

Door to door with NSB

- *A sustainable strategy*

Margrethe Sagevik, head of Sustainability, NSB Holding

The world is changing...



NSB is in change...

Expectations from the customers



The Railway Reform



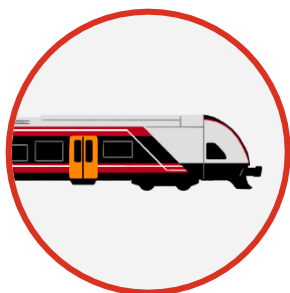
Competition on track

Go-Ahead



Creative boundaries

NSB today - a Nordic Mobility Holding



Passenger trains

Revenue: 7 966 mill. NOK
FTEs: 3 229



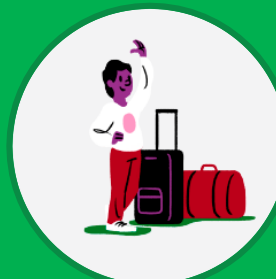
Freight trains

Revenue: 1 027 mill. NOK
FTEs: 444



Bus

Revenue: 6 075 mill. NOK
FTEs 5 291



Mobility og Tourism

Door-to-door-solutions
Sustainable tourism packages



New



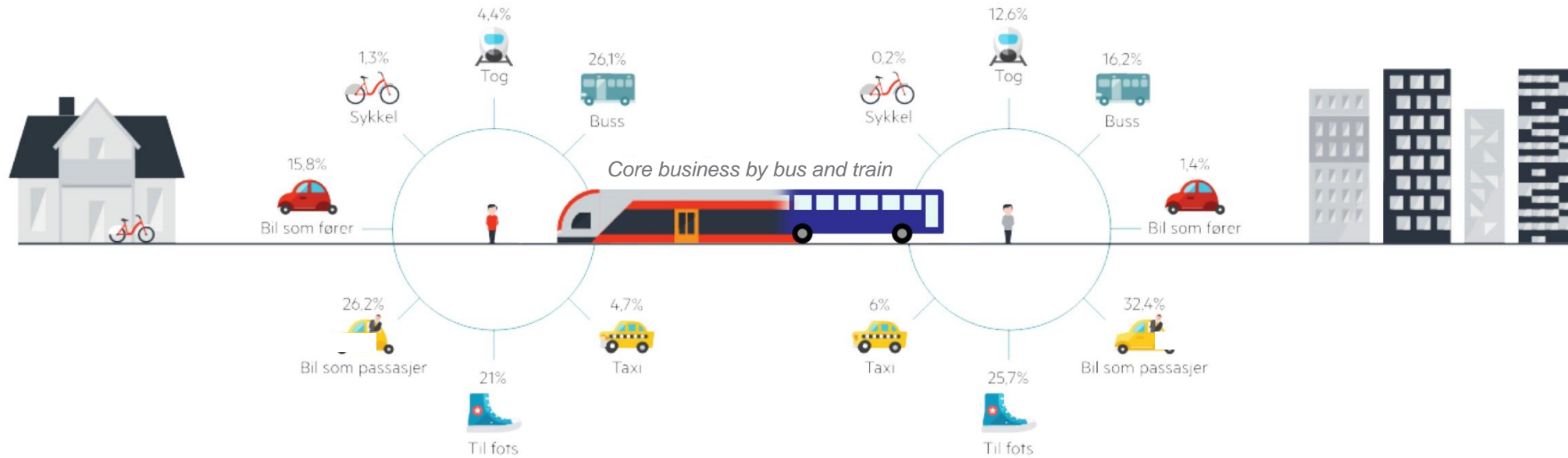
We build on what we know

- and are searching new partnerships
for what we do not know

The NSB strategy is to deliver «The best journey»



The Smart Journey: Door-to-door-solutions



Bring the
customer
from door-to-
door



Offer smart
and simple
purchasing
solutions



Build
customer
satisfaction
and loyalty



Offer smart
and simple
purchasing
solutions

Digitalization facilitates attractive door-to-door-solutions partnerships

Offer smart
and simple
purchasing
solutions

Partners:



Car sharing: We will offer 250 electric city cars in Oslo (end of 2018)

Suggested zone in Oslo



Electric cars



Three main products



Pay by minute

BYBIL GO



Pay by day

BYBIL FLEX



Pay by month

BYBIL PLUS

Green Moility in Copenhagen-franchise

We will make it easier for our customers to chose public transport



Bring the customer from door-to-door





ENVIRONMENT

EUROPEAN GREEN CAPITAL

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2019 – Oslo

Green Cities Fit for Life

NSB - the most sustainable brand in Norway in 2018

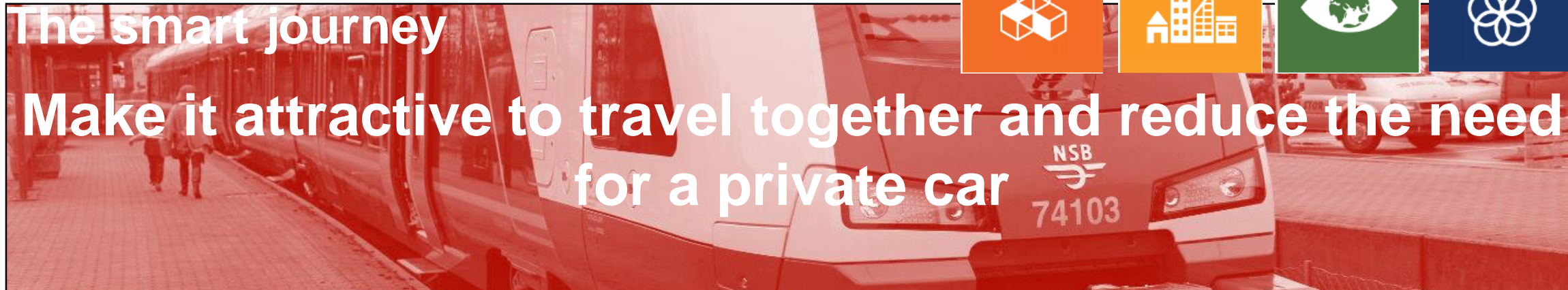
Build
customer
satisfaction
and loyalty







The Best Journey contributes to especially seven of the UN SDGs

The smart journey

Make it attractive to travel together and reduce the need for a private car



NSB
74103

The Green Journey

Reduces emissions per trip





The Safe Journey

Ensures safety and diversity





The Profitable Journey

Provides efficient use of resources



