

Enjoy the Ride

Mark Childs: Chief Marketing Officer

June 27, 2024

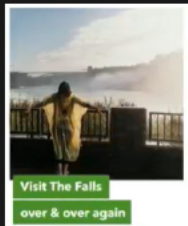
EXECUTIVE SUMMARY

FISCAL YEAR END GO RIDERSHIP RECOVERED TO A HIGH OF 82.5% AND 91.8% FOR UP EXPRESS.

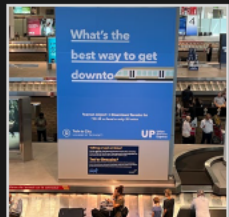
ALIGNED TO 4 GROWTH PILLARS, SERVICE FREQUENCY INCLUDING MIDDAY AND SPORTS, CONCERT & CULTURAL EVENT DEMAND GENERATION CONTINUE TO BOOST APRIL GO RECOVERY TO 84.2% AND MOMENTUM INTO THE SUMMER

TOURISM & LEISURE MOMENTUM

132%
Weekend recovery



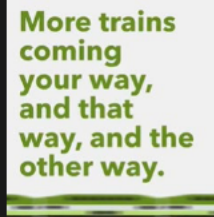
+55%
Niagara vs. year ago



95%
UP airport recovery

RETURNED RIDER FREQUENCY

+29%
unique riders vs. 2019

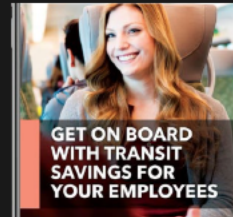


One Fare
launch

Gen Z
+71%
vs. year ago

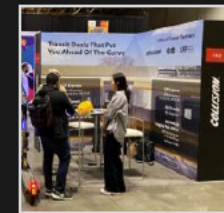


INCREASE BUSINESS TRAVEL & COMMUTERS

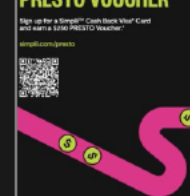


67% Peak outpaces office occupancy

+70%
Conference & Events

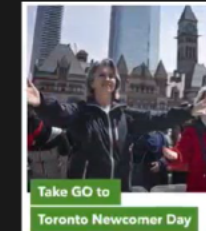


EARN A \$250 PRESTO VOUCHER*



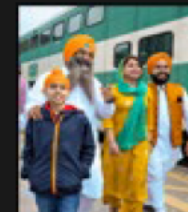
new & extended
Partner
offers

PULL IN NEW AUDIENCES



Newcomer
Day & campaign launch

+20K
in-language web visits

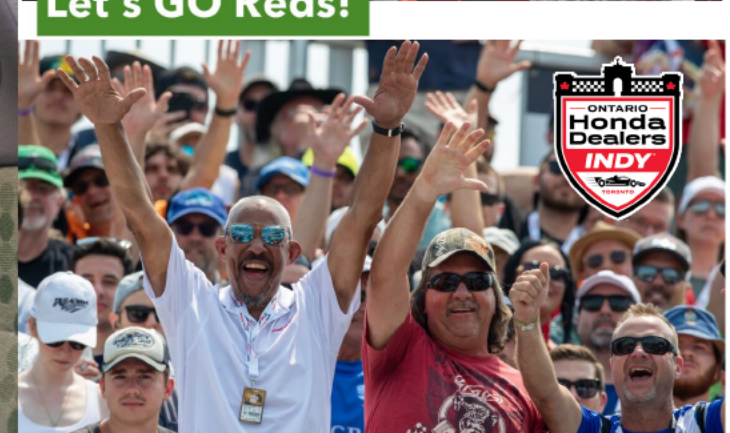


Khalsa Day
+7K
ridership

VIBRANT NIAGARA RIDERSHIP & 24 EVENTS ACROSS THE REGION THROUGH THE SUMMER



GO & UP ARE THE CONVENIENT WAY TO GET TO 140 GAMES AND MAJOR SPORTS EVENTS

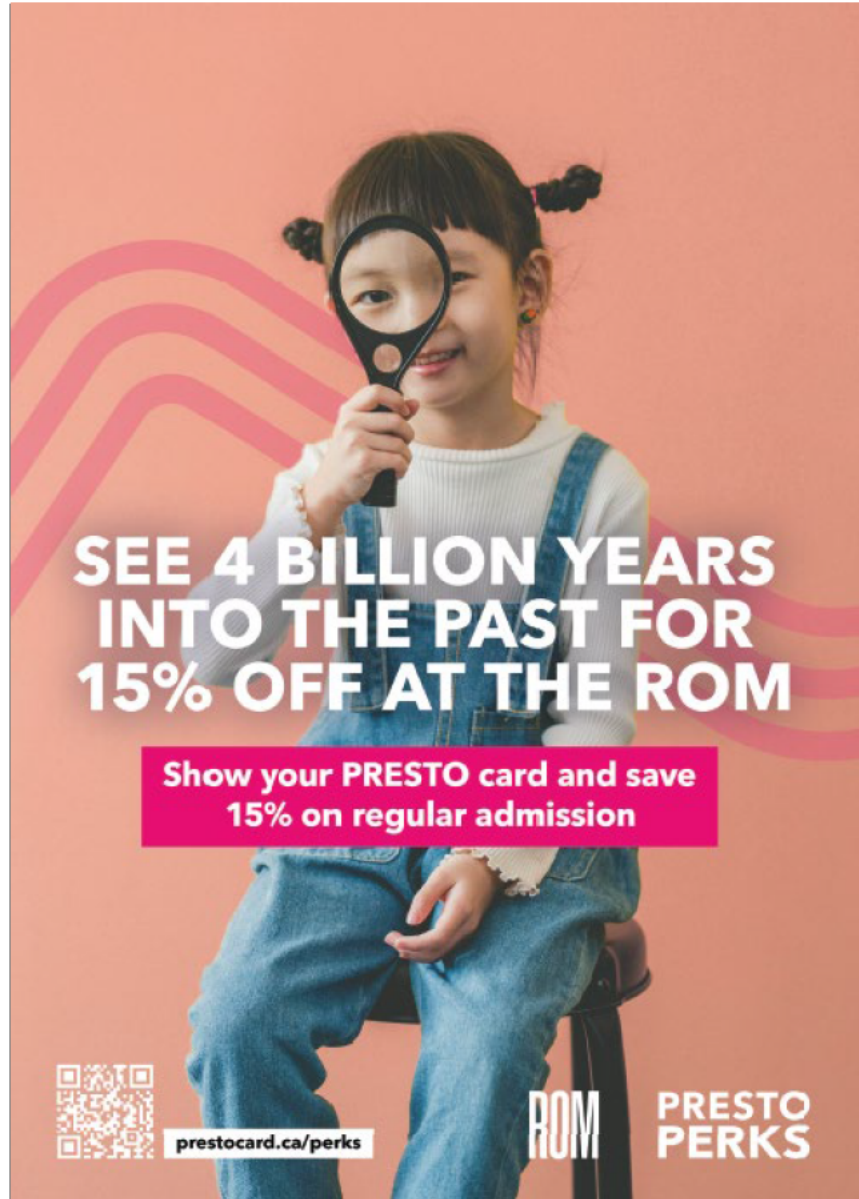


A promotional graphic for "CRICKET NIGHT AT THE PARK" at Rogers Centre. It features the Toronto Blue Jays logo on the left and the event title in a stylized font on the right. Below the title, it says "PRESENTED BY: TD" with the TD logo. At the bottom, it says "10 May | Rogers Centre".

BRANDED EXPERIENCES WITH 29 ACTIVATIONS AT SIGNATURE EVENTS






SAVE ON FAMILY FUN THIS SUMMER WITH OVER 70 PRESTO PERKS OFFERS



SEE 4 BILLION YEARS INTO THE PAST FOR 15% OFF AT THE ROM

Show your PRESTO card and save 15% on regular admission

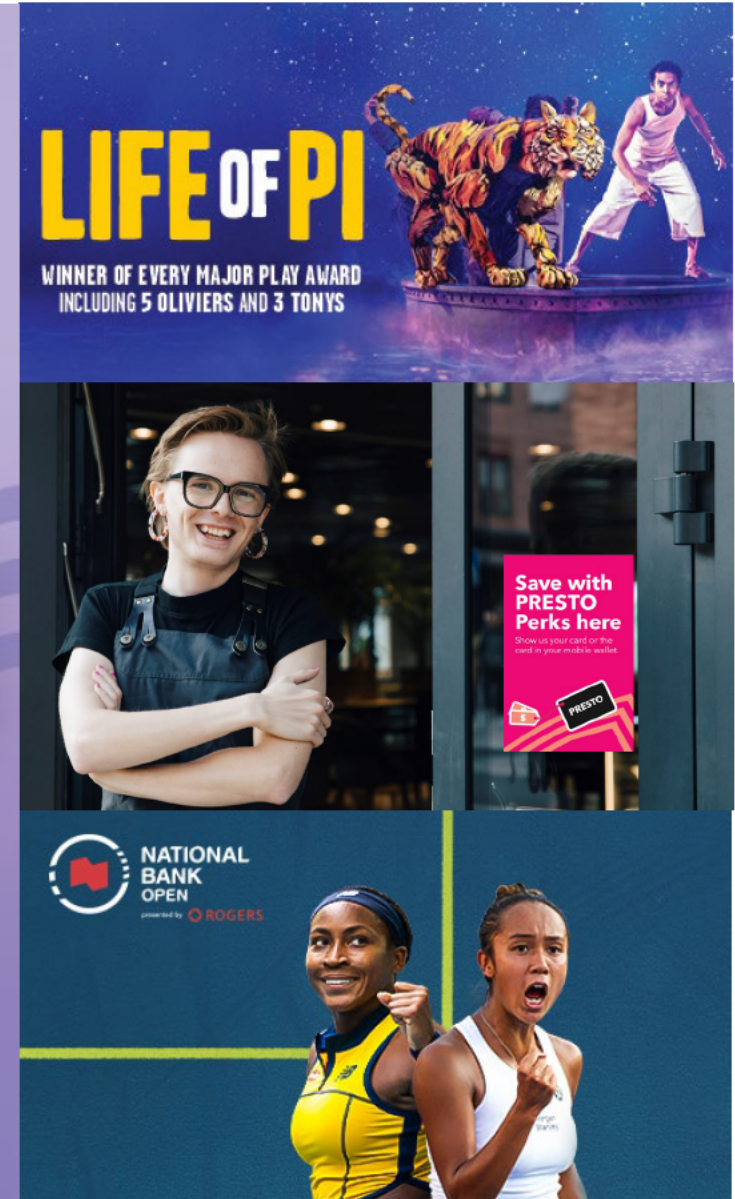
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ONTARIO SCIENCE CENTRE SAVINGS THAT WILL MAKE YOUR HAIR STAND ON END


Show your PRESTO card and save 20% on admission



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LIFE OF PI
WINNER OF EVERY MAJOR PLAY AWARD INCLUDING 5 OLIVIER AND 3 TONYS

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NEW RETAIL, VENDING EXPANSION TO 117 & PARTNER OFFERS TO ENHANCE THE JOURNEY

