

STS market radar 2019



STS	Total					ON in % 30.04.
	30.04.2017	30.04.2018	30.04.2019	Diff. 18/19	in %	
Australia	568 995	644 719	782 051	137 332	21.3	1.3
Brazil	569 272	626 107	692 387	66 280	10.6	-3.1
Germany	933 319	895 833	799 611	-96 222	-10.7	-2.1
France	119 146	106 241	77 377	-28 864	-27.2	-0.2
Greater China	3 484 571	3 721 187	5 487 635	1 766 448	47.5	5.4
India	3 296 636	3 838 101	4 103 317	265 217	6.9	9.7
Italy	45 351	52 693	55 766	3 073	5.8	-0.3
Japan	651 833	599 304	792 009	192 705	32.2	-0.4
Canada	379 233	428 736	371 674	-57 062	-13.3	0.1
Malaysia	330 521	464 340	614 783	150 443	32.4	2.0
Netherlands	275 324	317 682	227 463	-90 219	-28.4	-0.8
Austria	89 393	102 337	91 623	-10 714	-10.5	-1.9
Russia	264 581	286 155	151 470	-134 685	-47.1	-6.4
Singapore	495 161	556 984	738 353	181 369	32.6	5.5
Spain	168 761	167 087	111 103	-55 984	-33.5	-2.9
South Korea	4 506 285	4 092 531	3 521 482	-571 048	-14.0	-8.9
Thailand	2 248 114	2 092 794	2 225 405	132 612	6.3	-1.6
United Kingdom	3 269 115	3 705 009	2 735 113	-969 896	-26.2	-2.2
United States	3 196 791	3 574 805	3 356 145	-218 660	-6.1	10.5
UAE	214 973	152 180	131 936	-20 245	-13.3	-4.2
Switzerland Incoming	1 869 482	1 997 080	3 198 007	1 200 927	60.1	-0.4
Total	26 976 855	28 421 902	30 264 710	1 842 808	6.5	
Other countries	2 147 575	2 232 502	2 498 714	266 211	11.9	
Overall result	29 124 429	30 654 405	32 763 424	2 109 020	6.9	-0.1

Distribution channels of "Total Swiss Travel System" turnover:

Prisma - POS railway stations, AgentClient / SBB Web Service, sbb.ch, B2B interim solutions)

Railticking - Incoming agents in Europe and Switzerland

Euronet - Rail Europe in Overseas

Third parties - national rail companies such as DB, ÖBB, SNCF, Trenitalia

Swiss Travel System Prisma

POS railway stations

AgentClient / SBB WebService

sbb.ch

B2B interim solution Euronet

B2B interim solution RT

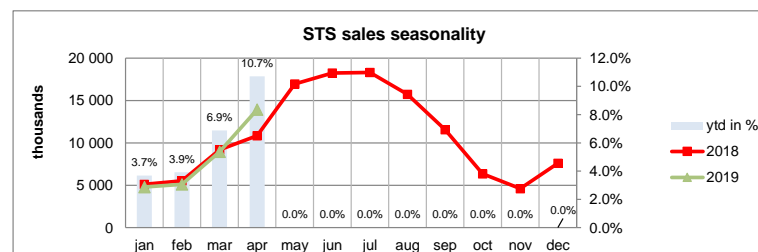
Swiss Travel System Railticking

Swiss Travel System Euronet

Swiss Travel System third parties

Total Swiss Travel System

	2018	2019	Diff 18/19	in %
Swiss Travel System Prisma	17 509 696	21 652 522	4 142 826	23.7
POS railway stations	6 144 609	6 041 007	-103 602	-1.7
AgentClient / SBB WebService	0	2 574 555	2 574 555	
sbb.ch	2 579 285	1 866 487	-712 798	-27.6
B2B interim solution Euronet	3 994 269	7 394 964	3 400 695	85.1
B2B interim solution RT	4 791 533	3 775 509	-1 016 024	-21.2
Swiss Travel System Railticking	5 051 160	4 188 124	-863 036	-17.1
Swiss Travel System Euronet	7 715 451	6 726 147	-989 303	-12.8
Swiss Travel System third parties	378 098	196 631	-181 467	-48.0
Total Swiss Travel System	30 654 405	32 763 424	2 109 020	6.9



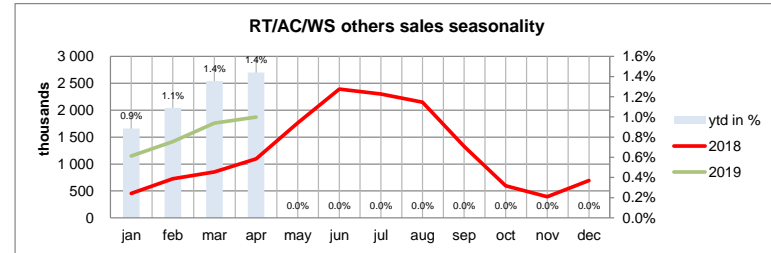
Channel / market comments STS (without "RT/AC/WS others"):

Channel	Main STS sales seasonality: May-August	Comments
Prisma (incl. B2B interim solution)		No representative data/trends yet - main STS sales seasonality May-Aug. Various ongoing channel and product shifts with influence on market figures - e.g. abolishment of STT eff. Jan with large Q1 impact on markets like UK/Russia.
Railticking		No representative data/trends yet - main STS sales seasonality May-Aug. Various ongoing channel and product shifts with influence on market figures - e.g. abolishment of STT eff. Jan with large Q1 impact on markets like UK/Russia.
Euronet		No representative data/trends yet - main STS sales seasonality May-Aug. Various ongoing channel and product shifts with influence on market figures.
Global - all channels		No representative data/trends yet - main STS sales seasonality May-Aug. Mind substantial South Korean revenue is incorrectly shown in Greater China* figures due to wrong agent reporting. Currently largest STS market: Greater China / STS markets with largest CHF increase: 1. Greater China* 2. India 3. Japan

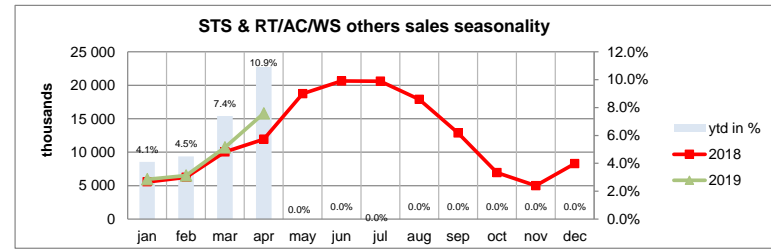
RT/AC/WS others	Total				in %	ON in % 30.04.
	30.04.2017	30.04.2018	30.04.2019	Diff. 18/19		
Germany	246 915	186 576	288 417	101 842	54.6	-2.1
Italy	687 321	767 253	897 991	130 738	17.0	-0.3
Netherlands	49 023	50 885	80 689	29 804	58.6	-0.8
Austria	75 554	75 813	129 602	53 790	71.0	-1.9
Russia	8 494	5 271	10 066	4 795	91.0	-6.4
Switzerland Incoming	1 281 280	1 383 383	1 474 266	90 884	6.6	
Spain	9 406	978	652	-326	-33.3	-2.9
United Kingdom	851 641	654 416	937 690	283 274	43.3	-2.2
New Global Partners	0	0	2 366 605	2 366 605		
Total	3 209 633	3 124 574	6 185 978	3 061 405	98.0	
Other countries	4 809	3 147	13 000	9 853	19.4	
Overall result	3 214 442	3 127 721	6 198 978	3 071 258	98.2	-0.1

Composition of "RT/AC/WS others":

Railticketing - Incoming agents in Europe and Switzerland
Point to point, groups, regional passes, reservations etc.



STS + RT/AC/WS others	Total				in %	ON in % 30.04.
	30.04.2017	30.04.2018	30.04.2019	Diff. 18/19		
Australia	568 995	644 719	782 051	137 332	21.3	1.3
Brazil	569 272	626 107	692 387	66 280	10.6	-3.1
Germany	1 180 234	1 082 409	1 088 028	5 620	0.5	-2.1
France	119 146	106 241	77 377	-28 864	-27.2	-0.2
Greater China	3 484 571	3 721 187	5 487 635	1 766 448	47.5	5.4
India	3 296 636	3 838 101	4 103 317	265 217	6.9	9.7
Italy	732 672	819 946	953 757	133 811	16.3	-0.3
Japan	651 833	599 304	792 009	192 705	32.2	-0.4
Canada	379 233	428 736	371 674	-57 062	-13.3	0.1
Malaysia	330 521	464 340	614 783	150 443	32.4	2.0
Netherlands	324 346	368 567	308 152	-60 415	-16.4	-0.8
Austria	164 947	178 150	221 225	43 076	24.2	-1.9
Russia	273 075	291 426	161 536	-129 890	-44.6	-6.4
Singapore	495 161	556 984	738 353	181 369	32.6	5.5
Spain	178 167	168 065	111 755	-56 310	-33.5	-2.9
South Korea	4 506 285	4 092 531	3 521 482	-571 048	-14.0	-8.9
Thailand	2 248 114	2 092 794	2 225 405	132 612	6.3	-1.6
United Kingdom	4 120 755	4 359 424	3 672 803	-686 622	-15.8	-2.2
United States	3 196 791	3 574 805	3 356 145	-218 660	-6.1	10.5
UAE	214 973	152 180	131 936	-20 245	-13.3	-4.2
New Global Partners	0	0	2 366 605	2 366 605		
Switzerland Incoming	3 150 762	3 380 463	4 672 274	1 291 811	38.2	
Total	30 186 488	31 546 476	36 450 689	4 904 213	15.5	
Other countries	2 152 384	2 235 650	2 511 714	276 064	12.3	
Overall result	32 338 872	33 782 126	38 962 403	5 180 277	15.3	-0.1



KPI reporting 30.04.2019:

	2018	2019	Diff 18/19	in %
Total sales STS product range	30 654 405	32 763 424	2 109 020	6.9%
RT/AC/WS others	3 127 721	6 198 978	3 071 258	98.2%
B2B Interim solution others	145 151	171 408	26 257	18.1%
Euronet NRT Overseas	1 396 835	1 514 701	117 866	8.4%
Eurail / Interrail (CH revenue share)	4 485 190	4 463 318	-21 871	-0.5%
Total KPI STS AG	39 809 300	45 111 829	5 302 529	13.3