

Swiss Travel System.

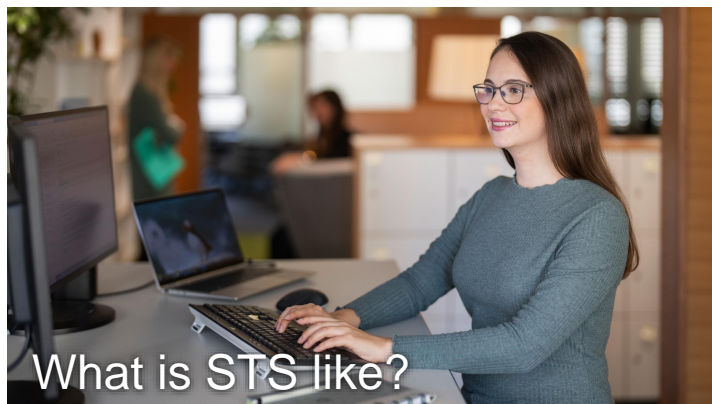


Swiss Travel System AG.

Corporate Presentation.

February 2024

Let us introduce ourselves.



The story of STS AG.



Looking back.

- Until 1841, people travelled exclusively for the following reasons: trade, religion, health, knowledge and culture.
- For most, leisure travel was only possible after railways emerged.
- Until 1917, the Swiss Railways were entrusted with promoting Switzerland as a tourist destination
- In 1917, Switzerland Tourism was founded



Source: SBB Historic

Paving the way for STS AG.

1989

Launch of incoming brand „Swiss Travel System“ with flagship product „Swiss Travel Pass“ under the leadership of SBB passenger traffic division in Bern

1991

Incoming Services position at Zurich Airport, marketing support

2005

Separation of responsibilities – SBB passenger traffic division: incoming overseas markets – RailAway: incoming Europe

2009

Start of "Project WINCO" with a focus on the incoming segment

2010

Decision to found STS AG, first day of operation on 01.01.2011

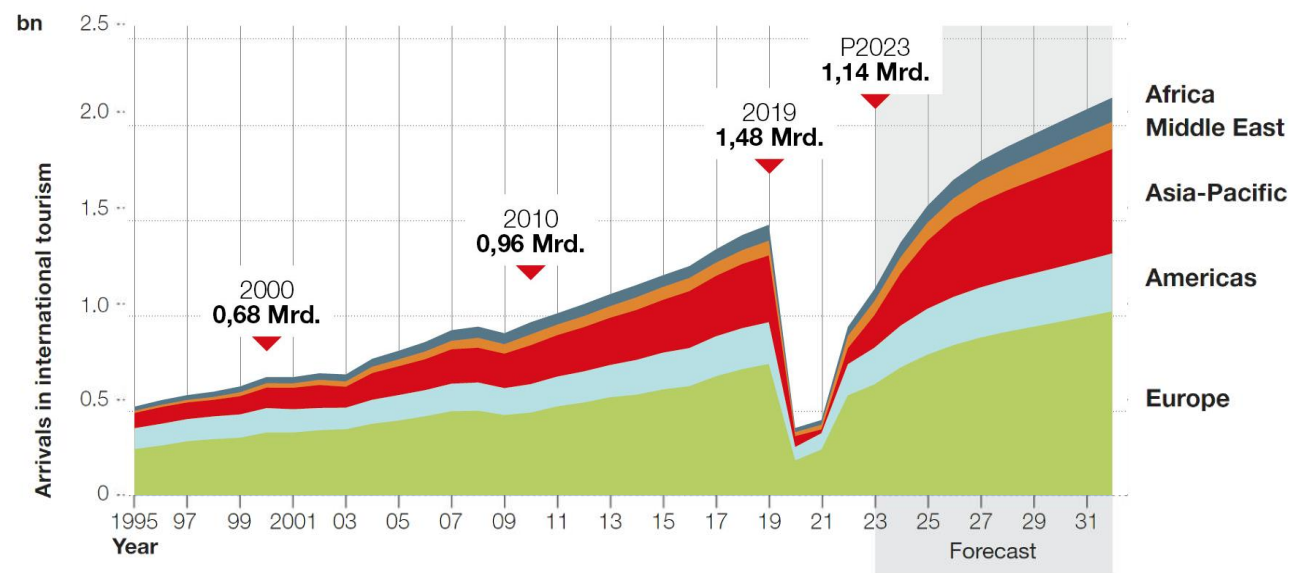
Tourism is rich in opportunities.

Swiss Travel System.



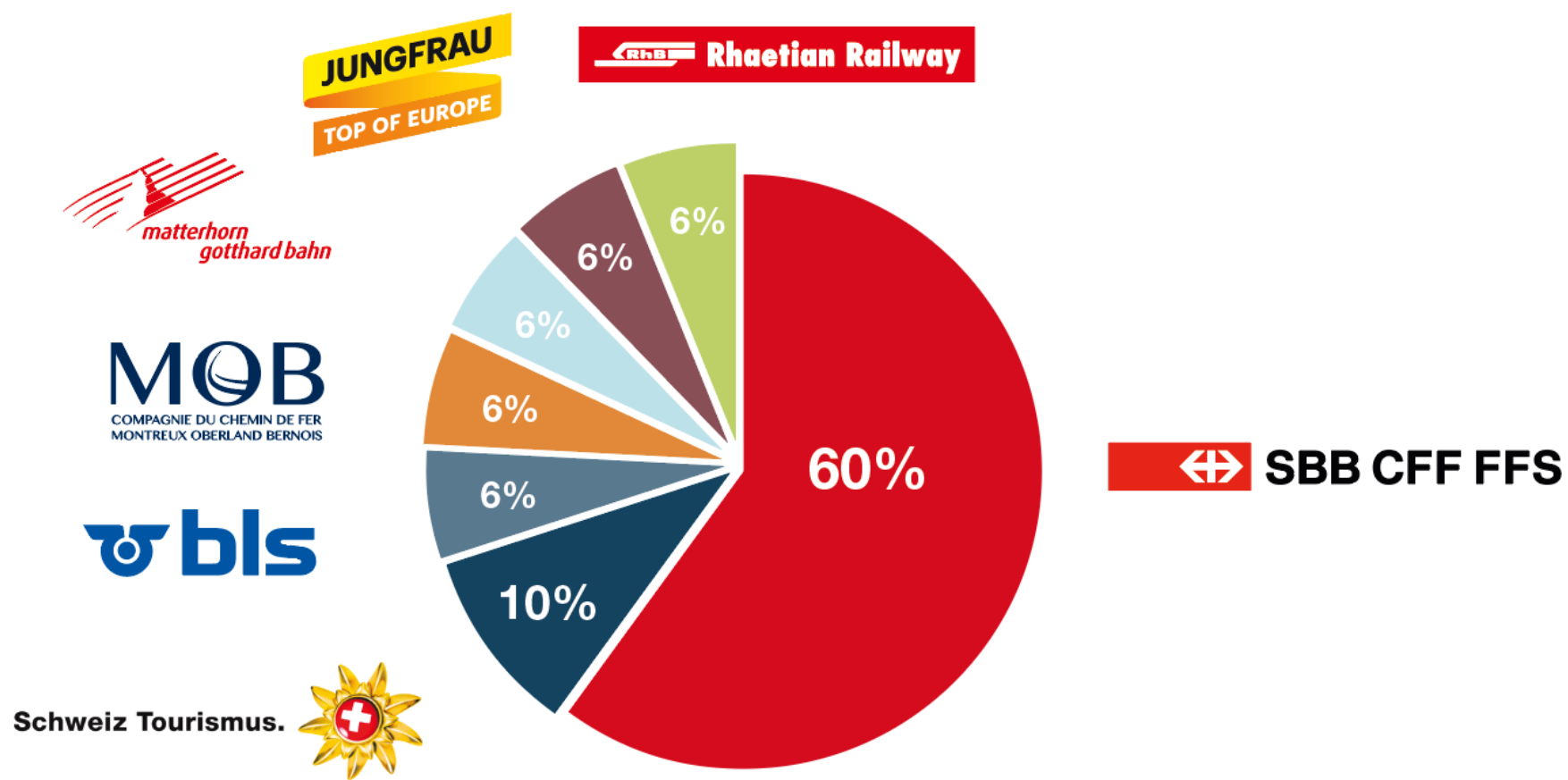
- The tourism industry is one of the largest in terms of growth
- In Switzerland, there are twice as many guests as there are residents
- All visitors depend on some form of transport to move around while on vacation
- During peak travel times, tourists are still enjoying their breakfast
- The coronavirus pandemic has not put a stop to people's desire to travel, but rather simply delayed it

Impressive global growth following on from the pandemic slump¹



Source: Oxford Economics (June 2023)

The shareholders.



Vision.

All visitors travel around
Switzerland by train,
bus and boat.



Mission.

As the principal marketing agency for the Swiss Travel System, we provide our mandate partners with clear added value in the field of incoming marketing.

Our focus rests on steadily furthering sales in a sustainable manner.



Neues aus den Märkten – alles auf einen Blick.

s informiert.

en Ihre Interessen in über 20 Aktivmärkten rund um den G en Sie aktuelle Auswertungen, Analysen und vieles

märkte



Brasilien



Deutschland

What does STS AG do.

Main mandates and goals.

- **Global Public Transport mandate**
Increasing revenue for Swiss public transport through guests from abroad.
Budget: approx. CHF 5.4 million
- **Cross-border mandate**
Promoting cross-border incoming traffic
Budget: approx. CHF 1.6 million



Swiss Travel Pass.

- Swiss Travel Pass as flagship product:
 - Unlimited travel by train, bus and boat
 - Public transport in over 90 cities
 - 500+ museums included
 - 50% discount on most mountain railways
- Further tickets: point-to-point tickets, Eurail, Interrail, cross-border tickets, regional passes, etc.



Our target markets.

Priority markets

Europe: Germany, France, Italy, UK

Overseas: Greater China, India, South Korea, USA

Global: Switzerland Incoming

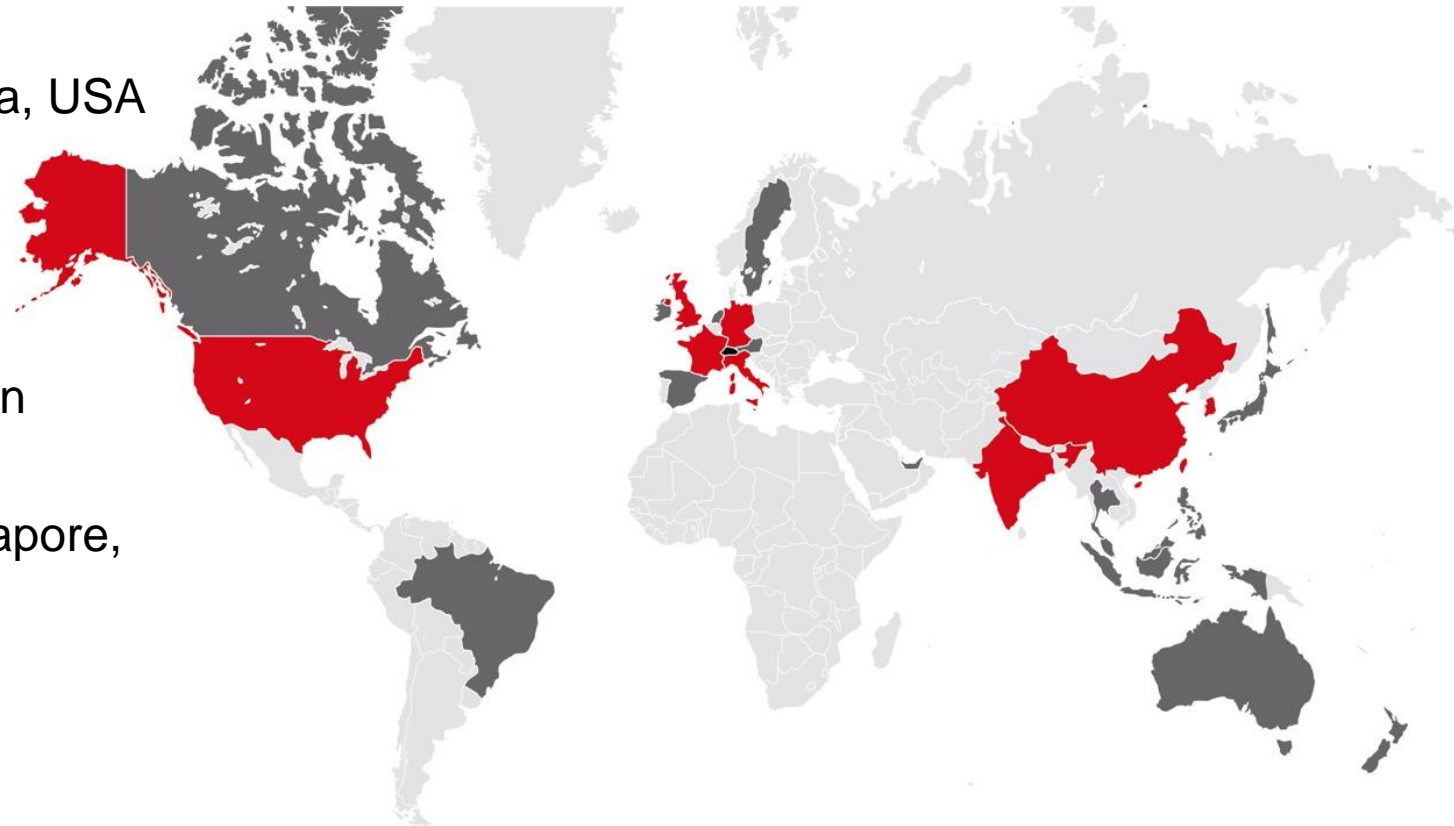
Active markets

Europe: Netherlands, Austria, Sweden, Spain

Overseas: Australia, Brazil, Indonesia,
Japan, Canada, Malaysia, Philippines, Singapore,
Thailand, UAE

Reactive markets

Various reactive markets



Target groups – how we reach them.

Strategic direction

STS AG works with multipliers in the field of trade and media.

By pursuing its touchpoint marketing approach with the help of multipliers, STS AG ensures that the messages reach the intended personas.

Media-Management



Trade-Management



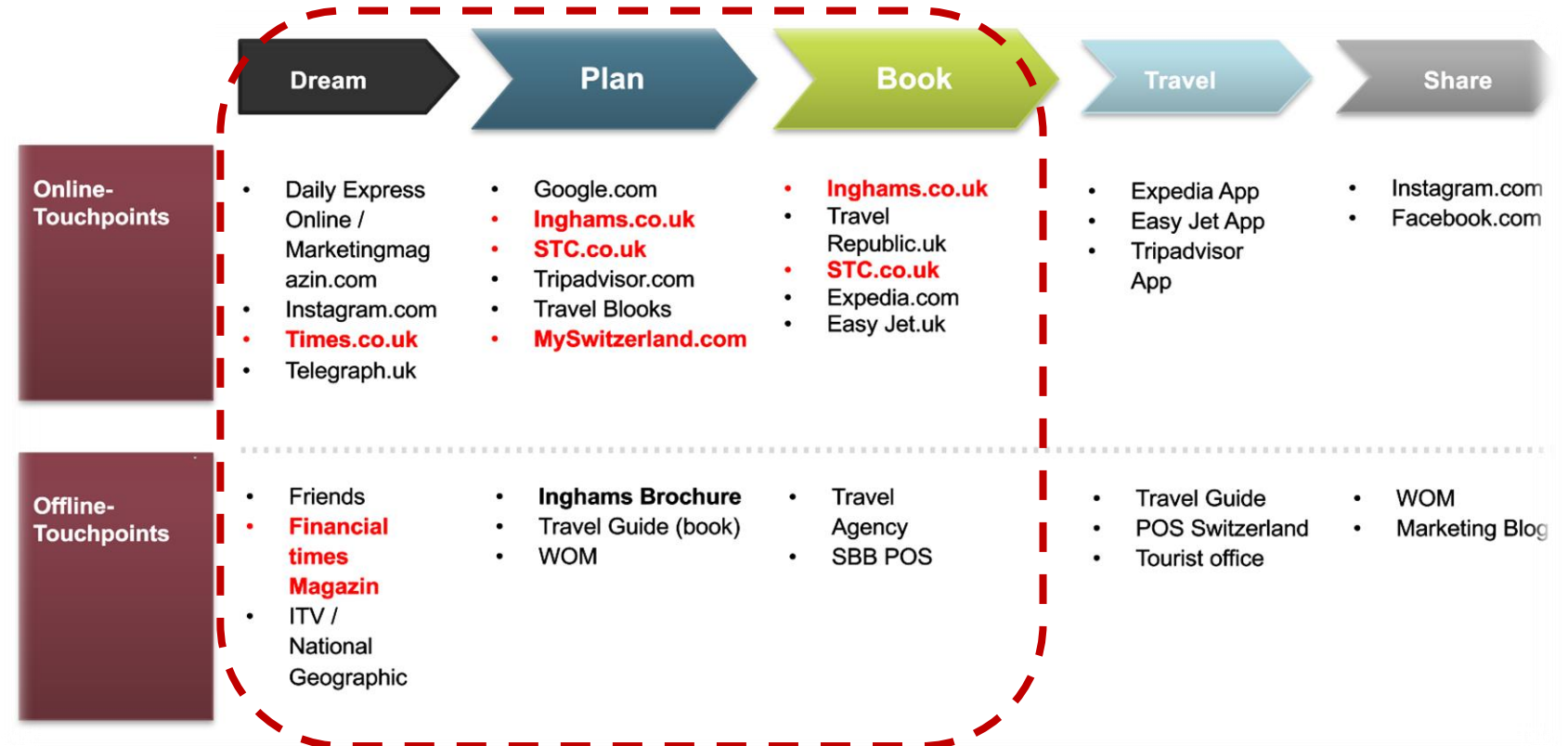
Personas

Focusing on the touchpoints.

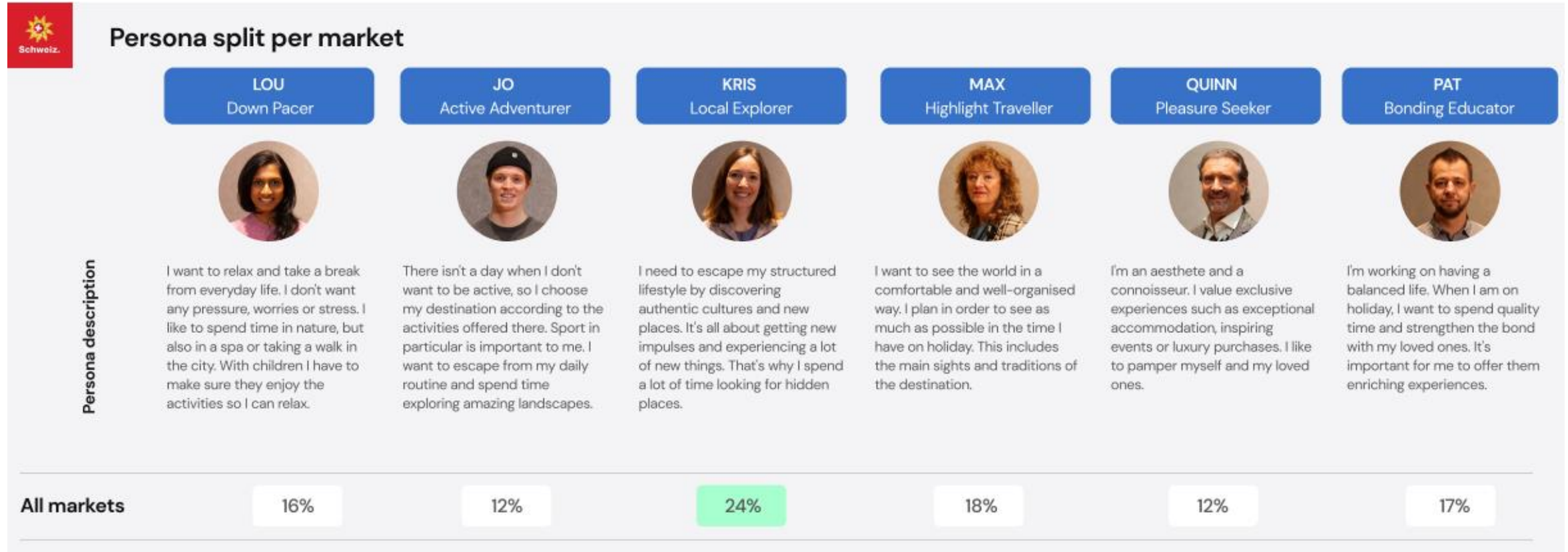
STS AG focuses on the stages «Plan» and «Book».

The seminal touchpoints for communication and sales.

The most important marketing activities are based on these touchpoints.



Focusing on ST-Personas.

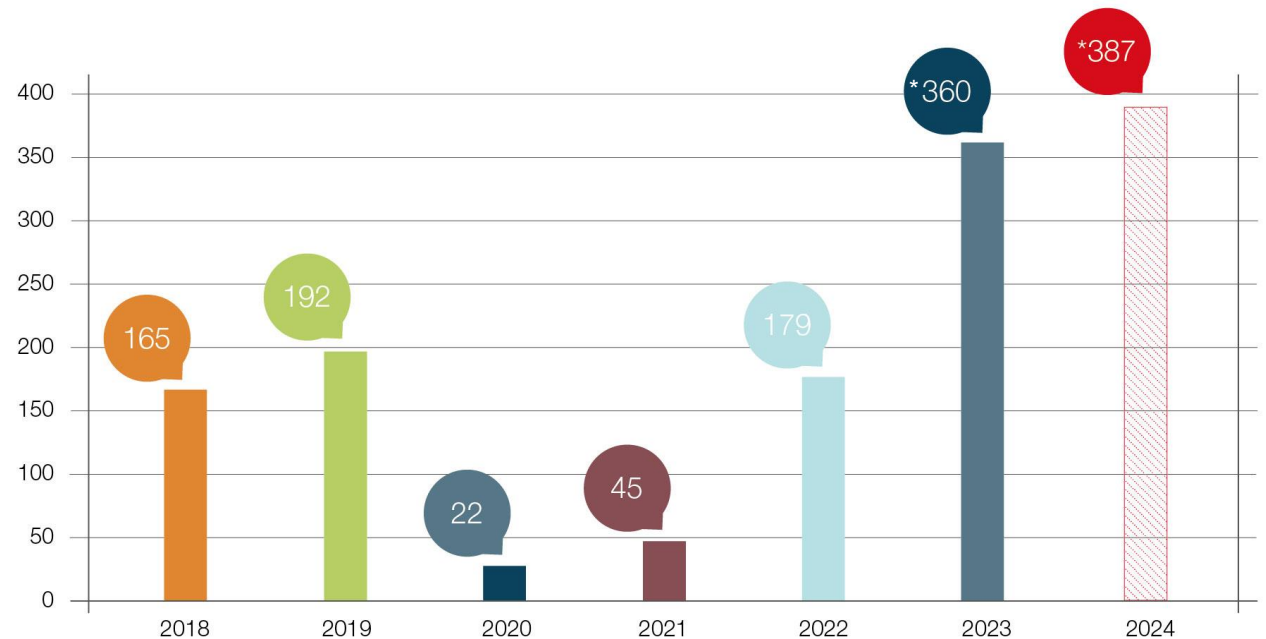


STS revenue over the last years.

The revenue from guests from abroad recovered faster than expected after the covid pandemic.

From 2023, STS AG will also be responsible for part of the revenue generated by sbb.ch. This results in a revenue record of CHF 360 million for 2023.

Revenue in CHF M



*Revenue since 2023 incl. sbb.ch sales to tourists

Team.

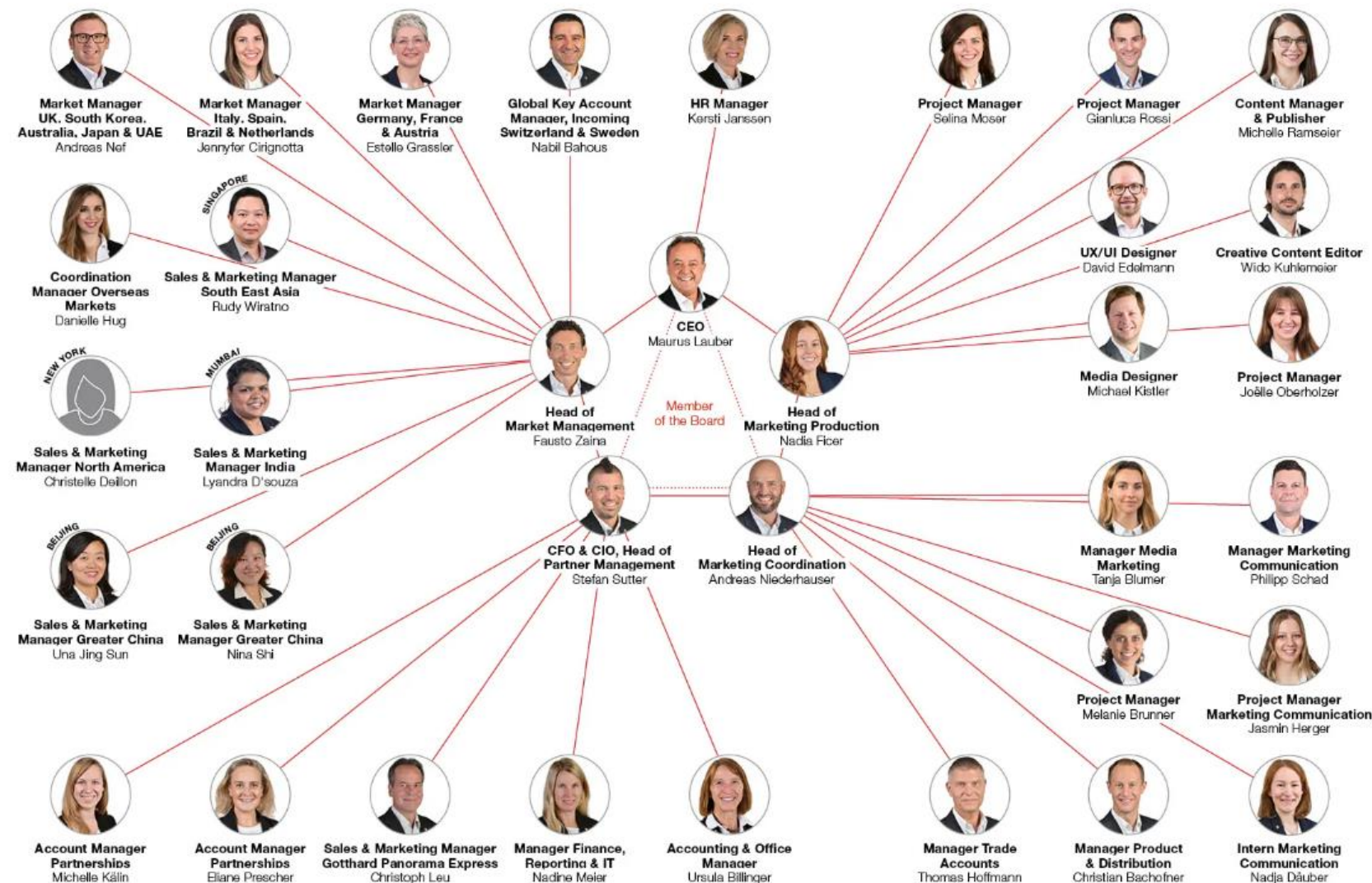


Organisation chart.

Swiss Travel System.



January 2024



The organization.



Partner Management:

«We cater to the needs of our mandate partners, ensure that the mandates are executed accordingly and facilitate the exchange of knowledge.»



Marketing Coordination:

«We steer and coordinate the optimal allocation of resources to achieve our revenue and marketing goals.»



Marketing Production:

«We act as an internal agency and guarantee the professional execution of all marketing communication measures.»



Market Management:

«We use our market expertise to design marketing activities that have maximum impact, resulting in clear added value for our mandate partners.»



Meet the "Tourism Marketing Family."

Organisation:	Main focus:
Switzerland Tourism	Promoting Switzerland as a travel destination with the aim to increase overall value for the country.
Swiss Travel System AG	Promoting the Swiss Travel System abroad to achieve sustainable increase in revenue.
Switzerland Travel Centre	Sale of touristic offers in Switzerland – mainly hotels and public transport.
RailAway AG	Promoting the Swiss Travel System among leisure travellers residing in Switzerland.



Collaboration with Switzerland Tourism.

To ensure maximum brand recognition abroad,
STS AG...

- .. shares the "Switzerland" brand and uses the CI/CD of ST.
- ... is aligned with ST through the common "MySwitzerland.com" website to reach a B2C audience.
- ... has its market managers make use of the office facilities at ST.

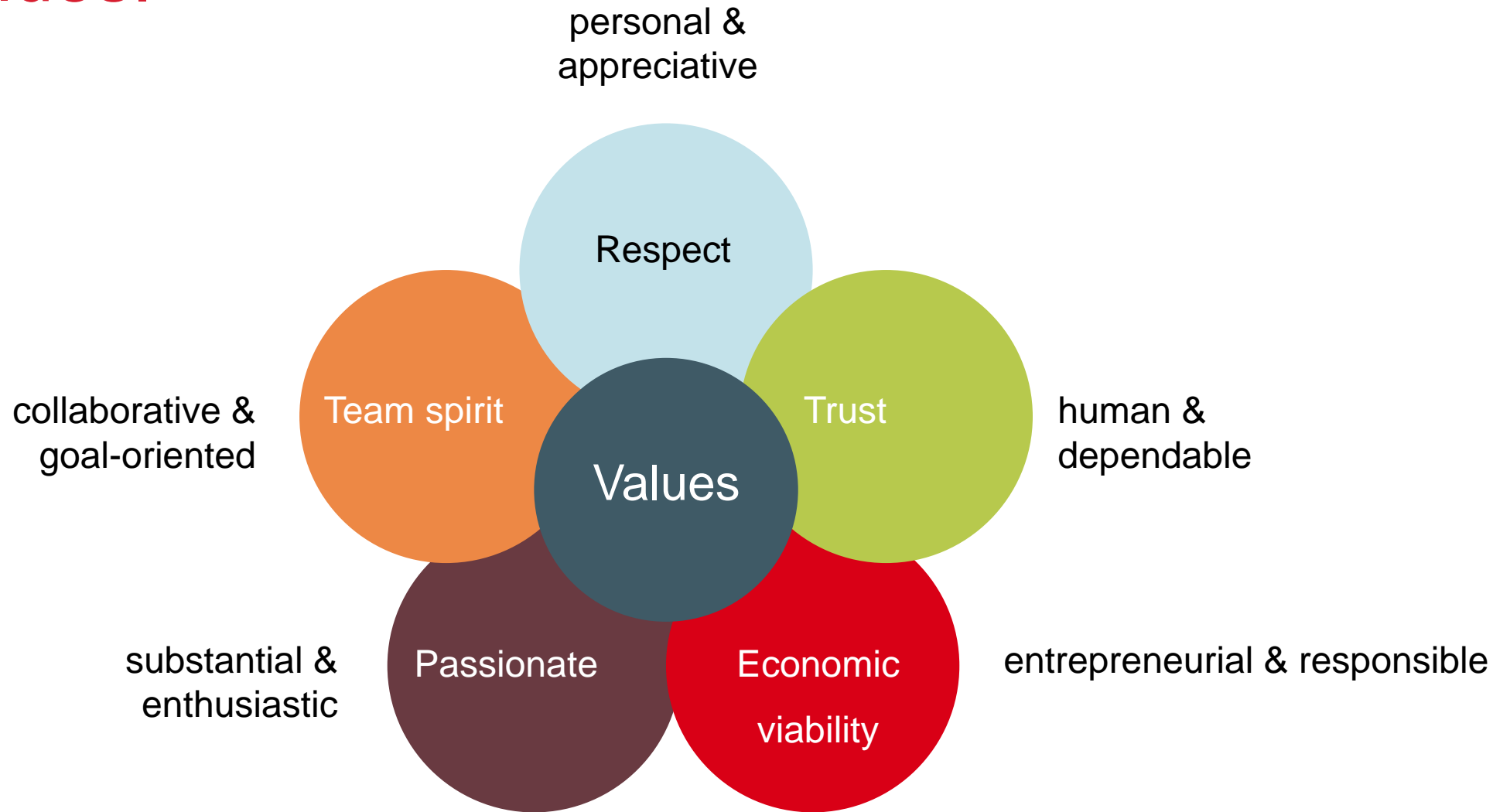


Schweiz.
mit Bahn, Bus und Schiff.

What is STS like?



Our values.



Terms of employment and fringe benefits.



Headquarters in downtown Zurich



5 weeks of paid vacation, 6 weeks for employees aged 50 and over



Small team with flat hierarchy



Generous fringe benefits



Modern workspaces and option to work up to 50% from home



Occasional aperitifs and events



Annual working time based on a 41-hour week



Above average social security benefits

Location.



How to find and contact us.

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#swisstravelsystem



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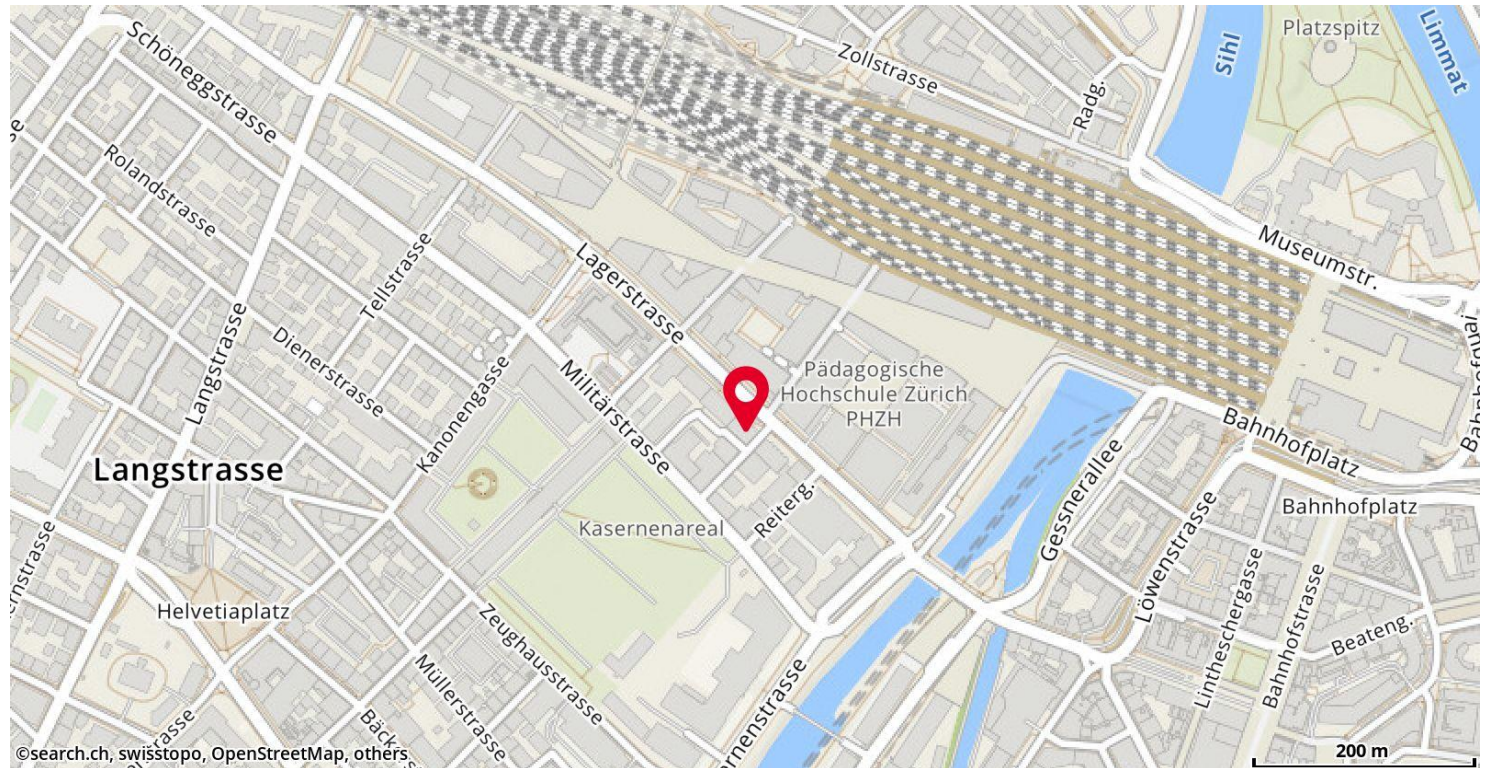
@SwissTravelSystem



@Media_STS



@SwissTravelSystem



5 minutes walk from Zurich main station
15 minutes by train from Zurich Airport



Switzerland.

by train, bus and boat.