

STS market radar 2019

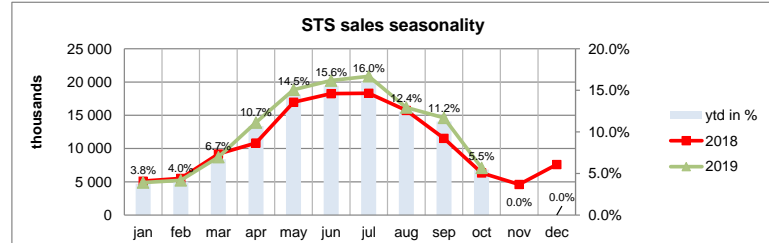


STS	Total				in %	on in % 31.10.
	31.10.2017	31.10.2018	31.10.2019	Diff. 18/19		
Australia	1 967 928	2 183 774	2 367 547	183 773	8.4	-1.0
Brazil	1 524 726	1 613 621	1 842 958	229 337	14.2	6.1
Germany	3 291 626	3 296 691	3 481 330	184 639	5.6	8.1
France	372 980	353 491	391 714	38 223	10.8	0.1
Greater China	15 975 256	18 066 203	21 947 317	3 881 114	21.5	9.2
India	14 263 867	16 840 793	17 517 256	676 463	4.0	-6.4
Italy	167 250	187 513	214 378	26 865	14.3	-1.0
Japan	3 505 805	3 266 883	3 807 182	540 299	16.5	1.0
Canada	1 580 176	1 832 256	1 900 270	68 014	3.7	-11.9
Malaysia	1 177 012	1 517 291	2 124 893	607 602	40.0	18.0
Netherlands	961 159	1 111 681	1 049 073	-62 608	-5.6	8.5
Austria	378 254	321 396	356 126	34 730	10.8	-7.0
Russia	653 121	642 966	587 020	-55 946	-8.7	11.6
Singapore	1 656 338	1 848 113	2 506 078	657 965	35.6	17.9
Spain	691 662	700 580	763 805	63 225	9.0	-4.1
South Korea	16 341 604	14 584 197	15 938 494	1 354 297	9.3	1.2
Thailand	4 573 260	4 723 414	4 977 255	253 841	5.4	-6.7
United Kingdom	9 507 296	10 242 893	9 595 316	-647 576	-6.3	8.2
United States	13 437 181	15 503 542	16 354 762	851 220	5.5	6.4
UAE	977 514	916 765	830 098	-86 667	-9.5	-8.9
Switzerland Incoming	9 785 153	9 628 092	7 927 107	-1 700 984	-17.7	0.2
Total	102 789 168	109 382 154	116 479 978	7 097 824	6.5	
Other countries	8 084 526	8 417 999	14 097 733	5 679 110	67.5	
Overall result	110 873 695	117 800 153	130 577 711	12 776 934	10.8	3.3

Distribution channels of "Total Swiss Travel System" turnover:

Prisma - POS railway stations, AgentClient / SBB Web Service, sbb.ch, B2B interim solutions)  
 Raiticketing - Incoming agents in Europe and Switzerland  
 Euronet - Rail Europe in overseas  
 Third parties - national rail companies such as DB, ÖBB, SNCF, Trenitalia

	2018	2019	Diff 18/19	in %
Swiss Travel System Prisma	70 425 839	88 345 060	17 919 220	0.3
POS railway stations	29 473 773	22 968 532	-6 505 242	-22.1
POS railway stations CASA	-	3 941 945	3 941 945	
AgentClient / SBB WebService	-	34 660 723	34 660 723	
sbb.ch	7 912 635	8 544 032	631 397	8.0
B2B interim solution Euronet	16 534 267	12 738 976	-3 795 291	-23.0
B2B interim solution RT	16 505 164	5 490 852	-11 014 312	-66.7
Swiss Travel System Raiticketing	19 226 177	17 446 947	-1 779 230	-9.3
Swiss Travel System Euronet	26 830 809	22 042 618	-4 788 192	-17.8
Swiss Travel System third parties	1 317 951	2 743 087	1 425 136	108.1
<b>Total Swiss Travel System</b>	<b>117 800 777</b>	<b>130 577 711</b>	<b>12 776 934</b>	<b>10.8</b>



Channel / market comments STS revenue only (please see Market Radar development below incl. "RT/AC/WS others"):

Largest STS market volumes: 1. Greater China 2. India, 3. USA

Largest STS increase in CHF: 1. Greater China. South Korea 3. USA

Various ongoing channel and product shifts with substantial influence on market figures (Euronet/Raiticketing paper tickets to new AC/WS e-tickets, "New Global Partners" with point-to-point sales only, abolishment of STT eff. 01.01.2019).

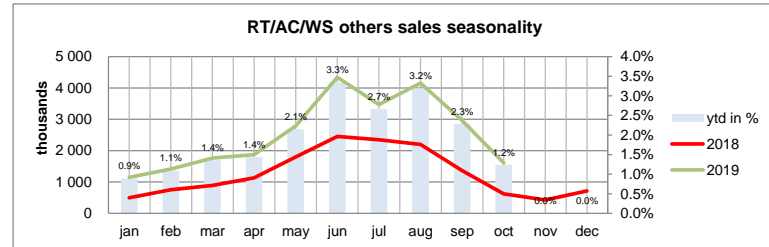
Main reason for negative figures of largest European STS market UK due to strong winter impact of STT abolishment (also other European markets concerned).

Switzerland Incoming represents paper ticket sales of Switzerland based agents and tourist offices.

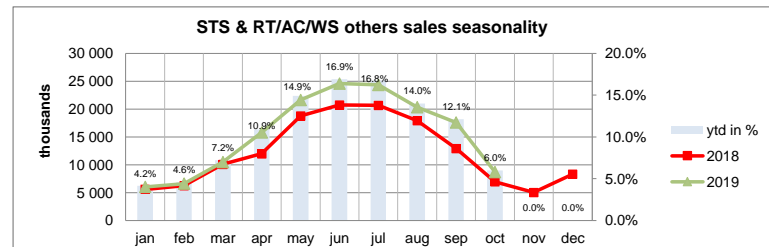
RT/AC/WS others	Total					ON in % 31.10.
	31.10.2017	31.10.2018	31.10.2019	Diff. 18/19	in %	
Germany	2 206 503	1 368 719	1 420 000	51 281	3.7	8.1
Italy	1 710 832	2 025 775	2 373 950	348 175	17.2	-1.0
Netherlands	158 550	197 573	446 393	248 820	125.9	8.5
Austria	299 860	332 205	713 497	381 292	114.8	-7.0
Russia	15 425	9 817	18 111	8 294	84.5	11.6
Switzerland Incoming	7 277 360	7 110 218	7 250 367	140 149	2.0	
Spain	18 942	8 323	3 883	-4 441	-53.4	-4.1
United Kingdom	3 377 500	2 860 119	3 195 248	335 129	11.7	8.2
New Global Partners	0		10 058 743	10 058 743		
<b>Total</b>	<b>15 064 972</b>	<b>13 912 748</b>	<b>25 480 190</b>	<b>11 567 442</b>	<b>83.1</b>	
Other countries	26 522	144 850	568 932	424 081	19.4	
<b>Overall result</b>	<b>15 091 495</b>	<b>14 057 598</b>	<b>26 049 122</b>	<b>11 991 524</b>	<b>85.3</b>	<b>3.3</b>

#### 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					ON in % 31.10.
	31.10.2017	31.10.2018	31.10.2019	Diff. 18/19	in %	
Australia	1 967 928	2 183 774	2 367 547	183 773	8.4	-1.0
Brazil	1 524 726	1 613 621	1 842 958	229 337	14.2	6.1
Germany	5 498 129	4 665 410	4 901 330	235 920	5.1	8.1
France	372 980	353 491	391 714	38 223	10.8	0.1
Greater China	15 975 256	18 066 203	21 947 317	3 881 114	21.5	9.2
India	14 263 867	16 840 793	17 517 256	676 463	4.0	-6.4
Italy	1 878 082	2 213 288	2 588 328	375 041	16.9	-1.0
Japan	3 505 805	3 266 883	3 807 182	540 299	16.5	1.0
Canada	1 580 176	1 832 256	1 900 270	68 014	3.7	-11.9
Malaysia	1 177 012	1 517 291	2 124 893	607 602	40.0	18.0
Netherlands	1 119 708	1 309 253	1 495 465	186 212	14.2	8.5
Austria	678 114	653 601	1 069 623	416 022	63.7	-7.0
Russia	668 546	652 783	605 130	-47 653	-7.3	11.6
Singapore	1 656 338	1 848 113	2 506 078	657 965	35.6	17.9
Spain	710 604	708 903	767 687	58 784	8.3	-4.1
South Korea	16 341 604	14 584 197	15 938 494	1 354 297	9.3	1.2
Thailand	4 573 260	4 723 414	4 977 255	253 841	5.4	-6.7
United Kingdom	12 884 796	13 103 012	12 790 564	-312 448	-2.4	8.2
United States	13 437 181	15 503 542	16 354 762	851 220	5.5	6.4
UAE	977 514	916 765	830 098	-86 667	-9.5	-8.9
New Global Partners	0	0	10 058 743	10 058 743		
Switzerland Incoming	17 062 513	16 738 309	15 177 474	-1 560 835	-9.3	
<b>Total</b>	<b>117 854 141</b>	<b>123 294 901</b>	<b>141 960 168</b>	<b>18 665 266</b>	<b>15.1</b>	
Other countries	8 111 048	8 562 849	14 666 665	6 103 815	71.3	
<b>Overall result</b>	<b>125 965 189</b>	<b>131 857 751</b>	<b>156 626 833</b>	<b>24 769 082</b>	<b>18.8</b>	<b>3.3</b>



#### KPI reporting 31.10.2019:

	2018	2019	Diff 18/19	in %
Total sales STS product range	117 800 777	130 577 711	12 776 934	10.8
RT/AC/WS others	13 651 920	25 696 654	12 044 734	88.2
B2B Interim solution others	405 678	352 468	-53 210	-13.1
Euronet NRT Overseas	4 116 196	4 483 382	367 186	8.9
Eurail / Interrail (CH revenue share)	12 320 450	12 280 011	-40 439	-0.3
<b>Total KPI STS AG</b>	<b>148 295 021</b>	<b>173 390 226</b>	<b>25 095 205</b>	<b>16.9</b>