



Events | 15.02.2024

## LAUNCH OF CREW BOOK & STRATEGY UPDATE

On February 15, we launched our new Crew Book and introduced the TT Blueprint, our latest strategy update. During a crew-wide event, 280 of us came together in person, while 550 joined our live stream.

The Crew Book outlines the purpose, vision, and mission that inspire our team – guided by the values that shape our collaboration.

In our strategy update we set ambitious goals for our journey ahead. With a consumer-first approach, we are focusing on growing our market presence, advancing digital innovation, and highlighting our commitment to operational excellence.

"Our values shape the way we work together to achieve success. With ambition, innovative thinking, and a positive mindset, we aim to inspire those around us and raise the bar for ourselves and our teams," says our CEO, Gernot Lenz.

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