

Thalys' New Fare Range

SOMMAIRE

I. Objectives

II. Presentation of the new fare range

III. Benefits for our customers

IV. Zoom in on...

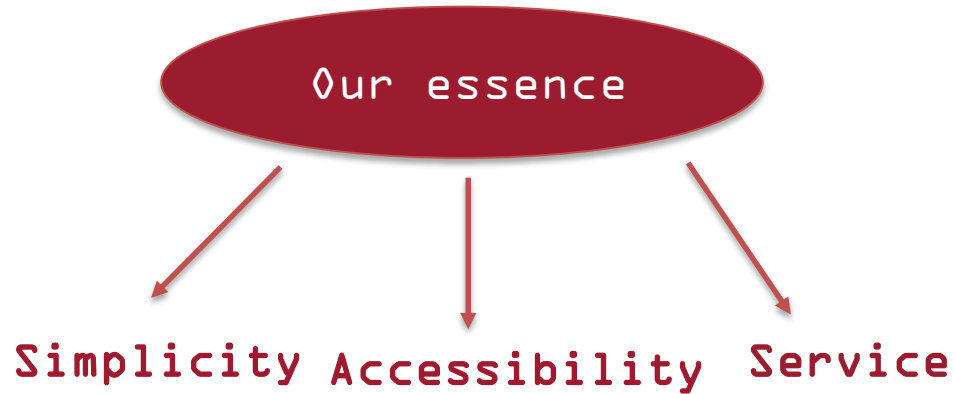
1. The B2B offer has become “Thalys Corporate Fares”
2. Thalys Pass subscriptions
3. The new flexibility conditions
4. Changes of the flexible access
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V. Recap of the new fare range

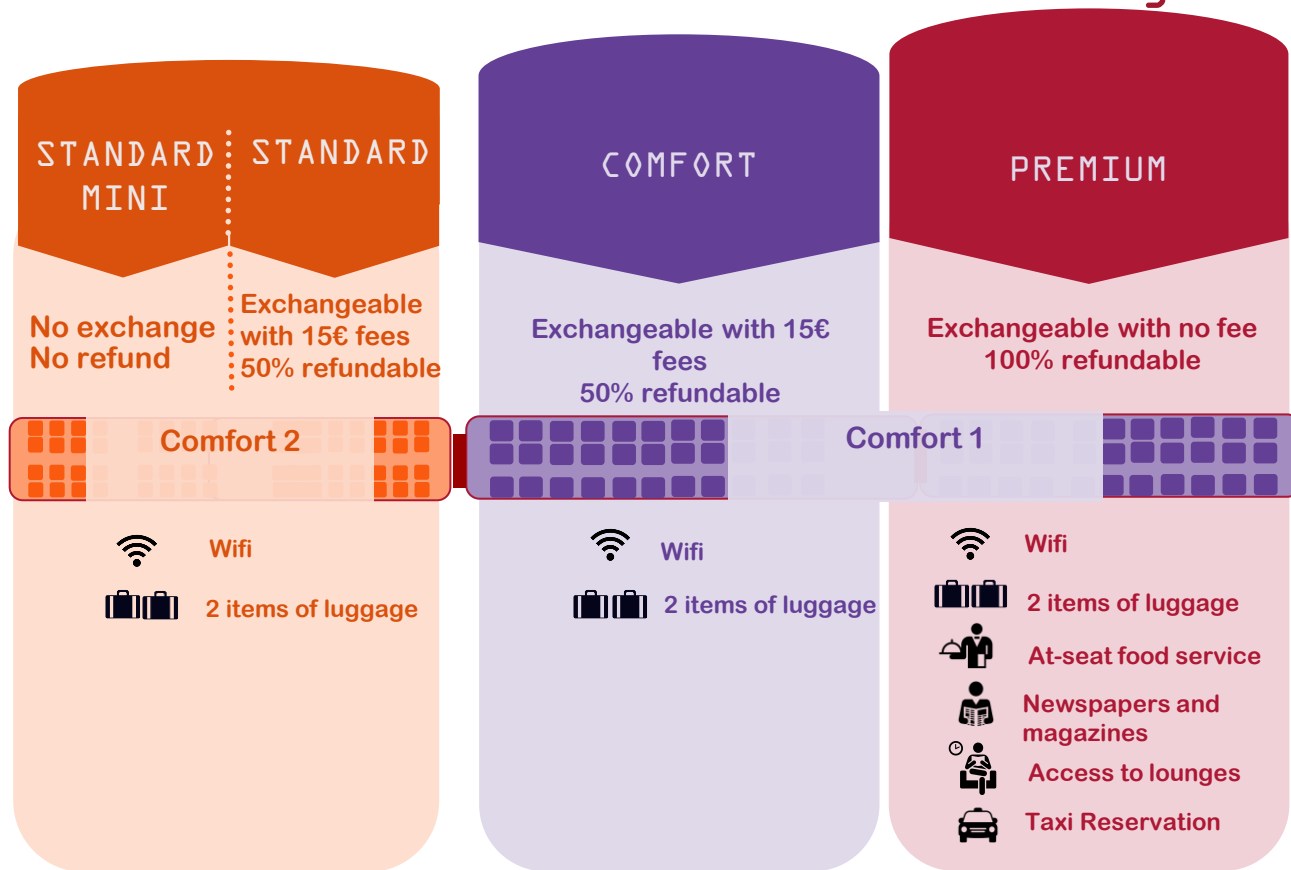
VI. Change management

I - Objectives

To improve our customer satisfaction, as our number 1 priority.



II - Presentation of the new fare range



10/12/2017

Date for the first operations

12/09/2017

Opening date for individual sales

05/09/2017

Opening date for group sales

III - Benefits for the Thalys customers



Improving customer satisfaction and experience
Better matching of customer needs and expectations:



A new "COMFORT" category has been created to allow customers to choose more space and comfort without necessarily associating them with to our package of services

Possibility to exchange at any time, including on the day of departure

Improved services

Youth tickets that take advantage of preferential fares with short notice

An easy-to-understand and more accessible offer thanks to simplified fares and flexible conditions

IV. 1. The B2B offer has become “Thalys Corporate Fares”

The “Classic” and “Advantage” programs disappear in favor of the Thalys Corporate Fares (TCF)



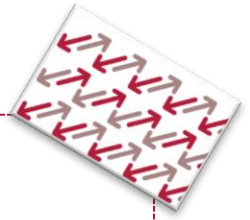
A simpler and more attractive Thalys Corporate Fares offer with advantages dedicated to the corporate clients.

Thalys Corporate Fares (TCF)

NEW

	Level 1	Level 2		Level 3	
Eligibility threshold	As of the 1st trip	As of €10,000 annually at the corporate rate		As of €75,000 annually at the corporate rate	
Eligibility requirements	Have a Vat no (or equivalent) Make bookings through a travel agency or a secure portal of a distributor				
Registration and Support	Quick and easy registration on the thalys.com site			Dedicated account manager	
Discounts	A single discount of 5% in CF1 on a maximum of 2 routes	8% in CF1 and 4% in CF2 on a maximum of 3 routes		Personalised commercial discounts adapted to the consumption of each customer	
Exchange	Unlimited	Unlimited		Unlimited	
Flexible access per day	Yes	Yes		Yes	
Refund up to D+1	100%	100%		100%	
Corporate rates available on products:	Premium	Premium	Standard	Premium	Standard
All Belgian Stations (ABS)	Offered	Offered	€7 supplement	Offered	€7 supplement

IV. 2. Thalys Pass subscriptions



- Withdrawal of TTP WEEKEND and DAS THALYS ABO subscriptions
 - Operations up to 30 September 2018

- ThePass Business and Premium subscriptions have been retained but their names have changed:
 - Thalys THEPASS Business is now **Thalys Frequent Pass**
 - Thalys THEPASS Premium is now **Thalys Premium Pass**



- Improvement of the customer path:
 - Includes unique subscription and loyalty programme

IV. 3. The new flexibility conditions

SIMPLIFIED CONDITIONS

- A single "semi-flexible" level that is **more generous** with exchange fees **on the day of departure**
- Cancellation of the "no flex, semi flex, flex" name to avoid confusion between after-sales conditions and flexible access



	May not be changed	May be exchanged with fee. 50% refund	Maybe changed cost
Public range Statutory	STANDARD Mini Mini YOUTH MINIGROUP TICK UP	STANDARD COMFORT YOUTH TANDARD/PREMIUM SENIOR STANDARD/PREMIUM	PREMIUM YOUTH PREMIUM SENIOR PREMIUM KID
Corporate and			THALYS CORPORATE FARES THALYS FREQUENT PASS THALYS PREMIUM PASS PASS

IV. 4. Changes of the flexible access: The major principles



Reserve this advantage for top

Withdrawal of flexible access:

For TTC Silver customers

For flexible fares in the public range

If the day ticket is a non-refundable/non-exchangeable fare (regardless of the TTC status)

Flexible access is only reserved to:

Gold, Platinum and Platinum+ customers

Corporate Fares clients

Thalys subscribers (Thalys Pass)

Simplify conditions for clients eligible for flexible access

"Full day" flexible access for:

TTC Platinum + clients

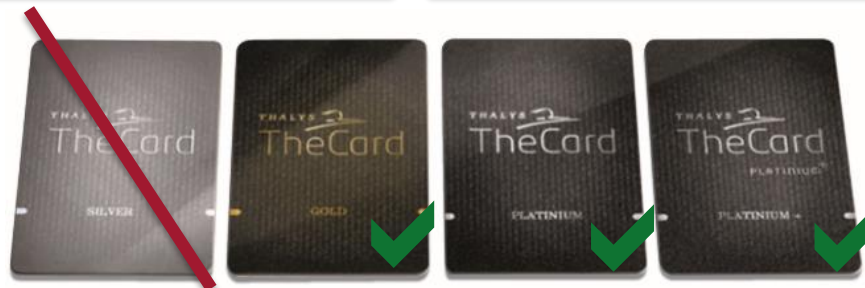
Thalys Corporate Fares clients (CF1+CF2)

Thalys Premium Pass clients

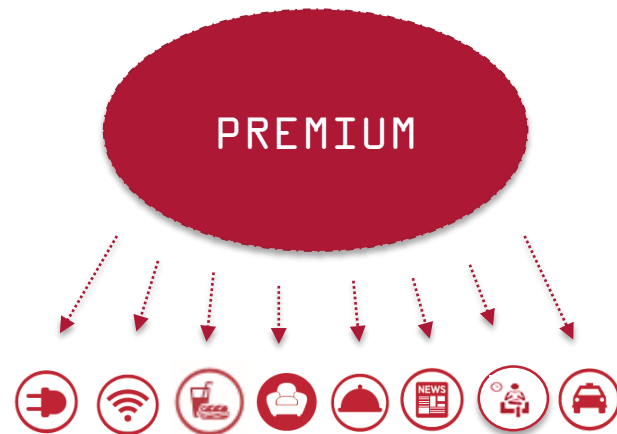
"Previous and next trains" flexible access for:

TTC Gold et Platinum Clients

Thalys Frequent Pass clients



IV. 5. Our services

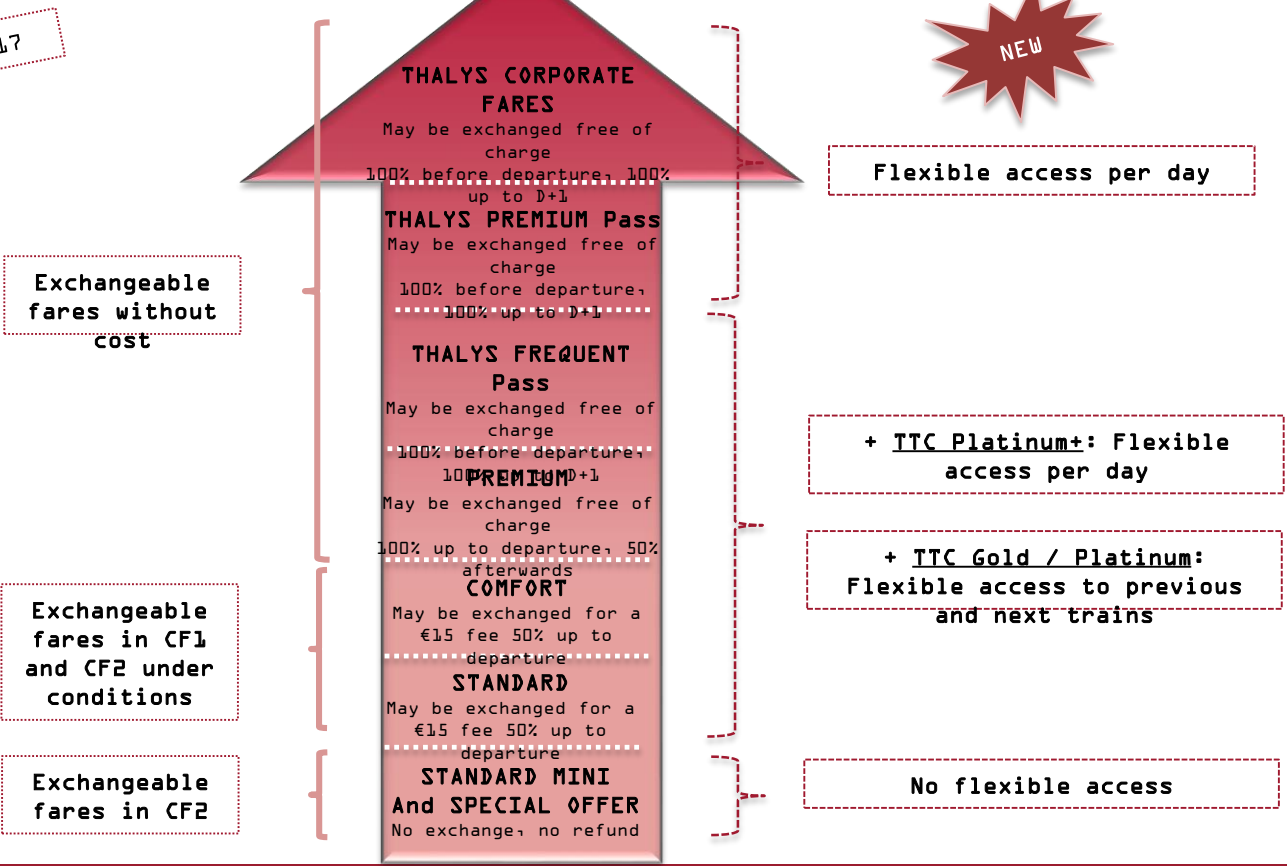


Same baggage allowance: Two pieces of luggage max.
(75 x 53 x 30cm) + one piece of hand luggage

V - Recap

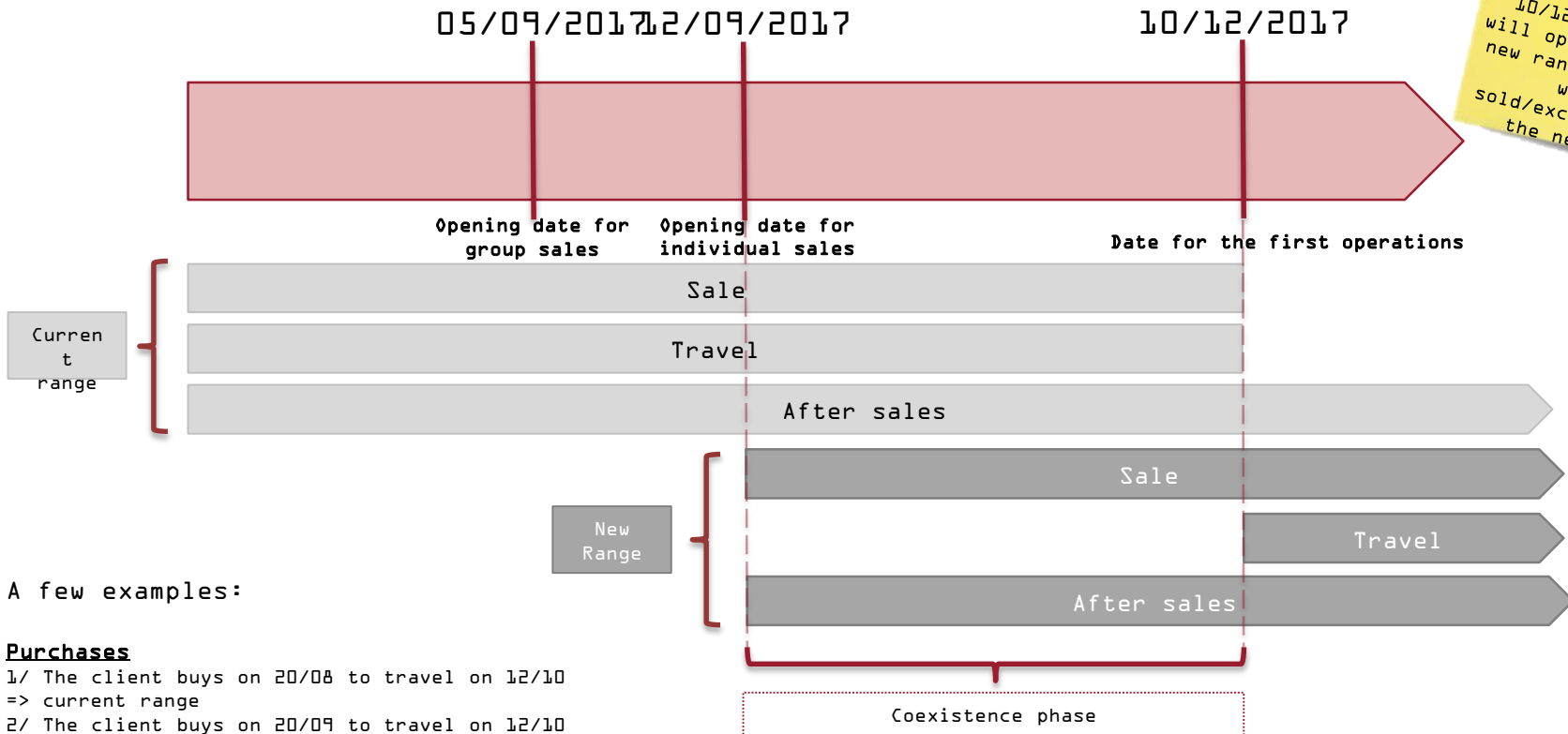
As of 12 September 2017

Thalys range fare



VI- Transition period

The transition takes the form of sales. On 10/12, all trains will operate with the new range. All fares will be sold/exchanged under the new offer.



A few examples:

Purchases

- 1/ The client buys on 20/08 to travel on 12/10
=> current range
- 2/ The client buys on 20/09 to travel on 12/10
=> current range
- 3/ The client buys on 20/09 to travel on 12/12
=> new range

Thank you for your attention.

