



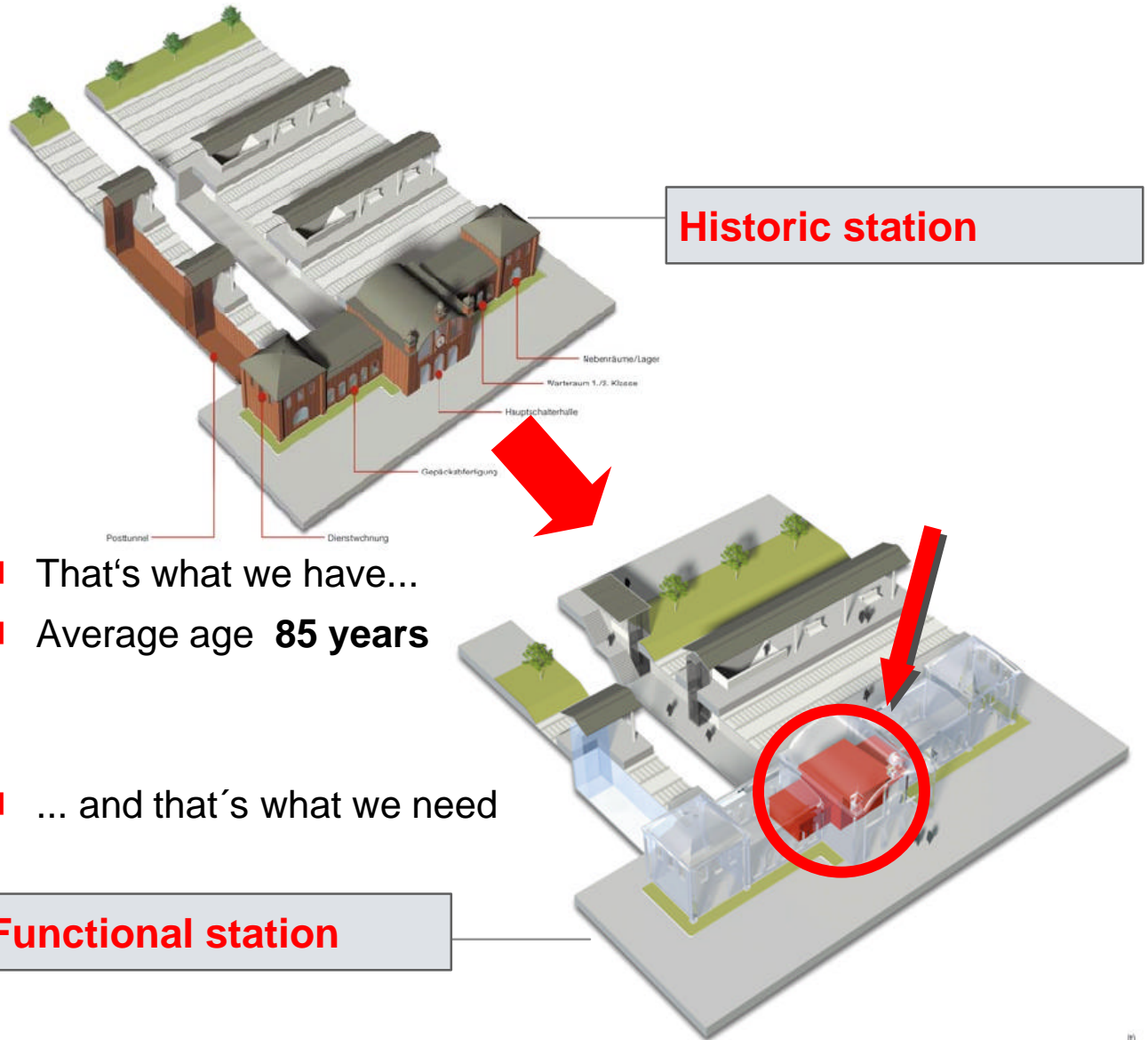
Passenger Stations

A new approach for services in small stations **DB ServiceStore**

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Head of Department

Commercial Renting Space

Floorspace is often oversized and needs to be reduced
Many buildings are listed and lead to high costs



Challenge

Providing all 7 service modules despite the economically disadvantageous volume situation

Ticketing

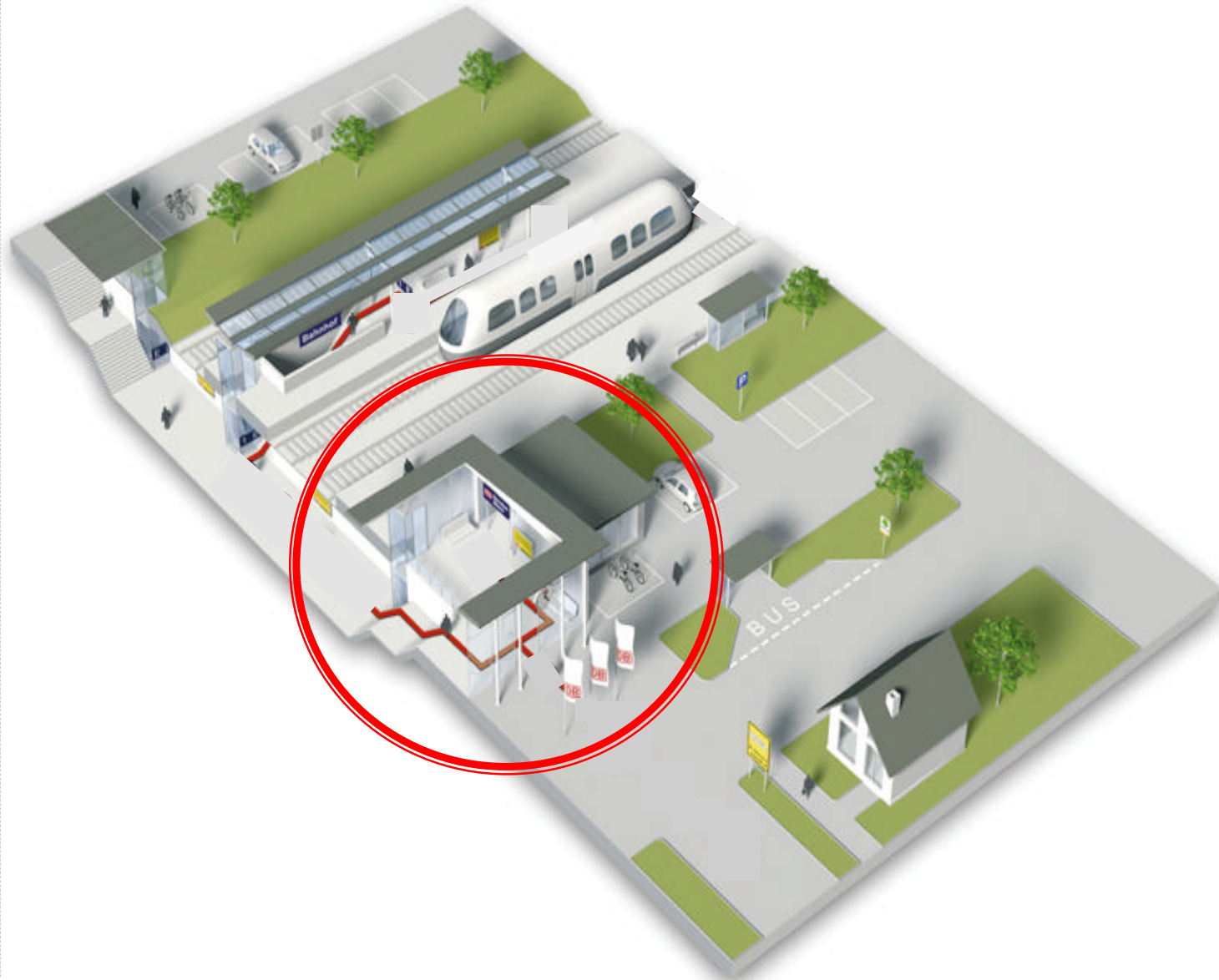
Travel Enquiries

Waiting

WC

Travel Requisites

Security & Cleanliness



Opportunity

Passenger frequency and local supply needs represent market opportunities

It was possible to buy accessory items at railway stations long before filling stations arrived on the scene.



But then filling stations did arrive. And for a long time shaped the business in exemplary fashion.



DB ServiceStore

DB ServiceStore „Start up initiative“:

Successfull outplacement programme with the franchise system



The Small Rental category involves scaleable standard products from a single source

Unique selling position (USP) embracing tickets and convenience goods/retailing under the DB ServiceStore brand

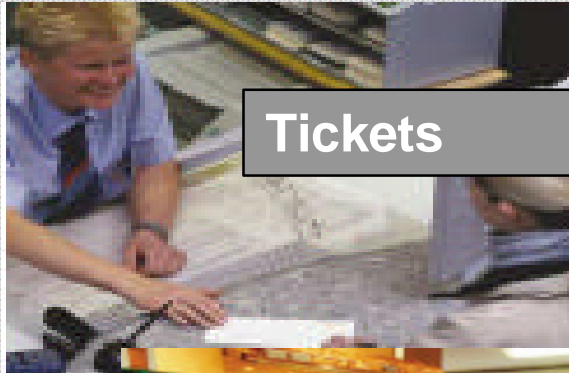


The DB ServiceStore is fully cost covering and yields a high customer benefit through the presence of DB in outlying areas

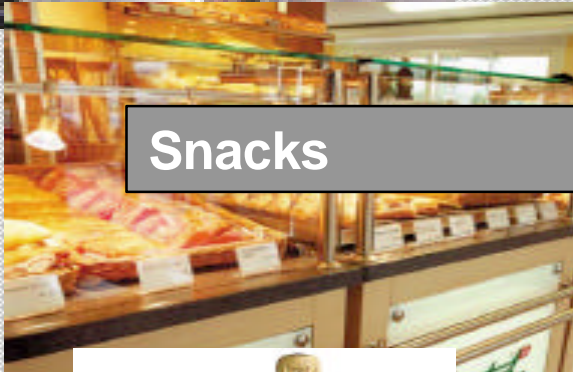
The Small Rental category is part of the growing convenience-goods market with its high floorspace productivity

DB ServiceStore:

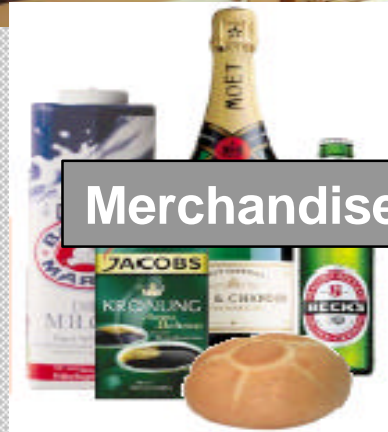
standardized where possible - modular as needed



Tickets



Snacks



Merchandise

- DB Tickets & Service
 - new nationwide agency format for tickets that reflects customer requirements and enhances customer satisfaction
- Snacks
 - bakery products
- Merchandise
 - staple goods
 - local add-on ranges & services

Using the DB ServiceStore Franchise business model for a reliable income at smaller stations



A strong Customer Value Proposition (CVP)

**Convenience offer:
Ticketing
Service
kiosk articles
food service**

„You don't go there for a coffee, but if you are there - you buy one !“

Operational excellence

sustainable network

German railway stations

Franchise

clear business model

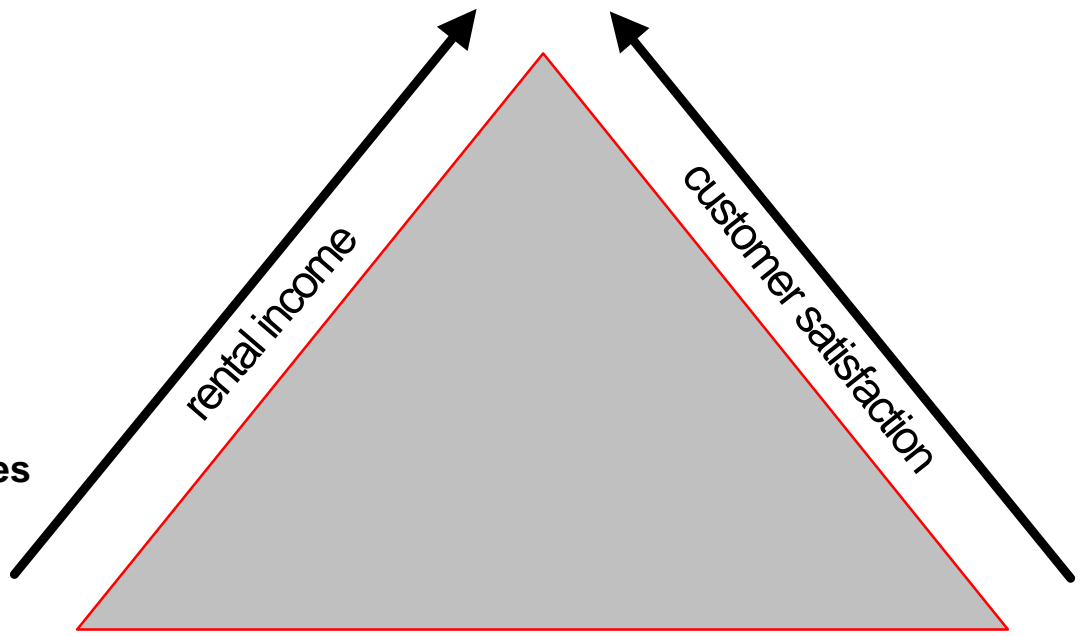
DB ServiceStore

Customer Driven Business Modell



DB Station & Service AG

- franchise concept
- brand
- location
- CD/CI
- ticketing
- supply chain advantages
- assortment
- kick backs



turnover rent, entrance fee, franchise fee

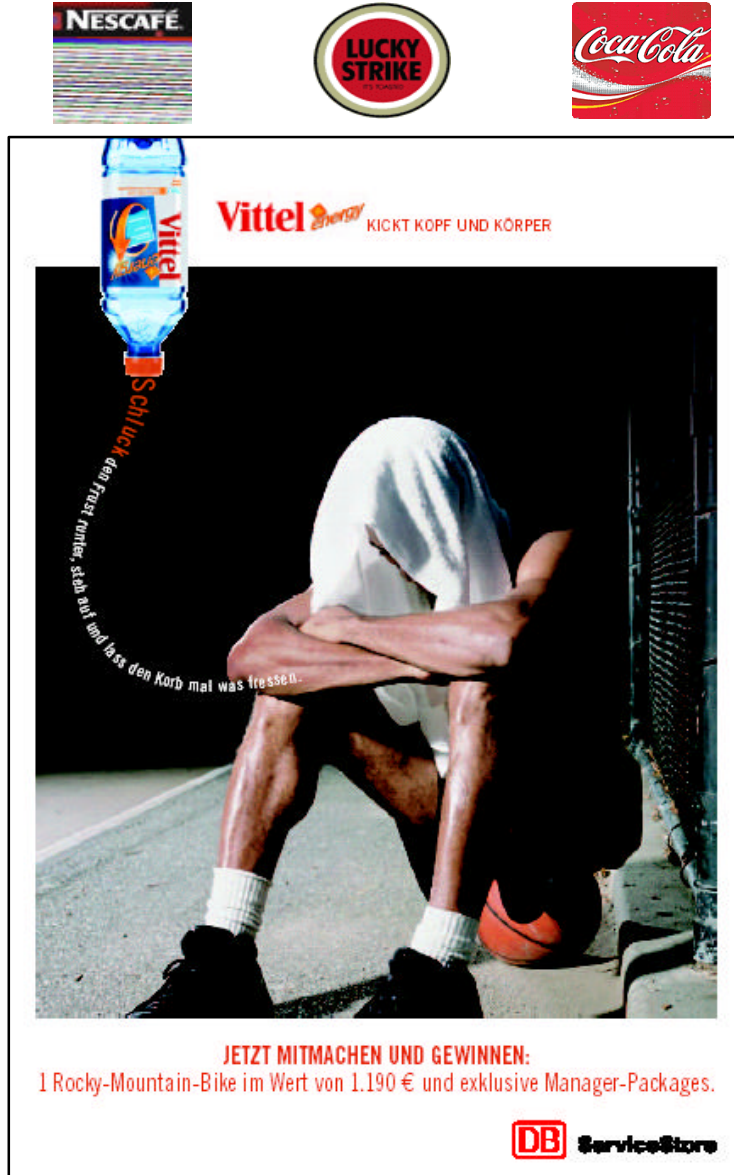


Systemführungs GmbH




franchisee

Tailormade promotions with Fast Moving Consumer Goods (FMCG) superbrands



Convenience retail is THE upcoming platform for the FMCG industry in the discount oriented retail environment in Germany



Operator concept for the DB ServiceStore

Franchising establishes a nationwide presence



Standardised shop design



DB ServiceStore franchise system in sizes from 50-200 sq.m



Professional coaching by DB subsidiary

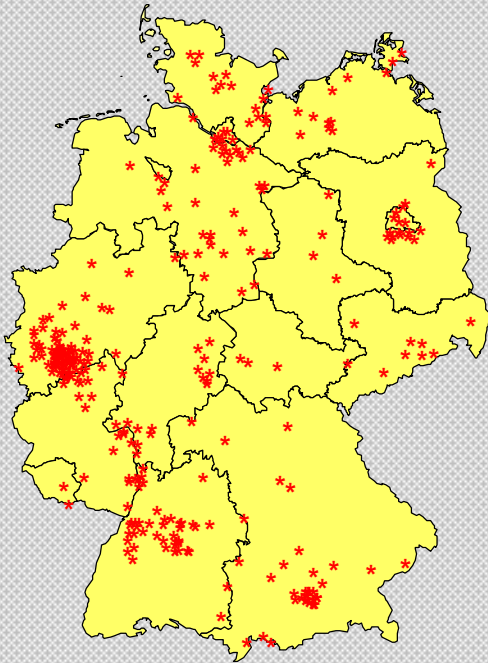
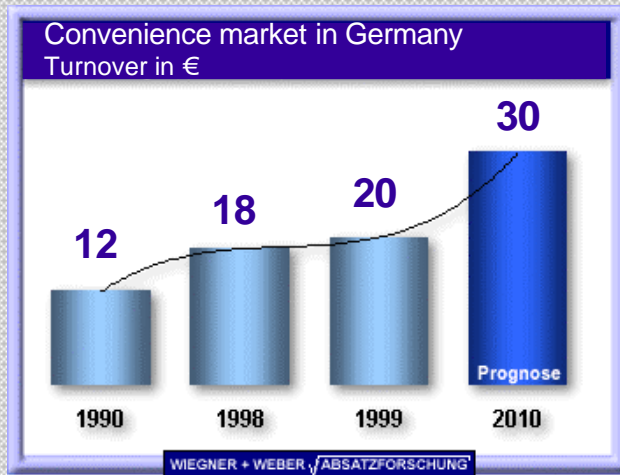
DB ServiceStore

The preferred local supplier at stations



 **Solution: DB ServiceStore**

„We know our customer - ...“ demographic development leads to more one and two person households



- Strong growth of convenience-goods market
- Great market potential at stations

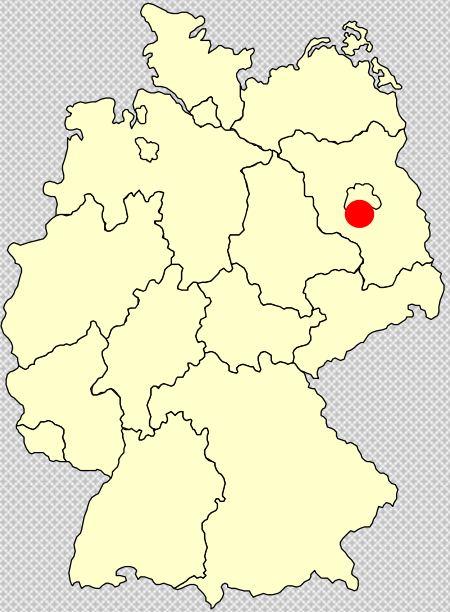
- 100 ServiceStore units already in place
- 360 potential additional locations
- Over 1,000 prospective franchisees

Matching customer demand where needed (1): DB ServiceStore at Ludwigsfelde



before

Floorspace 42 sq.m



after

Matching customer demand where needed (2): DB ServiceStore at Neckargemünd



before

Floorspace 64 sq.m



after

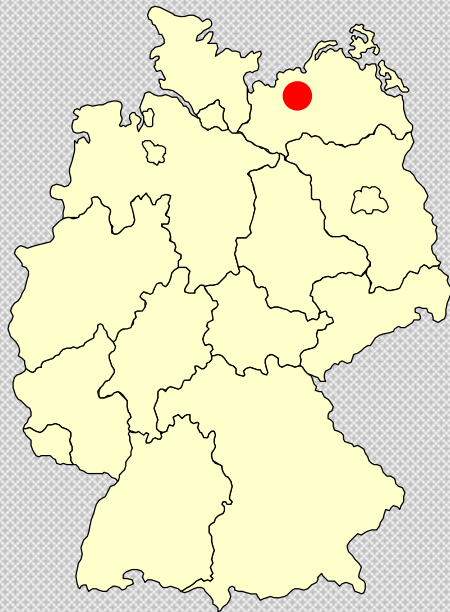


Matching customer demand where needed (3): DB ServiceStore at Bad Kleinen



before

Floorspace 36 sq.m



after

