

Customer
Logo

Digital Ticketing

WL Tap 2 Use

Worldline

City
xx-xx-201x

Next generation open loop eTicketing solutions

Benefits

Avoid queues
to buy a ticket

Pay the best fare
(fee capping)

Optimize
operating costs

Generate additional
revenues



Single ID for
multiple services

Simplified billing
and payment



Promote an
innovative image

Customer
intimacy

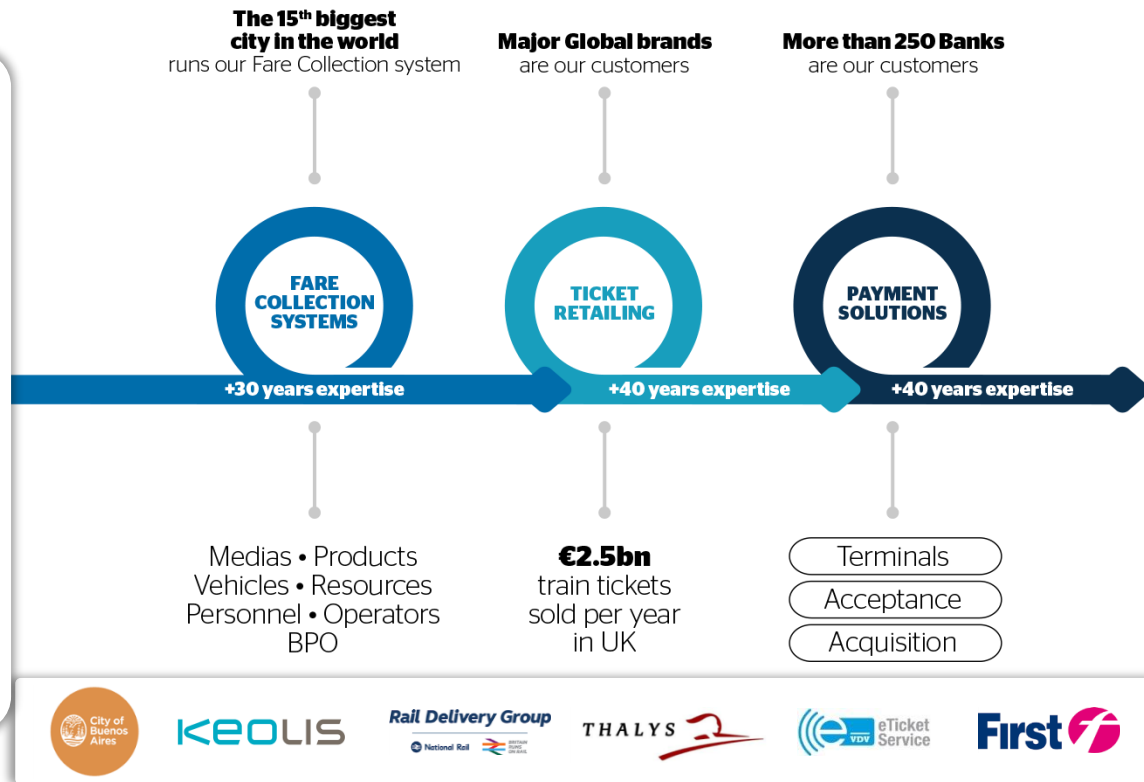
Strong expertise in transport and payment industries

Key provider to Transport operators for:

- eTicketing / Open Payment
- Payment services
- revenue settlement
- e-commerce / Loyalty

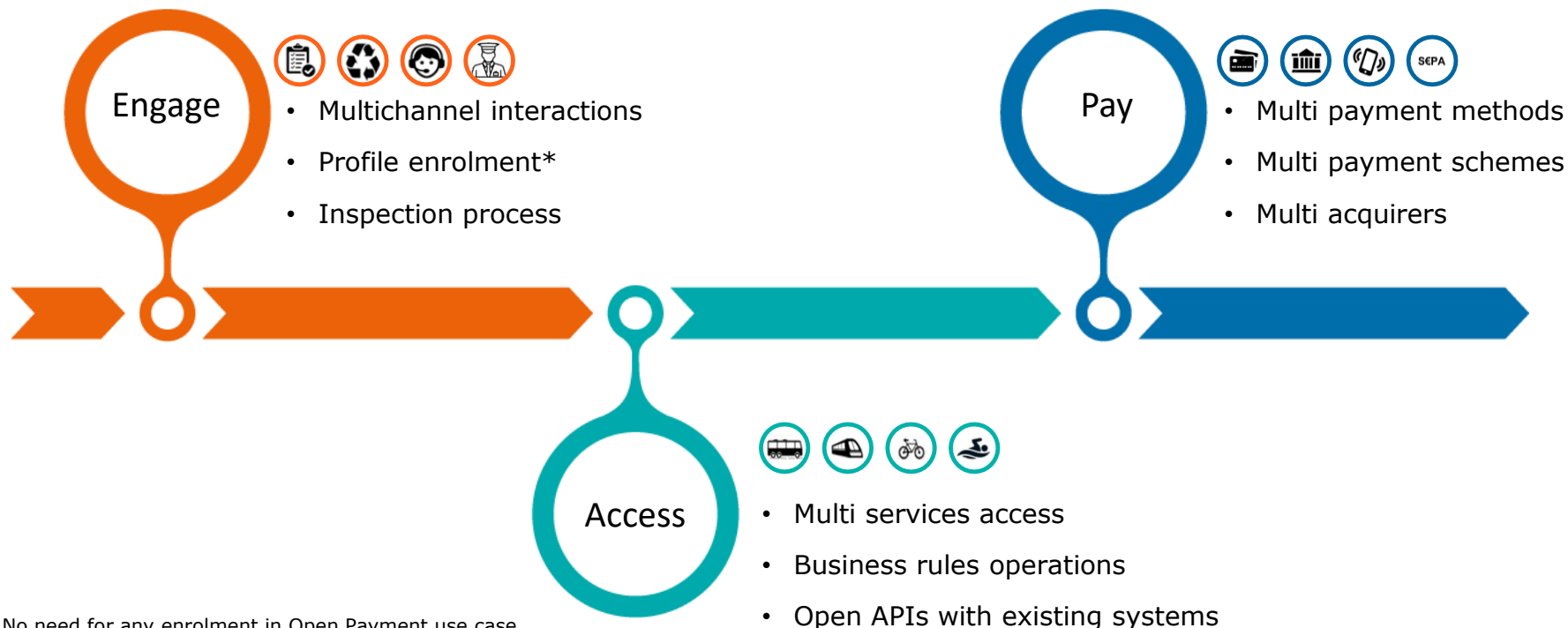
Worldline **payment backbone** and **transportation regulation expertise** provides market **differentiator** :

- **+40 years** Transport and payment market experience
- **+€16bn** of travel tickets currently sold p/a



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ID Based Ticketing & Open Payment solution



* No need for any enrolment in Open Payment use case

WL Tap 2 Use solution overview

1 product, 3 use cases

ID-Based Ticketing is when the ability to travel is stored in a centralized account in the back office, the media used by the commuter to travel is just an identifier/token that is linked to this centralized account and that enroll a payment mean



Open Payment is ID-Based Ticketing with as the identifier used to travel is a contactless EMV payment card or wearable, no need for any account creation or ID enrollment as this EMV media allows also to process the payment

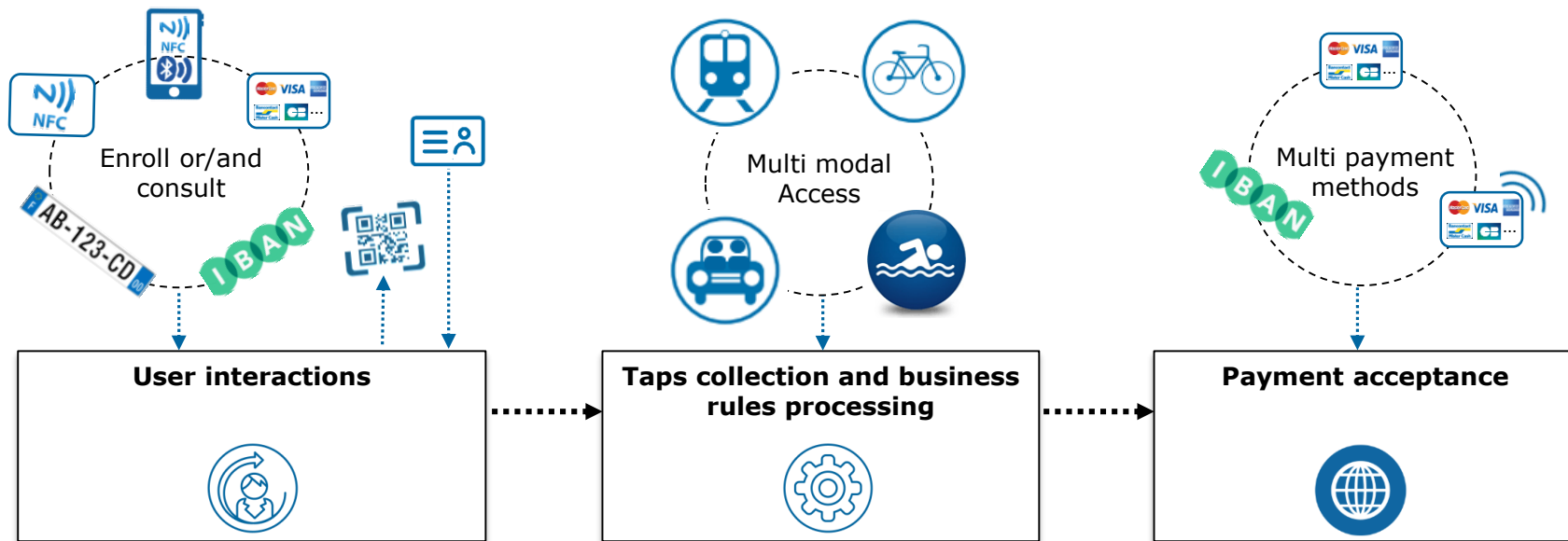


Mobility account is the aggregation within one single centralized account of mobility/city facility activities including subscriptions, access right, profiles, payment...

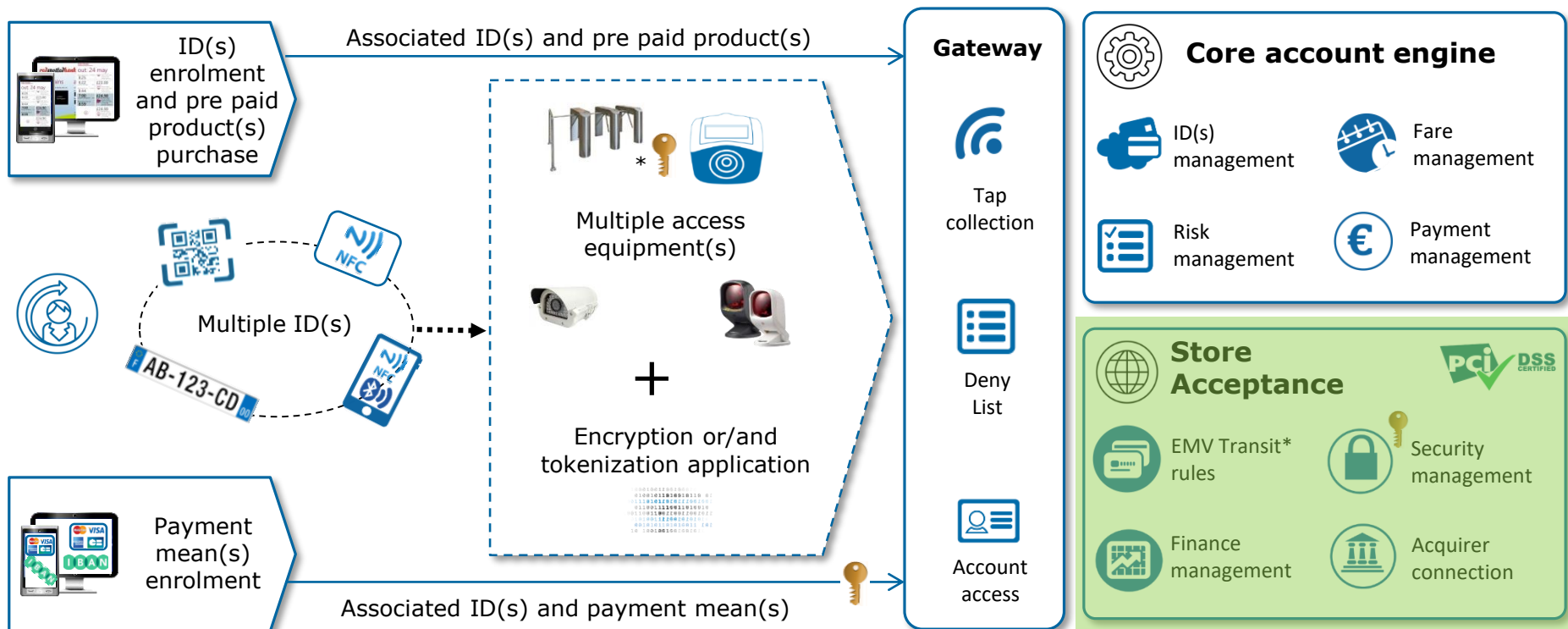


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Functional global view

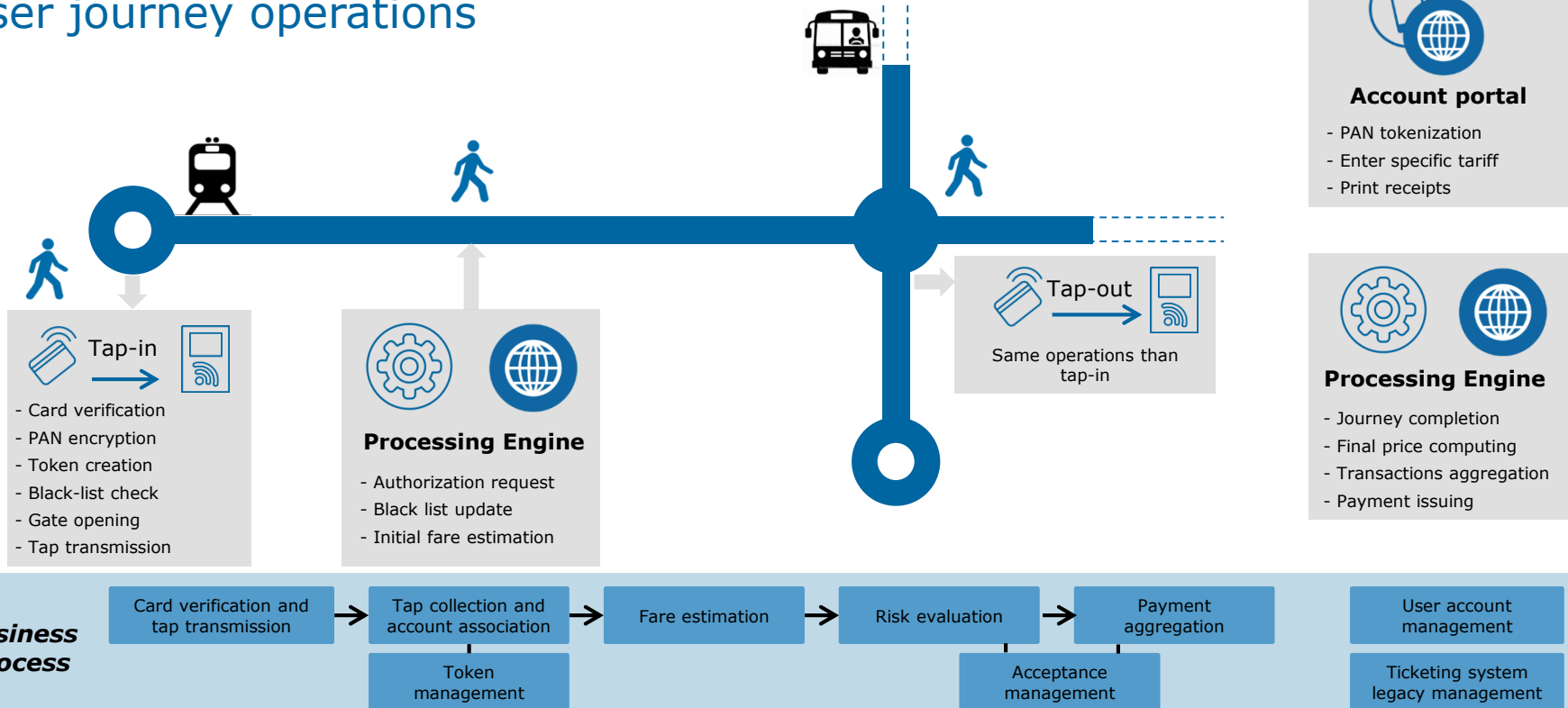


WL Tap 2 Use Architecture



Open Payment focus

User journey operations



Dijon, first Open Payment deployment in France



- Dijon Metropolis has an ambitious smart city and tourism policy expecting **1 million new visitors in 2019**
- Worldline customer is Keolis Dijon Mobilités, **first operator in France in charge of all mobility services beyond public transport**
- **Open Payment project deployment** in 2 steps :
 - Pilot on the 2 tramway lines live since March 27th, 2018
⇒ 132 validators / ~500 daily taps / 150 accounts created
 - Generalization to 180 buses expected in September 2018
- **End to end solution** based on Worldline Tap 2 Use offer :
 - Equipment supply* : Yoneo for validation and uCube for inspection
 - Ticketing & payment PCI-DSS back office compliant with Visa and MasterCard mass transit model**
 - Connection with the processing acquirer Natixis Payment Solutions
 - Passenger and administration portal <https://openpayment.divia.fr>



** Wavers for the go live, full compliancy planned in June 2018

Open Payment deployment in Dijon

3 key KPI since go live

3.000 daily journeys
since early 2019,
500 in April 2018



80.000 clients,
25% of new ones
every day and **2/3**
of them are tourists



**30% of revenue is
new**, ROI estimated
at **< 1,5 years**



WL Tap 2 Use

Value proposition

FLEXIBLE

Made by independent components for end-to-end or modular deployment

CERTIFIED

Compliant with PCI-DSS standard and EMV transit rules

AGNOSTIC

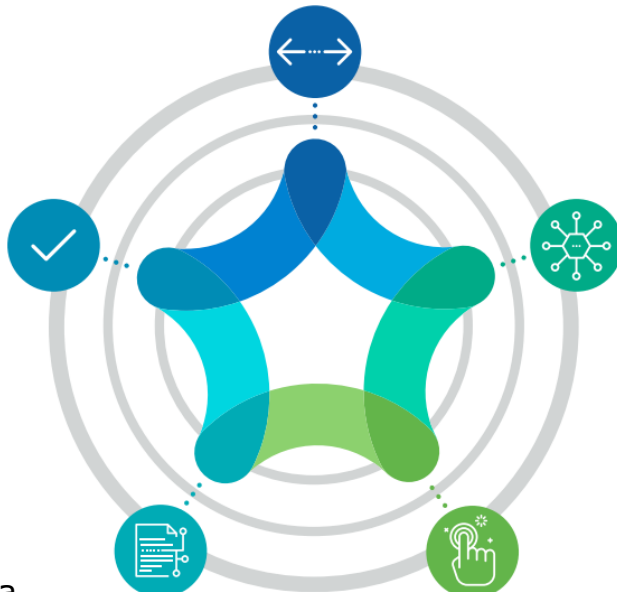
Plugged with any ticketing or payment environment

BEYOND TRANSPORT

Designed within a Mobility as a Service product roadmap

WIN-WIN

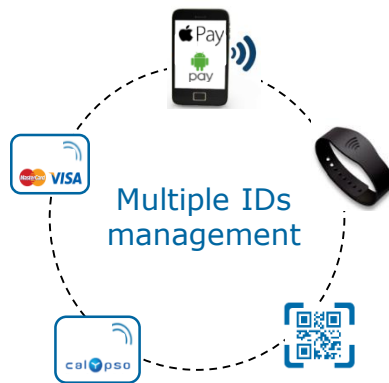
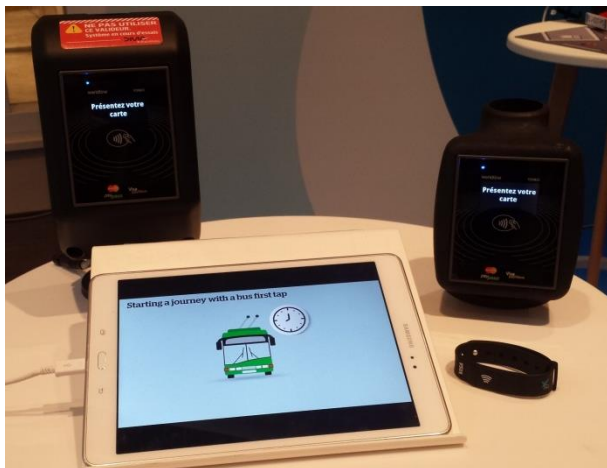
Classical CAPEX/OPEX or transactional business model



WL Tap 2 Use

Some links

- 2 YONEO validators :



- Passenger portal screenshots :

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HOME ABOUT MY TRIPS MY ACCOUNT MY TICKETS MY FIDELITY PROGRAMS LOGOUT

My Trips

Please find your journey history listed below

Nov 22, 2016 (LEWIS - Authorization ID : 123456)

17:21:19 - SUBWAY STATION 1

Line: 48 - Direction: Center

2.0 EUROS

17:20:56 - BUS STATION 1

Line: 48 - Direction: Castle

2.0 EUROS

16:48:52 - SUBWAY STATION 1

Line: 48 - Direction: Center

2.0 EUROS

TOTAL: 6.0 EUROS

Nov 22, 2016 (DUPOND - Authorization ID : NULL)

17:30:35 - SUBWAY STATION 1

Line: 48 - Direction: Center

0.0 EUROS

17:28:36 - SUBWAY STATION 1

Line: 48 - Direction: Center

0.0 EUROS

17:28:01 - SUBWAY STATION 1

Line: 48 - Direction: Center

REJECTED

Payment Statement

Wordline S.A.
12 F rue du Patis Tatelin - Metropolis III
35700 RENNES
Tel : +33 320 607 979
Web : fr.worldline.com

	Description	Price
s	Chavant	0.30
mway	Cuire	1.60
mway	Gares	2.00
	Total : 3.90 euros	

Demo video of cEMV transit / Open Payment use case : <https://www.youtube.com/watch?v=e6q6qdacytM>

Dijon project testimonial: <https://www.youtube.com/watch?v=0YUevZockEc>

Dijon results: <https://www.lesechos.fr/finance-marches/banque-assurances/0600802457233-le-paiement-des-transportes-par-carte-bancaire-fait-mouche-a-dijon-2248510.php>

Thank you !

Bernard van der Lande

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