

574: A BRIEF OVERVIEW OF NFC USE WORLDWIDE CLOSE-UP: SNCF PROJECTS

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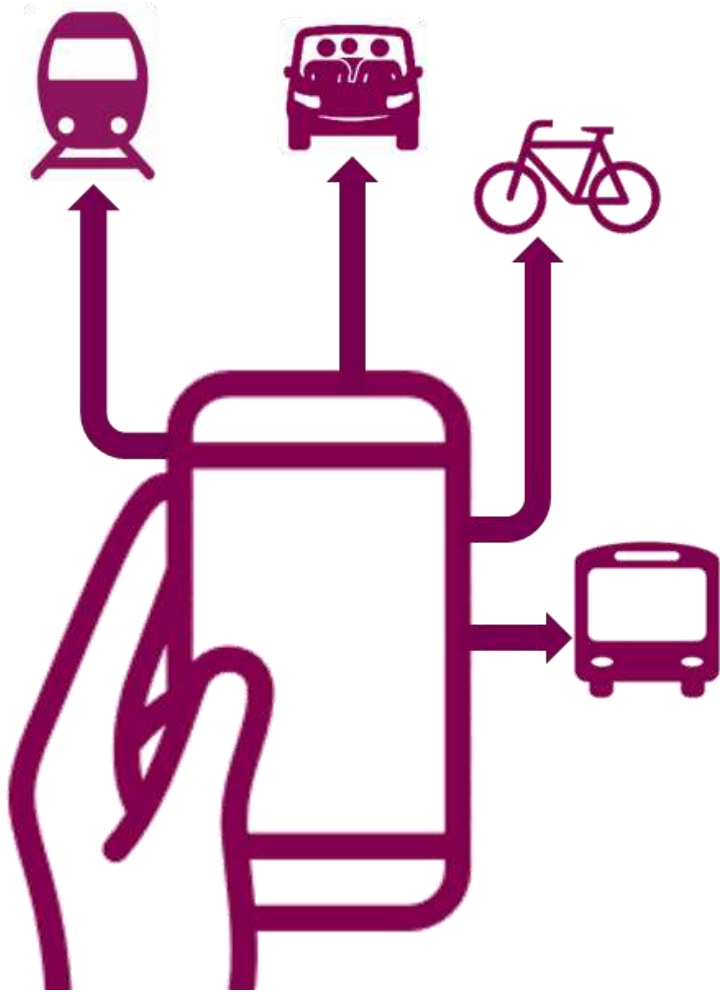
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NFC'S ROLE IN SNCF STRATEGY

SIMPLIFYING MOBILITY

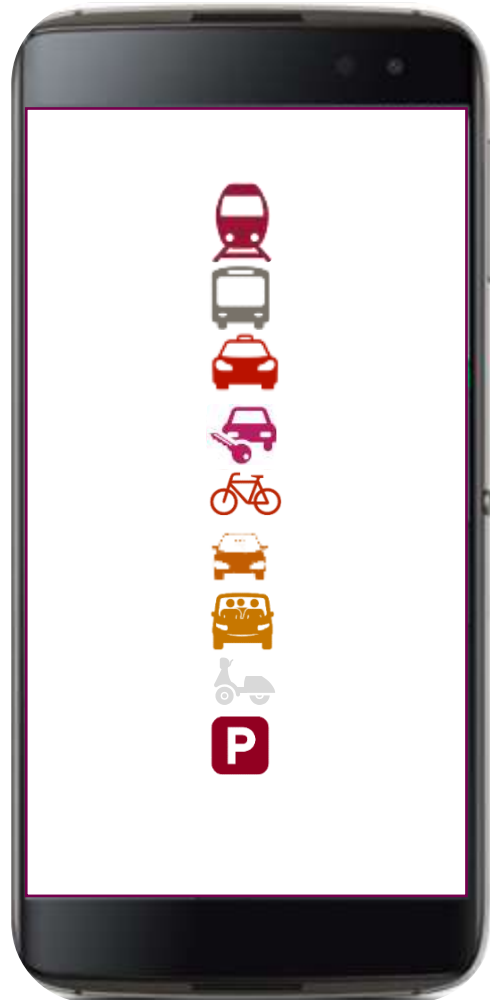


50%

French people would use public transport more if there were a single **door-to-door ticket**

(IPSOS research, 07/2015)

COMMUTER TICKETING



8 bn
journeys/
year

by public transport in France,
with half in the Greater Paris region

Use of paperless solutions by commuters is limited
(i.e., in Greater Paris)

NFC ALONE CAN DELIVER REAL SIMPLIFICATION



ENTER THE SMARTPHONE—YOUR TRANSPORT PASS



Standard

For all commuter travel

Secure

Incorporating secure technology

Smooth

Easy to use: a simple wave of phone

Reliable

No network, phone off or uncharged

HOW MANY CUSTOMERS ARE WE TALKING ABOUT? CLOSE-UP: GREATER PARIS REGION



5m Navigo railcards in use

550m T+ rail/bus tickets
sold annually in Greater Paris



0.9m customers in Greater
Paris in 2019

3m customers targeted in
Greater Paris

5m all of France targeted

**NAVIGOLAB: LAUNCHED JULY 2018
IN GREATER PARIS REGION**

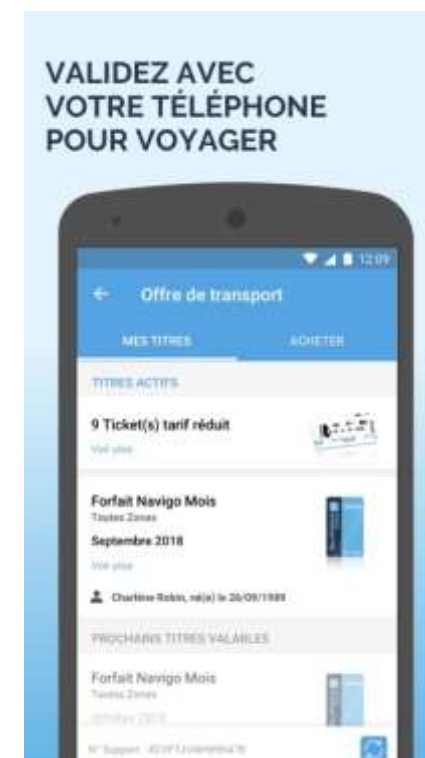
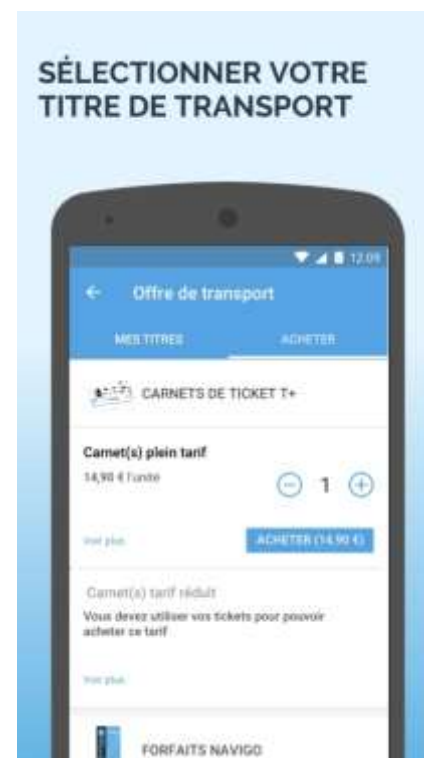
NAVIGOLAB—A NEW DIGITAL SOLUTION FOR GREATER PARIS



== **Mobile app lets users buy & validate tickets/passes for travel in Greater Paris:**
12-month test with Île de France Mobilité, RATP and Optile

➔ **Technical bricks developed by SNCF and of Wizway platform.**

NAVIGOLAB TRANSFORMS SMARTPHONES INTO TRANSPORT PASSES



PHASED START-UP TO ENSURE RELIABLE SERVICE AND RAMP UP OFFERING

July 2018

December 2018

January 2019

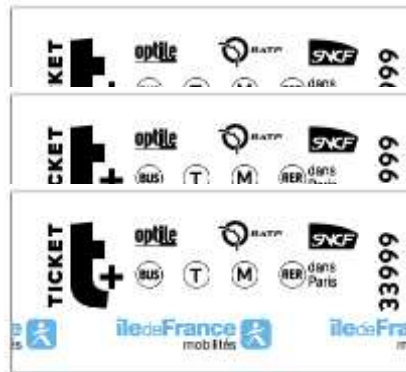
July 2019

Panel of testers

Option made available to all customers

Switch to SNCF app

+ Greater Paris project launch



t+ tickets



Navigo monthly/weekly packages



CUSTOMERS ARE ON BOARD—AND GRATEFUL!

*“ I wish to **express my satisfaction** at seeing Navigo mobile ticketing take shape”*

*“It’s **fast, simple and convenient**— thanks for developing it”*

*“**Easier and far more efficient** than buying tickets at a terminal or a counter”*

*“**What a pleasure** to use one’s mobile for Paris transport, I’ve been waiting for this for a long time: thank you”*

*“**Simple and efficient**—and being able to check my balance on the validator is really cool”*



84% of testers are **satisfied** with their experience with Navigo LAB



84% of testers **recommend** the app

NFC'S ROLE IN THE TER 2020 ROADMAP

HOW NFC CONTRIBUTES TO TER'S DIGITAL STRATEGY



50% digital
CAP TER 2020 target

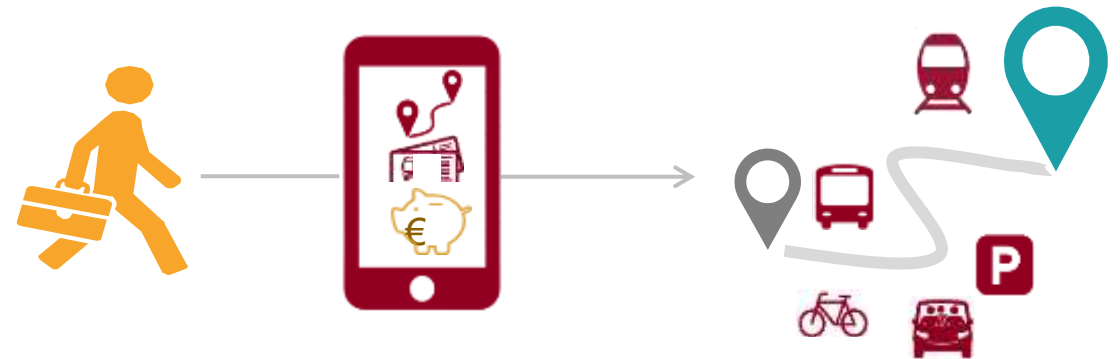


NFC offers will round out TER's existing digital offering with a **smooth, reliable and secure customer experience.**

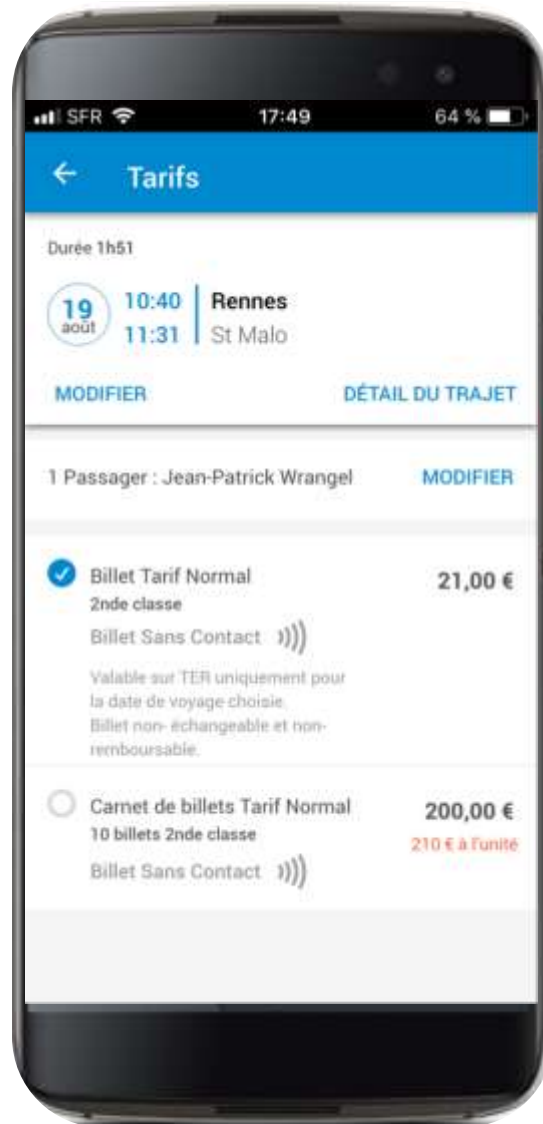
NFC LETS TER OFFER AN INNOVATIVE SOLUTION TO FRENCH REGIONS

The challenge: **facilitate mobility from one region to another**

With NFC, a **complete record of all travel** is stored in the customer's phone—including **all transport modes** and **all regions**



THE FIRST NFC OFFERS FROM TER ARE PLANNED FOR 2019



A simple offer for occasional travellers: single ticket or a 10-ticket book at two tarifs—youth fares and full price

Available in the SNCF Mobility Personal Assistant

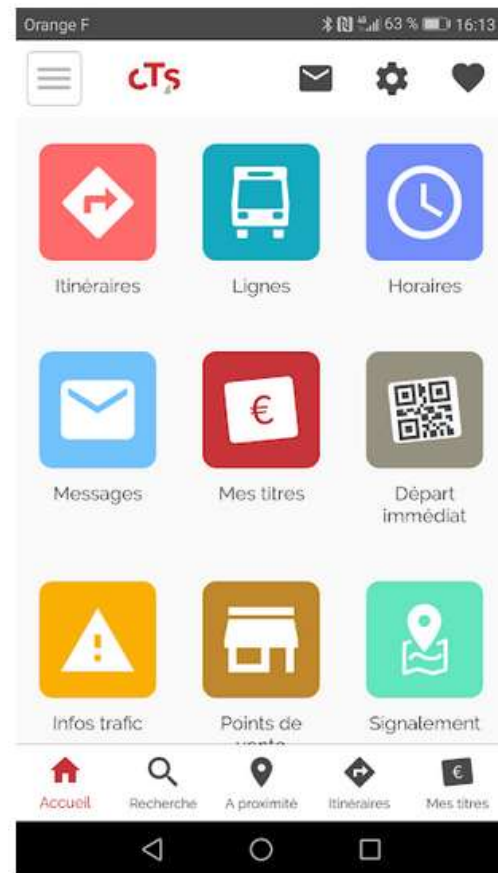
PROJECTS WITH MAJOR FRENCH CITIES

FEW CITIES HAVE DEPLOYED AN NFC APP

Toulouse



Strasbourg



For cities, NFC provides a **paperless solution for occasional customers** (instead of magnetic-strip paper tickets)

Next steps:

- Early 2019: Lille
- Mid 2019: Paris (expansion)
- End 2019: Lyon
- 2020: Rennes, Bordeaux, Marseille

SNCF/RENNES TEST RUN IN 2018 YIELDS POSITIVE RESULTS

From May to July 2018:

An NFC pass good for travel on all transport modes in the STAR network serving the Rennes metropolitan area was sold on the SNCF app.



Customers were enthusiastic: over 8 in 10 testers recommended the service and expressed a wish to add in other mobility services



PARTNERSHIP WITH MAJOR CITIES IN FRANCE STARTING IN 2019

Distribute a **simple offer** for occasional travellers in the **SNCF app**



Facilitate door-to-door travel for SNCF app users.
Ex: TER Hauts-de-France ticket + Lille metro ticket—**making the app a personal mobility assistant.**

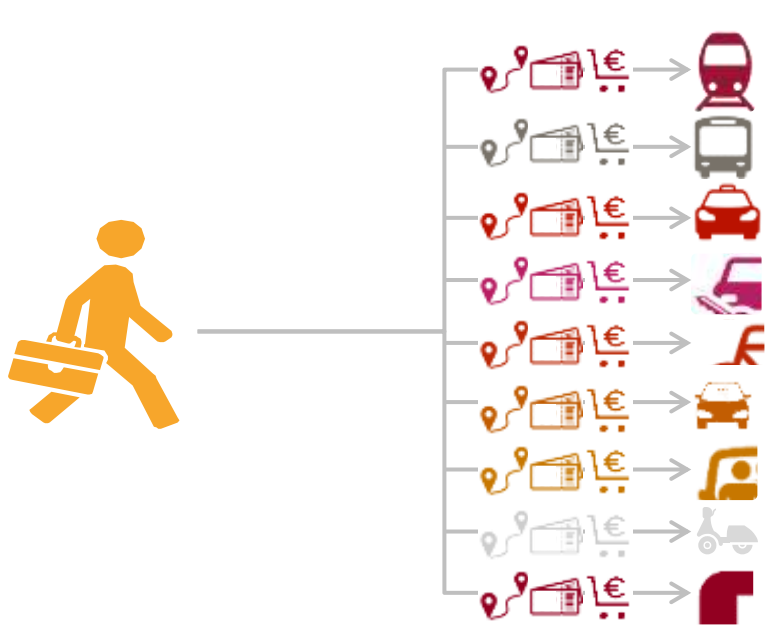


Next steps:

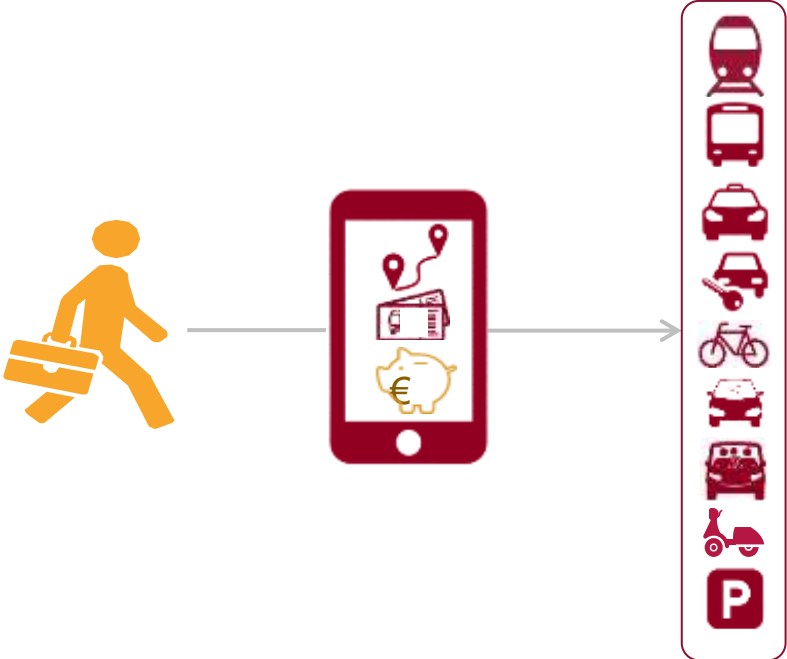
- **2019: Strasbourg, Lille**
- **2020: other big cities in France—Rennes, Toulouse, Marseille, Bordeaux, Lyon**



INTEGRATE ALL TRAVEL OPTIONS TO SIMPLIFY TRAVEL AND PROMOTE MAXIMUM MOBILITY [TARGET VISION]



Today



Tomorrow

A small green seedling with several leaves is growing out of a mound of brown soil. The background is a soft, out-of-focus grey and white gradient.

Bringing the freedom of
effortless mobility and a
greener planet to all.