

Rail Delivery Group



Global Shift to Mobile Based Ticketing

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Shift to Mobile & Digital



Smartphone Penetration

Percentage of adults in UK who have a Smartphone is increasing



Digital Sales

More customers choosing to purchase tickets online though not all choosing, or have the choice of, a mobile ticket



Smart Ticketing

The advent of Smart forms of ticketing, with the ability to purchase online and fulfil directly or at gatelines

Retirement of Magstripe



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Retirement of Magstripe



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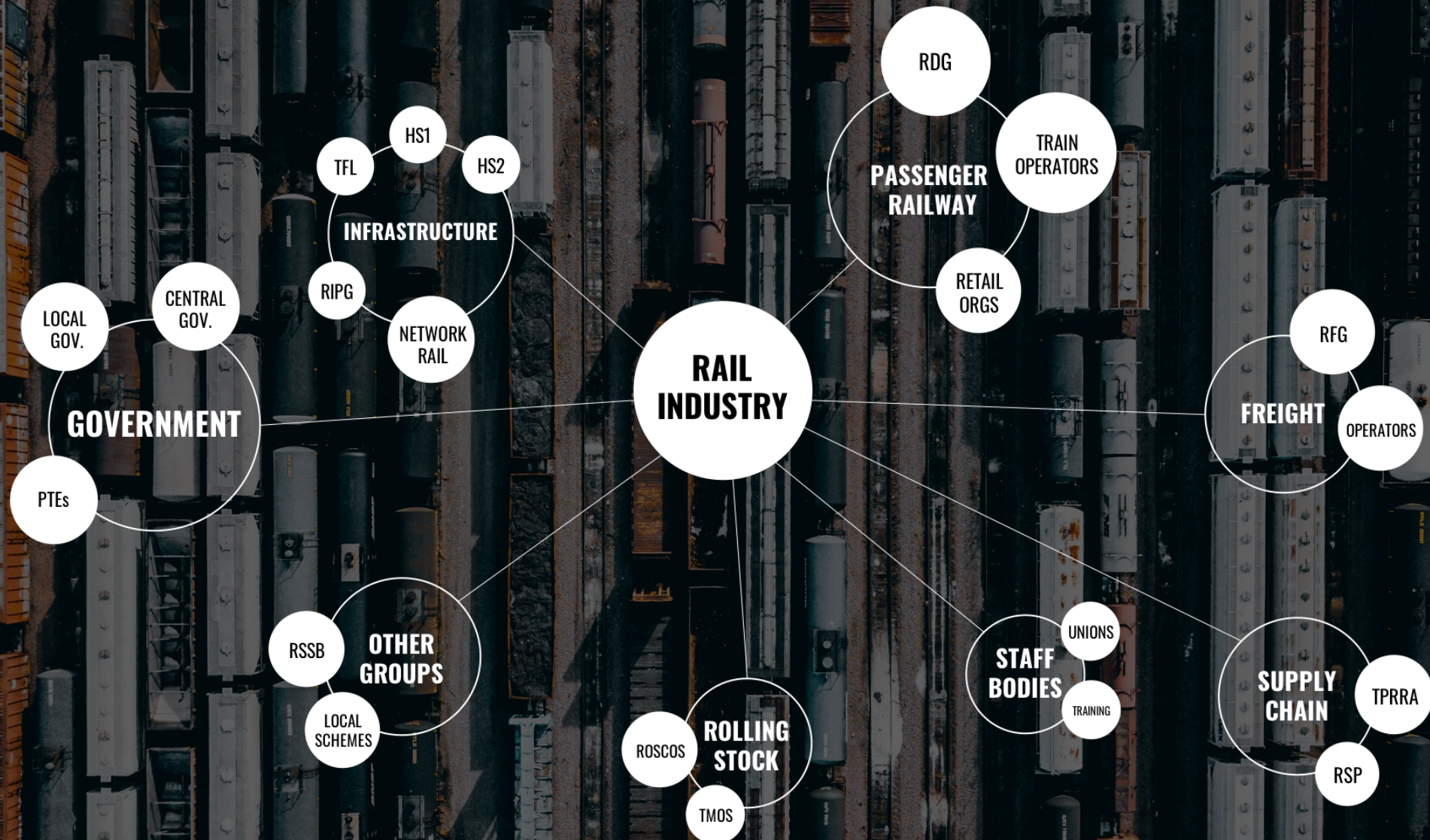


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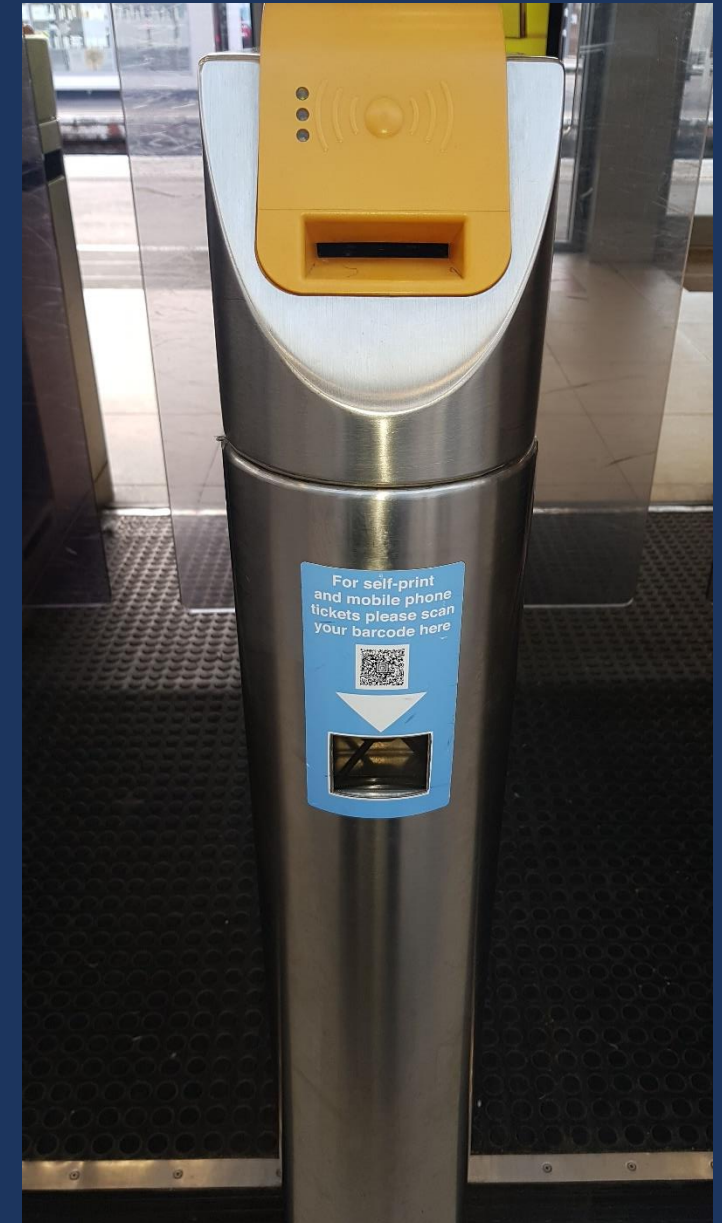
IT'S COMPLICATED...



Introduction of Barcode Ticketing



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MOBILE BASED TICKETING | WHY?

