

Let's Get Ready to Ride

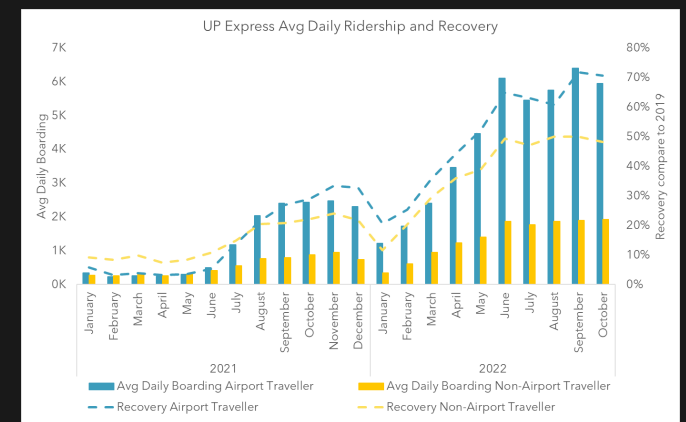
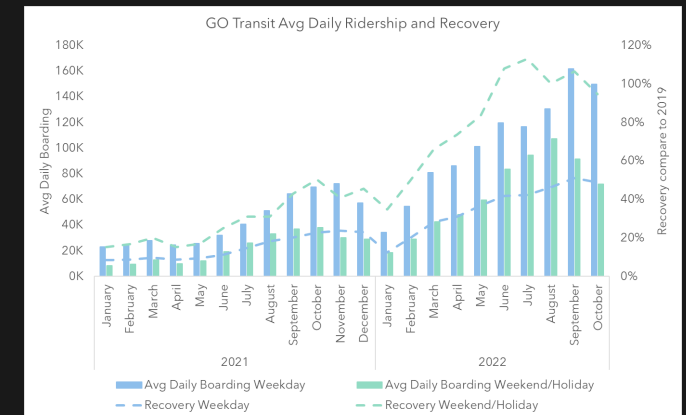
Sharyn Byrne-Nearing; Vice President, Brand Digital & Product Marketing
Rick Radovski; Vice President Sales, Non-Fare Revenue and Partnerships

EXECUTIVE SUMMARY

AS RIDERSHIP RECOVERS ON GO & UP TO 59.5% AND RIDERSHIP SHIFTS FROM SUMMER EVENTS, WE WELCOME CUSTOMERS BACK TO SCHOOL, WORK AND REGIONAL EXPLORATION

- GO Transit ridership reached 59.2% recovery* and UP Express reached recovery 64.7% (compared to 2019 pre-pandemic) in September 2022, with weekend ridership recovery at 93.6% on GO
- In September, Youth & Post Secondary PRESTO ridership recovered to 78.6%, as a result of customer demand initiatives for youth/post-secondary pricing and back to school activations at colleges and universities
- Overall bus weekend ridership recovered at 86.3% in September
- E-Tickets and Passes reach 1.78 million (April 1-Oct 09), growing in customer popularity for leisure trips, tourism, and returning sports & concert events
- PRESTO Perks reached 79% customer satisfaction with 74,497 redemptions
- The Return to Office program saw participation from 99 organizations

GO & UP Ridership and Recovery



*Airport traveller: customer's trip start from/end at Pearson Airport

* Larger graphs available in Appendix

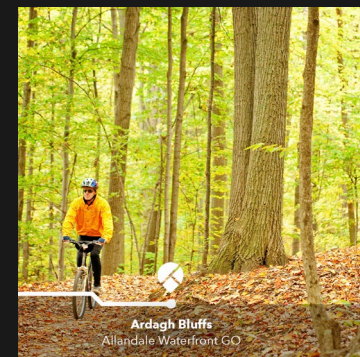
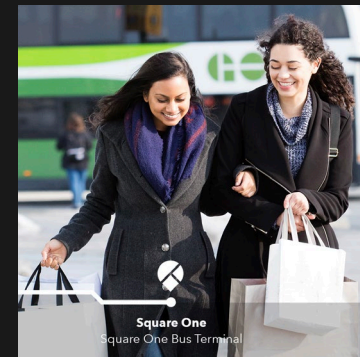
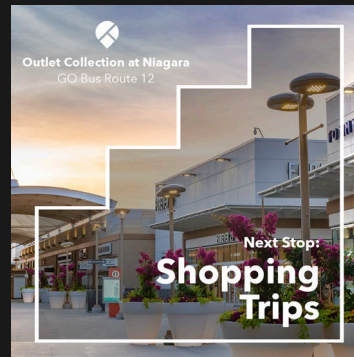
*Recovery numbers are ratio of Sept 2022 to Sept 2019 ridership in %

A FABULOUS FALL OF EVENTS AND DESTINATIONS

GO RIDERS ON TIKTOK



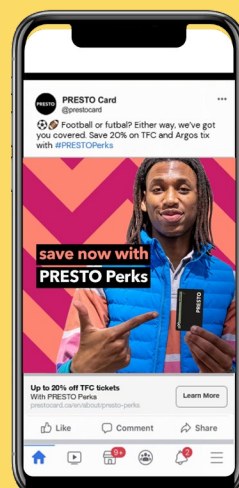
GO BEYOND ENCOURAGES NEW TRIPS



GO BEYOND POP UPS ACROSS GTHA



PRESTO PERKS PROVIDE SAVINGS!



GO WI-FI PLUS ACTIVATIONS



HELPING OUR CUSTOMERS GET BACK TO SCHOOL AND BUSINESS

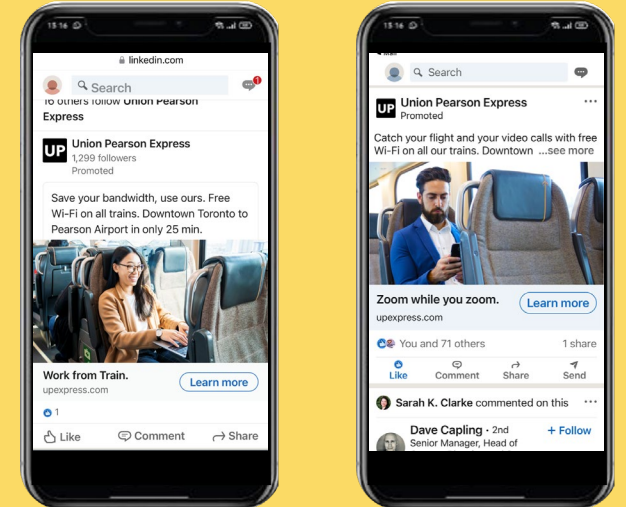
GO COMMUTER CAMPAIGN



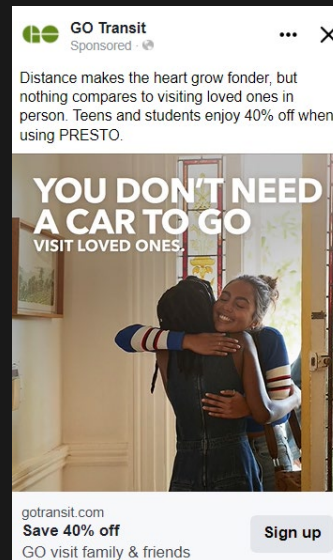
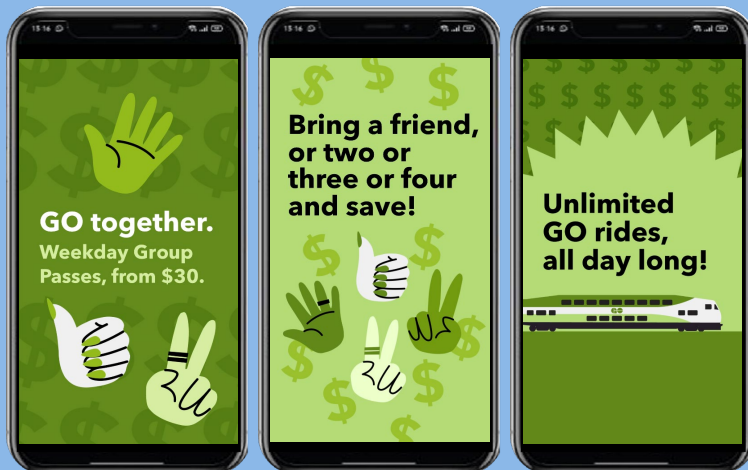
GO GEN Z CAMPAIGN & CAMPUS ACTIVATIONS



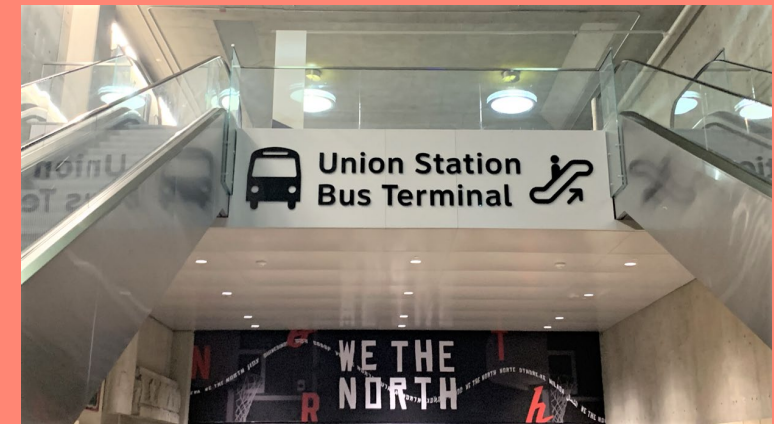
UP EXPRESS BUSINESS TRAVELLER



GO WEEKDAY GROUP PASSES



NEW WAYFINDING TO UNION STATION BUS TERMINAL



ENHANCING CUSTOMER EXPERIENCE THROUGH PARTNER INTEGRATION

LEGIBLE REACHES GO READERS



AMEX PRESTO CONTACTLESS PROMOTION



IMMERSIVE LIGHTS FOR HALLOWEEN AT MEADOWVALE GO



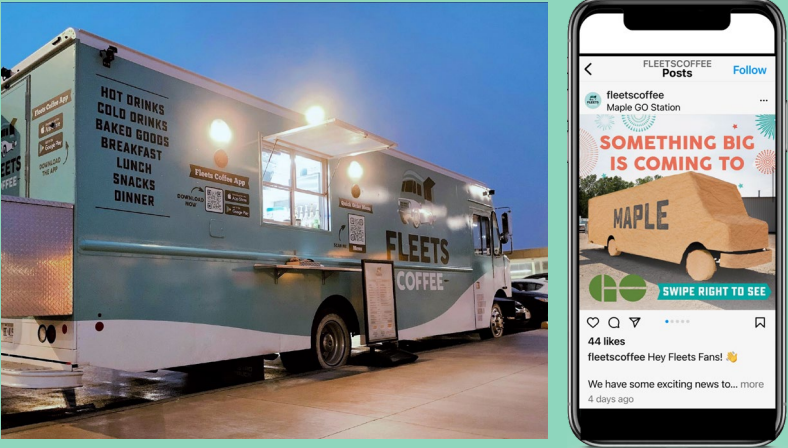
PUROLATOR CONTINUED PARTNERSHIP



DAILY BLENDS VENDING ROLLS OUT



FLEETS COFFEE EXPANDS TO UNIONVILLE AND MAPLE GO



PERKING YOU UP THROUGH THE HOLIDAYS!

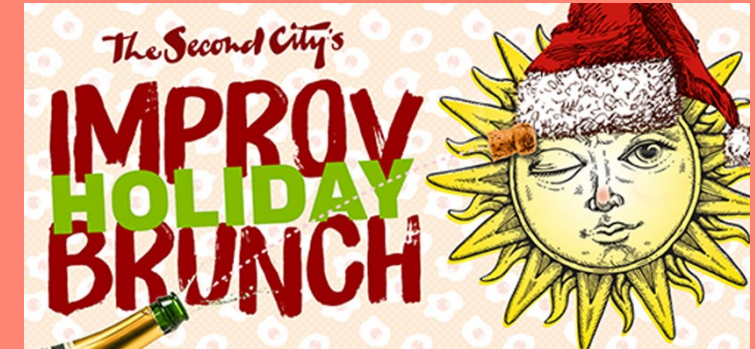
MLSE IS ON THE PERKS TEAM



SANTA IS COMING TO BLACK CREEK PIONEER VILLAGE



CURTAIN'S UP ON SECOND CITY

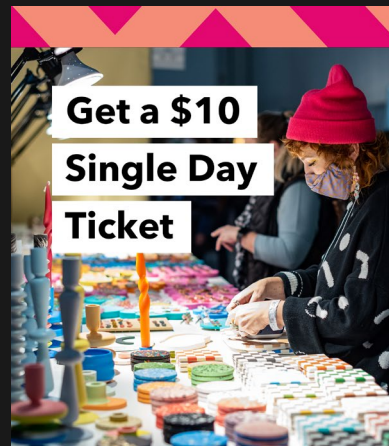


The Second City

WINTER FUN AT CHICOPEE TUBE PARK



ONE OF A KIND WINTER SHOW PERK



Get a \$10
Single Day
Ticket

Save at One of a Kind
Winter Show with
PRESTO Perks

Show your PRESTO card at the show
when attending on Transit Day -
Wednesday, November 30.

Visit prestocard.ca/perks

One of
A Kind



PERK

PRESTO PERKS BRINGS HOLIDAY LIGHTS



LIGHTS ON
STRATFORD
WINTER FESTIVAL OF LIGHTS

DEC 16 2022 - JAN 27 2023
5:00PM - 10:00PM NIGHTLY
FREE TO THE PUBLIC
LIGHTSONSTRATFORD.CA

lightsonstratford.ca

Enjoy the award winning festival that will once again
transform Stratford's heritage downtown with a Light Trail
of luminous art and interactive light installations.

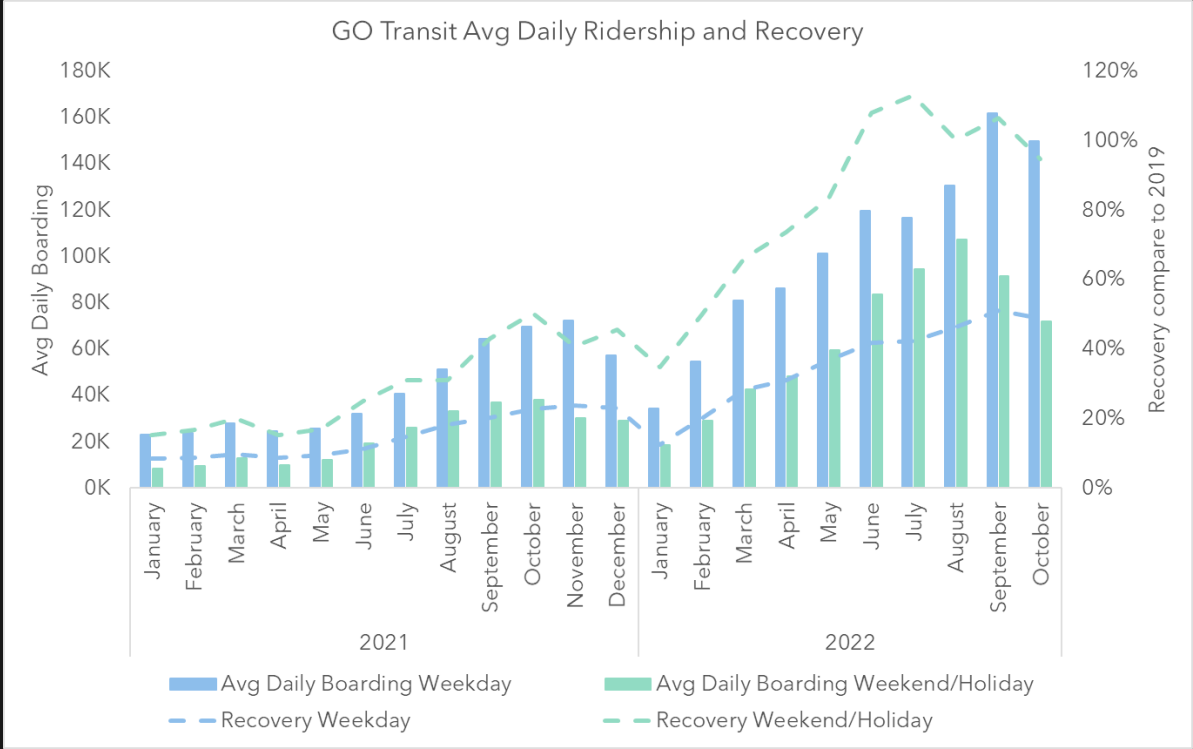
Travel to Stratford with GO Transit



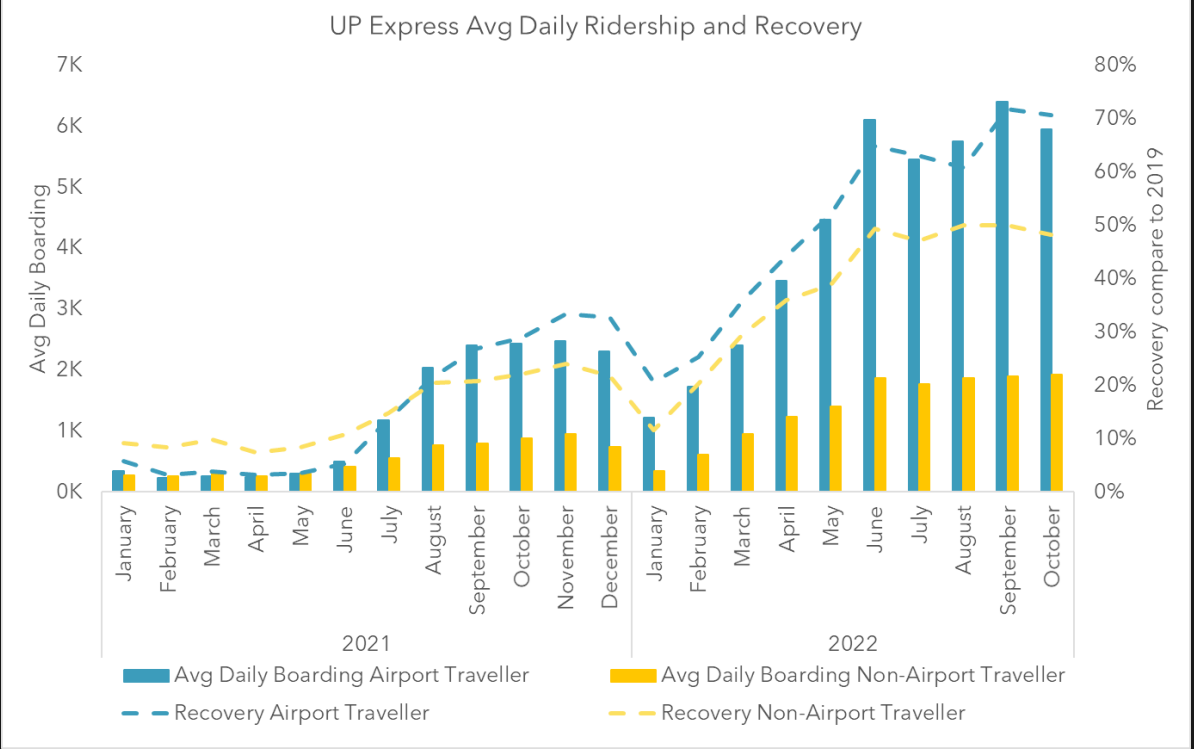
Appendix

APPENDIX: GO & UP RIDERSHIP AND RECOVERY

GO TRANSIT RIDERSHIP RECOVERY



UP EXPRESS RIDERSHIP RECOVERY



*Airport traveller: customer's trip start from/end at Pearson Airport

