

## PRESS RELEASE

Paris, 26 October 2017

# A first in the Netherlands: Keolis deploys helloGo, an all-in-1 app for managing door-to-door mobility for all transport modes

- **The Keolis Group launches the helloGo app, a digital multimodal mobility solution, in the Dutch province of Utrecht.**
- **This is the first time in the Netherlands that the three features of “Planning”, “Booking” and “Ticket purchasing” have been integrated into a single digital app, that combines all modes of transport**
- **Based on the results the app will be introduced in other European countries.**
- **With this launch, Keolis reinforces its position as a key player in connected mobility in both the French and international market.**

### Simplifying the customer experience with the helloGo app

The Keolis Group is launching helloGo for the first time in the Netherlands, a complete digital solution that allows passengers to plan, book and purchase their ticket using a single app for all modes of transport including train, bus, taxi, bicycle and car rental. The app was developed with the support of Keolis Nederland, 9292, Dutch Railway (NS), Gogido, LeisureKing, MyWheels and taxiboeken.nl.

By merging these services, Keolis aims to simplify the customer experience for the inhabitants of Utrecht province. Utrecht is the least densely populated province of the country with just over 1.2 million inhabitants.

The new app will combine different transport modes to offer passengers the best possible choice of routes in terms of speed, eco-friendliness and cost. The app offers a variety of travel options by train, bus, taxi, bicycle and car rental.

As a result, passengers can refine their search according to whether they use public transport, private car or choose to use the least polluting of the transport modes.

The app will eventually be deployed in the whole of the Netherlands and then across other European countries where the Group is present.

## Keolis is demonstrating the relevance of its digital innovation strategy on the international market

The launch of the helloGo app further develops the Group's international innovation strategy. Keolis has already made key strategic partnerships with digital startups to develop connected mobility solutions and ultimately customise the public transport offer.

*Laurent Kocher, Executive Director Marketing, Innovation and Services of the Keolis Group:*

*"With digital, Keolis wants to offer an optimised mobility experience, where the time spent travelling becomes pleasant and useful. Globally, mobility needs are growing fast and passengers expect a simplified, personalised customer experience. With the helloGo app, we are designing a connected, personalised mobility."*

The development of the helloGo solution adopts the same strategic approach as that of the Plan Book Ticket app, which integrates the "Planning", "Booking" and "Ticket validation" functions directly on a smartphone. It is designed to offer a more flexible and personalised mobility.

---

Leading the way in public transport, Keolis partners with public decision makers to make shared mobility an asset for cities and their communities. Internationally recognised as the leading operator of trams and automated metros, Keolis adopts a determined innovation approach with all its partners and subsidiaries (Kisio, LeCab, EFFIA, Keolis Santé and Cykleo) to develop new forms of shared and customised mobility, and reinforce its core business across a range of transport modes including trains, buses, cars, trolleybuses, shared private hire vehicles, river shuttles, ferries, cycles, car sharing services, electric autonomous vehicles and urban cable cars. In France, Keolis is now the leader in medical transport services through the creation of Keolis Santé in July 2017 and positioned as the number two car park operator, through its subsidiary EFFIA.

The company is 70% owned by SNCF and 30% by the Caisse de dépôt et placement du Québec (CDPQ). Keolis employs 58,300 people in 16 countries and recorded a turnover of 5.1 billion euros in 2016. Today, over 3 billion passengers worldwide have used one of the shared mobility services offered by Keolis.

\*Historically based in France, Keolis has expanded its operations in Germany, Australia, Belgium, Canada, China, Denmark, the United Arab Emirates, the USA, India, Luxembourg, Norway, the Netherlands, Portugal, the UK and Sweden.

---

## CONTACTS

### **Marsid GREENIDGE**

Director International Communications & Public Affairs

Tel.: +33 (0)1 71 32 92 15

Marsid.greenidge@keolis.com

### **Linda HUGUET**

International Communications Manager

Tel.: +33 (0)1 71 32 98 43 – Mob. : +33

(0)7 71 50 27 95

Linda.huguet@keolis.com