

Press Contact

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**MEDIA RELEASE**

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A-ROSA Flussschiff GmbH announces upcoming senior management changes

Industry veteran Michael Ungerer has joined as Chairman

A-ROSA Flussschiff GmbH, based in Rostock, announces that Michael Ungerer will be the new chairman of the advisory board of the A-ROSA Group with immediate effect, contributing his long and wide-ranging leadership experience in the cruise and the hospitality industry to the company. Michael Ungerer began his professional career in 1988 with Norwegian Cruise Lines, Sonesta Hotels & Resorts and The Ritz-Carlton Hotel Company, later becoming Senior Vice President of Operations at AIDA Cruises in Rostock in 2004 and then President of AIDA Cruises in 2012. From 2015 to 2018, Ungerer was COO of Asia at Carnival Corporation. Between 2019 and earlier this year, he led the successful start-up and growth of luxury cruise line Explora Journeys as CEO.

The A-ROSA management is delighted to be working with him to consolidate A-ROSA as a market leader and innovation driver in the premium segment of the river cruise industry.

Michael Ungerer, in his new position, said: "Being nominated as the Chairman of Germany's leading River Cruise Company is a real honour and a privilege. A-ROSA is a brand I co-created over 20 years ago. Having watched the brand grow and excel despite many challenges, I'm excited to provide strategic guidance and collaborate with executive management, the owners and all stakeholders to strengthen our leadership position and focus on the next sustainable growth phase."

Jörg Eichler steps down as CEO

Jörg Eichler will step down from his position as CEO and Managing Director by mid-2025 to devote himself to a new responsible task in tourism. Since he joined the company in 2013, it has grown from 10 to now 15 ships sailing on the European rivers Danube, Douro, Rhine/Main/Moselle, Rhône, and Seine. Together with the A-ROSA Team, Eichler quickly brought the company back on course for success, enabling A-ROSA to achieve a new sales and occupancy record in 2023, which will be surpassed again in 2024.

The company expects to announce Jörg Eichler's successor soon, who will continue to establish forward-looking concepts for river cruises. Jörg Eichler will continue to fulfil his role as managing director until the handover has been successfully concluded. He will remain a shareholder after that. Markus Zoepke, COO and co-

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partner of the company since 2003, will remain responsible for operations at the Chur site in Switzerland.

The shareholders would like to thank Jörg Eichler for his highly committed and successful leadership and look forward to organising the search for a successor and the transition together with him.

Caption

Michael-Ungerer_c_private.jpg

Michael Ungerer is the new Chairman of the Advisory Board of the A-ROSA Group with immediate effect. Photo: private

Joerg-Eichler_c_A-ROSA.jpg

Jörg Eichler will step down as CEO of A-ROSA Flussschiff GmbH by mid-2025 at the latest. Photo: A-ROSA Flussschiff GmbH

About A-ROSA

A-ROSA is the creator of cruises with a difference that take in cities, towns and countryside along Europe's most beautiful rivers: Danube, Douro, Rhine/Main/Moselle, Rhône/Saône and Seine. The current fleet is made up of 15 ships, all of which combine the amenities of a hotel with the benefits of a cruise. On board, Premium All-Inclusive fare guests can enjoy varied buffets, high-quality drinks and access to the SPA-ROSA, which features a sauna, massage room and gym. The ships dock in central locations, close to the heart of European metropolises, renowned historical sites and famous cultural and natural attractions – providing unforgettable experiences. To ensure that the cruise is a hit with the whole family, there are generously sized cabins, a Kids Club and heated outdoor pools, as well as a programme to suit every guest's needs. To preserve the visited destinations and landscapes for future generations, A-ROSA puts high focus on sustainability. The line's newest hybrid powered ship A-ROSA SENA was awarded 1. Place at the 2022 German Awards for Sustainability Projects. A-ROSA Flussschiff GmbH is headquartered in Rostock/Germany and has sales offices in the UK and Australia.

Further information about the company as well as accompanying press material can be found at <https://newsroom.a-rosa-cruises.com>.