

THALYS - CLEVER SEATING

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*As a global reflection where the seat
is an office desk, a rest chair, an eating place.*

GENERAL PRESENTATION OF THALYS & KEY ISSUES 2008-2009

CLEVER SEATING, A NEW SEAT FOR A NEW THALYS

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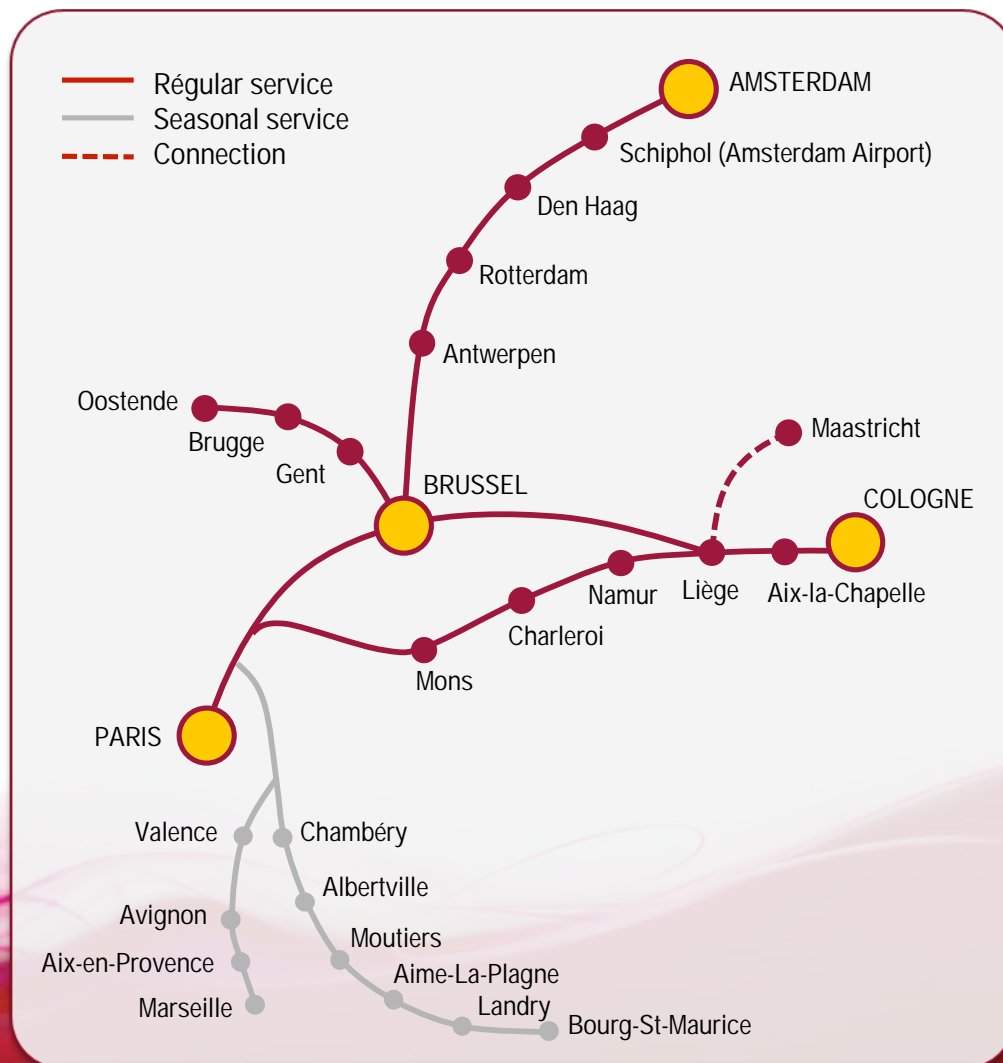
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ABOUT THALYS :

- A high speed train (300 km/h)
- Connecting 4 European countries :
Belgium, the Netherlands, France and Germany
- Created in 1995 Thalys is the result of the collaboration of four rail companies:
SNCF (France), SNCB (Belgium), DB (Germany) and NS (Netherlands)

THALYS, A REGIONAL EUROPEAN COMPANY

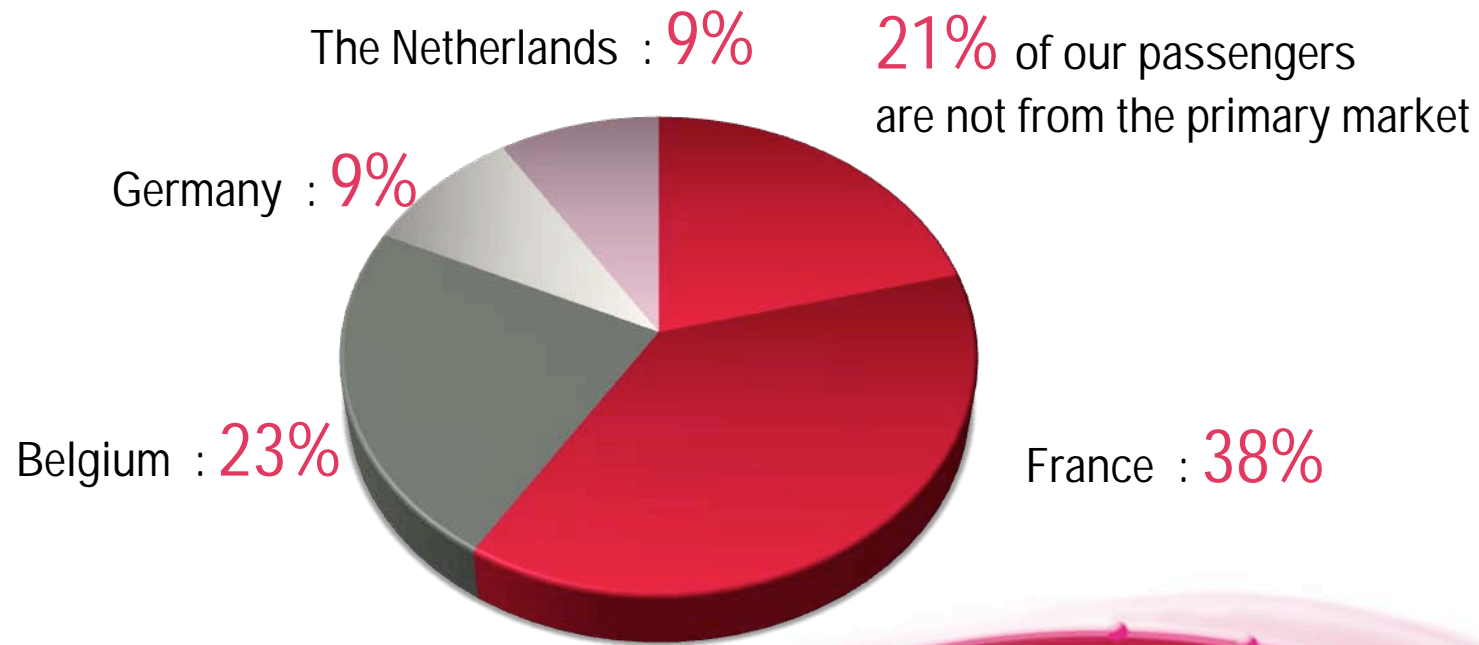


→ « Thalys village »
is a market of
45 million Europeans.

KEY FIGURES :

- 6.2 million passengers in 2007
- 470 connections, linking Germany, Belgium, the Netherlands and France every week including a Paris-Brussels connection in 1h22, 25 times a day
- 26 trains sets
- 9.5 million kilometres driven in 2007
- A record turnover of 364 million Euros in 2007

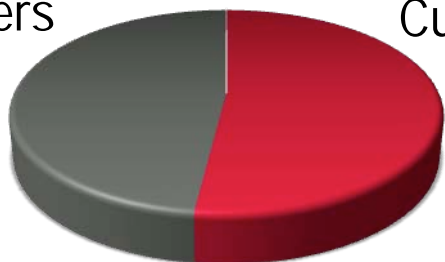
DISTRIBUTION OF PASSENGERS BY COUNTRY OF ORIGIN



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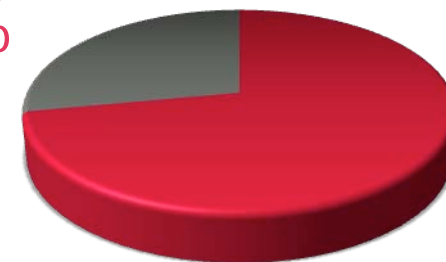
CUSTOMER PROFILE AND TRAVELLERS CLASS

Business
Customers
48%



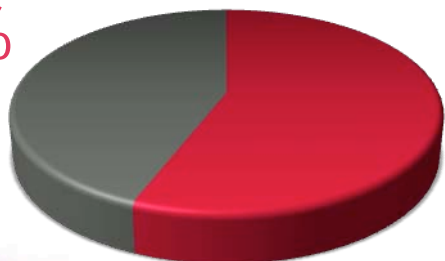
Leisure
Customers
52%

Comfort 1
28%



Comfort 2
72%

Female
44%



Male
56%

→ 39% under 35 years

→ 79% economically active
customers

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NUMBER OF DEPARTURES AND TRAVEL TIME IN 2008 VS 2009

	2008		2009	
	Number of departures	Travel time	Number of departures	Travel time
Paris – Brussels	25	1 h 22	26	1 h 22
Paris – Amsterdam	6	4 h 11	9	3 h 13
Paris – Cologne	6	3 h 50	7	3 h 14
Brussels – Amsterdam	6	2 h 41	9	1 h 46
Brussels – Cologne	6	2 h 23	7	1 h 47

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ONBOARD SERVICE IN 2007

- Each month
 - 26,800 coffees served at the bar
 - 119,000 newspapers provided
 - 186,000 meal trays served
 - 7,060 taxis reserved
 - 6460 public transport tickets sold at the bar (+ 7.6%)

THALYS POSITIONNING AND VALUES

- The core values of railroad (security-punctuality) and HST (speed)
- Business segment :
an all-including offer, better than mid-haul airlines business class
- Leisure segment : fare and easy access
- Fair relationship with the customer
- Warm relationship with the customer
- At the edge of innovation to bring the best to the customer

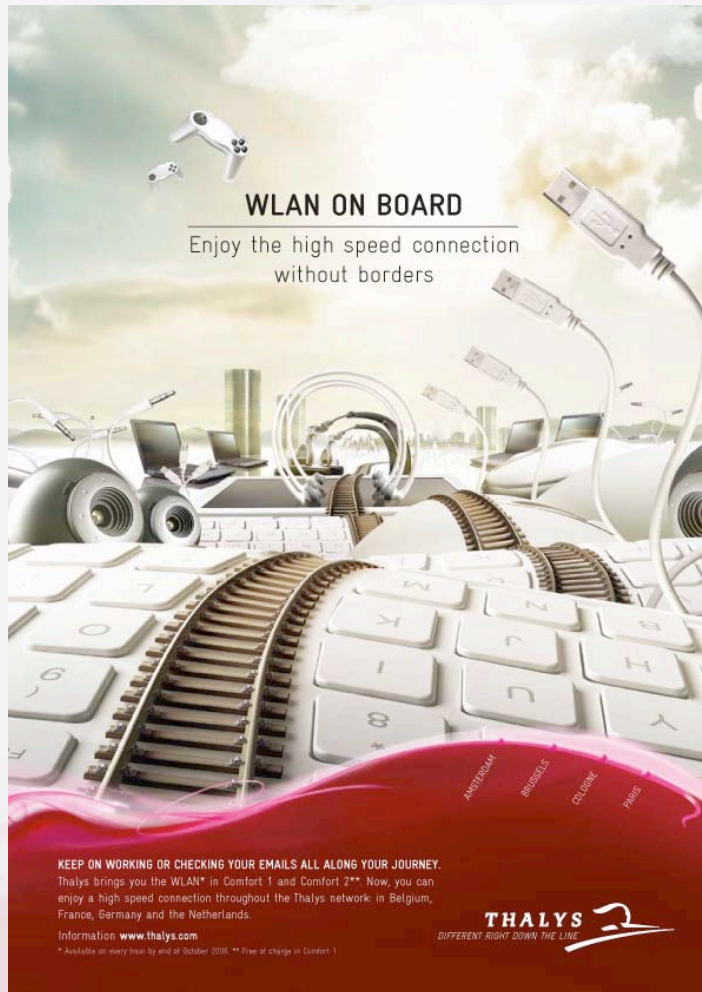
2008-2009 THE METAMORPHOSIS OF THALYS



- December 2008:
the beginning of a process
 - 26 trainsets equipped with WiFi
 - A first trainset refurbished
 - New uniforms
 - New on-board services
- 2009:
with the launch of the HSL,
the new Thalys has arrived

WIFI ON BOARD

- Commercial launch of onboard WiFi (14 May)
- A new website and new services 2.0
- 26 trainsets equipped with WiFi in November 2008





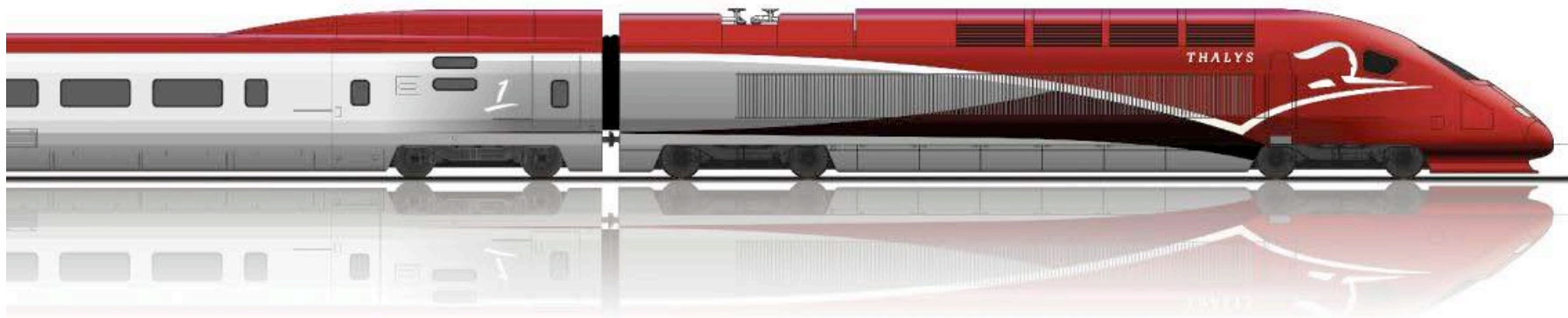
New uniforms



→ New onboard services
(December)

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NEW EXTERNAL DESIGN



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Adapted to the needs of business and leisure customers
Comfort 1



Light bar: strong identity with current tastes
and designed according to the culture of the countries
passed through



Medium bar: friendly, welcoming and warm atmosphere



Dark bar: using the emblematic red colour of Thalys

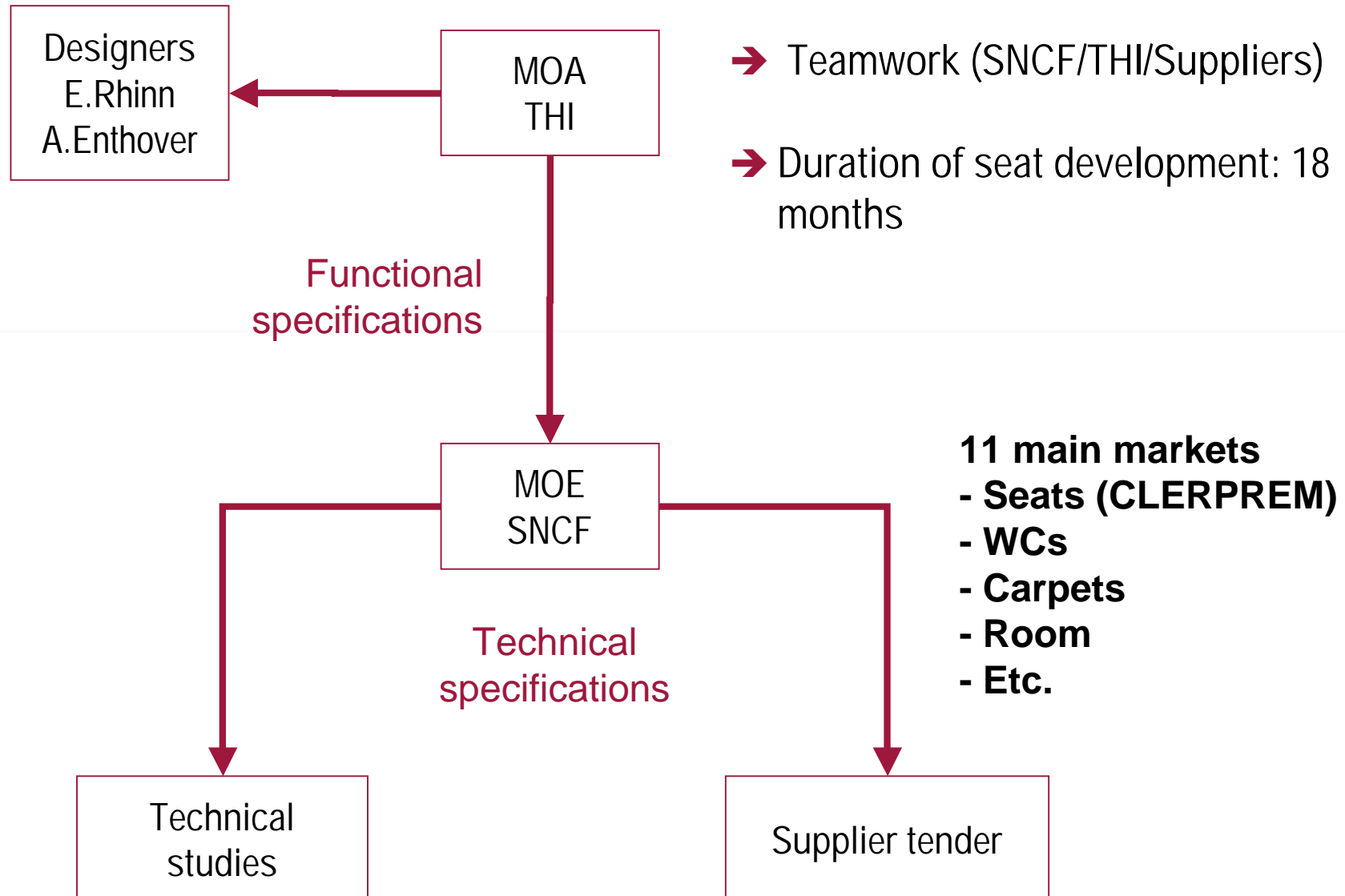


Adapted to the needs of business and leisure customers
Comfort 1



Adapted to the needs of business and leisure customers
Comfort 2

ORGANIZATION CHART



2009 : THE YEAR OF THE NEW THALYS

- High-speed Paris-Amsterdam (mid-2009)
- High-speed Paris-Cologne (mid-2009)
 - 1hr 46 between Brussels and Amsterdam
 - 3hrs 13 between Paris and Amsterdam
 - 1hr 47 between Brussels and Cologne
 - 3hrs 14 between Paris and Cologne

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NEW SEATING: MORE COMFORTABLE AND PRACTICAL



1_ AS COMFORTABLE AS IN YOUR SITTING ROOM

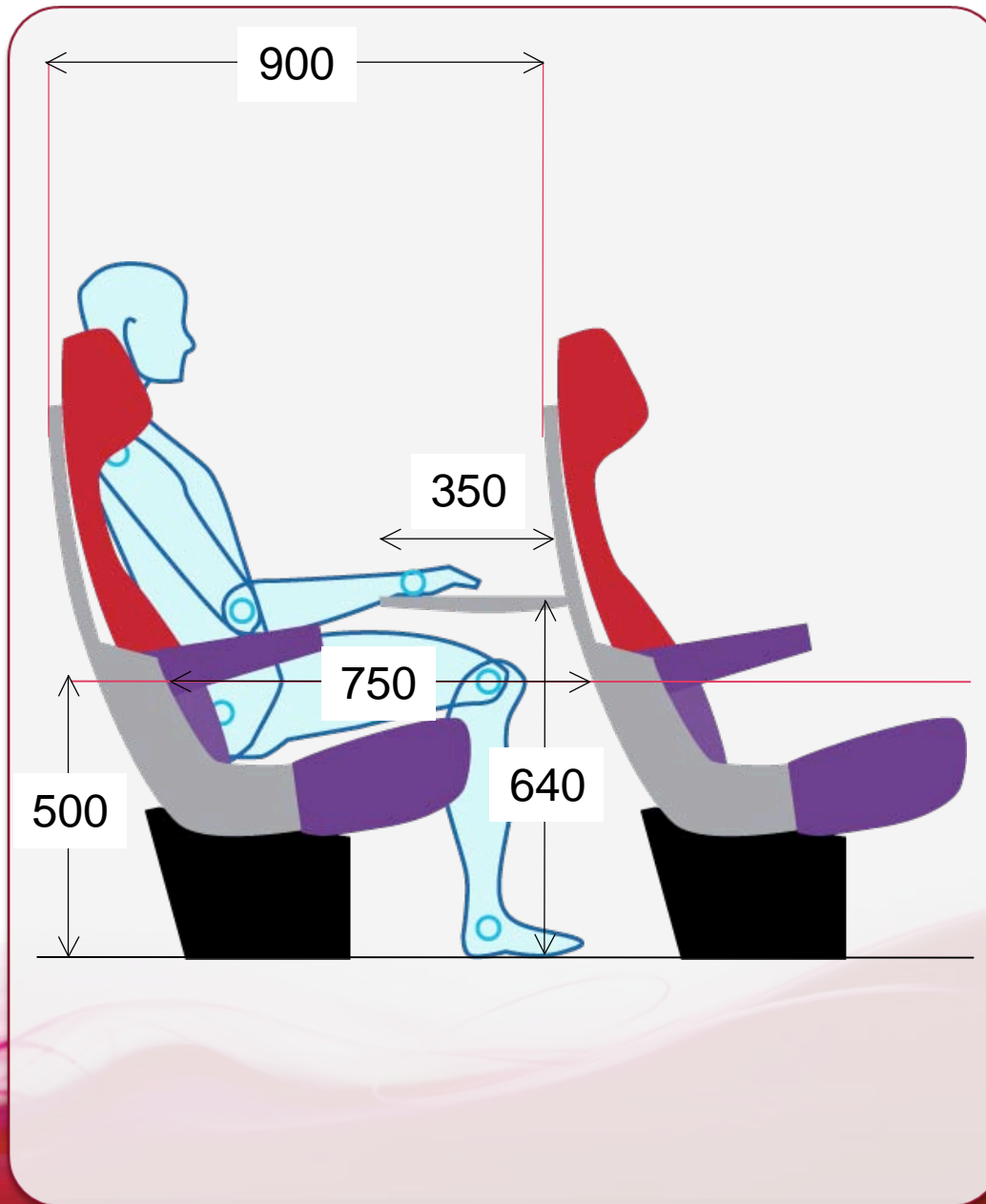


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1st reference criterion:

→ increase in distance to the knees through an effort to optimise the shape of the seat



2nd reference criterion:

→ Distance between
seats increased
by 3 cm (CF1 & CF2)

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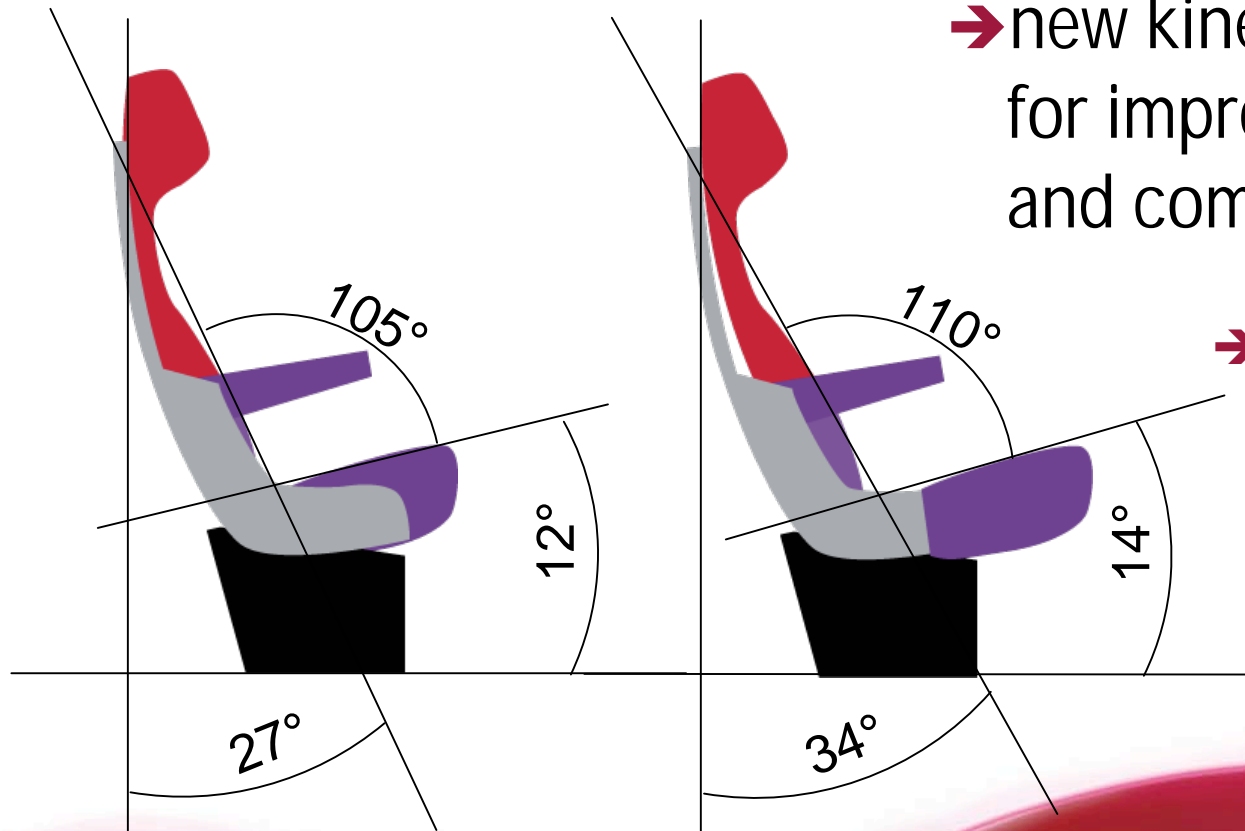
→ Increased comfort
(more softness) thanks
to foam quality

→ CF1

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3rd reference criterion:

→ new kinematics
for improved ergonomics
and comfort



→ When reclining, the rear of the seat lowers towards the ground while the front stays at the same distance from the ground.

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4th reference criterion:

➔ more enveloping
headrests for greater
cervical comfort



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→ rethinking of design and materials



- Improvement in the geometry of headrests to guarantee improved head support
- Softer in the centre with a cotton pillow (CF1)

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- Wider headrests covered with a pillow in CF1
- Pseudo-independence between the seats (duo), balance between “cocooning” and “user-friendliness”

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→ Shape and colour of the seats designed for their harmonious integration into the interior design.



→ Definition of seat shape and colour for harmonious integration...

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5th criterion:

- ➔ Rationalisation of controls.
- ➔ The controls activating the reading light and seat movements are gathered together, backlit and easy to access.



→ Tested and approved by
an independent
consultancy specialising
in ergonomics



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2_AS COSY AS A RESTAURANT

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- The individual bin and plug socket are situated at the foot of the seat in front (duo seats) or at the foot of the table (seats facing each other)



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- ➔ Optimised table shape and dimensions
- ➔ Space available in front of the tray
- ➔ Petal shape
- ➔ Cup and document holder included

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**3_ AS EFFICIENT
AS AT THE OFFICE**

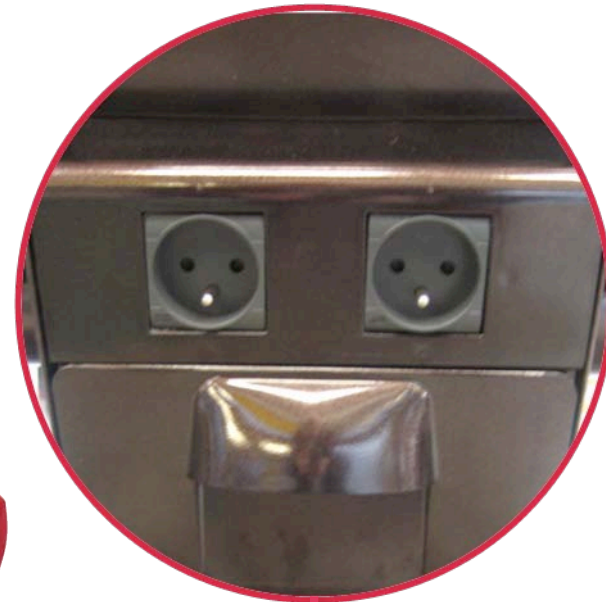
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→ Individual plug
socket compatible
with all computer
and mobile phone
charger plugs
(CF1 + CF2)



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➔ Table covering
suitable for
computer mice

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→ Two pockets in the back of the seat



→ A small one located above the table

→ large enough to hold a mobile phone or glasses case

→ designed so you won't forget them

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→ Two pockets in the back of the seat



The other larger,
located under the table

→ capable of holding
magazines or
laptop computer

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THE NEW THALYS

"DIFFERENT RIGHT DOWN THE LINE "

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THANK YOU FOR YOUR ATTENTION

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