

Let's Get Ready to Ride

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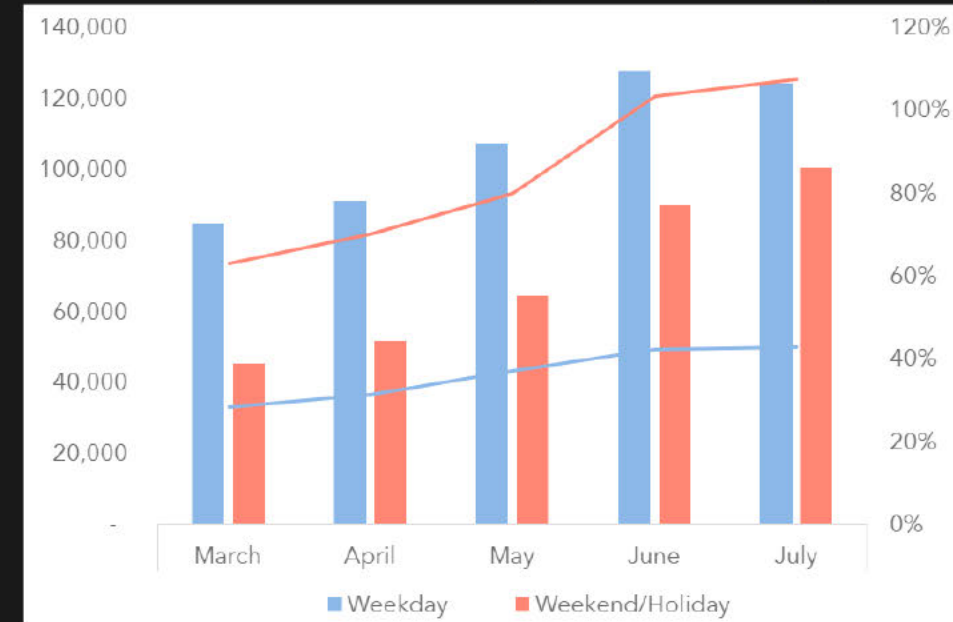
September 8, 2022

EXECUTIVE SUMMARY

AS WEEKDAY RIDERSHIP RECOVERS ON GO & UP TO 49%, WEEKEND RIDERSHIP SOARS TO 102% RECOVERY OF 2019 LEVELS. WE ARE READY TO WELCOME CUSTOMERS BACK TO SCHOOL, WORK AND EXPLORING THE REGION

- GO Transit ridership reached 49% recovery and UP Express reached 58% recovery (compared to 2019 pre-pandemic levels) in July 2022, with weekend ridership recovery at 102.2% on GO & UP
- Overall bus weekend ridership recovered at 88%, with new GO Bus explore destinations to Toronto Premium Outlets, St Jacobs, Toronto Zoo and Canada's Wonderland
- E-tickets and Passes exceed 1 million, growing in customer popularity for leisure trips, tourism, and returning sports & concert events
- Digital Weekday Group passes launch to customer positive reception and ridership growth leading
- Return to Office program supported 84 organizations with a convenient and flexible pass for employees returning to the workplace
- The launch of PRESTO Contactless Payment, fall 'GO Beyond' campaign & events, new experiences & amenities will build ridership momentum

GO & UP Ridership and Recovery



A SIZZLING SUMMER OF EVENTS AND PROMOTIONS GREW RIDERSHIP

PARKING LOT ACTIVATIONS



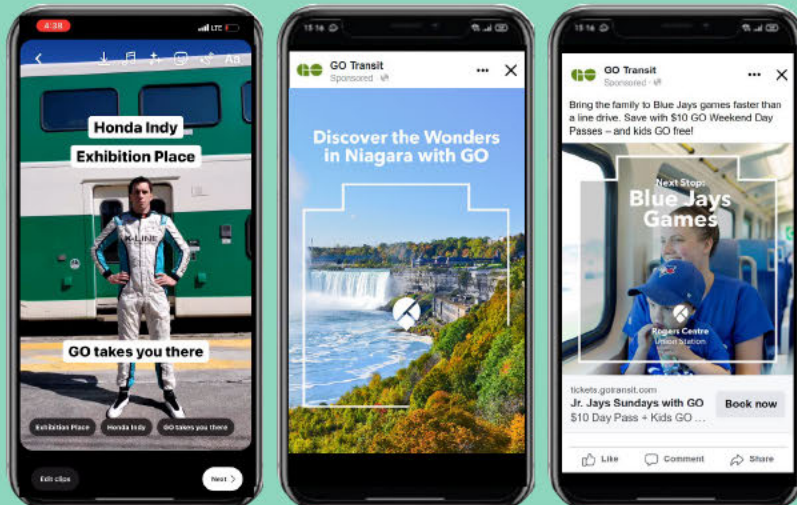
GO BEYOND POP UPS ACROSS GTA



MULTICULTURAL EVENTS SUPPORT



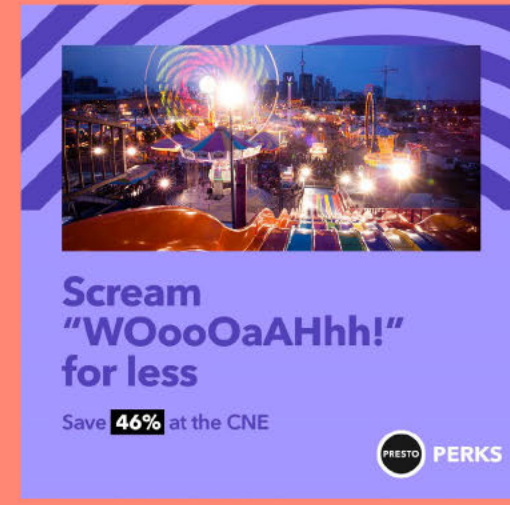
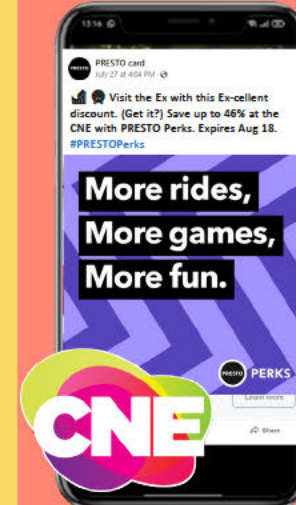
GO BEYOND & FUN EVENT CAMPAIGNS



BRANDED PARTNERSHIPS



40 PERKS GIVE MORE VALUE TO GO



CELEBRATING THE BEST OF OUR DIVERSE COMMUNITIES

CELEBRATING PRIDE



CARIBBEAN CARNIVAL



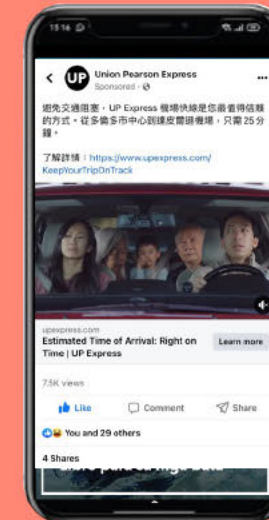
MULTICULTURAL CAMPAIGNS



NEW EVENT PARTNERS



REACHING NEW CANADIANS



PRESTO CONTACTLESS PAYMENT LAUNCH MAKES TRAVEL EASIER

METROLINX PR 36M VIEWS



CAMPAIGN LIVE AUGUST 11



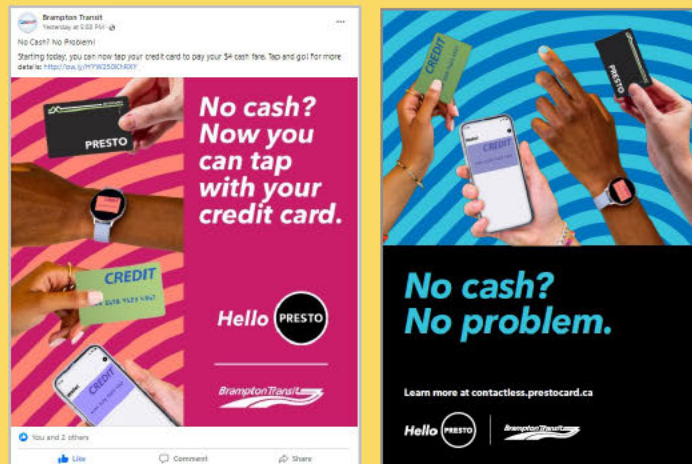
500+ ENGAGEMENTS AT UNION STATION



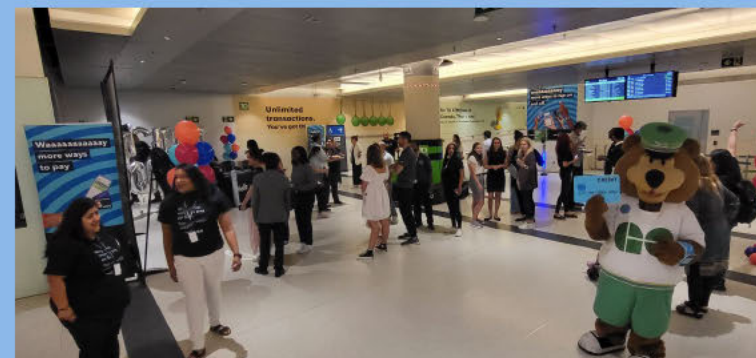
VISA LAUNCH PARTNERSHIP



SELECT 905 TRANSIT AGENCY INTEGRATION

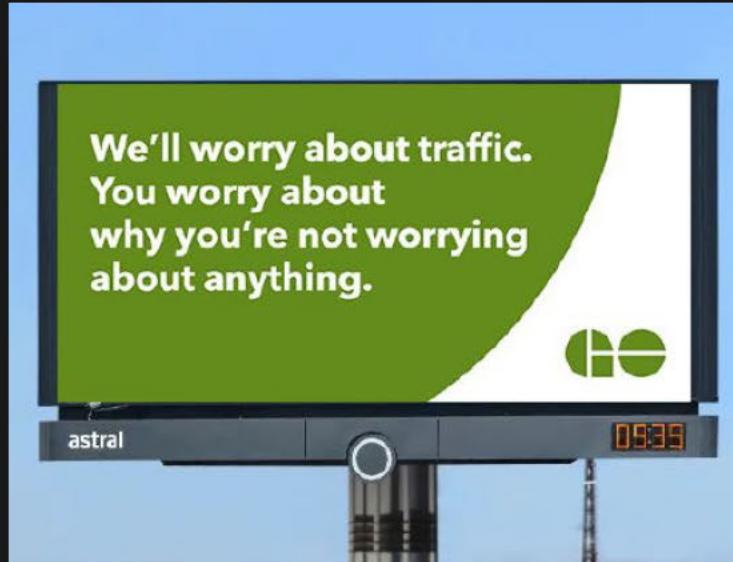


PRESTO TEAM AMBASSADORS



READY TO RETURN TO ROUTINES, SCHOOL & TRAVEL ACROSS THE REGION

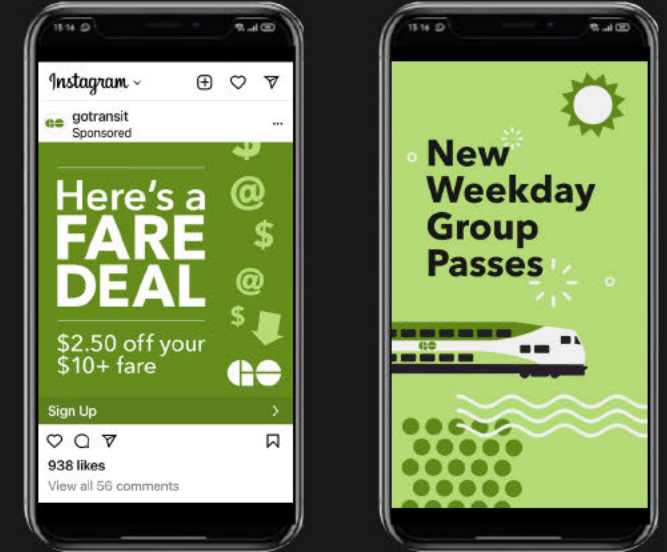
GO COMMUTER CAMPAIGN



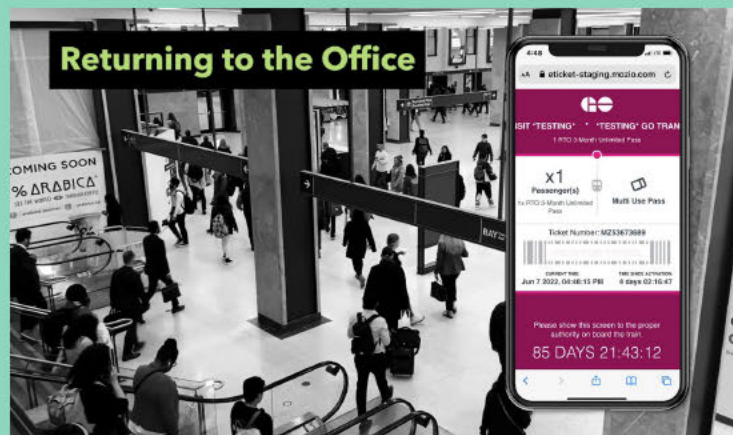
MORE SAVINGS WITH PRESTO PERKS



E-TICKETS & PASSES



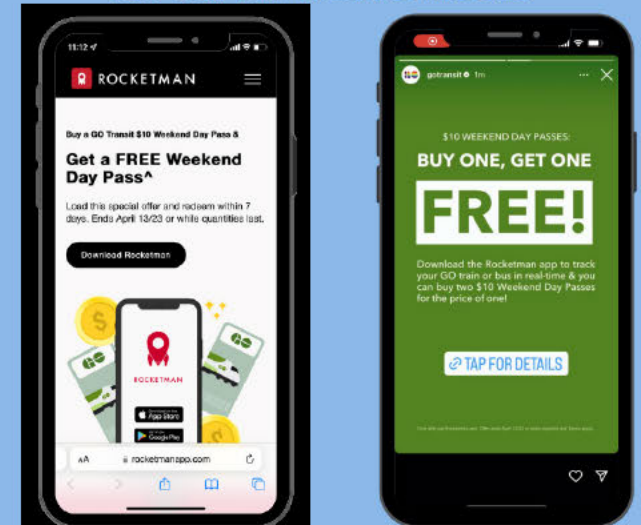
BUSINESS PARTNERSHIPS



GO GEN Z CAMPAIGN



SPECIAL PROMOTIONS



DELIVERING NEW AND REWARDING EXPERIENCES & AMENITIES

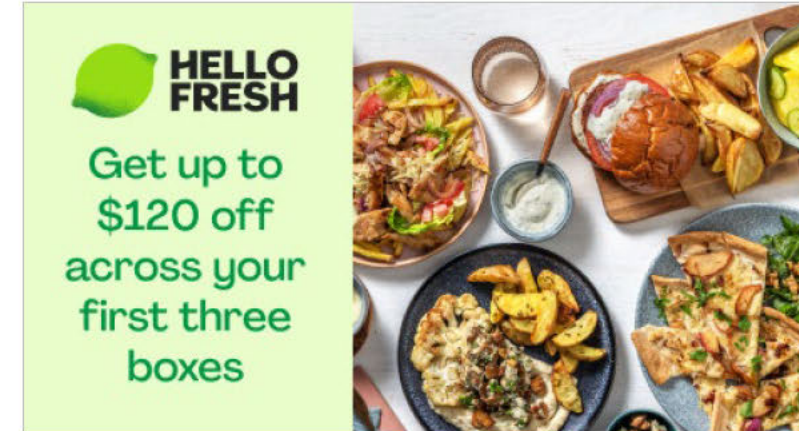
RETURNING PARTNERSHIPS



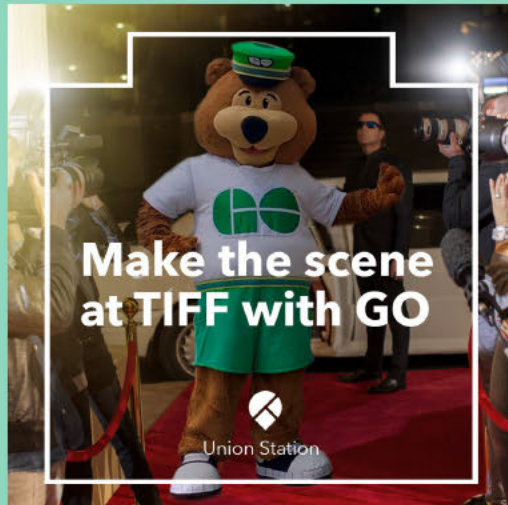
COLLECTIBLE PRESTO CARDS



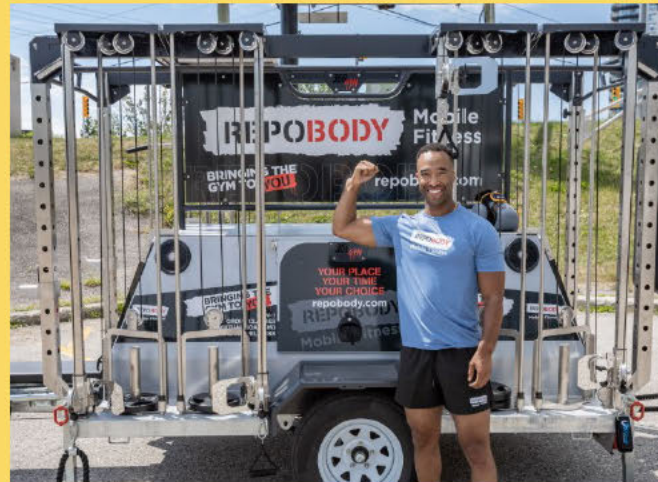
NEW PERKS PARTNERS



GO BEYOND FALL CAMPAIGN



GET FIT AT PICKERING & WHITBY GO



NEW VENDING OFFERINGS



