

STS market radar 2019



STS	Total					ON in % 31.03.
	31.03.2017	31.03.2018	31.03.2019	Diff. 18/19	in %	
Australia	382 547	428 249	559 768	131 519	30.7	-1.5
Brazil	411 823	469 991	471 683	1 692	0.4	-4.9
Germany	570 851	597 856	506 994	-90 862	-15.2	-4.6
France	90 103	84 727	55 989	-28 738	-33.9	-2.0
Greater China	2 159 597	2 475 837	3 426 211	950 374	38.4	4.5
India	1 270 155	1 591 151	1 625 812	34 661	2.2	7.7
Italy	27 932	31 767	36 928	5 161	16.2	-0.4
Japan	394 298	378 546	466 064	87 518	23.1	-0.9
Canada	236 811	287 723	221 621	-66 102	-23.0	-2.1
Malaysia	207 259	307 824	401 316	93 492	30.4	4.0
Netherlands	203 119	209 822	146 232	-63 590	-30.3	-1.9
Austria	50 415	75 123	57 430	-17 693	-23.6	-1.4
Russia	197 795	223 050	101 604	-121 446	-54.4	-5.9
Singapore	321 703	360 922	415 322	54 400	15.1	3.1
Spain	108 020	142 868	68 542	-74 326	-52.0	-7.8
South Korea	2 872 791	2 581 476	2 582 109	634	0.0	-8.7
Thailand	1 399 647	1 295 744	1 354 385	58 641	4.5	4.1
United Kingdom	2 617 236	3 020 484	1 815 990	-1 204 494	-39.9	-3.7
United States	2 014 553	2 289 714	2 152 463	-137 251	-6.0	11.2
UAE	163 066	106 800	99 189	-7 611	-7.1	-12.1
Switzerland Incoming	1 080 352	1 222 904	1 036 109	-186 795	-15.3	-0.8
Total	16 780 071	18 182 579	17 601 763	-580 815	-3.2	
Other countries	1 502 081	1 627 164	1 234 476	-392 687	-24.1	
Overall result	18 282 153	19 809 742	18 836 240	-973 502	-4.9	-1.5

Distribution channels of "Total Swiss Travel System" turnover:

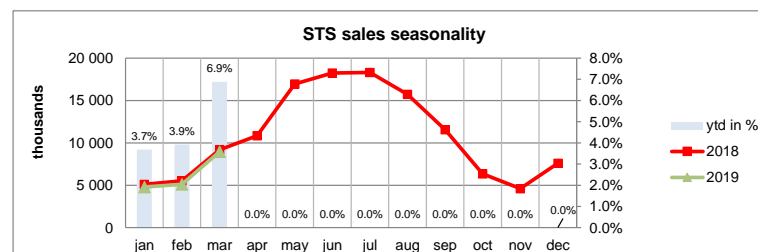
Prisma - POS railway stations, AgentClient / SBB Web Service, sbb.ch, B2B interim solutions)

Railticking - Incoming agents in Europe and Switzerland

Euronet - Rail Europe in Overseas

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

	2018	2019	Diff 18/19	in %
Swiss Travel System Prisma	11 643 229	12 573 150	929 921	8.0
POS railway stations	4 009 506	3 711 591	-297 915	-7.4
AgentClient / SBB WebService	0	356 852	356 852	
sbb.ch	1 896 320	1 072 043	-824 277	-43.5
B2B interim solution Euronet	2 550 692	4 504 285	1 953 593	76.6
B2B interim solution RT	3 186 711	2 928 379	-258 332	-8.1
Swiss Travel System Railticking	3 554 681	2 628 832	-925 849	-26.0
Swiss Travel System Euronet	4 367 010	3 504 450	-862 560	-19.8
Swiss Travel System third parties	244 823	129 808	-115 015	-47.0
Total Swiss Travel System	19 809 742	18 836 240	-973 502	-4.9



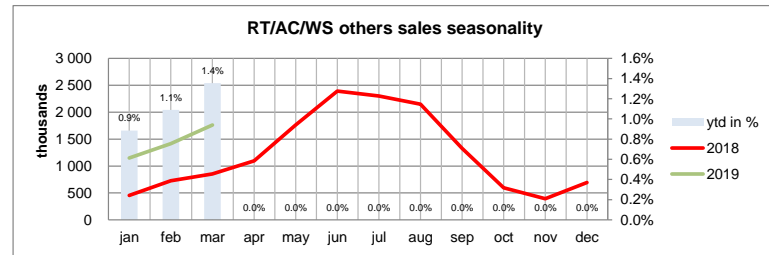
Channel / market comments STS (without "RT/AC/WS others"):

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 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 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. Currently largest STS market: Greater China / STS markets with largest CHF increase: 1. Greater China 2. Australia 3. Malaysia

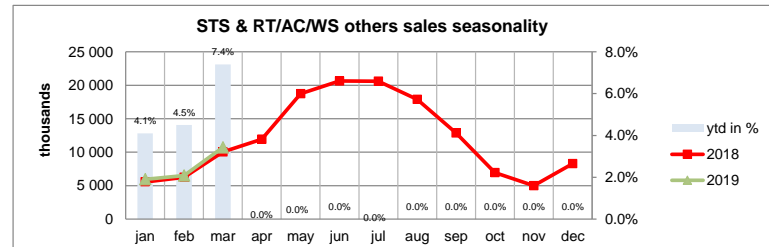
RT/AC/WS others	Total					in %	ON in % 31.03.
	31.03.2017	31.03.2018	31.03.2019	Diff. 18/19			
Germany	140 818	112 394	175 787	63 393	56.4		-4.6
Italy	490 696	575 841	616 640	40 799	7.1		-0.4
Netherlands	34 869	17 243	24 212	6 969	40.4		-1.9
Austria	52 862	33 374	68 051	34 678	103.9		-1.4
Russia	5 013	4 868	8 505	3 637	74.7		-5.9
Switzerland Incoming	850 360	855 265	883 241	27 976	3.3		
Spain	1 087	674	370	-304	-45.1		-7.8
United Kingdom	539 896	429 740	671 960	242 220	56.4		-3.7
Global accounts	0	0	1 702 503	1 702 503			
Total	2 115 601	2 029 399	4 151 269	2 121 870	104.6		
Other countries	2 498	2 122	39 756	37 634	19.4		
Overall result	2 118 099	2 031 521	4 191 025	2 159 504	106.3		-1.5

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 % 31.03.
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Australia	382 547	428 249	559 768	131 519	30.7		-1.5
Brazil	411 823	469 991	471 683	1 692	0.4		-4.9
Germany	711 669	710 250	682 781	-27 468	-3.9		-4.6
France	90 103	84 727	55 989	-28 738	-33.9		-2.0
Greater China	2 159 597	2 475 837	3 426 211	950 374	38.4		4.5
India	1 270 155	1 591 151	1 625 812	34 661	2.2		7.7
Italy	518 628	607 608	653 568	45 960	7.6		-0.4
Japan	394 298	378 546	466 064	87 518	23.1		-0.9
Canada	236 811	287 723	221 621	-66 102	-23.0		-2.1
Malaysia	207 259	307 824	401 316	93 492	30.4		4.0
Netherlands	237 987	227 065	170 444	-56 621	-24.9		-1.9
Austria	103 277	108 497	125 481	16 984	15.7		-1.4
Russia	202 808	227 918	110 109	-117 809	-51.7		-5.9
Singapore	321 703	360 922	415 322	54 400	15.1		3.1
Spain	109 107	143 542	68 912	-74 630	-52.0		-7.8
South Korea	2 872 791	2 581 476	2 582 109	634	0.0		-8.7
Thailand	1 399 647	1 295 744	1 354 385	58 641	4.5		4.1
United Kingdom	3 157 132	3 450 224	2 487 949	-962 274	-27.9		-3.7
United States	2 014 553	2 289 714	2 152 463	-137 251	-6.0		11.2
UAE	163 066	106 800	99 189	-7 611	-7.1		-12.1
Switzerland Incoming	1 930 712	2 078 169	1 919 350	-158 819	-7.6		
Total	18 895 672	20 211 978	20 050 530	-161 448	-0.8		
Other countries	1 504 579	1 629 286	2 976 735	1 347 449	82.7		
Overall result	20 400 252	21 841 263	23 027 265	1 186 002	5.4		-1.5



KPI reporting 31.03.2019:

Total sales STS product range
RT/AC/WS others
B2B Interim solution others
Euronet NRT Overseas
Eurail / Interrail (CH revenue share)
Total KPI STS AG

	2018	2019	Diff 18/19	in %
Total sales STS product range	19 809 742	18 836 240	-973 502	-4.9%
RT/AC/WS others	2 031 521	4 191 026	2 159 504	106.3%
B2B Interim solution others	108 192	136 186	27 994	25.9%
Euronet NRT Overseas	884 848	934 726	49 878	5.6%
Eurail / Interrail (CH revenue share)	3 363 892	3 317 838	-46 054	-1.4%
Total KPI STS AG	26 198 195	27 416 014	1 217 819	4.6