



MoveOnDemand

Confidential



We are one of the largest providers of passenger transport in Europe.

We are part of Deutsche Bahn (DB) and responsible for DB's regional passenger transport services outside Germany.

We have unrivalled pan-European passenger transport experience.

We deliver transport solutions for local and national authorities, tendering bodies and health care commissioners.

We are experts in creating innovative transport solutions that link people, communities and economies.

14

countries



62,000

employees



+2.2bn

passenger
journeys a year





Bus

- Local, commercial services
- Contracted services
- School services
- Tendered services



Trains

- Inter-city services
- Rural, commuter lines
- Long distance mainlines
- Station management
- Under/overground
- Maintenance



Water Bus

- Canal/harbour buses
- Contracted services



Trams & Metro

- Joint ventures
- Contracts
- Stations management
- Under/overground
- Maintenance



Cars and Ambulance

- Non-emergency transport
- Special education transport
- Social care transport

Core mobility



**Bus
Services**



**Train
Services**

...continued operation of bus
and rail services

New mobility



Car sharing



DRT



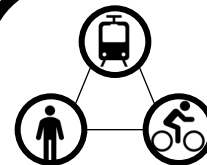
**Bike
sharing**



**Ride
Sharing/Selling**

...become a multi-modal
operator

Digital integration



Multimodal



**Bus
Real time traffic**



Personalised travel apps

...connect all mobility modes
digitally

On-demand transport aggregates people travelling from multiple origins to multiple destinations in an exceptionally efficient way, providing the convenience and the flexibility of a customised on demand journey.

All powered by an application

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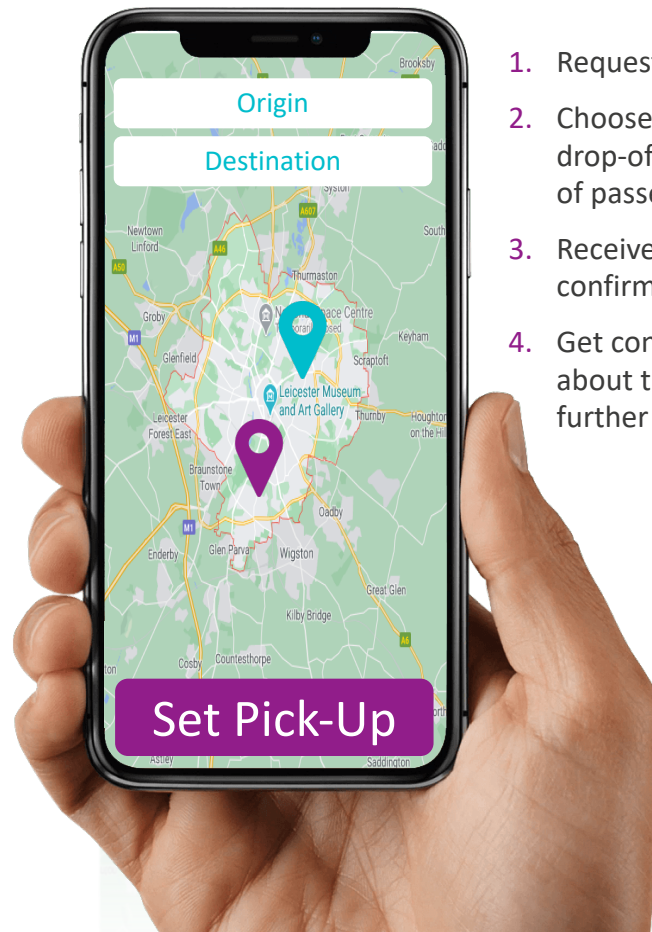
Powered through our technology partners

Users can pay as they go, season passes and journey credit

The app guides you to the nearest virtual / physical bus stop

Travel on your own or in groups upto 10

See proposal (price and ETA) before confirming the booking



1. Request journey via app
2. Choose pick-up and drop-off point, number of passengers etc.
3. Receive and then confirm a binding offer
4. Get confirmation, info about the ride and further instructions

Backend smart systems and teams

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Clearly laid-out and detailed tour scheduling

Efficient management of the on-demand fleet

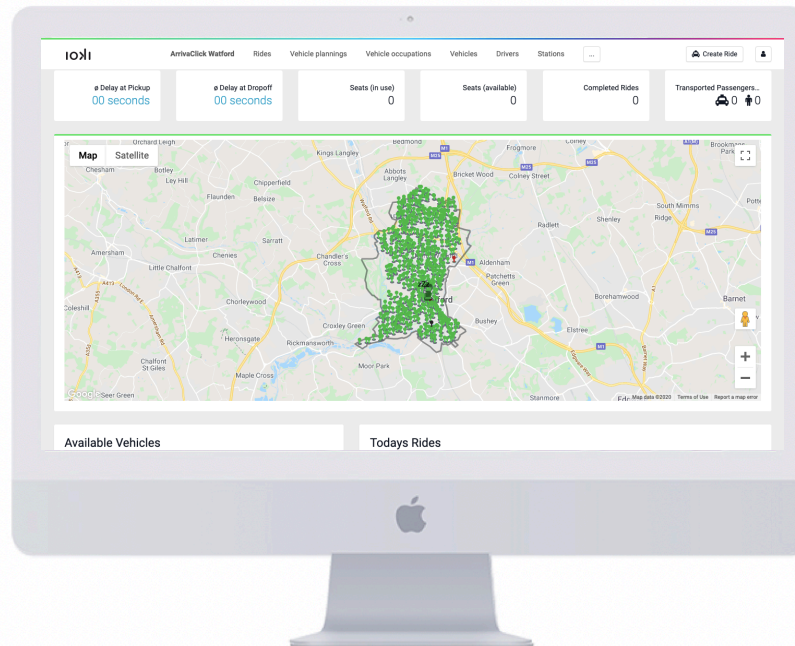
Real-Time-Monitoring

Utilisation optimum of the vehicle capacity through the intelligent algorithm

Enables easy platform scaling

Clever pooling and routing

1. Process request
2. Match journeys
3. Send binding offer
4. Adjust routing and display new route to driver





In year two of R&D, ArrivaClick Launch first DRT Bus service to use Via's ridesharing software



ArrivaClick launches dual ticket, enabling customers to travel on both DRT and traditional buses with the same ticket



ArrivaClick goes into partnership with Watford Borough Council



ArrivaClick launches it's second city in Leicester, which is the first ever Section 106 partnership of its kind



9/10 customers would recommend using the service to a friend



ArrivaClick Launches its first city: Liverpool, which will become the largest Demand Responsive bus service in the UK, operating an area of 65 sq.km.



ArrivaClick hits over 250k rides



Ebbsfleet launches in partnership with Henley Camland and Redrow

Customer feedback

"ArrivaClick is the **best thing that's ever happened** to Sittingbourne."

"**Faultless** – ArrivaClick makes travelling feel less like a chore, more **comfortable and reliable.**"

"I use ArrivaClick regularly because it is **convenient** for me, it's **quick and easy.**"

"Buses run once an hour in our village. ArrivaClick enables us to **travel when we want and need** to."

"ArrivaClick is **brilliant!** We all love that it is so **easy to use**. I like being able to pay for my daughter's journey."

"I was made to feel like a **VIP traveller**, **greeted by name** and **made to feel special.**"

Customer survey highlights

Average ride satisfaction
rating since launch:

4.8/5

82% of ArrivaClick users have
swapped from modes other than
traditional bus (car, taxi, etc.)

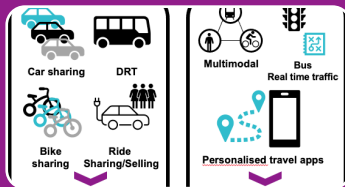
71% of users travel with
ArrivaClick because it is
an on-demand app

9 out of **10** users
would recommend ArrivaClick to
a friend

40% of users are aged
between:
25 – 44
years old

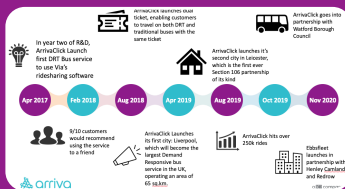
Recap

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ArrivaClick's place in the Market

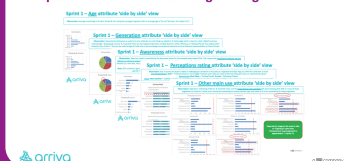
- Arriva is trying to bring together new modes of transport and digital
- We achieve this with ArrivaClick by offering DRT through an App
- We have smart backend systems and teams to allow for a m optimal service



Journey of ArrivaClick

- After 2 years R&D ArrivaClick was born in Sittingbourne, Kent as a Pilot
- Since we have launched and piloted 6 services
- ArrivaClick has completed over 300,000 rides

We speak with our customers to gain insight



Customer insight and feedback

- We believe that customer feedback and insight is what allows us to be on a continuous improvement
- We have clear insight into travel behaviour which allows for total network decisions to be made

Let's build the future together.

#MoveOnDemand