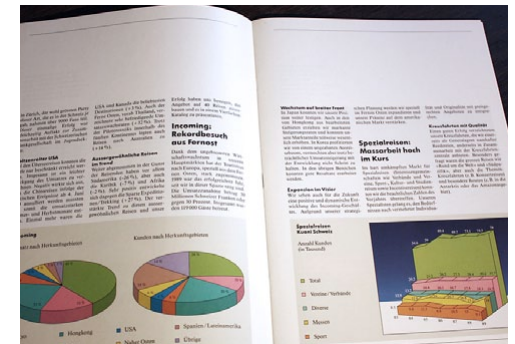
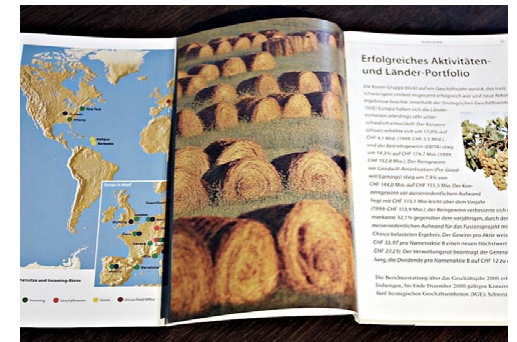
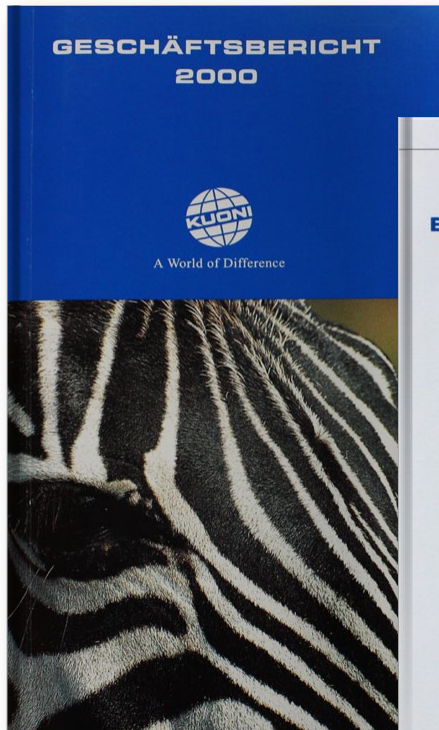


Der Geschäftsbericht
ist auch ein
Markenbotschafter

Peter Brun
Chief Communication Officer
Kuoni, 16. Juni 2011

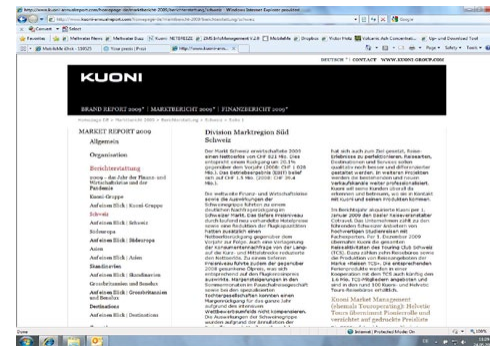




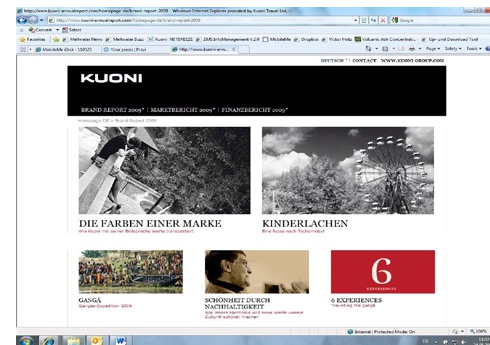




- ▶ Markenwerte
- ▶ Emotionalität
- ▶ Hochwertigkeit



► Schönheit als Erfahrung
 ► Liebe zum Detail





A man with a beard and long hair is sitting on a white sofa, reading a book. He is wearing a white shirt and dark pants. The sofa is decorated with several patterned and plain pillows. The background is a textured, light-colored wall with three small, glowing rectangular openings. In the foreground, there is a wooden coffee table with a glass pitcher and a glass of water, and a book lying on it.

Vielen
Dank.