among tours to Turkey*.

Currently, Join UP! Romania is in the process of finalising negotiations on approx. 160+ exclusive contracts with popular hotels and hotel networks, providing 1600+ hotels for booking.

«Starting operations in Romania is an important step for our continued development. We are deeply excited about the opportunities of the Romanian tourism market and aim to introduce the local professional community and all people of the country to our propositions,» says **Oleksandr Alba, co-founder of Join UP!™ and SkyUp Airlines**. «For more than 12 years we have successfully provided people with opportunities to travel. One can see Join UP! brand in Ukraine, Moldova, Kazakhstan, Estonia, Latvia, and Lithuania, with other European countries to follow soon. The portfolio includes a wide range of tours, from budget to exclusive options. Through all these years we have organised vacations for more than 5.5 mln tourists*, satisfying their diverse expectations.»

Focusing on distribution through travel agencies, entities that share Join UP! brand have created an effective system for developing and supporting partner organisations. These are, first of all, special conditions for commissions and bonuses, a system of training and curatorship, and support in package tours promotion.

Key destinations and partner airlines

Join UP! Romania primarily aims to focus on its strong destinations:

- Hurghada and Sharm El Sheikh in Egypt
- Antalya in Turkey
- Dubai in UAE
- Tenerife in Spain

All these destinations historically form the core part of the tour operator's portfolio in the Ukrainian market with special offers from prominent hotel chains and a fascinating program for tourists. Later on, the tour operator plans to introduce more destinations.

The majority of destinations will be operated by SkyUp Airlines, which is the strategic partner of the entities that share Join UP! brand. SkyUp Airlines has 12 Boeing 737 aircraft with 14 years average age. Flights to Dubai (UAE) will be operated by FlyDubai.

Competent team

The tour operator unites a professional team of sales managers who share brand values and aim to build strong and fruitful relations with travel agencies. Marius Surdu, CEO of Join UP! Romania, has more than 16 years of experience in the travel industry and shows a deep understanding of the Romanian market. He previously worked at Dertour Romania, Fibula Air Travel, and TUI Travel Center Romania.

«We start a new chapter in the Romanian market. We now can benefit from the synergy of the tour operator and air carrier, which will definitely change for better the situation with charter flights that is so much discussed in the professional community,» says **Marius Surdu, CEO of Join UP! Romania**. «On other markets Join UP!™ shares are 40-45% in agencies sales*. Our ambition is to achieve the same or even higher results in Romania.»

Join UP!™ will continue to develop in new markets, while announced plans include Poland, the Czech Republic, Hungary, and Slovakia in 2022-2023.

* – Join UP! internal statistical data

Information about Join UP! and SkyUp

Join UP! LLC, a Ukrainian tour operator, was established in 2010. In 12 years it has become one of the largest players in the tourism market in Ukraine. Entities that share Join UP! brand are also represented in Kazakhstan, Estonia, Latvia, Lithuania, and Moldova. Join UP! LLC headquarters is located in Kyiv.

SkyUp Airlines is the strategic partner of the tour operators that share Join UP! brand across all markets. In May 2022, the air carrier celebrated its 4th anniversary. Its fleet includes 12 Boeing-737 medium-haul aircraft. In 2021, the airline carried more than 2.5 million passengers, becoming the second among Ukrainian airlines in terms of the number of flights performed in the airspace of Ukraine. SkyUp is also one of the most dynamic airlines in Europe in terms of the speed of route network development (data from The Anker Report, 2018-2019).

Entities that share Join UP! brand and SkyUp Airlines form UPfamily Group of businesses. As of 2022 it unites more than 1200 employees across all countries it operates

Join UP! Romania office: Bucharest, Vasile Lascar Street, 178, 4 floor, sector 2, postal code: 020512. Tourism operation licence no. 2618 issued by the Ministry of Entrepreneurship and Tourism of Romania on August 10, 2022. Unique registration code: 46332415 issued on June 21, 2022.