



cayla communication

May 9, 2014

Yesterday May 8, 2014 RT/Raiffeisen Touristik Group GmbH (RTG), Burghausen, Germany and the Family van den Broek, Sassenheim, Netherlands merged their respective Dutch travel agency businesses.

Furthermore RTG acquired on May 8, 2014 the remaining 50% of VakantieXperts, which RTG did not own from the management of the VakantieXperts and BCD.

All activities currently trading under the well known brand names D-reizen, VakantieXperts and Thomas Cook will be merged into a new entity (D-RT Groep BV.), which will reach sales of ca. EUR 750m through ca. 500 travel agencies and will have ca. 1.500 employees.

This is a further important step in the ongoing consolidation of the Dutch retail travel agency business, which suffered in the past years from the adverse economic developments and the competition by new entrants.

The founders of D-reizen (Family van den Broek), who are well known in the Netherlands for their various successful retail businesses like "Dirk van den Broek", "Bas van der Heijden", "Dirx" etc., will be shareholders of the new entity, but will hand over the responsibility for day-to-day operations and the strategic development to RTG and the management of D-RT Groep.

RT/Raiffeisen Touristik Group is one of the major players in the Central European leisure travel market accumulating total annual sales of ca. EUR 6bn through various retail formats including fully owned stores, hard franchise formats, soft franchise formats and co-operation models in Germany, Austria, Luxemburg and the Netherlands. RTG started its activities in the Netherlands by the acquisition of the Thomas Cook travel agencies network in 2011 and through a major shareholding in VakantieXperts in 2012. These were previously held through RT/Raiffeisen Touristic Netherlands B.V.

cayla consulting group supported and coordinated this transaction for RTG, which included conducting initial discussions and negotiations regarding the transaction structure with the shareholders of VakantieXperts and D-reizen and developing the business plan for the new merged group together with KPMG till the final closing of the transactions.

The management of RTG and cayla group were successfully supported by experienced and motivated teams from Linklaters and KPMG from the Netherlands.

In the coming years cayla consulting group will continue to support the shareholders and the management in the execution of the restructuring efforts and the change of focus and direction of D-RT Groep to become the multi-channel travel agency business market leader offering unique customer experiences.

cayla consulting group AG

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