

# MARKETING INITIATIVES

The Company's Marketing Policy plays an important role in retaining existing customers and attracting new ones.

FPC is a customer-oriented and socially responsible company. In order to increase passenger satisfaction, attract passenger traffic and improve the overall affordability of rail service, the Company actively uses incentives and marketing initiatives aimed at reducing the passenger fare burden.

## 10

ticket plans

implemented in 2022 (>35 point marketing initiatives)

FPC is a business that caters to a wide range of customers. The emphasis of the promotional tariff strategy changed from the execution of one-time promotions and discounts to the adoption of year-round ticket plans in order to increase availability of transport service and attract passengers in 2022:

- "On your birthday, better by train" (applies to all types of carriages; 10% birthday discount for a birthday person and up to three companions)
- 20% discount on the purchase of a non-refundable ticket on a second-class sleeping carriage
- 50% discount for children aged 10-17 in fourth-class seating carriages, second-class sleeping carriages of double-decker trains, and 2nd- and 3rd-class sitting carriages
- "Entire Compartment" – up to a 20% discount on the purchase of an entire compartment in the sleeping carriage

## ≈1.2

million additional passengers

in 2022 thanks to a flexible pricing policy

- "SINGLE" – a discount of up to 30% on the purchase of the entire compartment in the first-class sleeping carriage
- "Off-peak season" Special fares in the second-class sleeping carriages of trains travelling to the resorts of the Russian Black Sea coast
- "Large family" – 15% discount in second-class sleeping carriages for Bonus Loyalty Programme member
- "For 60+ passengers" – 15% discount in second-class sleeping carriages for passengers aged 60 and over
- "Discount in third-class open sleeping carriage" – a discount of up to 30% in third-class open sleeping carriages, depending on the location of a berth reserved
- Passengers with the 1st- degree of disability and disabled children who are Bonus members, along with a companion, are entitled to book tickets in first-class sleeping carriages with a 50% discount and in second-class sleeping carriages – with a 55% discount

About 17 million people were able to travel at a discount thanks to a set of ticket plans intended to increase the affordability and availability of rail travel and to improve population travel behaviour.

In 2022, the Company implemented more than 20 marketing campaigns using promo codes, aimed at encouraging passengers to travel by rail, increasing the number of participants in the loyalty programme as well as expanding the customer base that left their consent to receive information and promotional mailings.

The following promotions were offered under Promo Code project for 2022:

- Promo codes for subscribers to the Discount Carriage Telegram channel (as part of giveaways);
- Promo codes for partner – VTB Bank (PAO) customers;
- Promo codes as incentives for participating in FPC's surveys;
- Pompa promo codes for participants in the Where the Eye Can't See Project (for the visually impaired);
- Promo codes as part of the 'We're Together' award to support the FPC Association of Volunteer Centres;
- Promo codes for customers of a Stockmann partner chain shop;
- Promo codes as part of the 'We're both going the same way' promotion – for passengers who have not taken a FPC train in more than 1 year and others.

About 16.300 tickets totalling more than RUB 21.6 million were bought with promo codes over 2022.

In 2022, the list of Business Pass routes was expanded from three to eight. The passes are accepted on the Moscow – St. Petersburg, Moscow – Yaroslavl, Moscow – Petrozavodsk, Moscow – Cheboksary routes and on the 700th Lastochka higher-speed trains (from Moscow to Nizhny Novgorod, Belgorod, Kursk and Smolensk).

In total, more than 2.100 Business Passes were purchased in 2022<sup>1</sup>.

Passengers are also offered to purchase personalised Discount Cards, which entitle them to purchase discounted travel tickets (during card validity period) for seating carriages or in compartment carriages on long-distance trains in FPC-marshalled domestic services. The discount ranges from 10 to 20% and depends on the Discount Card plan chosen.

A total of about 1.455 discount cards were purchased in 2022.

<sup>1</sup> For reference: in 2018, the first pilot Business Pass e-card was launched on the Moscow – Nizhny Novgorod route.

