

Enjoy the Ride

Mark Childs, Chief Marketing Officer

Board of Directors
September 2025

EXECUTIVE SUMMARY

July reported continued ridership growth momentum and sustained high customer satisfaction scores (CSAT) supported by new tourism and leisure customers and experience

- July ridership at 6.8M, +12.5% Year over Year – **GO 100.6%** and **UP Express 108.1%** recovery vs. 2019
- Strong Customer Satisfaction scores; **85%** for GO, **92%** for UP Express and **85%** for PRESTO

Customer Satisfaction Commitment

- 8 proven drivers: Safety, Service, Communication, Navigation, Payment & Fares, Customer Service, Comfort & Amenities and Universal Accessibility
- Customer needs across 7 journey stages from trip planning to onboard to arriving at final destination
- Continuous monitoring of monthly insights and action planning

Listening to our Customers

- Customer comments, social media, employee feedback; 62K monthly calls
- Quarterly check-in with Customer Experience Ambassador Committee panel
- Customer research & analytics insights incl. deep dive on safety, trip purposes and regional connectivity

Tourism and Leisure Importance

- Post-pandemic tourism and leisure trips ridership at 49% and with increased GO Train CSAT at 88%
- Tourism destinations and sports partnerships deliver enhanced customer value and experiences
- Major events and concert added service, customer venue support and safety focus

GO TRANSIT SEAMLESS TRAVEL TO EVENTS AND TOURIST DESTINATIONS



Some things
are just better
on the north side.



Niagara Tourism



Local adventures
start on GO Transit.

UP EXPRESS WELCOMES INBOUND TRAVELLERS WITH FAST, STRESS-FREE TRIPS

Downtown Toronto to Pearson Airport in only 25 mins.


UP EXPRESS AIRPORT
TRAVELER CSAT
93%

UP Union
Pearson
Express
Things are looking UP

"By far the best way to get downtown"

★★★★★ Review by Tripadvisor traveler Deborah S

"This is the easiest and fastest way to get downtown from Pearson airport. The train runs frequently and has only 3 stops. It is fast and convenient. Would never look at taxi or Uber fighting traffic again."



UP Union
Pearson
Express

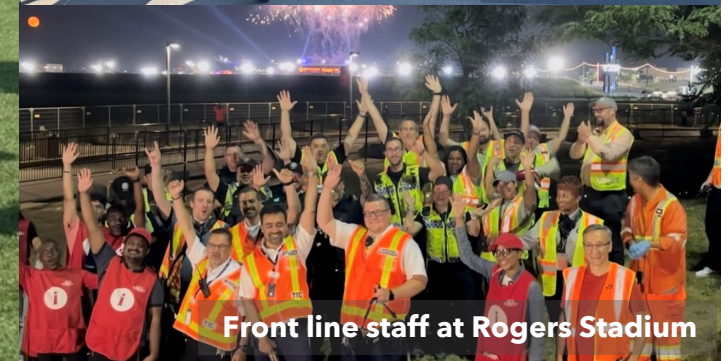
**Tripadvisor
Travelers'
Choice Awards**



2025



ADDED SERVICE AND STAFF SUPPORT TO HELP FANS ENJOY SPORTS & CONCERTS



PRESTO CONTACTLESS MAKING TRAVEL EASIER, FRICTIONLESS AND AFFORDABLE



PRESTO CSAT
85%
CONTACTLESS CSAT
88%

Free Transfers with One Fare

PRESTO PEOPLE GET UP TO 47% OFF CNE PERKS.

Pre-sale June 17-Aug 14, save up to 47%.
Event sale Aug 15-Sept 1, save up to 41%.



prestocard.ca/perks



Tap with
Interac® Debit,
Credit, or your
Mobile Wallet.



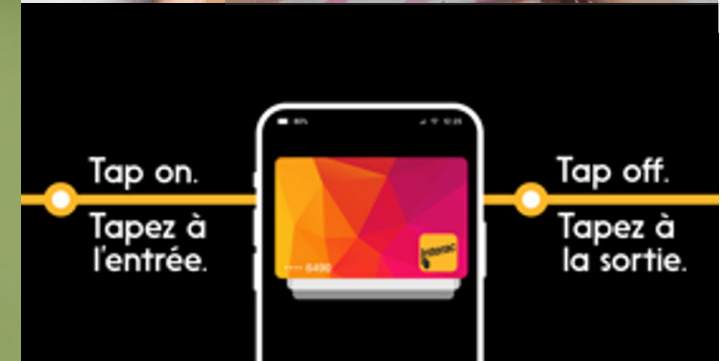
PARTNER COLLABORATION TO ENHANCE THE JOURNEY EXPERIENCE

Ride GO Transit. Earn Starbucks Stars.



Register Here
gotransit.com/starbucks2025

PRESTO PERKS CSAT
86%



SUPPORTING A SAFE AND INCLUSIVE ENVIRONMENT



