



Investor webinar

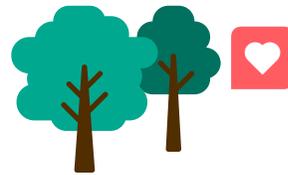
Product innovation at Trainline

6th July 2022



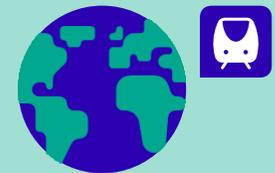
Intro

Our purpose



**Empowering greener
travel choices**

Our vision



**Building the world's
#1 rail platform**

Strategic priorities for growth



Enhance customer experience



Build demand



Increase customer lifetime value



Grow Trainline Partner Solutions

Strategic priorities for growth



**Enhance customer
experience**



Build demand



**Increase customer
lifetime value**



**Grow Trainline
Partner Solutions**



Dave Price
Chief Product Officer



Previously: Spotify, Omio, BBC



Steve Gooder
Product Director



Previously: Virgin Trains

AGENDA FOR TODAY

1



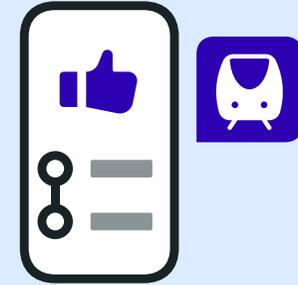
Foundations

2



Differentiated UX

3



Intelligence

Foundations

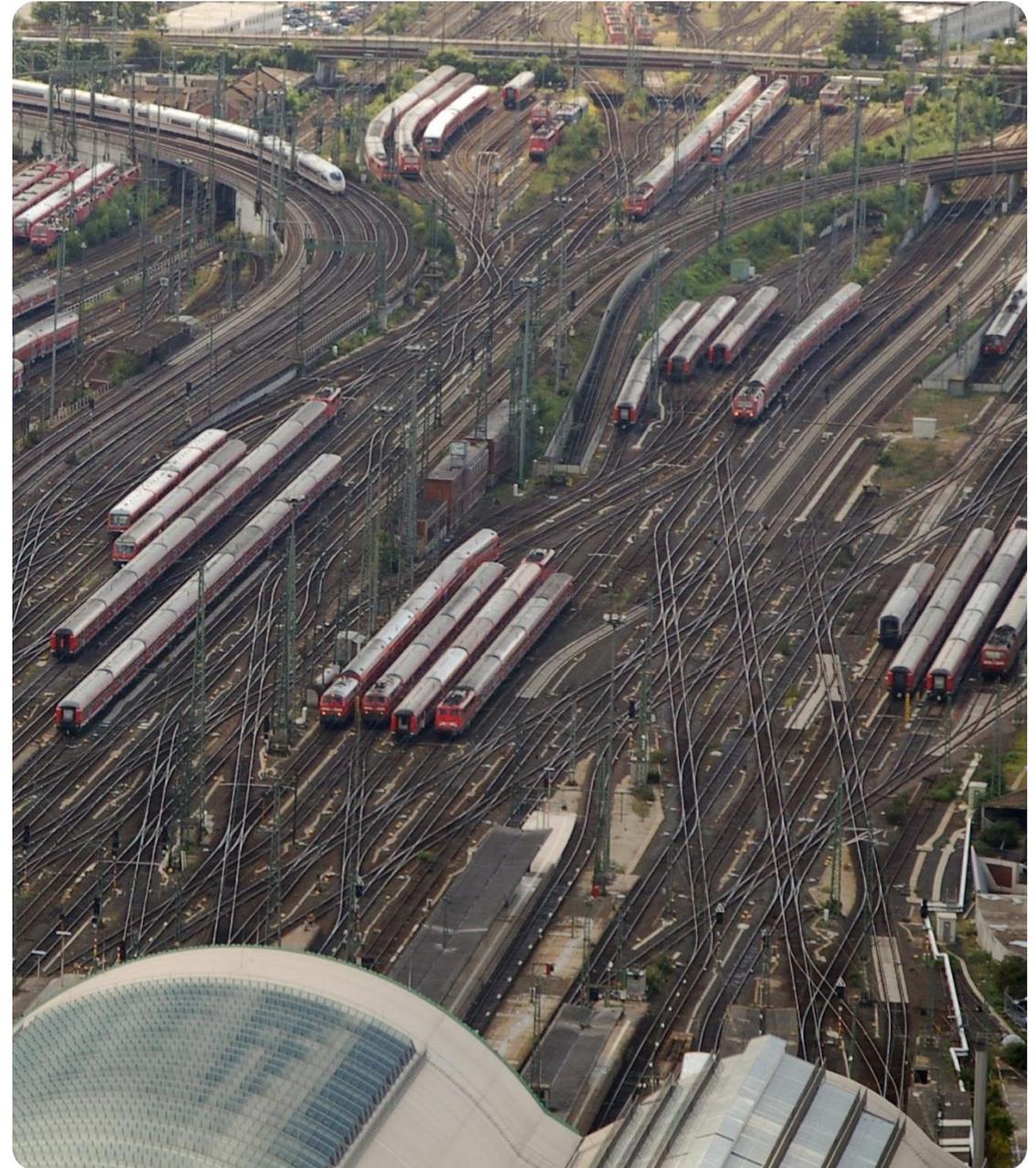
Foundations

The rail industry is complex

- 45,000 train stations vs ~400 airports in Europe

- >1.8 billion unique route combinations

- 350,000 different fare types

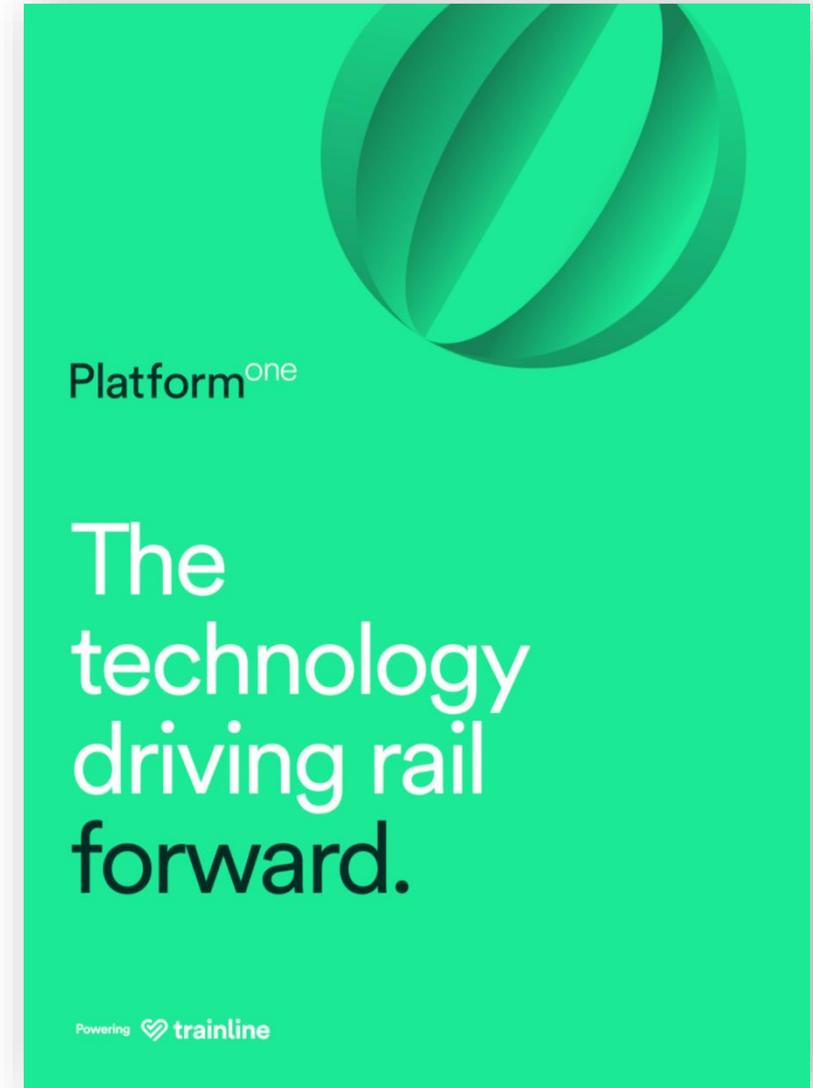


Europe's leading independent rail platform

- **Mastering the complexity of rail**
 - Integrations with 270 rail and coach companies
 - Available across multiple platforms, 10 currencies and 16 languages

- **Unmatched customer insights and data**
 - 30m+ Monthly Active Users
 - 296 searches a second

- **Secure and scalable platform**
 - World leading security controls with 24/7 monitoring and alerts
 - 4TB+ of data processed a day



Foundations

Trainline's unrivalled domain and development expertise

- **Largest online rail retail team**

- ~500 rail obsessed engineers
- Based close to our customers with offices in London, Edinburgh, Milan, Paris and Barcelona

- **Not your average 24/7/365**

- 600 system releases per week to stay on top of an ever changing landscape



Differentiated

UX

What customers say about us (video)

Trainline's investment in Product is driving growth and greater retention.

- **40%+** customers with 2+ transactions a month¹

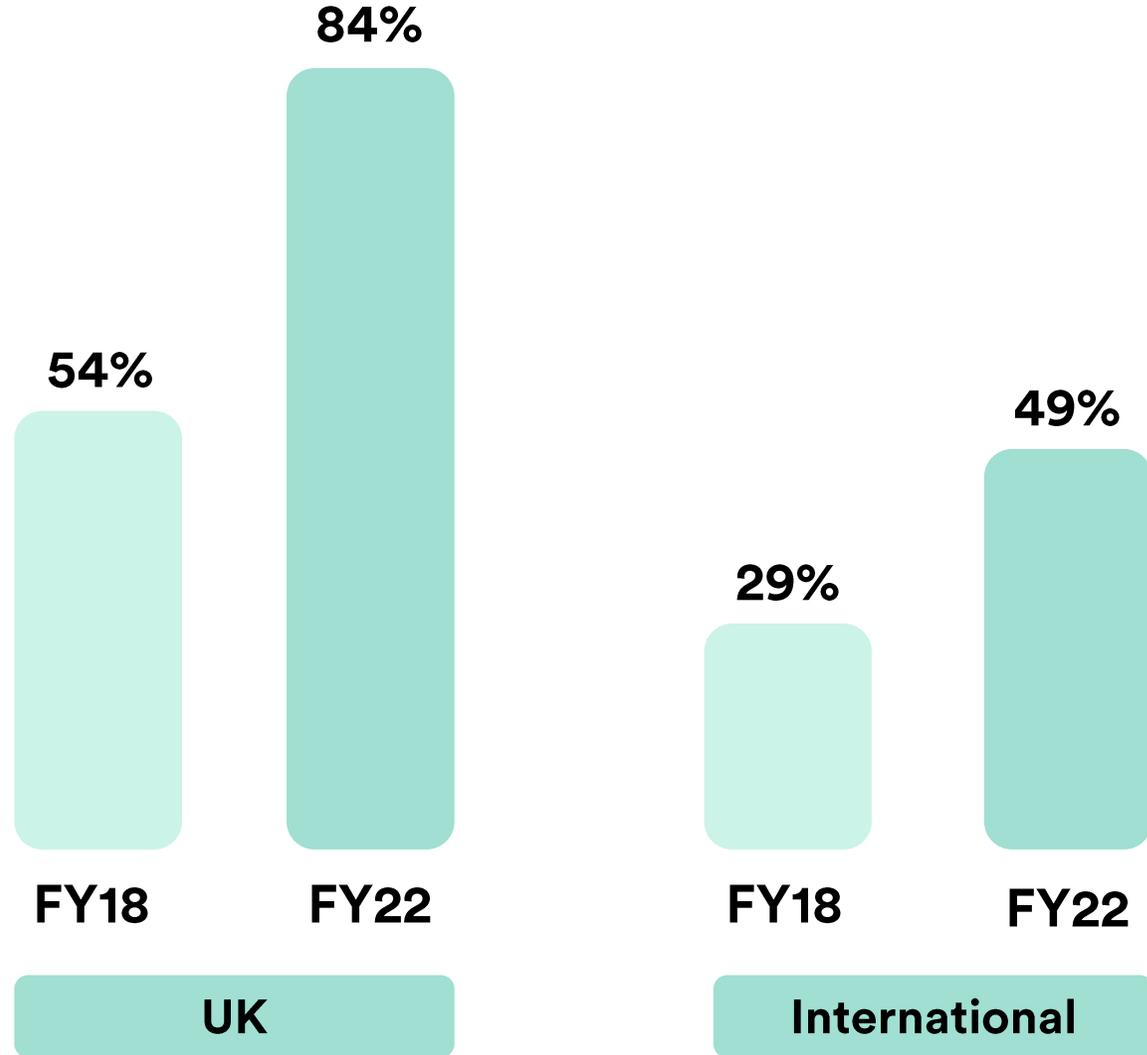
- **35%** growth in International new app customers²

- **2x** repeat rate for new app customers vs web in core European markets³

Differentiated UX

We're an App based business in the UK, with a huge opportunity to replicate in the EU

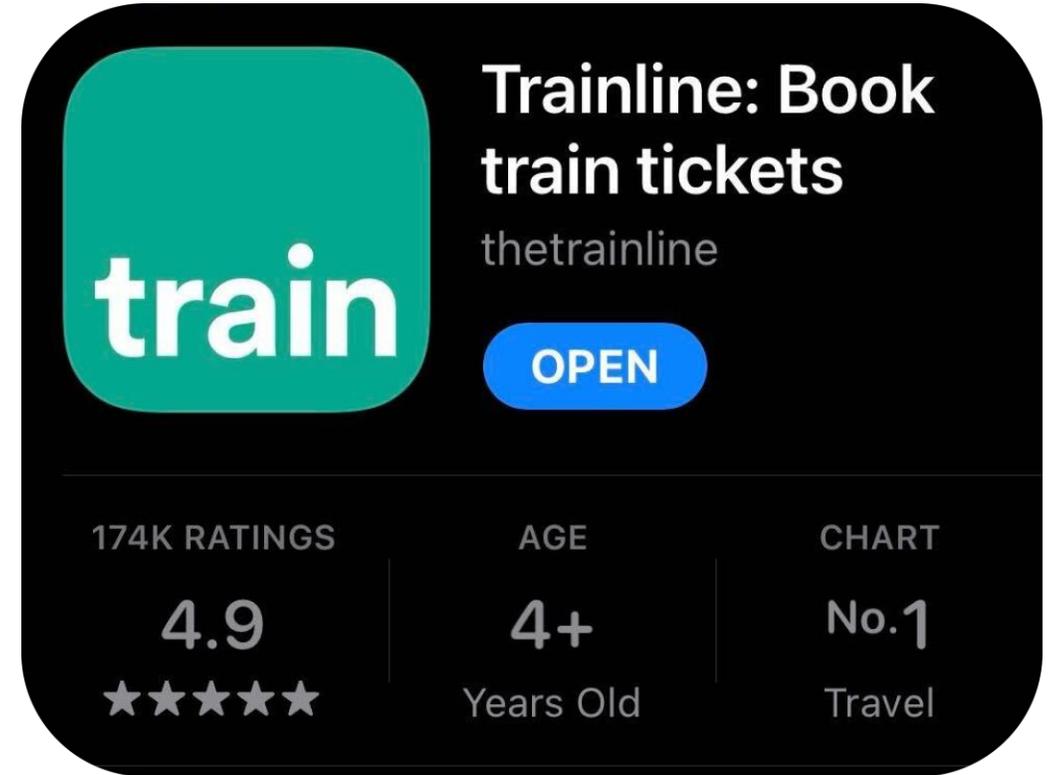
App share of overall Trainline transactions



Differentiated UX

Trainline's Platform One unlocks a world class differentiated UX

- 30m+ monthly active users
- App Store rating of 4.9 stars
- High customer trust score vs wider industry¹



Five examples to bring this to life



**Localising
at scale**



**Aggregating
all the options**



SplitSave



**The 'New
Commuter'**



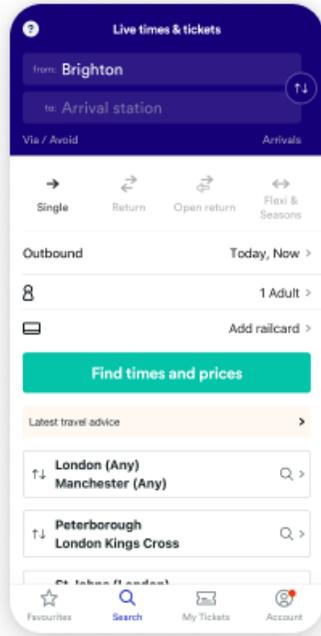
**Greener travel
habits**



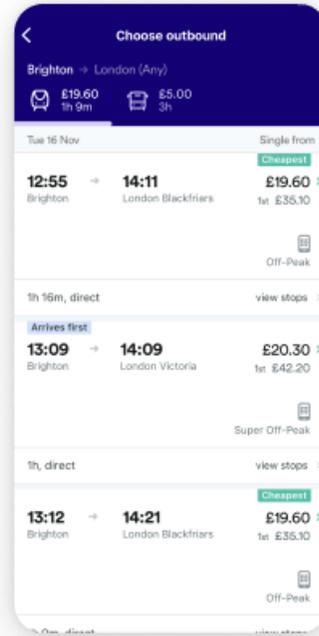
1. Localising at scale

Localising at scale

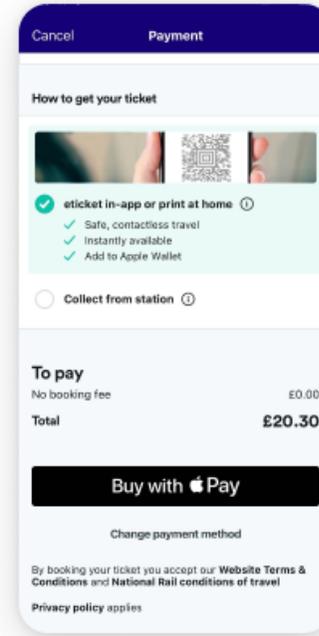
One simple
flow for every
customer,
powered by
great
localisation



Search



Results

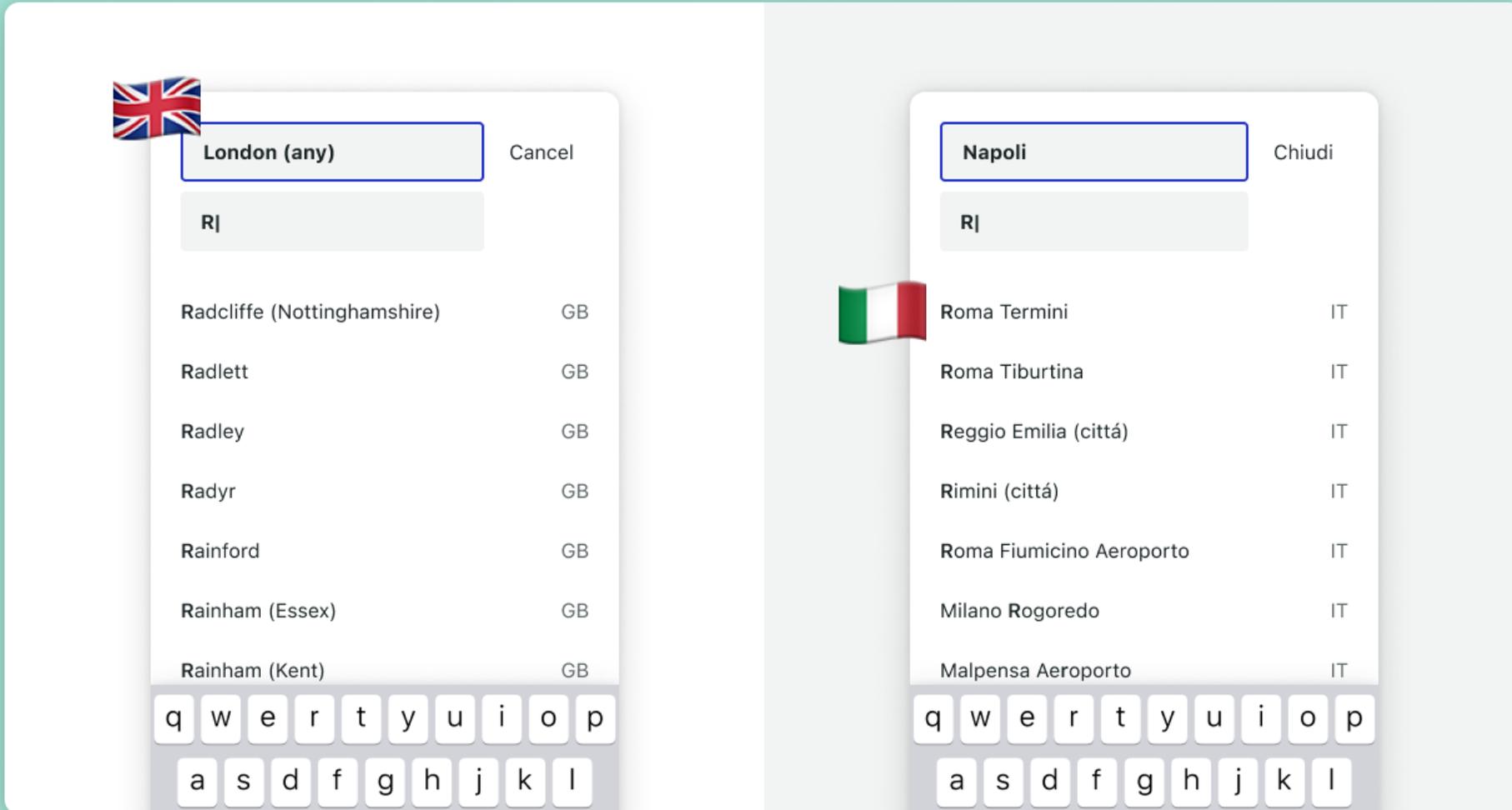


Payment



Ticket

Station picker adapts to market



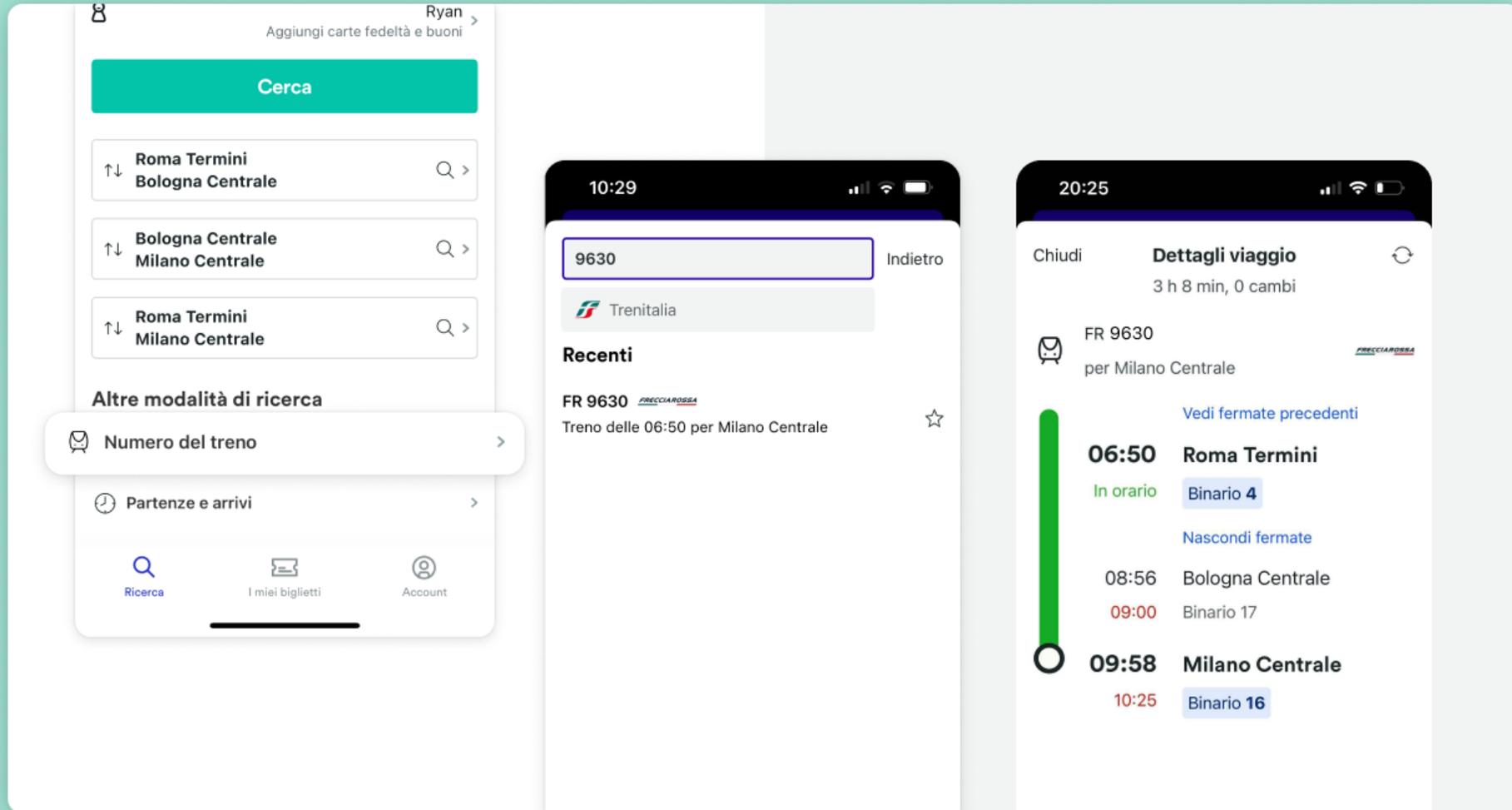
Date picker per customer type and market

The image displays two different date picker interfaces side-by-side, illustrating localization for different markets.

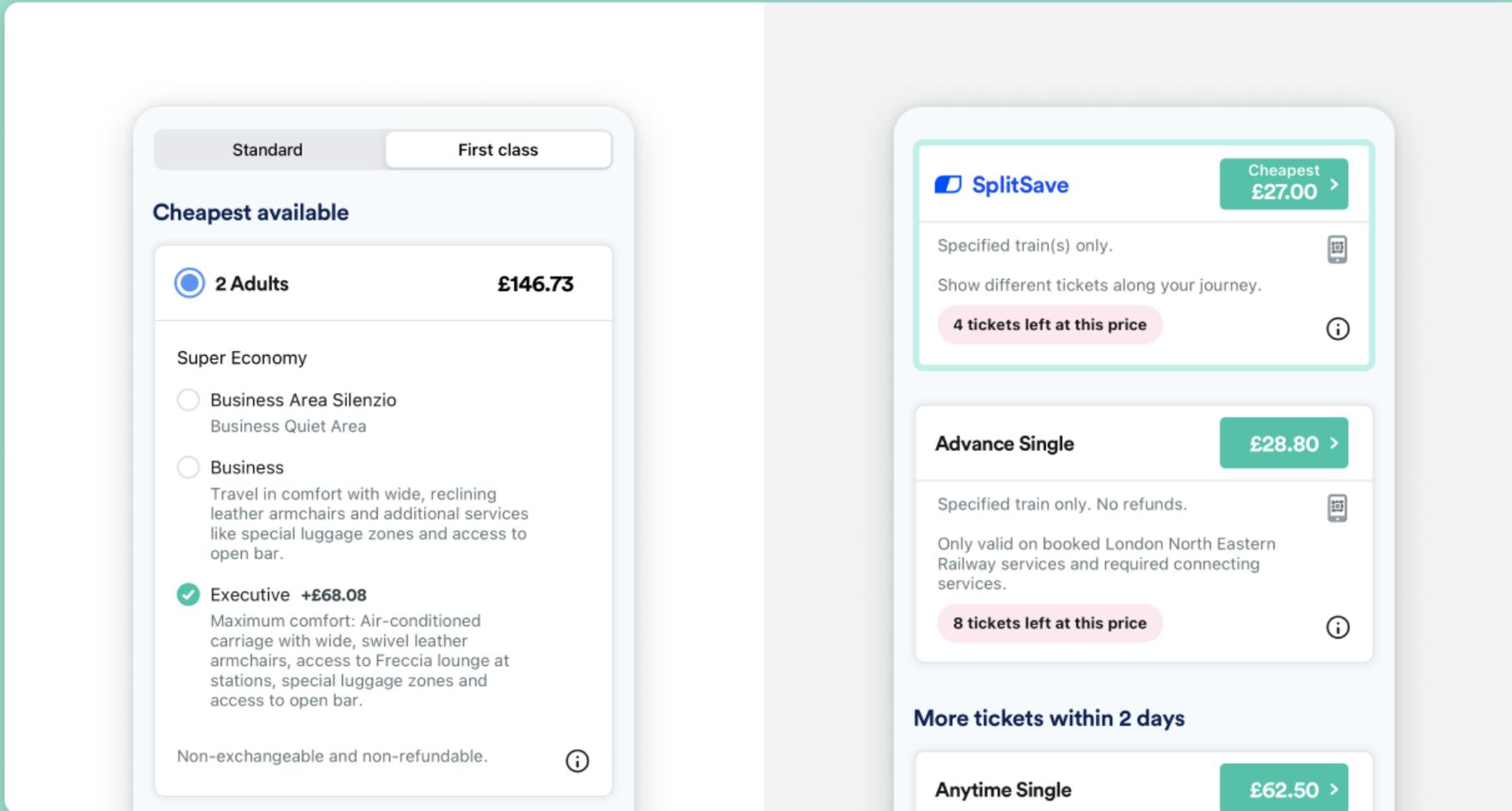
Left Interface (France): Features a French flag icon and the text "Novembre 2021". It shows a calendar grid with days of the week (Lun, Mar, Mer, Jeu, Ven, Sam, Dim) and dates from 1 to 30. The date 14 is highlighted with a blue circle.

Right Interface (UK): Features a British flag icon and a list view of dates from Thursday 11 Nov to Wednesday 17 Nov. The date "Today 17 00" is highlighted with a grey bar. Below the list are two buttons: "Today" (active) and "Tomorrow".

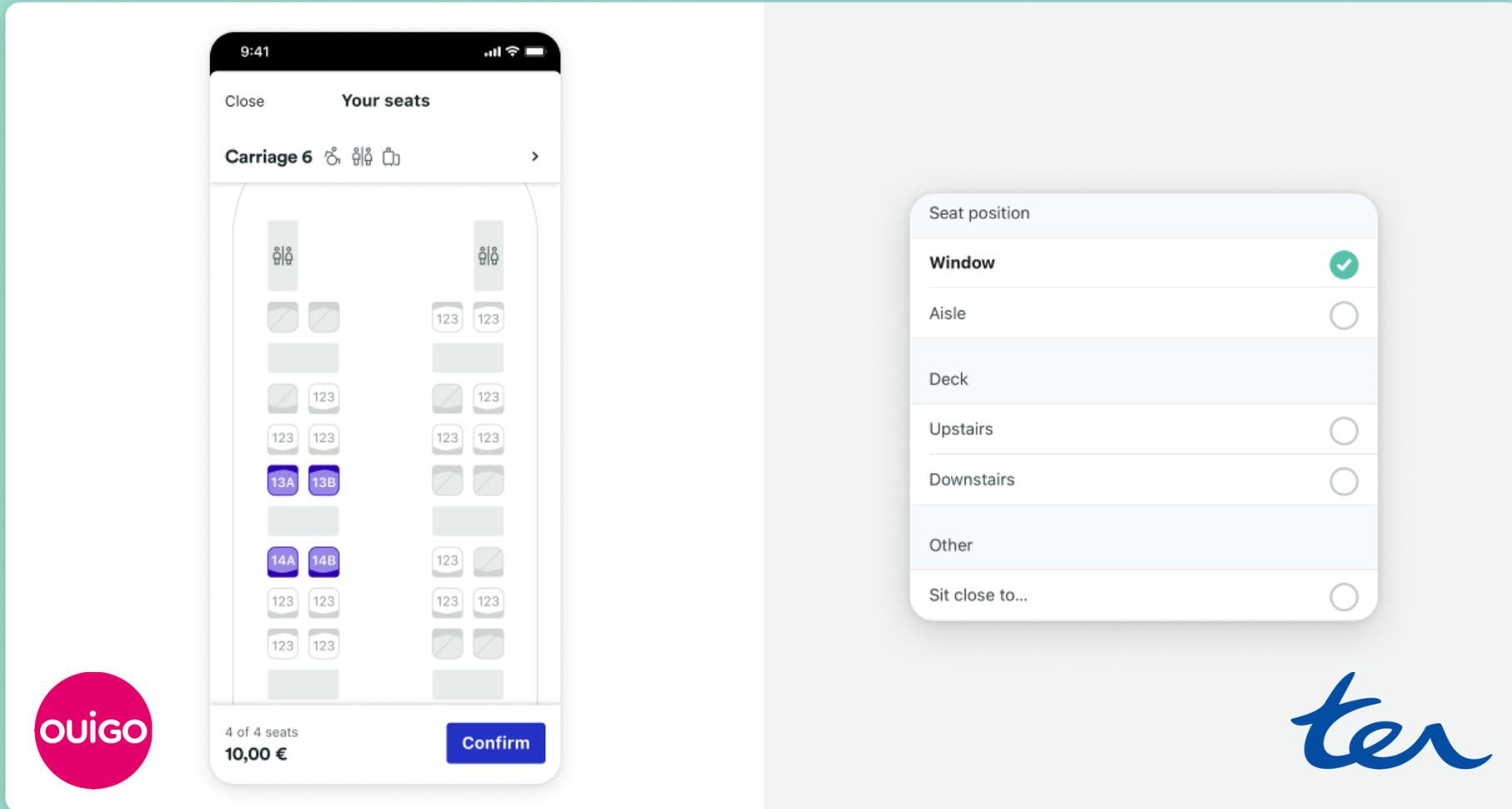
Search options reflect specific market needs



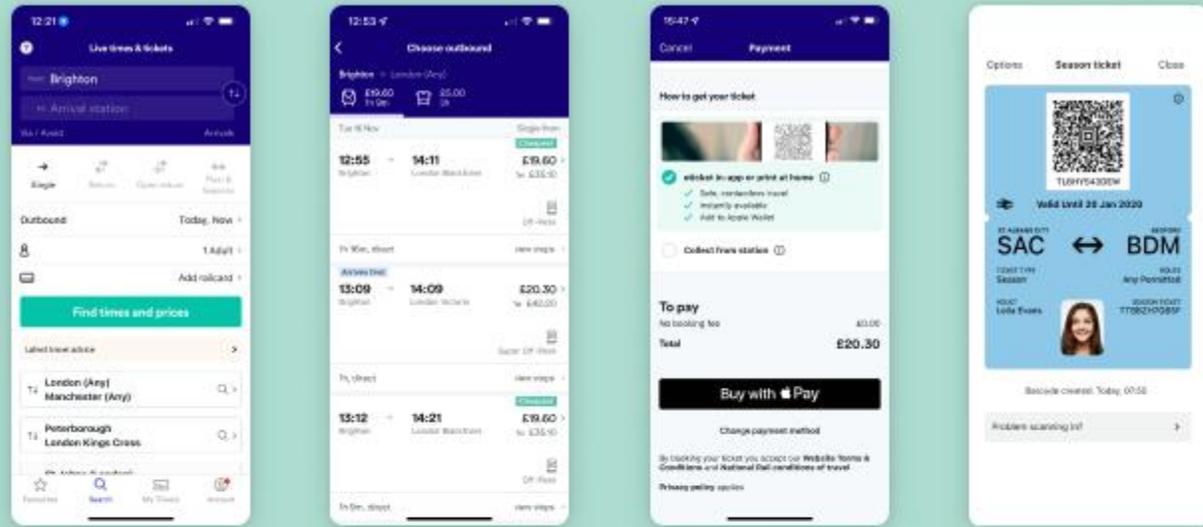
Fare complexity simplified in ticket choices



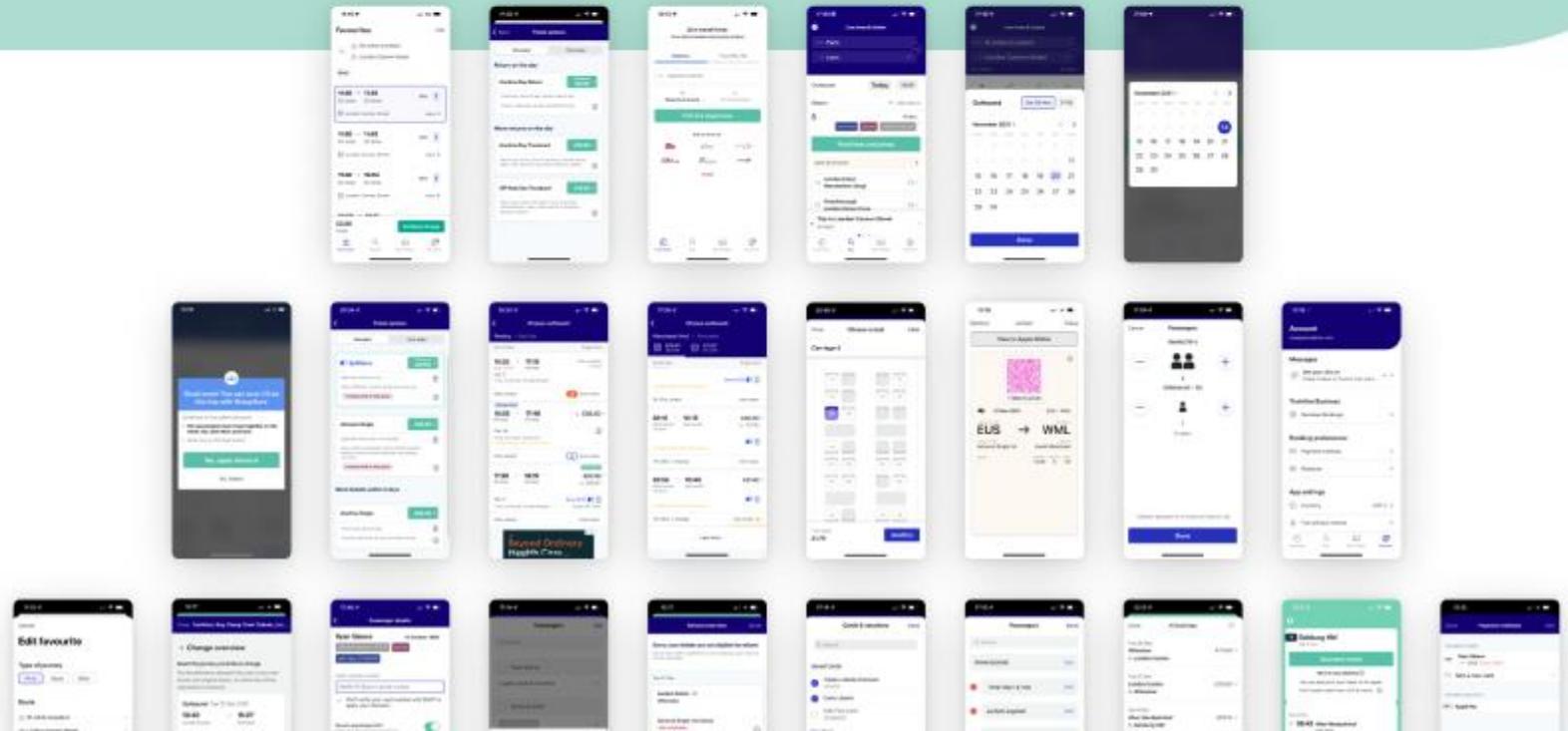
Seating and extras differ per train operator



Maintaining simplicity for our customers...



regardless of the complexity





2. Aggregating all the options

Aggregation

Where choice exists Trainline excels

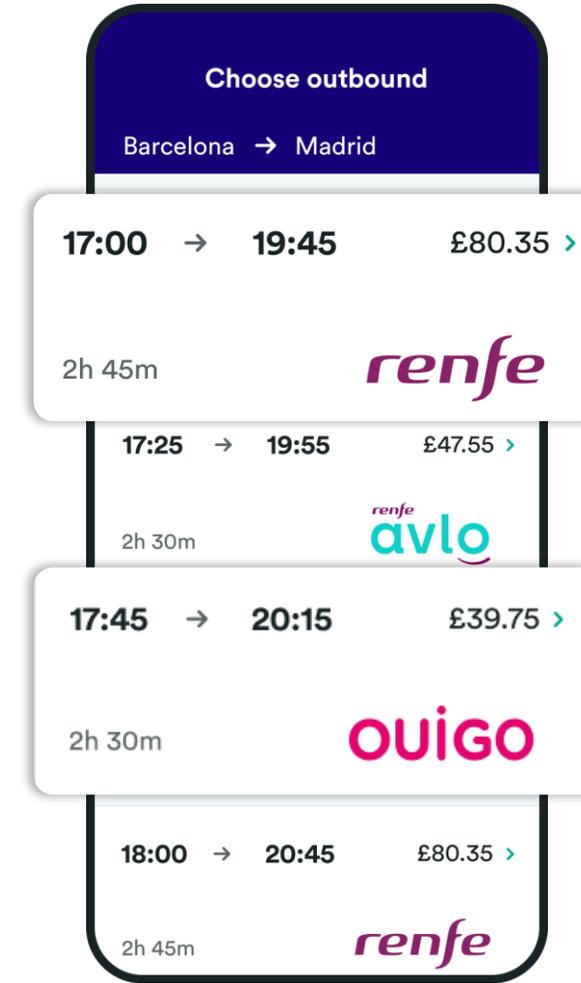
- Carrier competition now exists on six of the top ten routes in Europe¹
- 1 in 4 Trainline's new customers in Spain acquired on Madrid-Barcelona route²
- 2x growth in Trainline's tickets sold since Trenitalia service launched on Paris - Lyon³



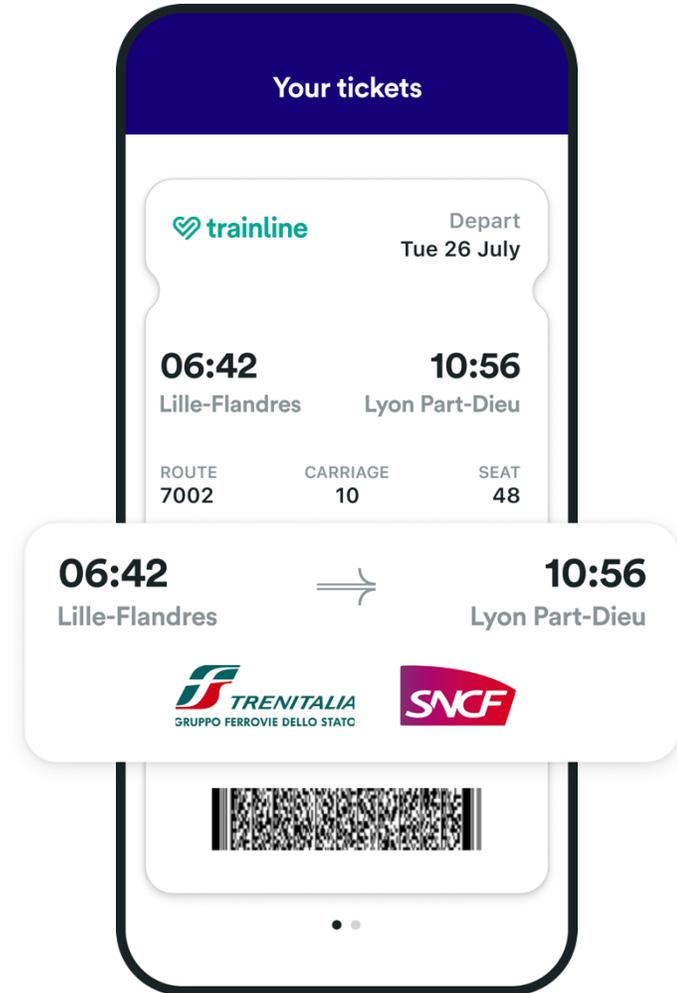
Aggregation

All carriers, fares, journey options in one place

- Merge the results from multiple carrier APIs
- Sophisticated data science led caching and processing
- Flexibility in the product to drive awareness and understanding of the travel options



All services in one app

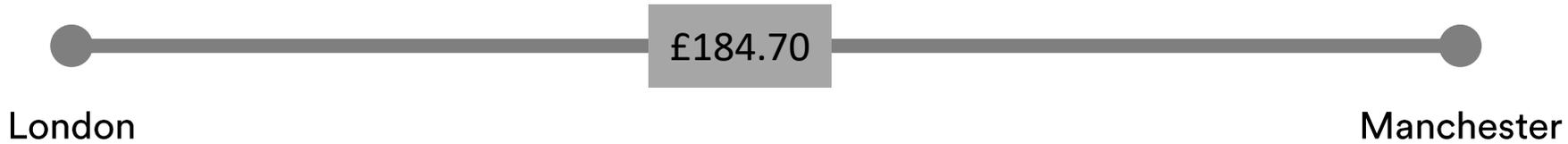


Multi-carrier journeys



3. SplitSave

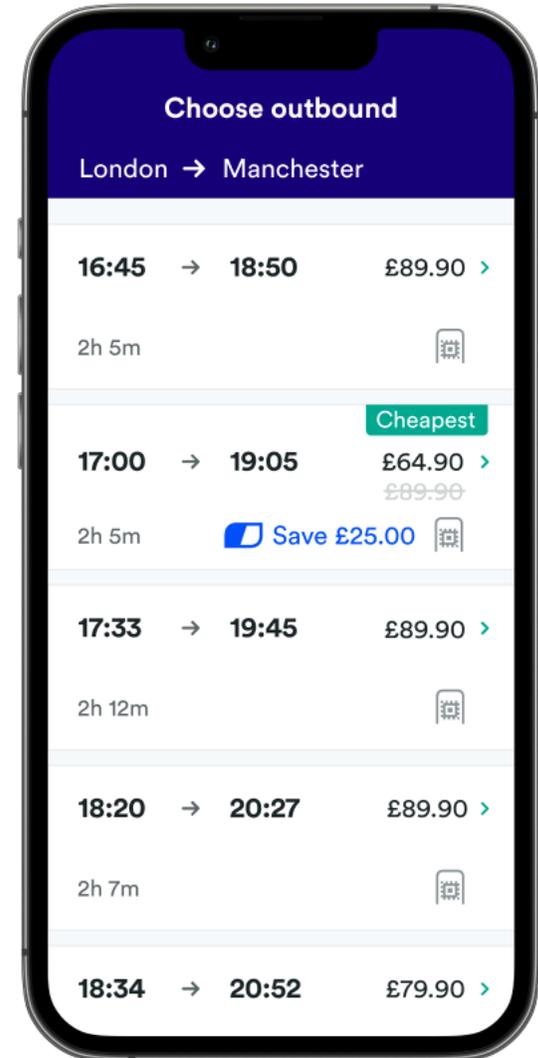
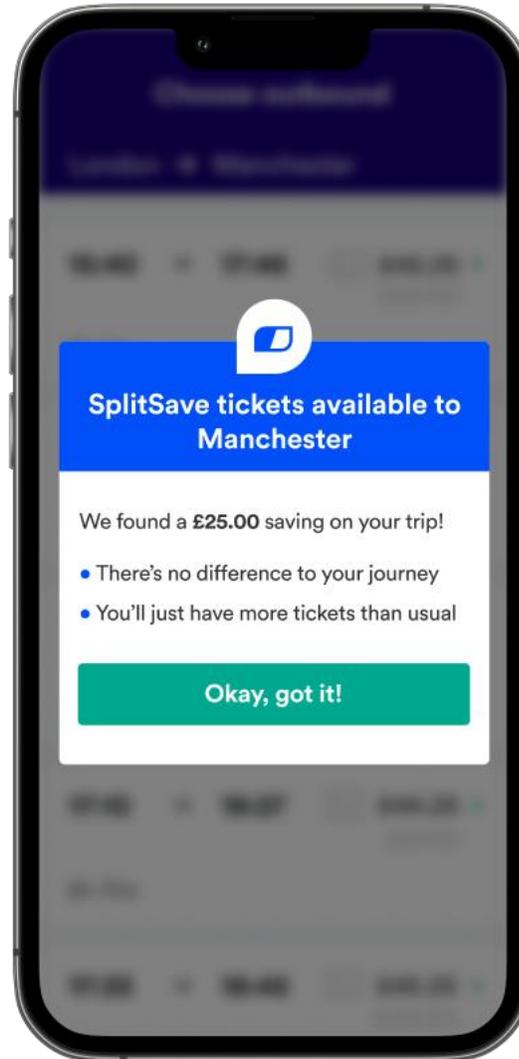
Anytime Single

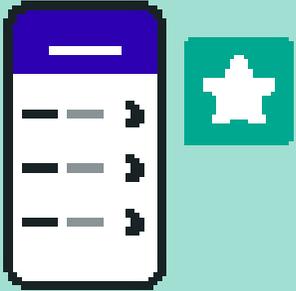


SplitSave

Innovation that unlocks savings for the mass market

- Increased availability to 76% of routes
- 43% of customers have bought a SplitSave ticket
- Unrivalled response time at scale





4. Meeting the needs of the 'New Commuter'



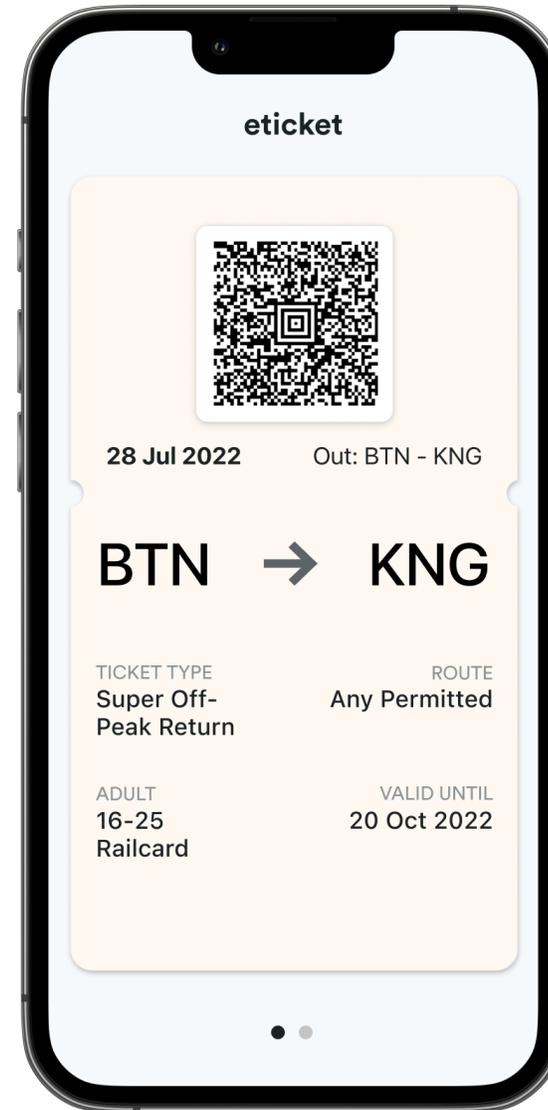
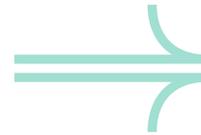
Self-service
ticket machines

It's quick
& easy

TICKETS
Cash and Card Payments

Departure

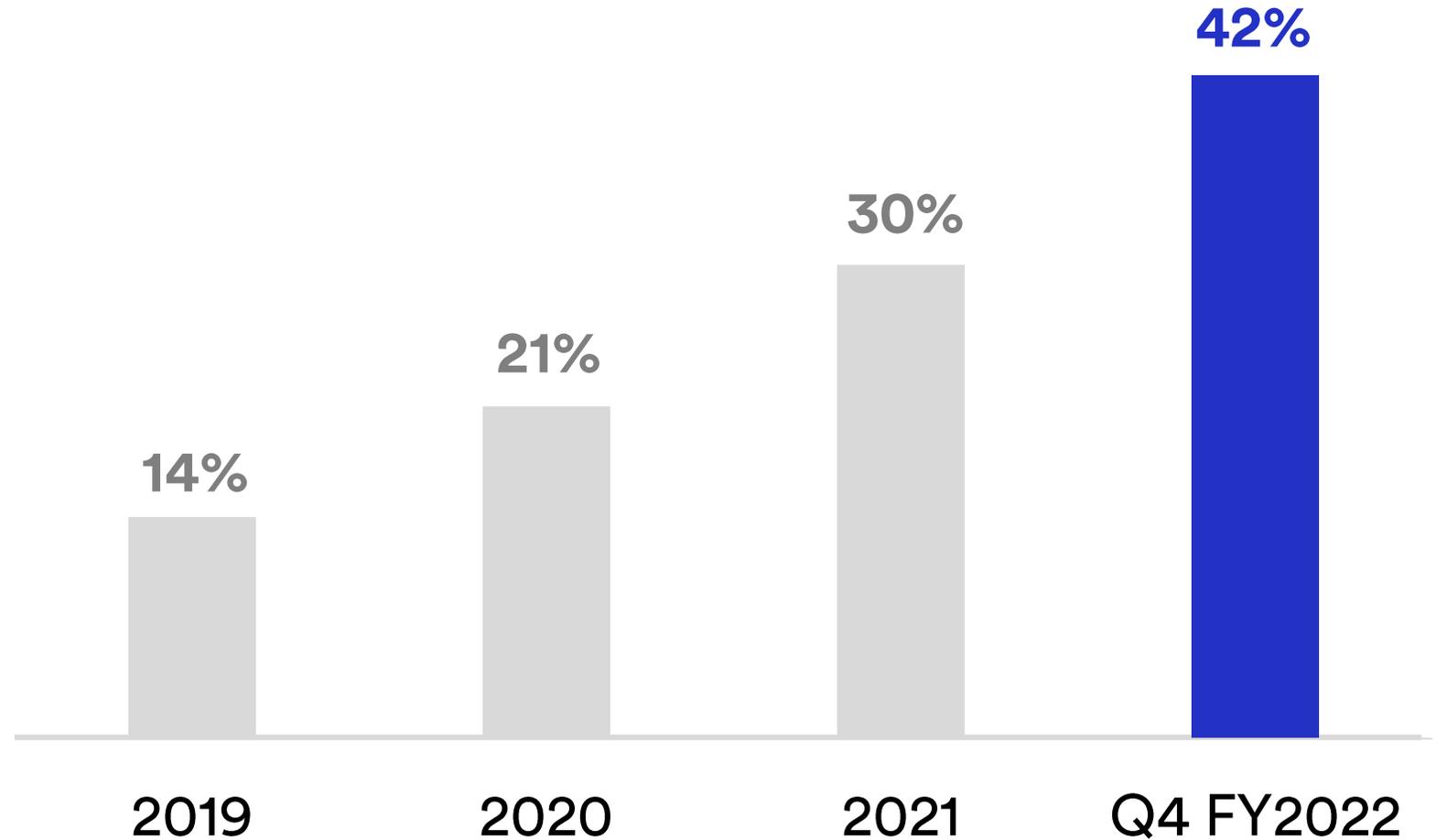
Departure



The 'New Commuter'

**Strong growth
in adoption of
etickets, but
plenty of
headroom
remains**

UK eticket penetration*



*etickets as a percentage of total industry ticket sales in UK

The 'New Commuter'

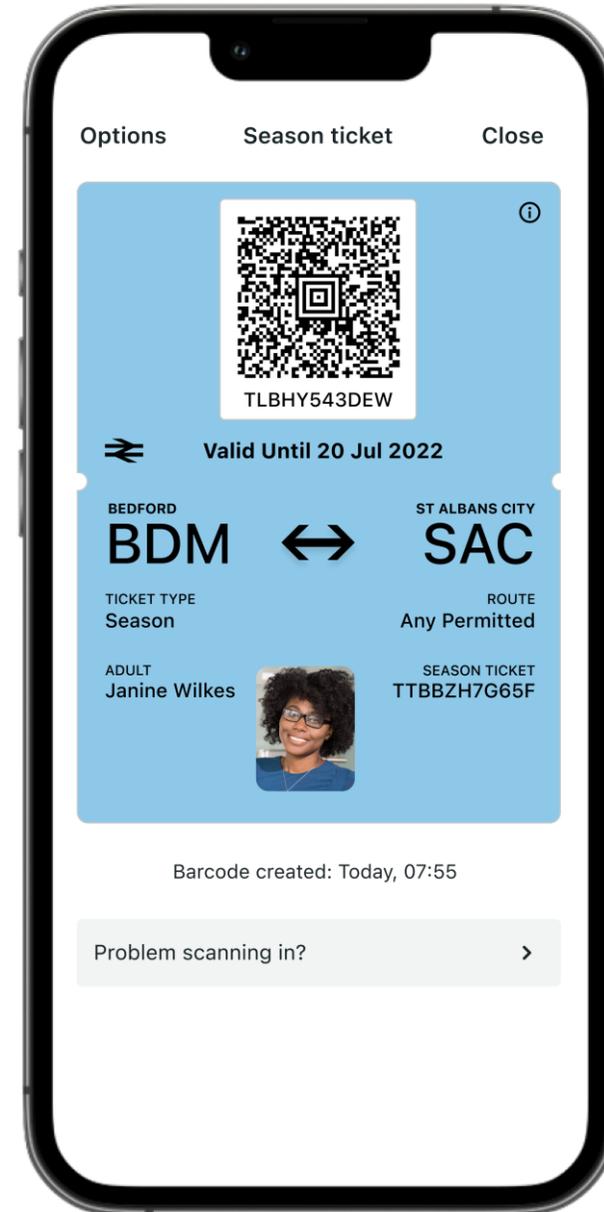
Digital Seasons 'sTickets' launching across the UK

Industry Benefits

- Encourage high value transactions
- Sophisticated revenue protection
- Removes the need for paper or physical cards

Customer Benefits

- No queues - seamless and instant
- Integrated photo and ticket – that can't be lost
- Ticket and journey information in one place



The 'New Commuter'

Priming the commuter experience

- 27% growth in the proportion of time checkers purchasing pre covid¹
- Highly personal and timely experience
- Reducing friction by automating regular actions such as Quick Buy
- Using GPS and train movements to aid the time pressed commuter

A screenshot of a mobile app interface for train journeys. At the top, it shows the origin 'London Victoria' and destination 'Brighton'. Below this, a 'Now' filter is active. Three journey options are listed, each with a departure time, arrival time, duration, and a 'View >' link. The first option is highlighted with a blue border.

Departure	Arrival	Duration	View
08:29	09:29	1h 17	View >
08:35	09:47	1h 12m 13	View >
08:59	09:59	1h 4	View >

Glanceable Favourites

A screenshot of a mobile app interface showing a ticket purchase confirmation. The price is £22.50 for a Single ticket. A 'Continue to pay' button is visible. Below the price, there are four navigation icons: Favourites, Search, My Tickets, and Account.

£22.50
Single

Continue to pay

Favourites Search My Tickets Account

Quick Buy



Find My Train

Automatically find the train you're on

Find My Train

1. Time-checkers: Mobile app users who check their top journey at least once a week (proxy for commuters) - 27% growth in proportion of time-checkers purchasing (Feb 2022 vs Feb 2020)

The 'New Commuter'

Removing the anxiety from commuting

- 137k notifications sent on peak days to ensure commuters have timely information at their fingertips
- Live real time data and disruptions help users take action when things go wrong...
- ...And reassures when trains are running well.

 **Platform change** now
Your train will now leave at 08:15 from Platform 12

Platform Change Alert

Close **Live tracker** 

1h 12m, direct

 Gatwick Express to Brighton

 **Disruption**
Poor weather conditions expected until 8pm >

 **08:35** **London Victoria**
Departed 08:39 **Platform 13**
1h 12m [View stops](#)

 **09:47** **Brighton**
09:56 **Platform 4**

Close **Live tracker** 

1h 12m, direct

 Gatwick Express to Brighton

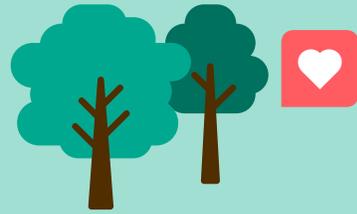
 **08:35** **London Victoria**
On time **Platform 13**
1h 12m [View stops](#)

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On time **Platform 4**

Live Tracker

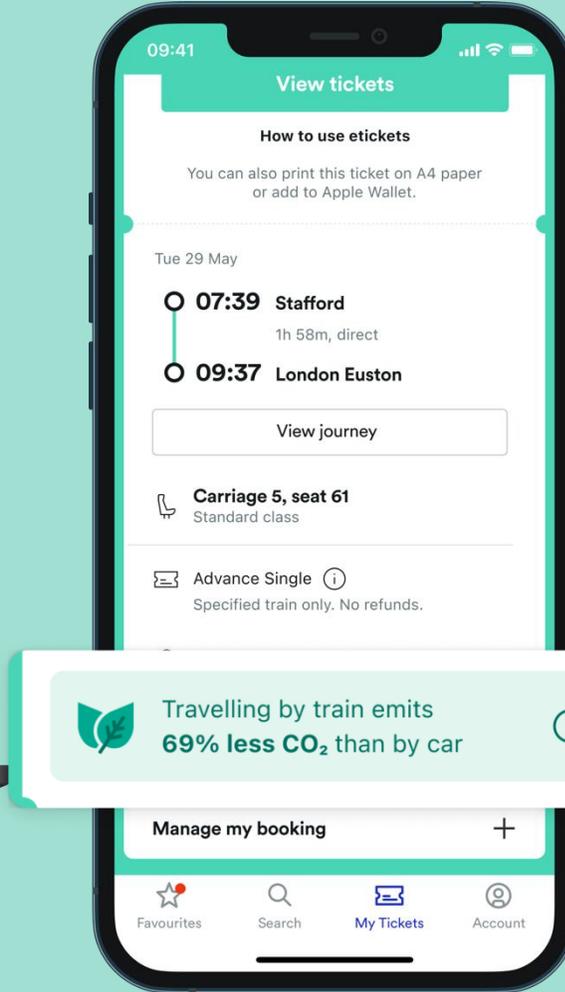
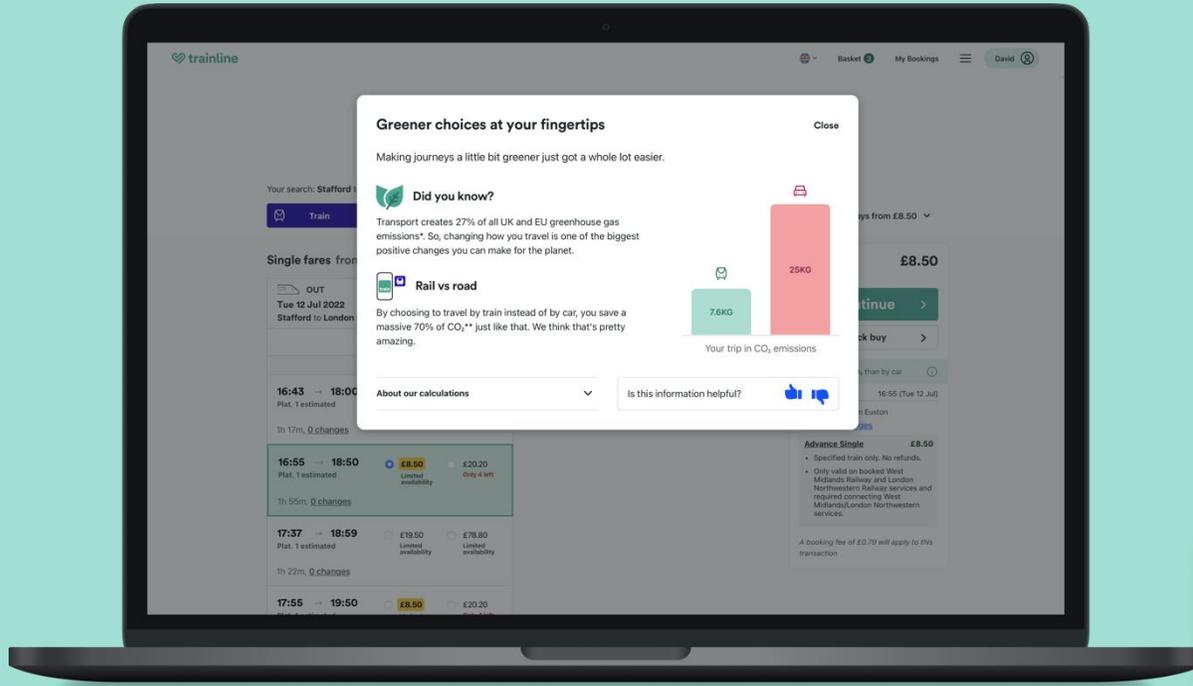


5. Encouraging greener travel habits



**5 million tonne CO₂e
saving from switching 1% of
air and car journeys in UK
to rail¹**

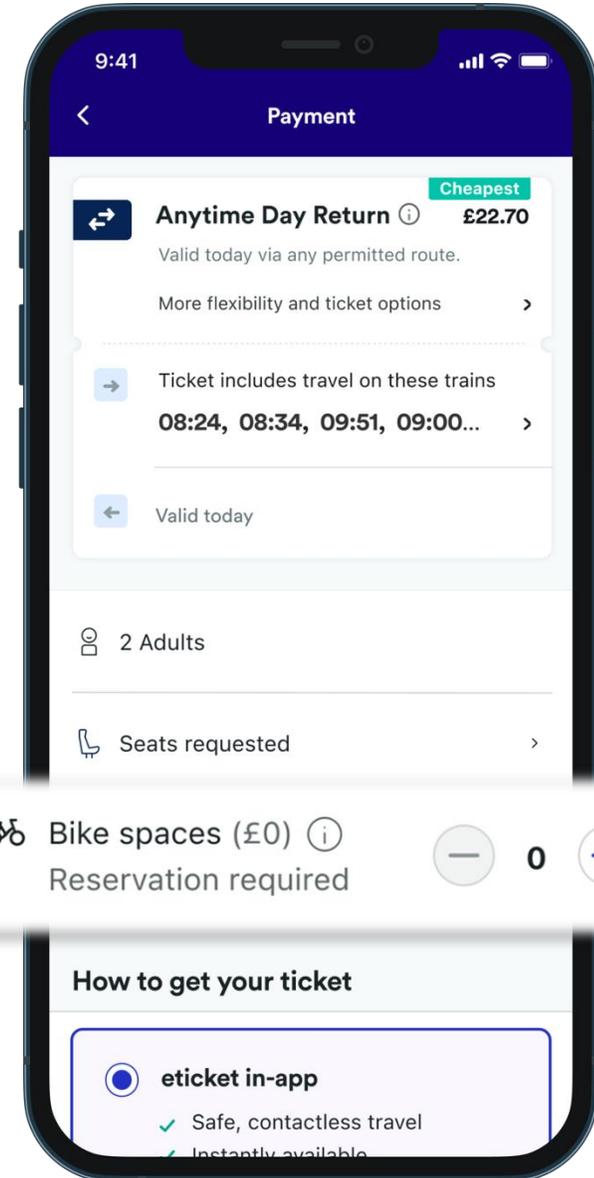
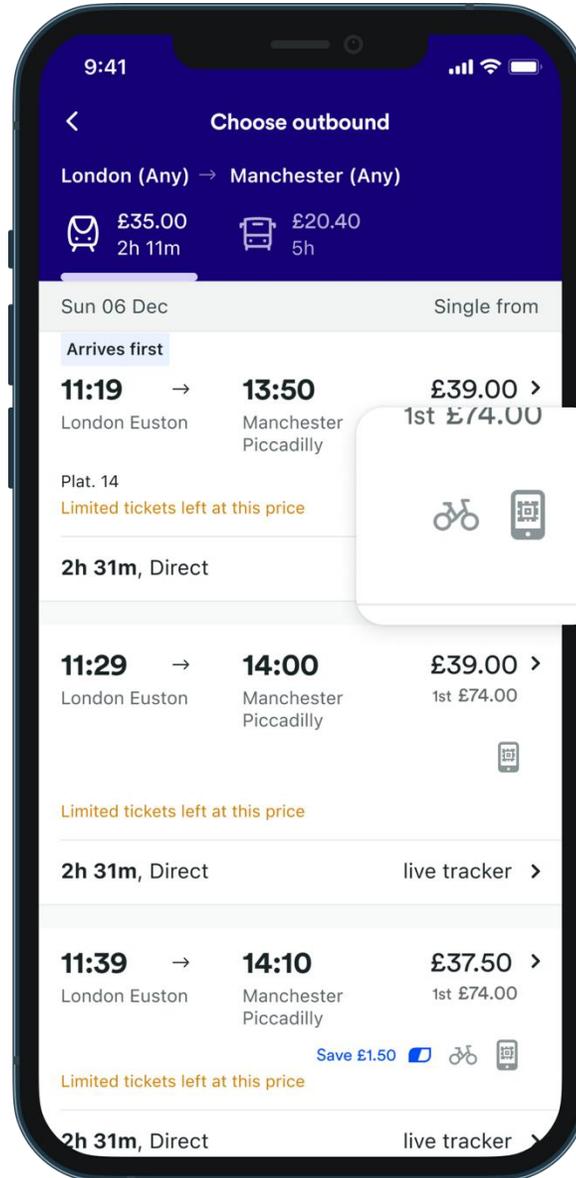
Demystifying emissions



Greener Habits

Helping the 13 million UK cyclists travel easily

- Search extended to find trains allowing bike transportation
- Making the booking of bike as easy as travelling with a suitcase



Intelligence

Intelligence

Smarter Travel : How Trainline's R&D might solve customer needs with our leading intelligence

Sat 13 Oct Single from

Arrives first **Cheapest**

11:40 → **13:46** **£25.00** >
1st £46.00

2h 6m, direct

- view

 price rises to
£30.00 tomorrow

12:00 → **14:05** **£30.00** >
1st £46.00

2h 5m, direct

- view stops  price rises in **3 days**

Price Prediction

Intelligence

Smarter Travel : How Trainline's R&D might solve customer needs with our leading intelligence

Sat 13 Oct Single from

Arrives first **Cheapest**

11:40 → **13:46** **£25.00** >
1st £46.00

2h 6m, direct

view

12:00 → **14:05** **£30.00** >
1st £46.00

2h 5m, direct

view stops price rises in 3 days

price rises to **£30.00 tomorrow**

Price Prediction

06:31

Messages Safari Phone Trainline

London Waterloo to Southampton Central

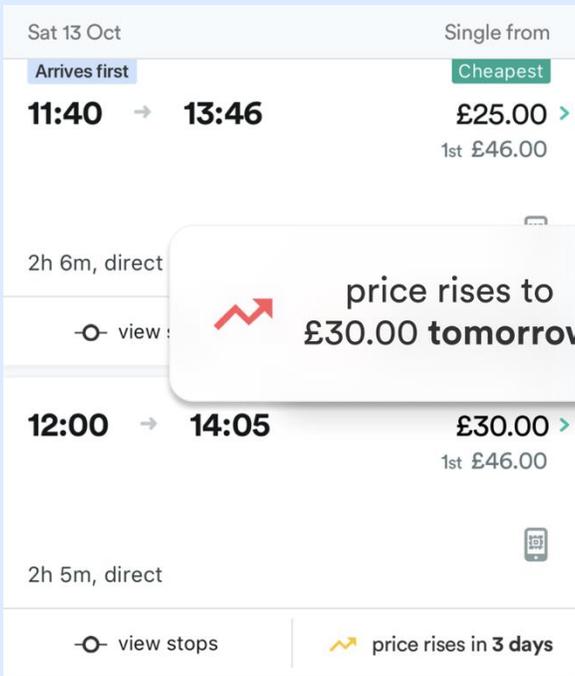
You need to leave early! ⚠️
Major delays on your commute, you can make it if you leave now

07:35 → **08:47** 1h 12m **4**
08:16 **09:27**
To Southampton Central

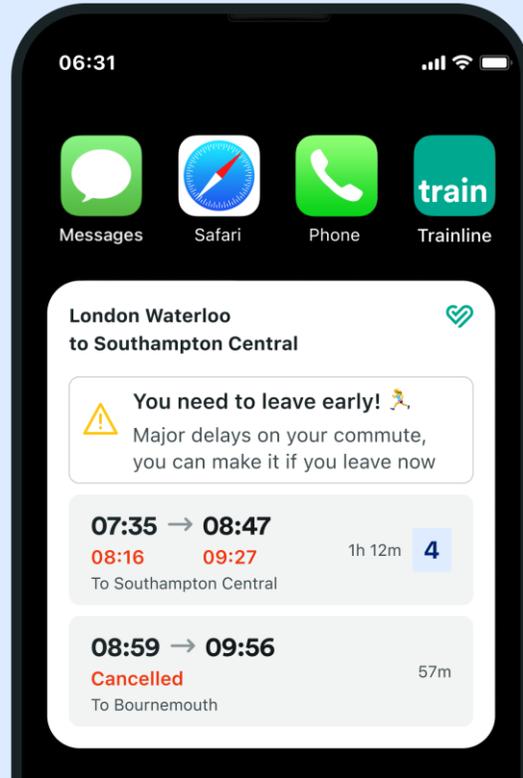
08:59 → **09:56** 57m
Cancelled
To Bournemouth

Smart Commuter Alerts

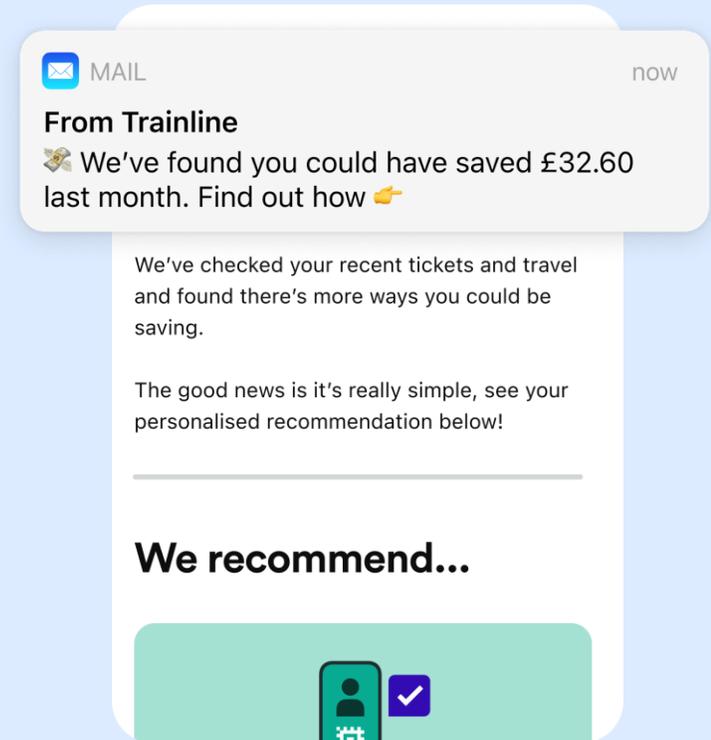
Smarter Travel : How Trainline's R&D might solve customer needs with our leading intelligence



Price Prediction



Smart Commuter Alerts



Intelligent Savings

1



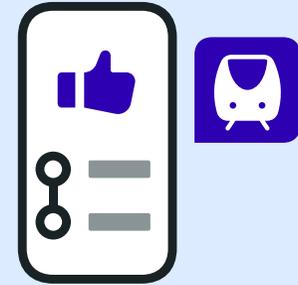
Foundations

2



Differentiated UX

3



Intelligence



Q&A

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