

Increasing User Adoption through Data-Driven Marketing



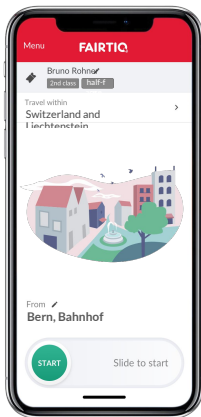
**USER ENGAGEMENT AND BEHAVIOURAL
CHANGE SPECIAL INTEREST GROUP**

THURSDAY 8 SEPTEMBER | 10:00 - 11:30

CORPORATE SPONSORS:
ENIGMA SCINTILLA
PEOPLE SOLUTIONS

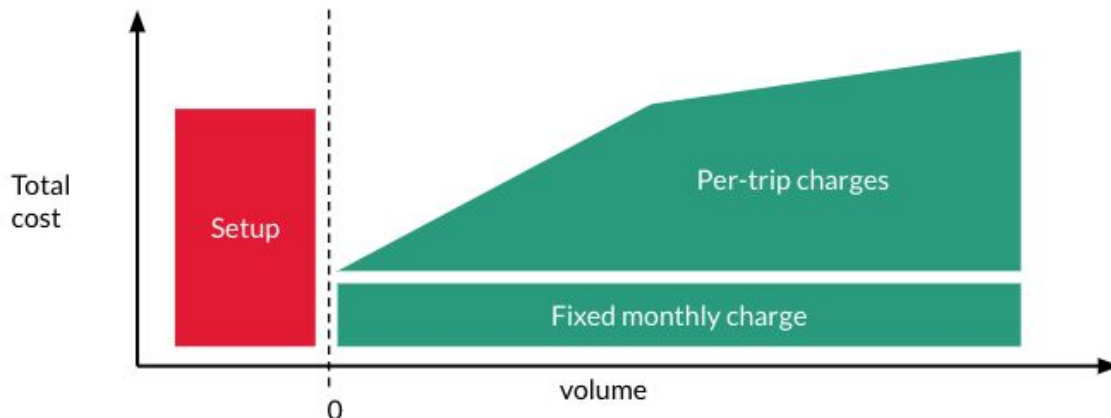
FAIRTIQ Commercial Proposition

Enables public transport networks to operate as a single, Pay as You Go integrated system - Rail, Bus, Tram, Ferry, Cable Car



FAIRTIQ User Experience

Shared Risk and Reward Commercial Model

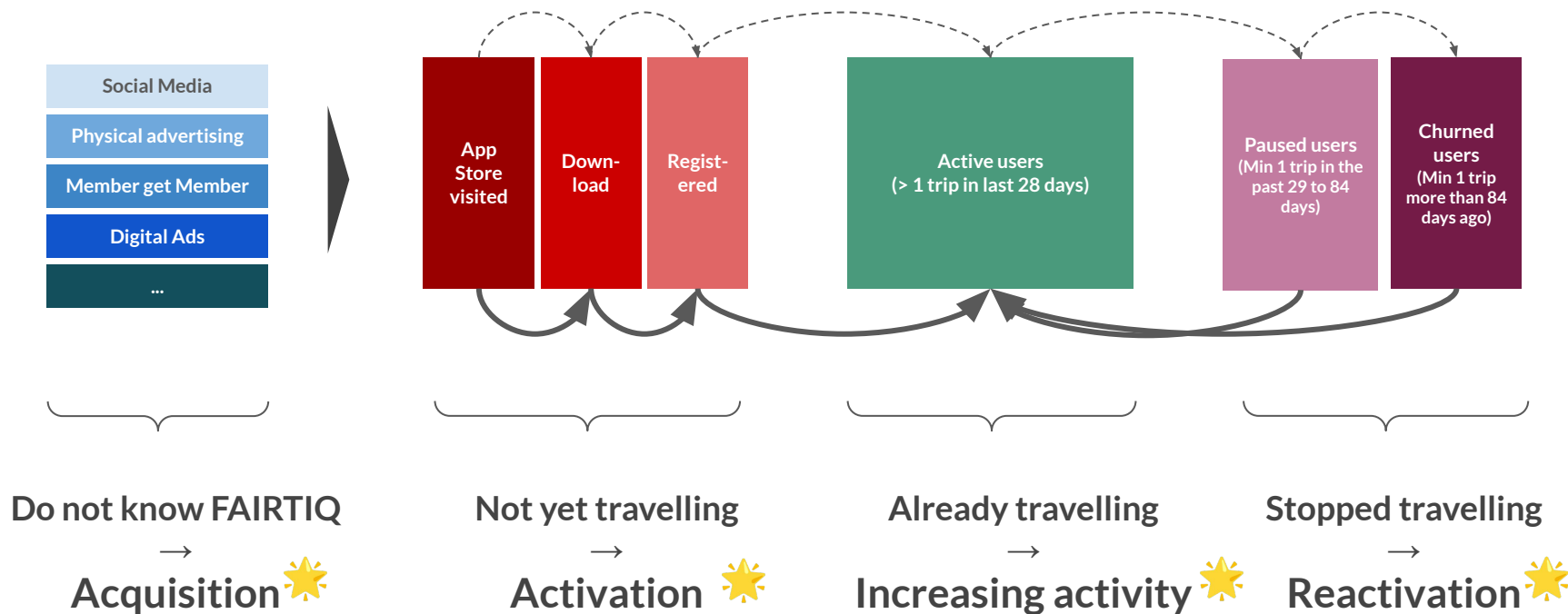


**European
Startup
Prize** for mobility **Top 10**

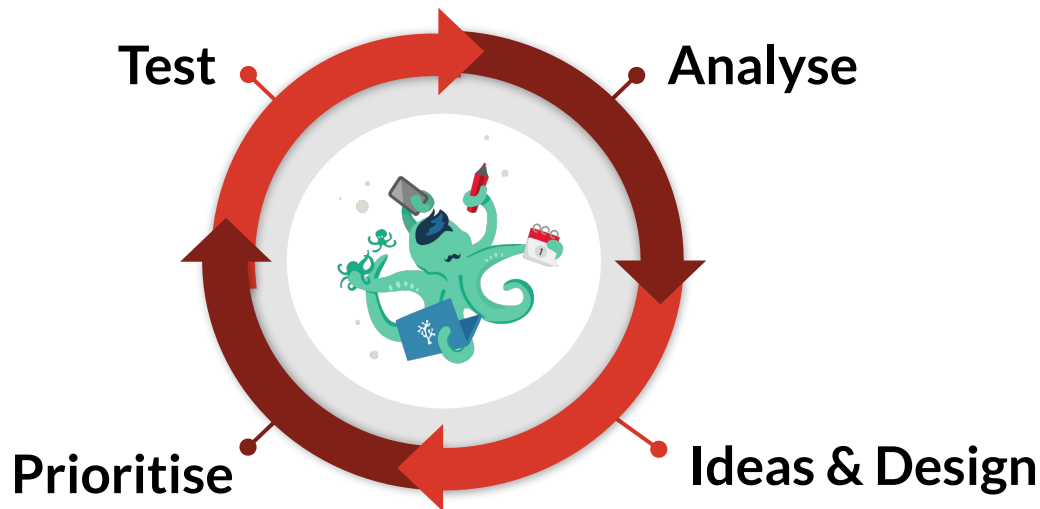
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Growing the user base & revenues



Iterative testing

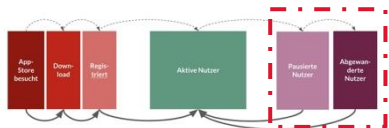


Set-Ups are tested, improved, and tested again



Mailing Experiments - Increasing Activity

FAIRTIQ



When the distance beckons and the sun shines, we finally travel again

The winter was cold, the spring was wet and the restrictions on mobility were severe. But now it's finally warmer again and the measures have been relaxed. Do you also have a great desire see something different than just the walls of your home office and the same surroundings?

Then it's high time for your next summer trip, whether to the pool, to your favorite lake or even to the mountains - ride with FAIRTIQ

Same body

No financial incentive
(Suggestions for visit)

Discover 5 incredible excursion destinations that you can travel this summer by bus, train, ferry and tourist railway

Journey lottery
(one random user
received a voucher
for their trip)

1 trip = 1 chance to get your trip for free

Voucher CHF5
(First 250 to travel)

Promotion code

Competition

Don't miss out:
Free trip for the first 10 users to travel

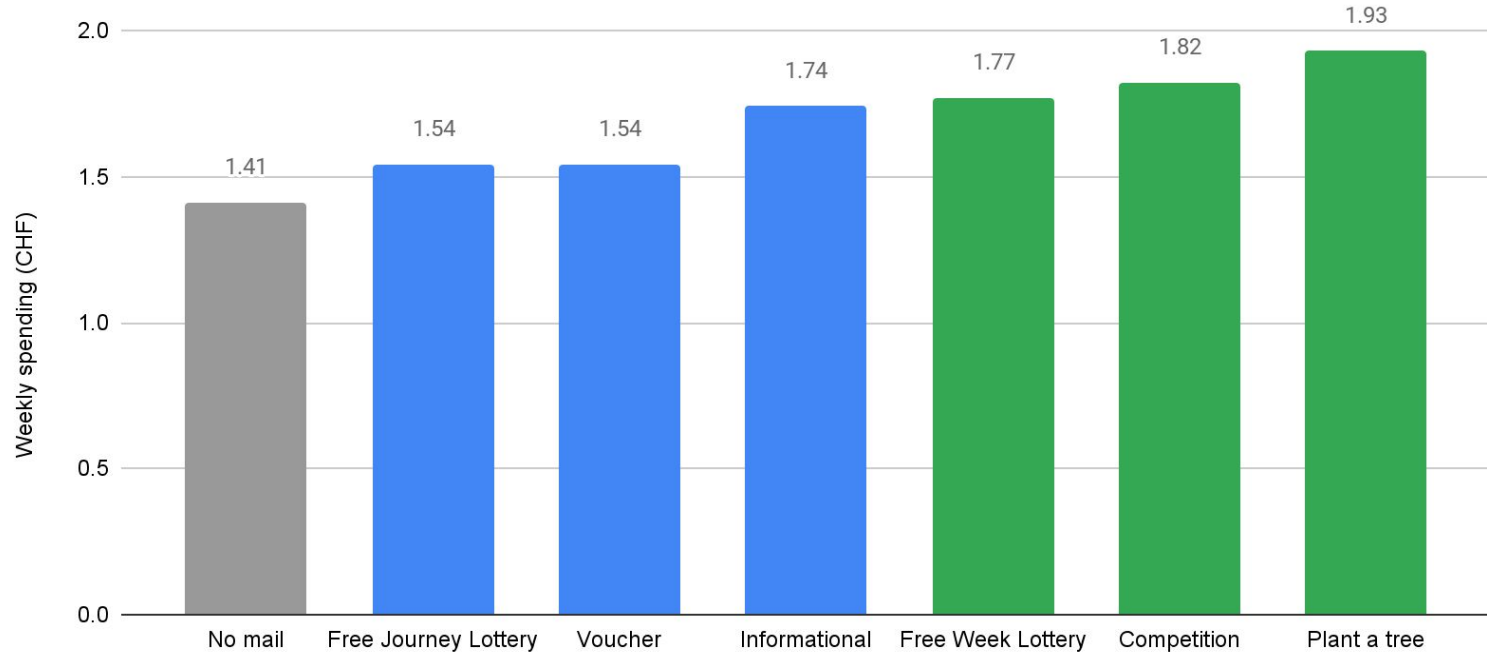
Weekly lottery
(One random user
received a voucher
for free travel)

1 trip = 1 chance to get 1 whole week free

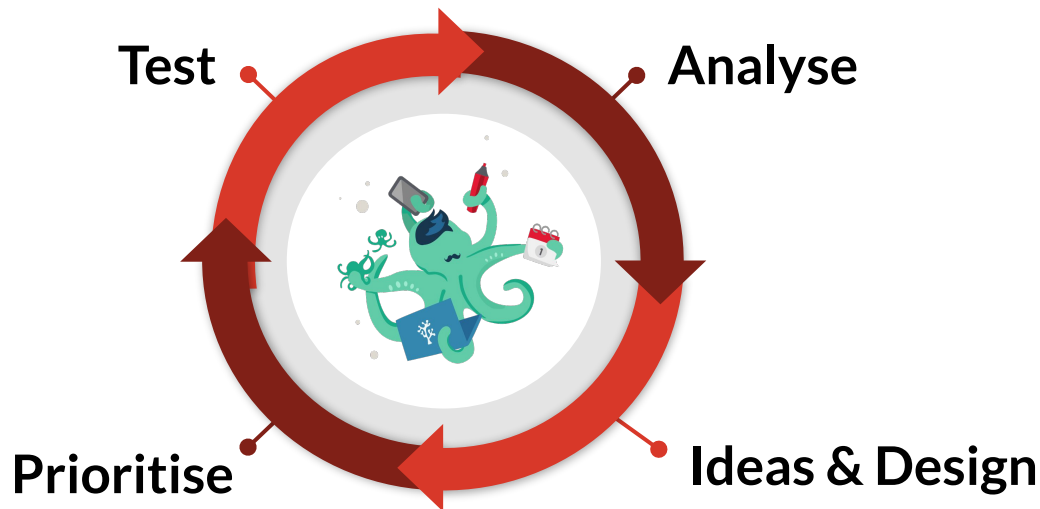
Tree planted for
every one that
travelled

Travel with FAIRTIQ for at least one day
within the next week and we will plant a tree
for you.

Results - spending in the week after campaign



Iterative testing

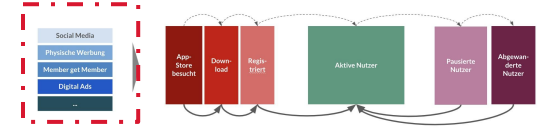


Set-Ups are tested, improved, and tested again



Rejsekort & Rejseplan A/S - Denmark

FAIRTIQ



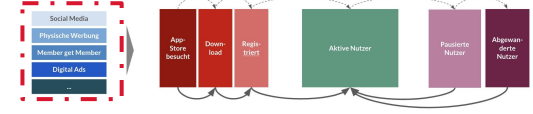
June 2022 - Project Commences

16th August - Public Launch of FAIRTIQ Trial

23rd August - over 1,000 journeys per day

26th August - [TikTok about FAIRTIQ by a Danish influencer goes viral](#)

28th August - 10,000 journeys with FAIRTIQ



FAIRTIQ worked with SNCF TER (regional subsidiaries) to enable the launch of flexible fares capping:

SNCF TER in Occitanie for students:

+ = 0: the more you travel, the less you pay

Return trips:

- 1-10: 50% off
- 11-20: the rest of the month is free
- 11-15: Build credit for the next month
- > 21: travel for free the following month

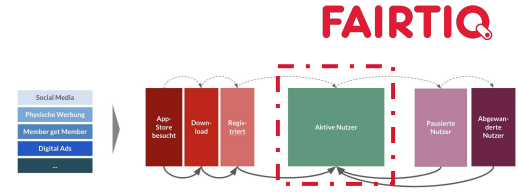
Riders under 26 has increased by 30%.

Revenue has increased 4.6 times



Activity increase: FAIRTIQ bonus

Case study - Switzerland



Ride 5 times Get 5% back



+ 12%

Additional frequent users* in regions
with bonus vs. regions without bonus

Source: FAIRTIQ analysis in Switzerland

* Frequent users = > 5 travel days per calendar month



**Thank you for your
attention!**

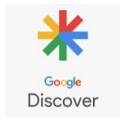
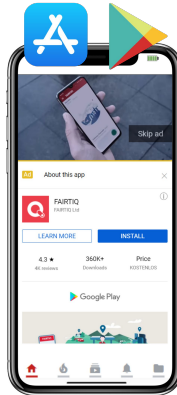
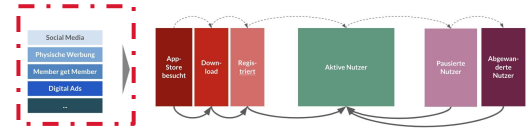


Steve Broadley
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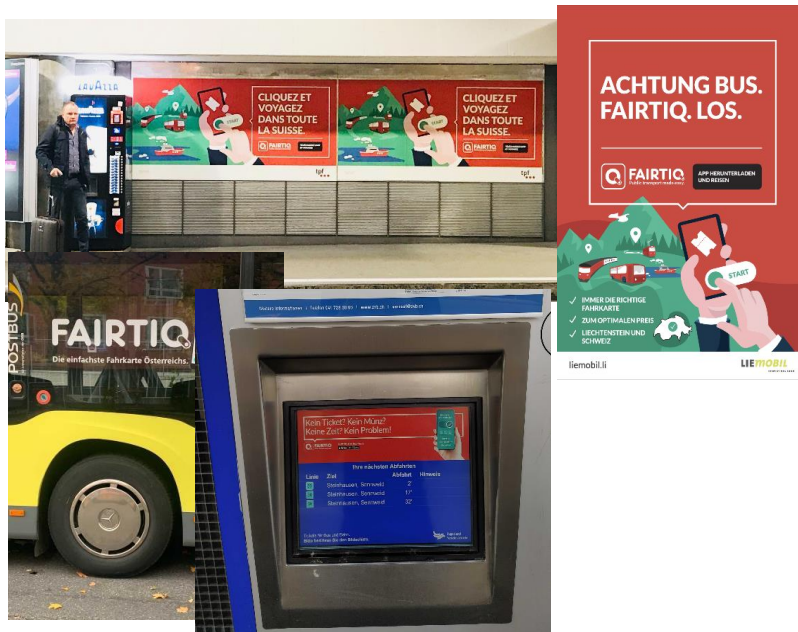
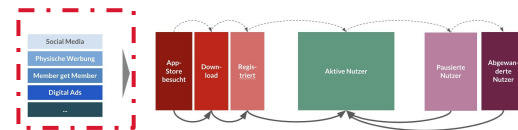
Digital Acquisition

FAIRTIQ



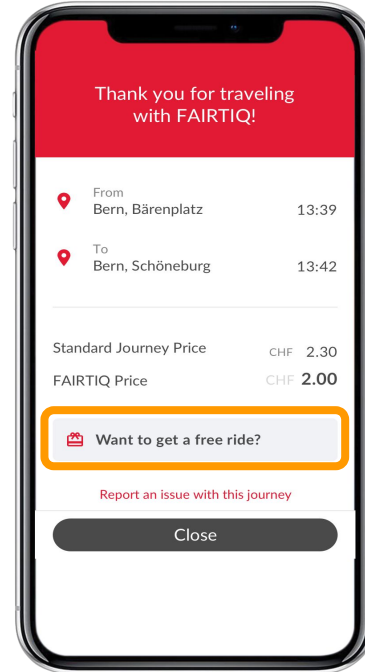
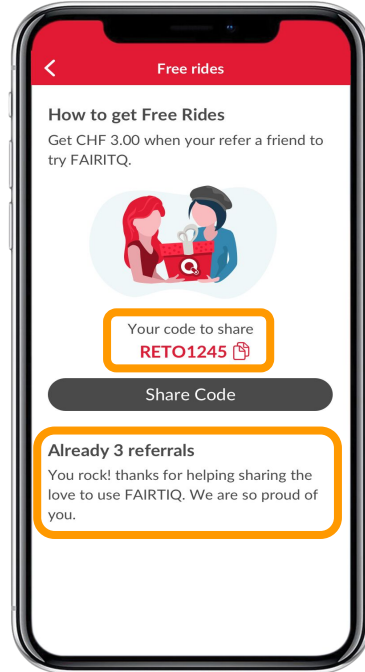
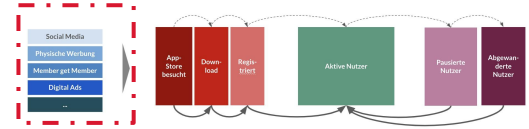
Offline Acquisition

FAIRTIQ

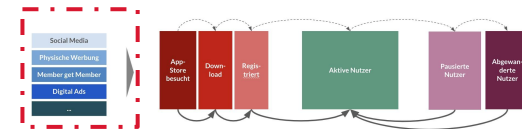


Member-get-Member

FAIRTIQ



Winning new users for public transport



Welcome-Email after registration

The image shows a welcome email survey form. At the top, there is a header with a logo and the text "Tell us something about you...". Below this, a question asks "How often have you used public transportation so far?". There are seven radio button options: (Almost) Never, Once a month, Several times a month, Once a week, Several times a week, and (Almost) daily. To the right of the form, there is an illustration of a man and a woman standing together, looking at a smartphone. The smartphone screen displays a map of Bern, Bärenplatz, with a red button labeled "stop".

- 29% of the respondents state they used public transport (almost) never prior to signing up to FTQ.

FAIRTIQ further information

Steve Broadley

FAIRTIQ - Introduction Video



[This 2 minute video summarises FAIRTIQ.](#)

FAIRTIQ White Papers and Case Studies

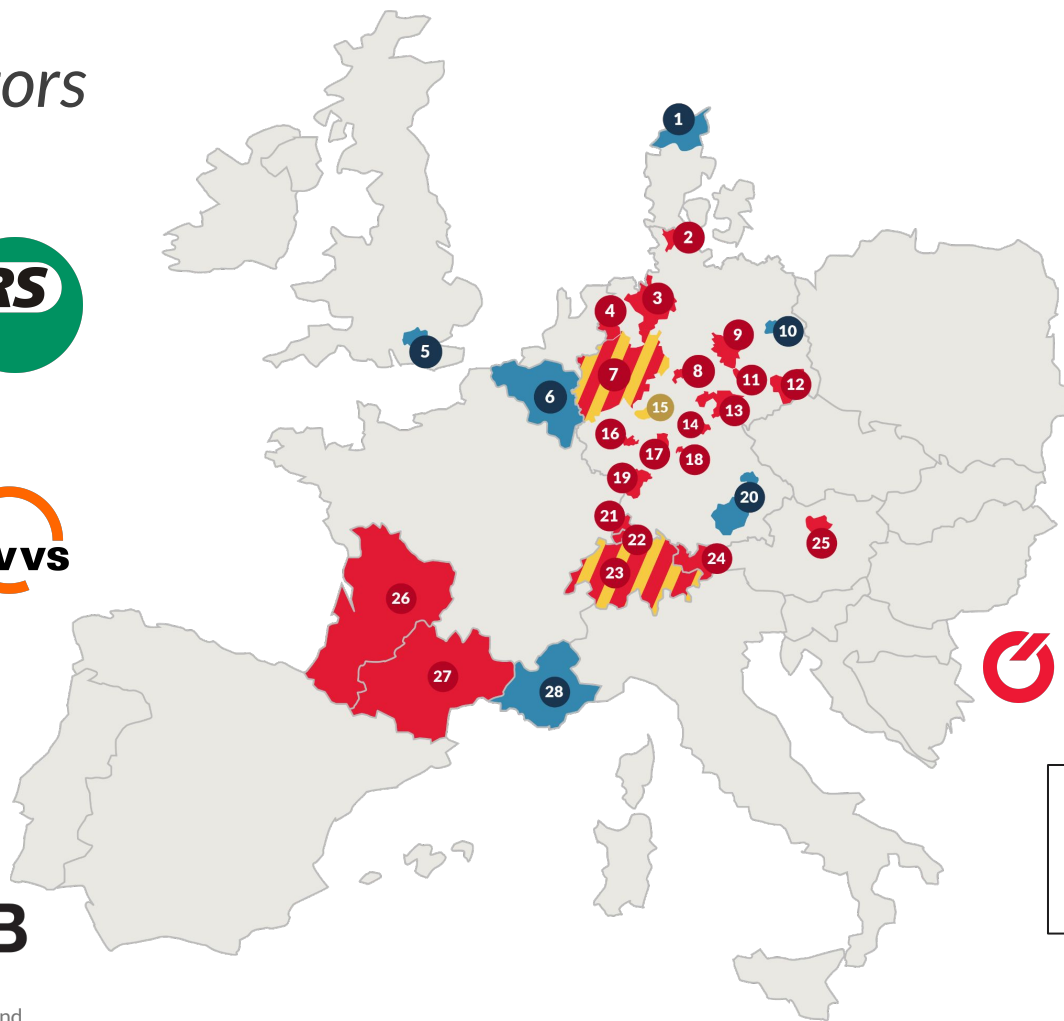


[FAIRTIQ White Papers and Case Studies](#)

- Fare capping at CGN offers travellers greater flexibility
- Ticketing in Mobility as a Service - report publication by UITP (FAIRTIQ - Page 12)
- Flexible Pricing Innovation to Boost Ridership
- Specifying the next generation of mobile ticketing
- How EVAG partnered with FAIRTIQ to save 2 Million EUR investment costs by removing ticket vending machines
- **To be published shortly - Increasing User Ridership through Data-Driven Marketing and Tariff Innovation**



>700 operators



FAIRTIQ

AktivBUS
Flensburg

SWH. HAVAG

vvo

BVG



VMT
Verkehrsverbund
Mittelthüringen

ÖBB

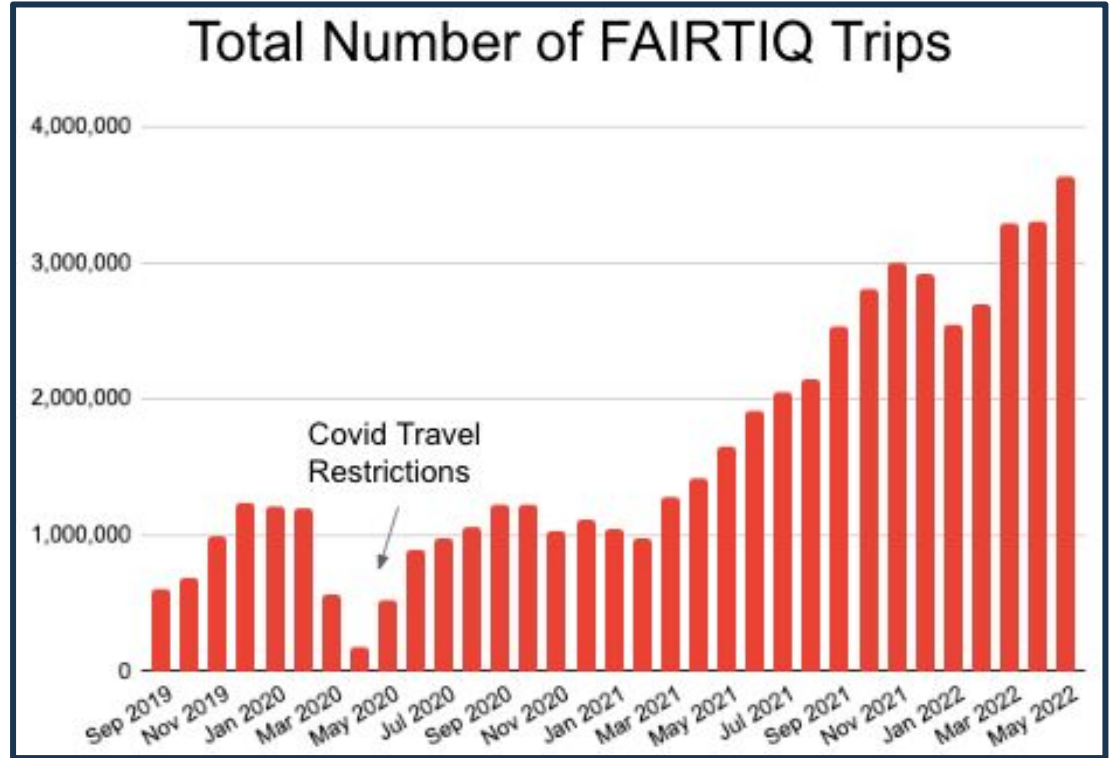
VOR
DER VERKEHRSVERBUND

- Trials
- Production App
- Production SDK

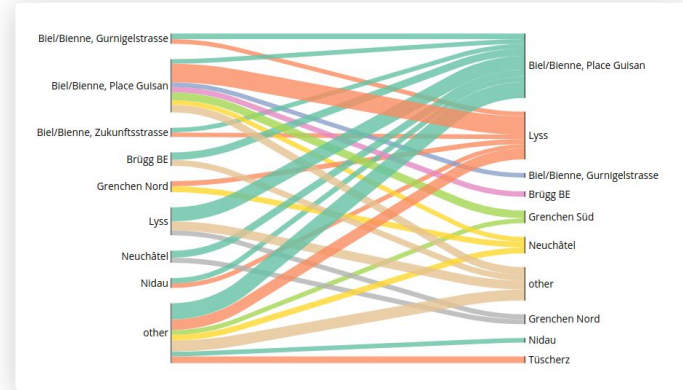
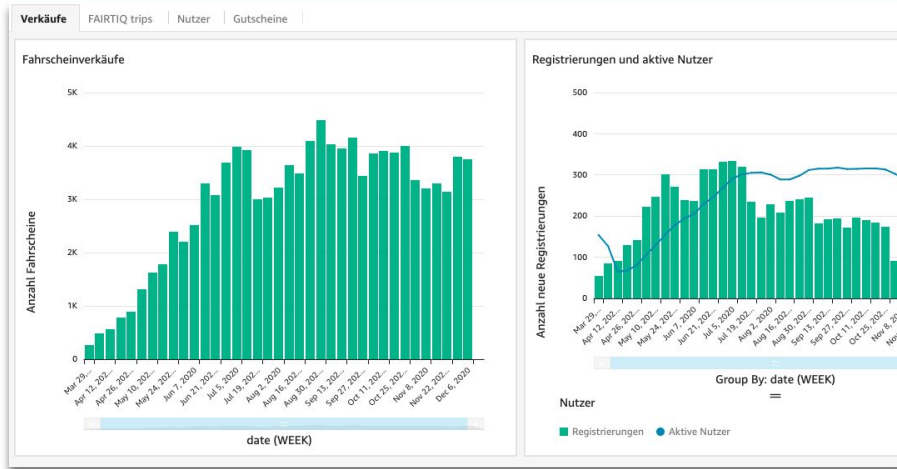


FAIRTIQ Growth

- More than 70million journeys in productive environments
- **> 20% market share** of tickets, day passes in Switzerland
- **Fastest growing sales channel** in Switzerland

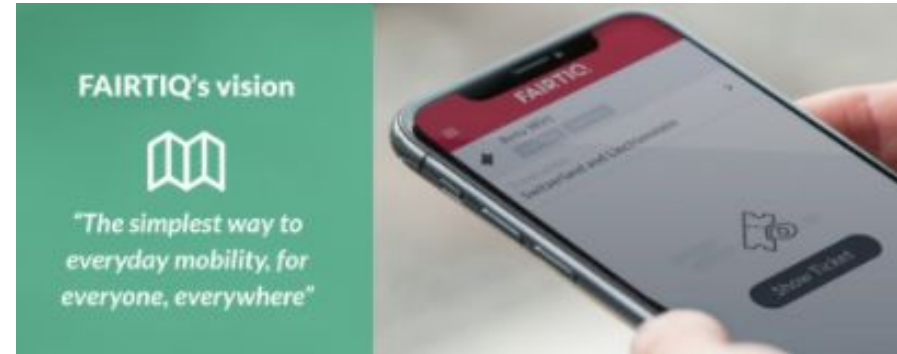


New insights from origin-destination data



FAIRTIQ - Enables public transport networks to operate as a single, Pay as You Go integrated system - Rail, Bus, Tram, Ferry

- Calculates the right fare for the passenger
 - Builds trust in digital solutions
 - Removes the stress of selecting the right fare in advance
 - You don't need to understand the transport system to be able to travel
- Easy to introduce new innovative fare structures and incentives
 - Pay As You Go with Capping
 - Beeline Tariff
- Detailed Analytics
- No additional hardware
 - Gates, Ticket Machines, Validators, etc
- Quick to implement
- Easy to use





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