

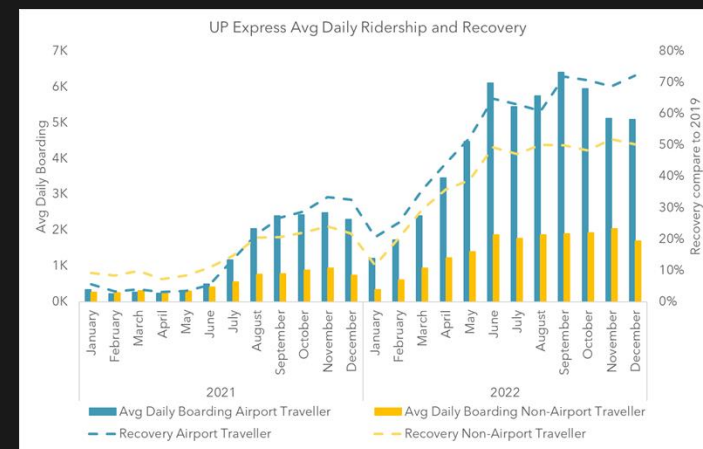
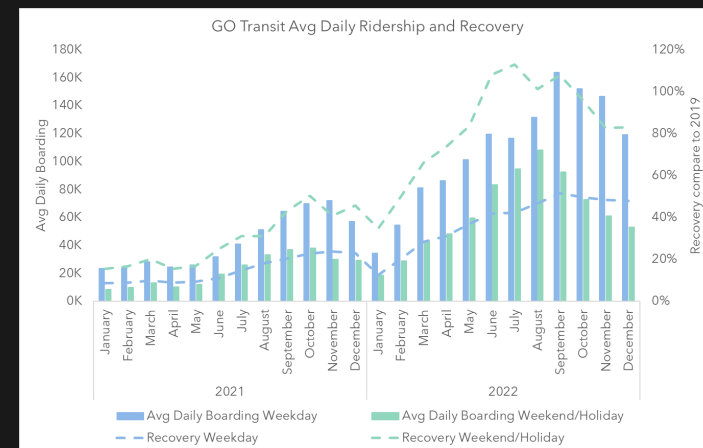
Let's Get Ready to Ride

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

GO TRANSIT AND UP EXPRESS RIDERSHIP RECOVERY INCREASED TO 54% IN DECEMBER WITH FURTHER ADVANCES IN JANUARY, AS WE CONTINUE TO FOCUS ON ENCOURAGING TRIP FREQUENCY

- GO Transit ridership reached 53.3% recovery* and UP Express reached recovery 64.9% (compared to 2019 pre-pandemic) in December 2022
- Reinstated express services and trip time savings on Kitchener and Lakeshore West corridors have increased average daily ridership +5.2% and +9.4% respectively
- Supported by 57 PRESTO Perks and GO Beyond weekend ridership recovered to 84.2% on GO and 91.4% Leading into the holiday
- Youth & Post Secondary PRESTO ridership recovered to 84% weekday and 100% weekend
- Group Passes gained in popularity to support fall and winter leisure trips & support of Diwali saw a +31% lift pre/post
- Brand partnerships, activations enhanced the customer trip experience and supported customer satisfaction and loyalty

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 December 2022 to December 2019 ridership in %

CONVENIENT AND ACCESSIBLE PROMOTIONS & NEW WAYS TO PAY ENHANCE THE CUSTOMER JOURNEY

EASILY TAP WITH CREDIT ON EVEN MORE TRANSIT AGENCIES



No cash? No problem.
Say hello to more ways to pay for transit.

contactless.prestocard.ca



GO WEEKEND PASSES



MORE PRESTO PERKS EXPERIENCES AND SAVINGS

TURN AN AVERAGE DAY

PRESTO
PERKS



**GIVE ANY DAY
A PERK ME UP** PRESTO
PERKS

BREAKING THROUGH WITH 40% OFF FOR YOUTH AND STUDENTS



KIDS GO FREE "TOY PASS" ACTIVATION

Kids GO free.
Now their favourite
toy can too.



Bring your child's favourite toy along for every ride with its own official GO Toy Pass. Get it February 18 at Union Station, York Concourse.

Visit gotransit.com/toypass

Get to your
tea parties on time.

Kids GO Free.
Now their favourite toy can too.



Bring your child's favourite toy along for every ride with its own official GO Toy Pass. Get it February 18 at Union Station, York Concourse.

Visit gotransit.com/toypass

SCHEDULE FLEXIBILITY, DESTINATION & EVENT PROMOTIONS AMPLIFIED RIDERSHIP RECOVERY

GO EXPLORING



SAVING WITH GO



ADDING MORE SERVICE

RUSH HOUR JUST GOT BETTER WITH MORE EXPRESS TRAINS!



Starting **December 5**, we're bringing back
more express rush hour service at this station.

gotransit.com/schedulechanges



LUNAR NEW YEAR CELEBRATIONS



TAKE GO TO THE AUTOSHOW



TAKE GO TRANSIT TO THE SHOW & SAVE!

AUTOSHOW + GO COMBO TICKETS ARE AVAILABLE ONLINE AT AUTOSHOW.CA



THE CANADIAN
INTERNATIONAL AUTOSHOW
17-26 FEB 2023
METRO TORONTO
CONVENTION CENTRE
NORTH AND SOUTH BUILDINGS

TAKE THE GO TO YOUR
NEXT EXOTIC LOCATION



MCLAREN ELVA

*VEHICLE MAY NOT BE EXACTLY AS SHOWN

BUILDING CUSTOMER ENGAGEMENT THROUGH PARTNER EXPERIENCES

QUALITY & CONVENIENCE FOR BURLINGTON GO RIDERS



METROLINX POP UP STORE SERVING UP LAST MINUTE GIFT GIVING



THE BAY & TORONTO RAPTORS SURPRISE & DELIGHT RIDERS ON GO



AMEX REWARDING RIDERS FOR 'TAPPING' TO SUPPORT CONTACTLESS



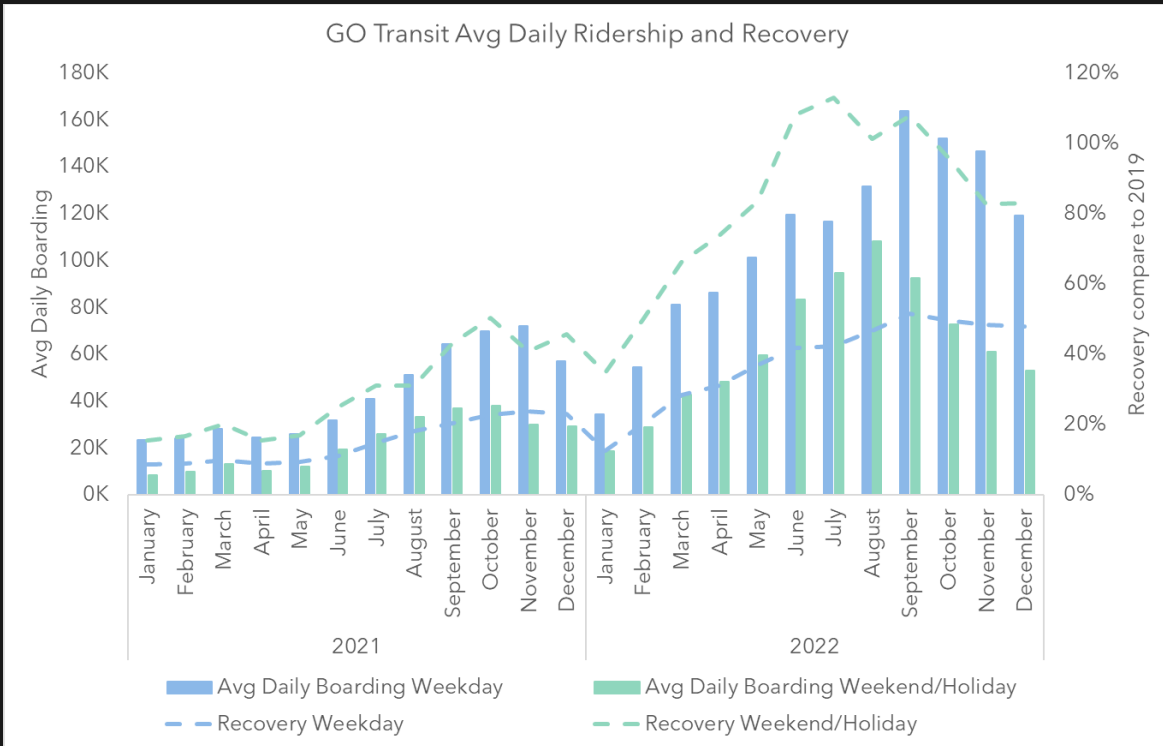
VENDING EXPANSION 26 GO STATIONS



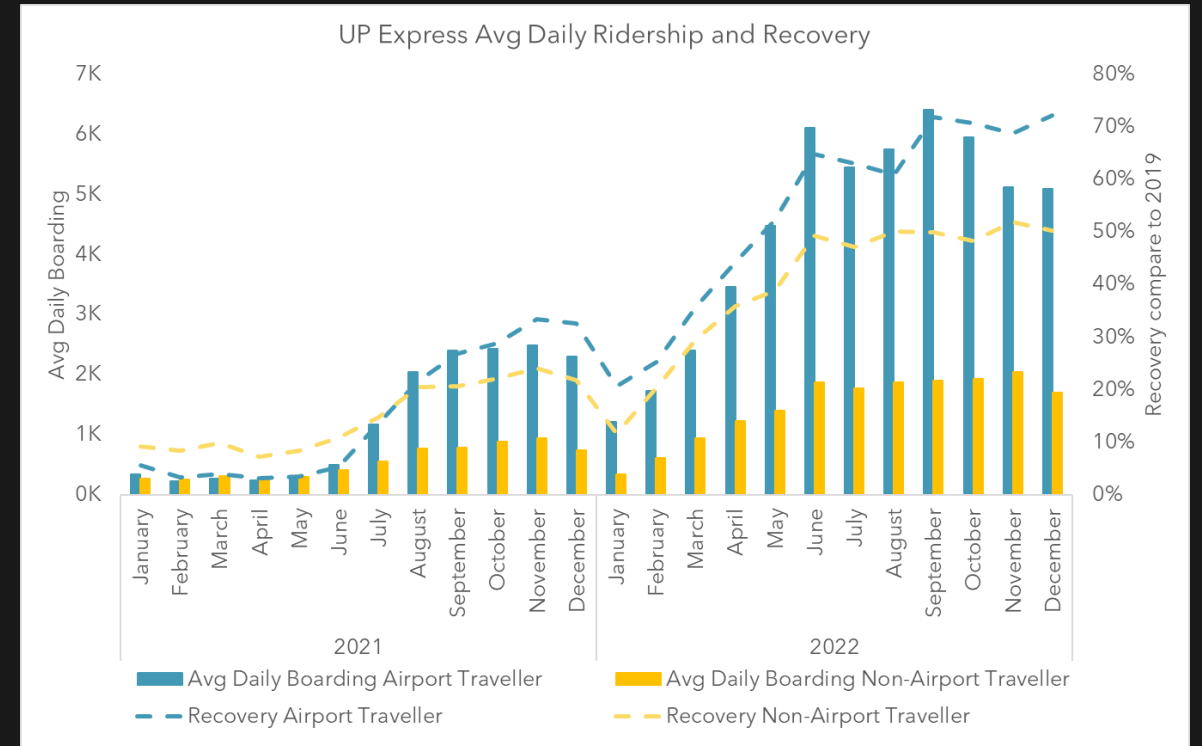
Appendix

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

