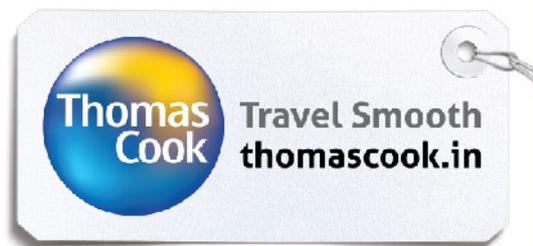


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Thomas Cook India & Singapore Tourism Board's virtual game to promote Singapore, wins at IMAI India Digital Awards 2022

A unique and exciting virtual engagement to promote Singapore

Mumbai, February 15, 2022: Thomas Cook (India) Limited - India's leading integrated travel services company and Singapore Tourism Board's (STB) 'Singapore Escapade' won a silver at the India Digital Awards 2022 hosted by IMAI, for the Best App/Game used for Marketing. The unique virtual game was considered a distinguished idea, designed for serving the consumer and engaging with them through an innovative concept that captivates a significant user base. The game was promoted digitally to sustain awareness for destination Singapore among Indian audiences despite the pandemic.

Against the backdrop of strong pent up travel demand, but restrictions in place due to the pandemic with Singapore's borders closed to tourists, the Thomas Cook India – STB game was conceptualised to create positivity and top of mind recall for destination Singapore. Travellers were encouraged to participate in the 'Singapore Escapade', a fun gaming activity with exciting gratification, where one gets a chance to discover more about Singapore, learn interesting facts through trivia rounds and win exciting prizes. The duration of the gaming activity was a period of 3 months, giving customers a delightful virtual experience of Singapore, with the top 10 participants per week winning exciting prizes, including e-commerce gift vouchers and partner brand coupons.

Mr. Abraham Alapatt - President & Group Head, Marketing, Service Quality, Value Added Services & Innovation said, *"It is an honour to be recognized for introducing a fresh and innovative idea that created top of mind recall for destination Singapore, despite the challenges and closure of borders during the pandemic. Our Singapore Escapade web based game presented a fun, exciting and engaging way to discover hidden gems of Singapore, inspire customers and promote travel to the destination. We are delighted with the tremendous response received. This award motivates us to up the ante on our digital first innovative strategies with our partners in the Travel and Tourism sector and jointly maximise demand as borders reopen. Such exciting engagement consumer activities will be key to converting them into brand evangelists."*

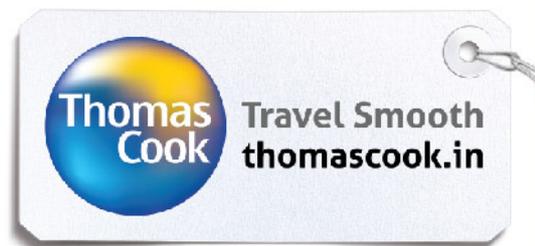
Mr G B Srithar – Regional Director, India, Middle East & South Asia, Singapore Tourism Board (STB) said, *"As part of our initiatives to proactively and creatively engage our consumers, we were happy to partner Thomas Cook (India) Limited for the virtual game. It was a unique collaboration with a strong travel partner-friend for STB India. The award is a boost for us to continue partnership projects that help bring Singapore even closer to the hearts and minds of Indian audiences. With Vaccinated Travel Lane (VTL) flight arrangements from Chennai, Delhi and Mumbai allowing quarantine-free travel to Singapore for fully vaccinated travellers, we look forward to working with partners like TCIL to welcome their clients to enjoy our city."*

About Thomas Cook (India) Limited: Set up in 1881, Thomas Cook India) Limited. (TCIL) is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, Corporate

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Travel, MICE, Leisure Travel, Value Added Services, Visa and Passport services. It operates leading B2C and B2B brands including Thomas Cook, SOTC, TCI, SITA, Asian Trails, Allied T Pro, Australian Tours Management, Desert Adventures, Luxe Asia, Travel Circle International Limited (TCI 勝景遊), Sterling Holiday Resorts Limited, Distant Frontiers, TC Tours, Digiphoto Entertainment Imaging (DEI), Go Vacation, Private Safaris East & South Africa

As one of the largest travel service provider networks headquartered in the Asia-Pacific region, The Thomas Cook India Group spans 25 countries across 5 continents

TCIL has been felicitated with CNBC-TV18 & ICICI Lombard India Risk Management Award - Travel & Leisure Category 2021, The Best Travel Agency – India at TTG Travel Awards 2019, The Best Outbound Tour Operator at the Times Travel Awards 2018 & 2019 and Leading Company with Cutting Edge Travel Innovation at the Times Travel Awards 2018, Silver award for Asia's Best Integrated Report (First Time) category at the Asia Sustainability Reporting Awards 2019, Best Risk Management-Framework & Systems at the India Risk Management Awards 2019; Best Cash Management Solution – India at the Asset Triple A Treasury, Trade, Supply Chain & Risk Management Awards 2018, Best Outbound Tour Operator at the SATTE Awards 2019, Excellence in Domestic Tour Operations at the SATTE Awards 2018, The French Ambassador's Award for Exemplary Achievements in Visa Issuance – 2015 to 2019 and the Condé Nast Traveller – Readers' Travel Awards from 2011 to 2019.

CRISIL has reaffirmed the rating on debt programmes and bank facilities of Thomas Cook (India) Limited - 'CRISIL A+/Negative on the long-term bank facilities of TCIL and CRISIL A1 rating on the short-term bank facilities and short-term debt of the Company. For more information, please visit www.thomascook.in

Fairbridge Capital (Mauritius) Limited, a subsidiary of Fairfax Financial Holdings Limited promotes TCIL by holding 65.60% of its paid-up capital and is responsible for the execution of acquisition and investment opportunities.

About Fairfax Financial Holdings Limited: Fairfax Financial Holdings Limited is a holding company which, through its subsidiaries, is engaged in property and casualty insurance and reinsurance and investment management. Founded in 1985 by the present Chairman and Chief Executive Officer, Prem Watsa, the company is headquartered in Toronto, Canada. Its common shares are listed on the Toronto Stock Exchange under the symbol FFH and in U.S. dollars under the symbol FFH.U.

About Subsidiaries of Thomas Cook (India) Limited:

Sterling Holiday Resorts Limited, a wholly owned subsidiary of TCIL, is a leading Indian Leisure Hospitality company with 37 resorts across the country, providing a variety of offerings: Leisure holidays through FIT packages, Meetings & Conferences, Weddings, Reunions, Picnics and Holidays through Memberships.

SOTC Travel Limited, a wholly owned subsidiary of TCIL, is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel.

Travel Corporation (India) Limited (TCI), a wholly owned subsidiary of TCIL, is the leading Destination Management Company in India that offers tailor-made travel and related services to India, Nepal, Bhutan and Sri Lanka.

Thomas Cook India Group holds 51% stake in DEI Holdings Limited (DEI), one of the world's leading imaging solutions and services providers.

For more information, visit:

Sterling Holiday Resorts Limited: <http://www.sterlingholidays.com>

SOTC Travel Limited: <http://www.sotc.in>

About SOTC Travel: SOTC Travel Limited is a step-down subsidiary of Fairfax Financial Holdings held through its Indian listed subsidiary, Thomas Cook (India) Limited (TCIL). SOTC India is a leading travel and tourism company active across various travel segments including Leisure Travel, Incentive Travel and Business Travel and Foreign Exchange. SOTC was established in 1949. Since then, it has escorted millions of travellers across the globe for more than 70 years to various destinations around the world. A new age innovative holidaymaker, SOTC strives to make holidays a priority for every Indian. 'We are for holidays' and we want Indians to prioritize their holidays.

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