

STS market radar 2019

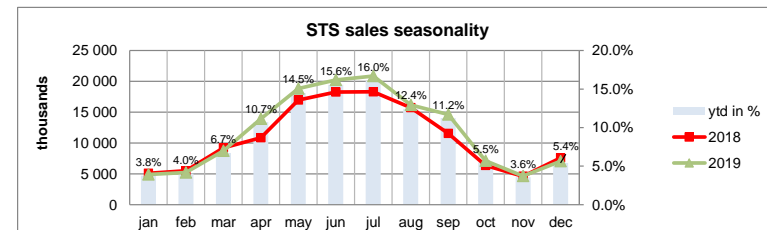


STS	Total					on in % 31.12.
	31.12.2017	31.12.2018	31.12.2019	Diff. 18/19	in %	
Australia	2 290 245	2 529 280	2 725 070	195 789	7.7	2.4
Brazil	1 861 084	1 970 429	2 238 066	267 637	13.6	2.7
Germany	3 541 512	3 506 306	3 691 862	185 556	5.3	0.9
France	428 638	411 100	449 843	38 743	9.4	-0.7
Greater China	17 700 242	20 344 555	26 001 124	5 656 568	27.8	6.9
India	14 950 860	17 656 462	18 861 204	1 204 743	6.8	-2.1
Italy	199 340	214 322	239 705	25 383	11.8	-3.5
Japan	3 662 634	3 446 237	3 957 030	510 793	14.8	1.8
Canada	1 690 006	1 960 020	2 273 259	313 238	16.0	1.6
Malaysia	1 467 779	1 980 753	2 765 685	784 932	39.6	7.9
Netherlands	1 046 235	1 200 398	1 128 134	-72 264	-6.0	2.4
Austria	394 818	331 256	355 817	24 561	7.4	-0.5
Russia	819 832	788 989	657 047	-131 942	-16.7	0.1
Singapore	2 051 609	2 355 291	3 294 567	939 277	39.9	6.2
Spain	814 400	779 721	873 435	93 714	12.0	-6.0
South Korea	17 929 189	16 459 806	18 827 401	2 367 595	14.4	-4.0
Thailand	5 160 730	5 283 063	5 901 703	618 640	11.7	-3.0
United Kingdom	10 942 435	11 486 059	9 746 389	-1 739 670	-15.1	-0.7
United States	14 549 875	16 699 115	19 169 286	2 470 171	14.8	9.8
UAE	1 019 079	975 331	905 111	-70 220	-7.2	-8.7
Switzerland Incoming	10 565 015	10 124 352	8 030 155	-2 094 196	-20.7	2.9
Total	113 085 556	120 502 845	132 091 892	11 589 047	9.6	
<i>Other countries</i>	9 154 906	9 500 294	10 177 678	677 384	7.1	
Overall result	122 240 462	130 003 138	142 269 570	12 266 432	9.4	-0.9

Distribution channels of "Total Swiss Travel System" turnover:

- Prisma - POS railway stations, AgentClient / SBB Web Service, sbb.ch, B2B interim solutions
- Railticketing - 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	79 068 456	98 177 574	19 109 118	24.2
POS railway stations	32 762 177	23 933 938	-8 828 239	-26.9
POS railway stations CASA	-	5 778 345	5 778 345	
AgentClient / SBB WebService	-	40 486 340	40 486 340	
sbb.ch	8 911 134	9 592 708	681 574	7.6
B2B interim solution Euronet	18 984 094	12 891 827	-6 092 267	-32.1
B2B interim solution RT	18 411 051	5 494 416	-12 916 635	-70.2
Swiss Travel System Railticketing	21 004 446	18 158 464	-2 845 982	-13.5
Swiss Travel System Euronet	28 538 600	23 063 940	-5 474 660	-19.2
Swiss Travel System third parties	1 391 636	2 869 593	1 477 957	106.2
Total Swiss Travel System	130 003 138	142 269 570	12 266 432	9.4



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

Largest STS market volumes:

- Greater China
- USA
- Indien

Largest STS increase in CHF:

- Greater China
- USA
- South Korea

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

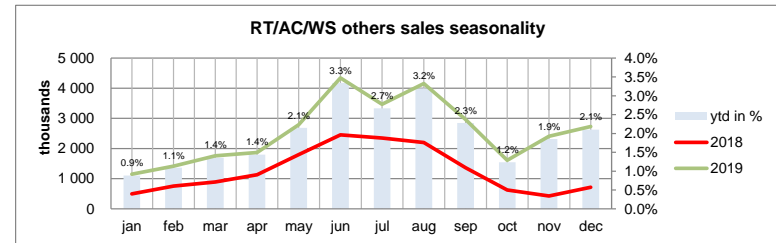
Main reason for negative figures of largest European STS market UK due to strong winter impact of STT abolishment (also other European markets concerned).

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

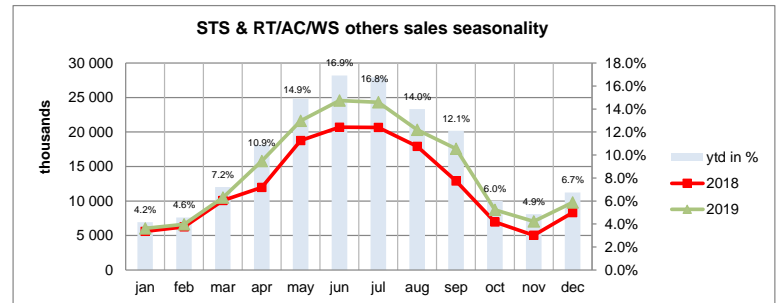
RT/AC/WS others	Total				in %	ON in % 31.12.
	31.12.2017	31.12.2018	31.12.2019	Diff. 18/19		
Germany	2 320 530	1 472 954	1 465 100	-7 854	-0.5	0.9
Italy	2 170 423	2 527 218	2 918 327	391 109	15.5	-3.5
Netherlands	162 908	205 111	514 973	309 861	151.1	2.4
Austria	308 712	340 043	475 408	135 365	39.8	-0.5
Russia	20 012	16 793	44 447	27 654	164.7	0.1
Switzerland Incoming	7 610 331	7 374 440	7 552 379	177 939	2.4	
Spain	19 006	8 523	5 153	-3 370	-39.5	-6.0
United Kingdom	3 568 001	3 099 266	3 550 786	451 520	14.6	-0.7
New Global Partners	0		13 232 064	13 232 064		
Total	16 179 922	15 044 348	29 758 637	14 714 289	97.8	
Other countries	27 290	152 840	909 761	756 921	19.4	
Overall result	16 207 212	15 197 187	30 668 397	15 471 210	101.8	-0.9

Composition of "RT/AC/WS others":

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



STS + RT/AC/WS others	Total				in %	ON in % 31.12.
	31.12.2017	31.12.2018	31.12.2019	Diff. 18/19		
Australia	2 290 245	2 529 280	2 725 070	195 789	7.7	2.4
Brazil	1 861 084	1 970 429	2 238 066	267 637	13.6	2.7
Germany	5 862 042	4 979 260	5 156 962	177 702	3.6	0.9
France	428 638	411 100	449 843	38 743	9.4	-0.7
Greater China	17 700 242	20 344 555	26 001 124	5 656 568	27.8	6.9
India	14 950 860	17 656 462	18 861 204	1 204 743	6.8	-2.1
Italy	2 369 763	2 741 540	3 158 032	416 492	15.2	-3.5
Japan	3 662 634	3 446 237	3 957 030	510 793	14.8	1.8
Canada	1 690 006	1 960 020	2 273 259	313 238	16.0	1.6
Malaysia	1 467 779	1 980 753	2 765 685	784 932	39.6	7.9
Netherlands	1 209 142	1 405 509	1 643 107	237 598	16.9	2.4
Austria	703 529	671 299	831 225	159 926	23.8	-0.5
Russia	839 844	805 782	701 494	-104 288	-12.9	0.1
Singapore	2 051 609	2 355 291	3 294 567	939 277	39.9	6.2
Spain	833 406	788 244	878 588	90 344	11.5	-6.0
South Korea	17 929 189	16 459 806	18 827 401	2 367 595	14.4	-4.0
Thailand	5 160 730	5 283 063	5 901 703	618 640	11.7	-3.0
United Kingdom	14 510 435	14 585 325	13 297 175	-1 288 150	-8.8	-0.7
United States	14 549 875	16 699 115	19 169 286	2 470 171	14.8	9.8
UAE	1 019 079	975 331	905 111	-70 220	-7.2	-8.7
New Global Partners	0	0	13 232 064	13 232 064		
Switzerland Incoming	18 175 346	17 498 792	15 582 534	-1 916 258	-11.0	2.9
Total	129 265 478	135 547 192	161 850 529	26 303 337	19.4	
Other countries	9 182 196	9 653 134	11 087 439	1 434 305	14.9	
Overall result	138 447 674	145 200 326	172 937 967	27 737 642	19.1	-0.9



KPI reporting 31.12.2019:

	2018	2019	Diff 18/19	in %
Total sales STS product range	130 003 138	142 269 570	12 266 432	9.4
RT/AC/WS others	14 736 153	30 301 938	15 565 785	105.6
B2B Interim solution others	461 034	366 459	-94 575	-20.5
Euronet NRT Overseas	4 547 744	5 068 202	520 458	11.4
Eurail / Interrail (CH revenue share) prov.	14 522 568	14 055 541	-467 026	-3.2
Total KPI STS AG	164 270 637	192 061 711	27 791 073	16.9