

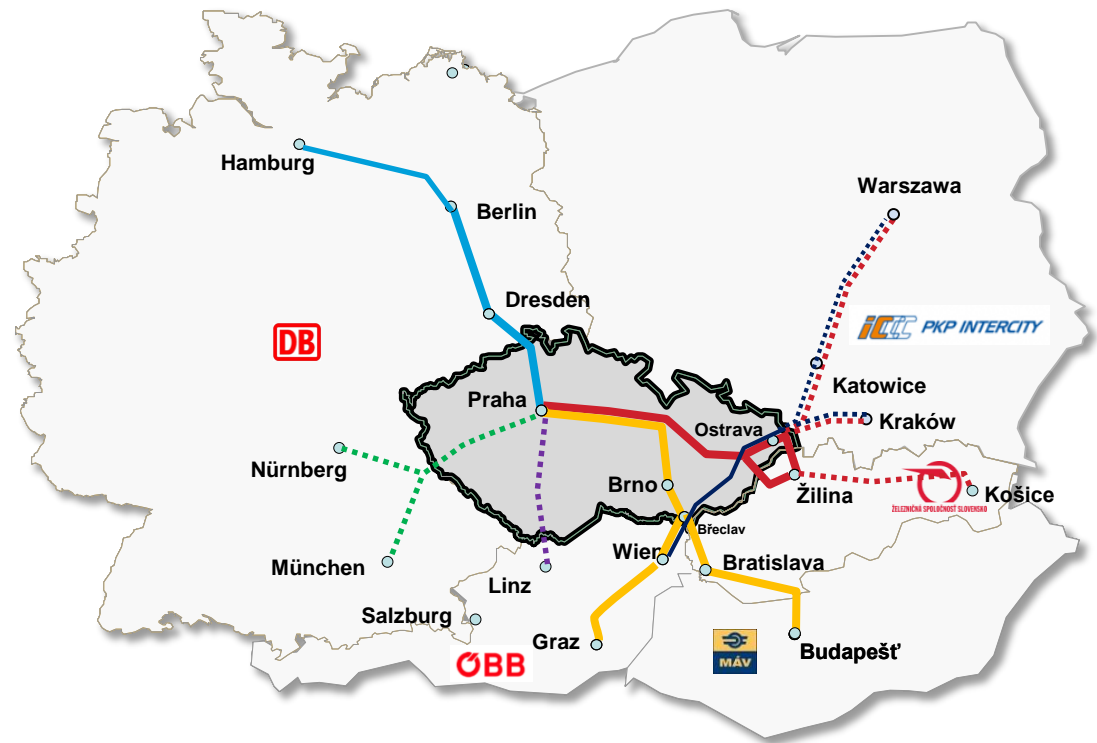
České dráhy

Modern European Railway Operator



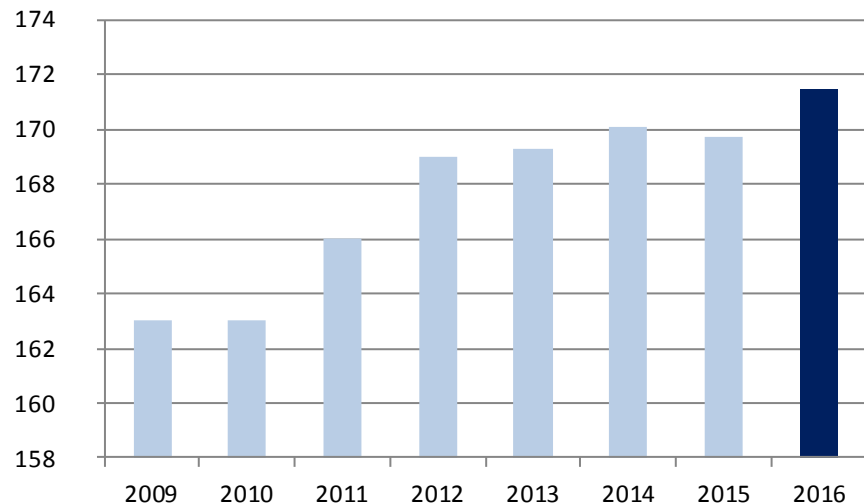
International service has the key importance for long distance transport

- Most important long distance lines in interational and domestic transport
- Higher yield and revenues
- Higher load factor
- Regural service offer (1 train per 1-2 hours)
- The goal are long term partnerships with neighbouring national railway transporters
- Quality and technical standards (incl. Wi-Fi) clearly set
- Competitive infrastructure needed

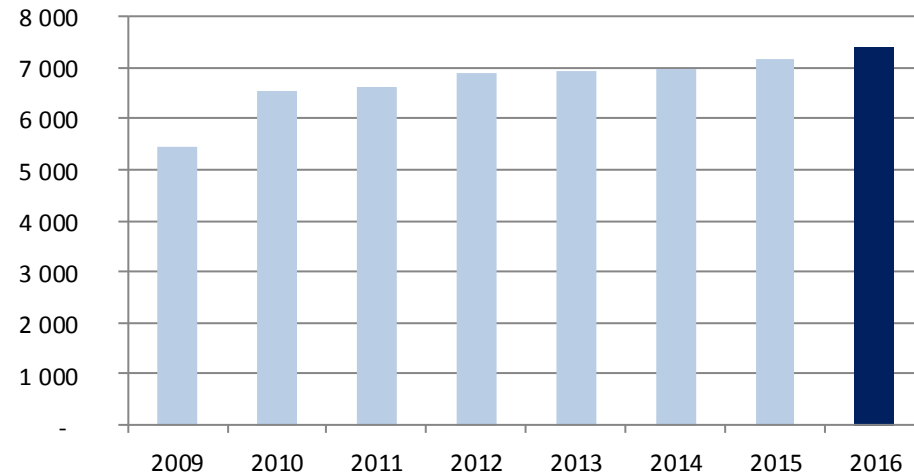


Key indicators

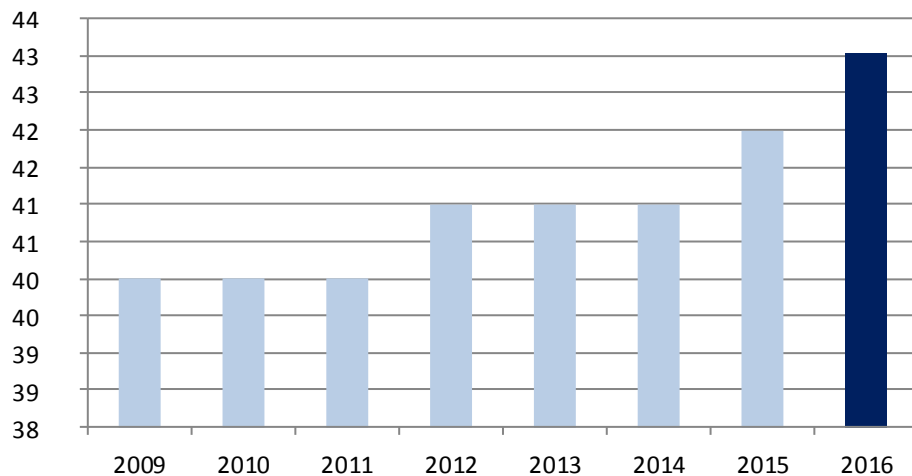
Number of passengers (mil.)



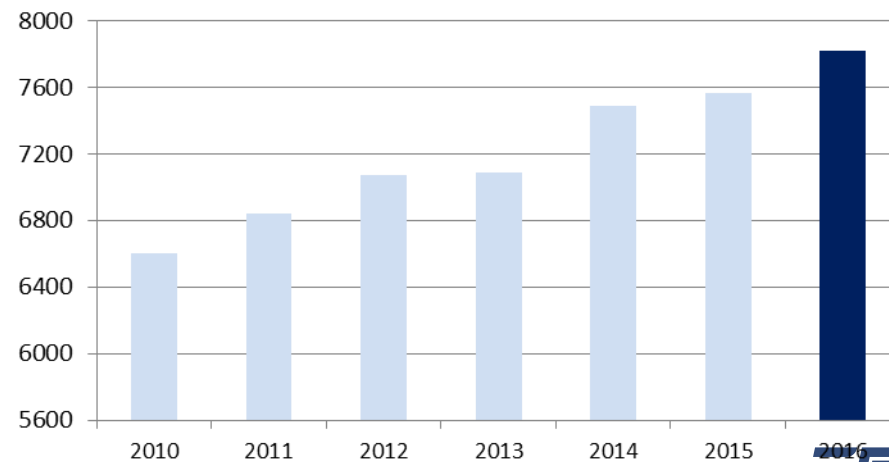
Traffic performance (mil. person-kilometres)



Average traffic distance (km)



Revenues from passenger transport (mil. CZK)



Increasing competition has a strong impact on customers' expectations

- Market opening (22 officially registered operators for passenger transport)
- Tenders for operation of long-distance lines have been notified by Ministry of Transport
- Main line Prague – Ostrava is under a tough competition between 3 train operators in an open access regime
- Competition started recently also on the Prague – Brno line
- Fierce bus competition also on international lines



ČD as a competitive, customer-oriented and profitable company with a firm position on the railway market

1. Development of Core-Business

- Investments in rolling stock
- Service quality improvement - enhanced on-board services and of complementary services (Wi-Fi connection, loyalty programmes, additional services on board and complementary products (integrated origin-to-final destination travel solutions for passengers)

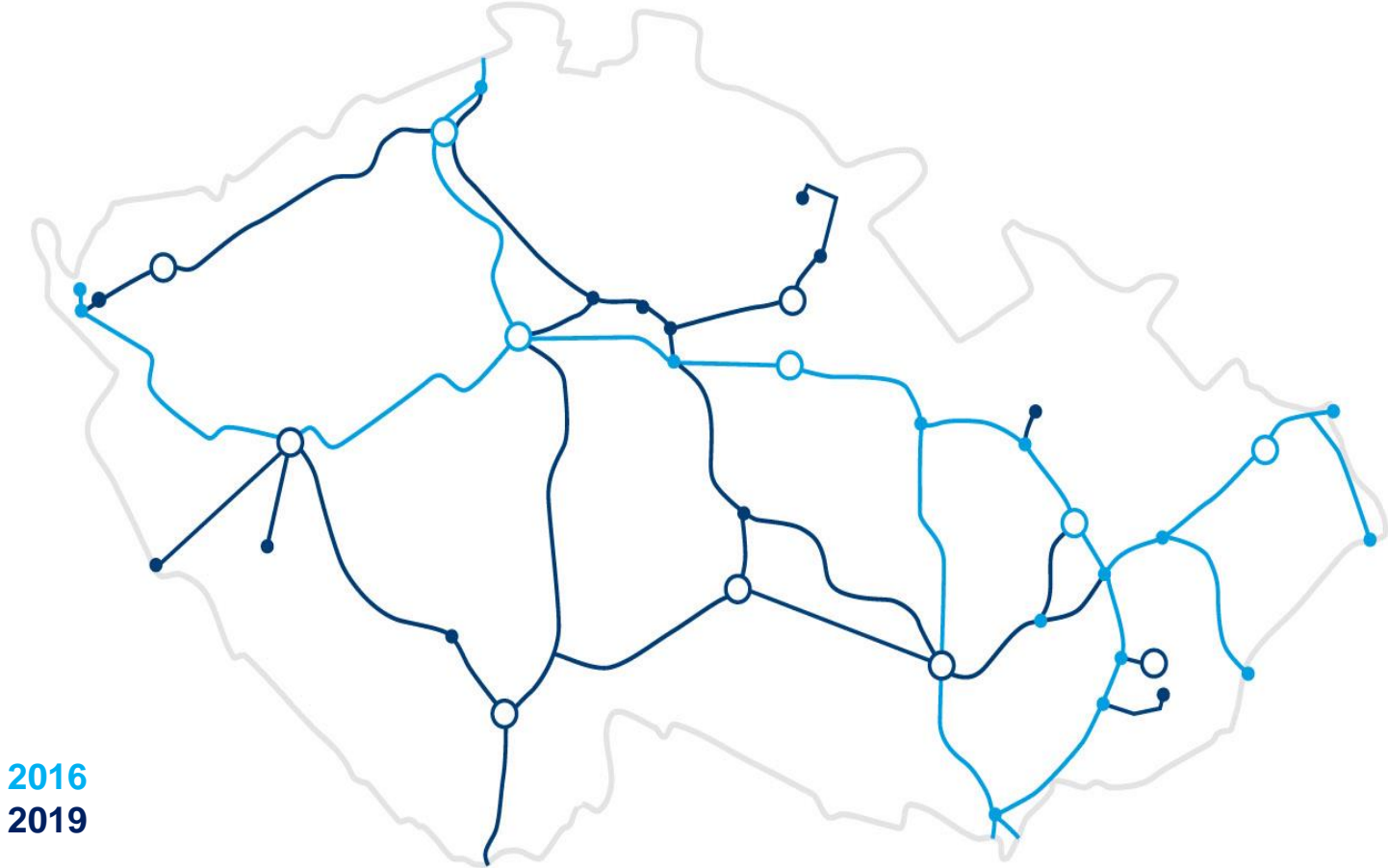


2. Focus on further sector digitalization:

- Modernization of sales systems and ticketing
- New communication platforms
- Enhanced simplification of the process of ticketing – further implementation of e-applications
- Support of e-Shop sales through offers available via e-channels



Wifi deployment in 2019



2016
2019



CLOSE ROUTE DETAILS

FROM
Prague Main St.

TO
Vienna Main St.


END STOP
17:45
+ 5min


SPEED
100
km/h


NEXT STOP IN
42 min


Stations

Interests

**Prague**
Main St.
13:20
Connections
Map
32°C

**Kolin**
Main St.
14:50
Connections
Map
32°C

**Olomouc**
Main St.
15:50
Connections
Map
32°C

**Hollenburg**
Main St.
16:50
Connections
32°C

České dráhy

Internet available

En

Home

Map

News

Games

Movies

Music

Ebooks

Feed

Internet

Watch the route
Map of your journey

Behind the window
Red Church

Discover new places
Where to eat in Istanbul?

SOON.
MP

News

See all news


John Kerry Abroad, Malaysia Airlines Investigation and Hiroshima Anniversary
huffingtonpost.com

Finance

Boeing 777

Debris 'almost certainly' from a Boeing 777
huffingtonpost.com

6



OPEN ROUTE DETAILS



En ▼



Home

Map

News

Games

Movies

Music



Feed

Internet



249 Kč / 11€

Vše >

Snídaně

Obědy

Nápoje

Sezonní nabídka



Kuřecí steak se zeleninou a sladkými bramborami

139 Kč / 5.80 €



Vepřový steak na rozmarýnu s bazalkou, rajčaty a opečenými bramborami

99 Kč / 4.70 €



Kuřecí prsa v sýrovém těstíčku s opékanými bramborami a brusinkovým dipem

109 Kč / 6.70 €



Hovězí burrito s avokádovým dipem a jarním salátem

89 Kč / 4.30 €



New comfort website



České dráhy
Národní doprava

E-shop | Jízdní řád | Naše vlaky | Typy jízdenek | Další služby

Spojení a jízdenka | Vlak | Stanice | Moje cestování

PRO FIRMY

Maricka M. ▾
0 Kč 0 Kč

0 položek
0 Kč

Za vídeňskou filharmonii
Začněte si na světoznámý orchestr již za 524 Kč z Prahy

Spojení a jízdenka

ODKUD Zadejte stanici ▾
KAM Zadejte stanici ▾

Dnes Zítra 13 : 55

Dospělý 26–69 let
Bez slevového průkazu >

Rozšířené zadání Najít spojení

100% slevy ČD Body!
Za nasbírané body nyní získáte jízdenky, In Karty i zážitky zdarma.

Slovácký expres
Rychleji a komfortněji z Prahy do Luhačovic od 249 Kč.

Česká republika dnes
8°C Zataženo s deštěm

Česká republika zítra
15°C Oblačno s deštěm

Omezení provozu >

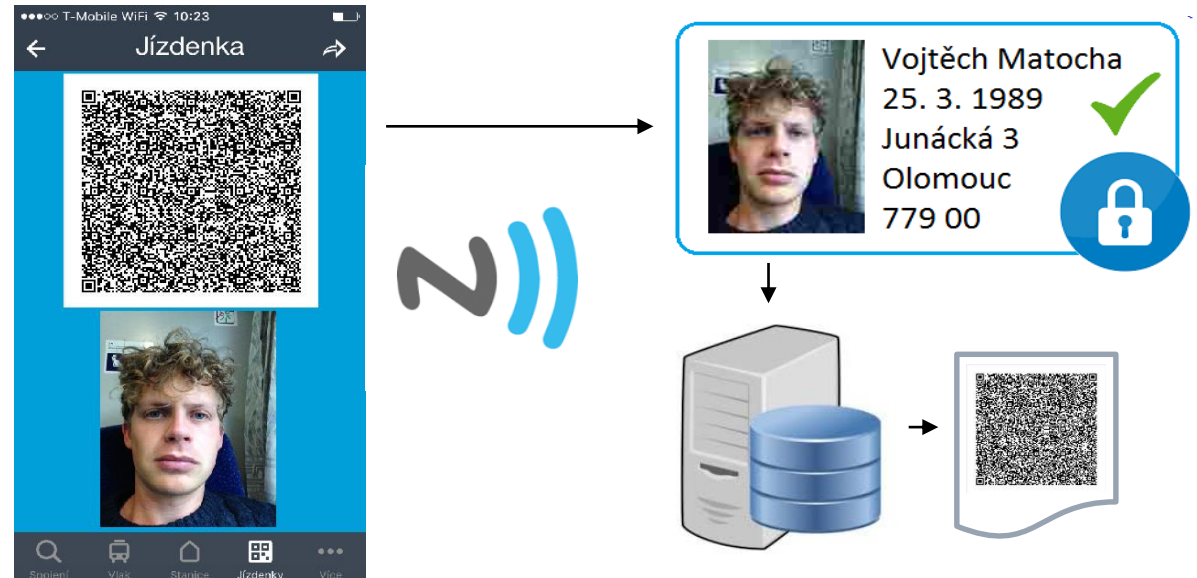
Nejlevnější jízdenky
Bruntál – Zlín od 119 Kč

Aktuality
Stáhněte si aplikaci Můj vlak



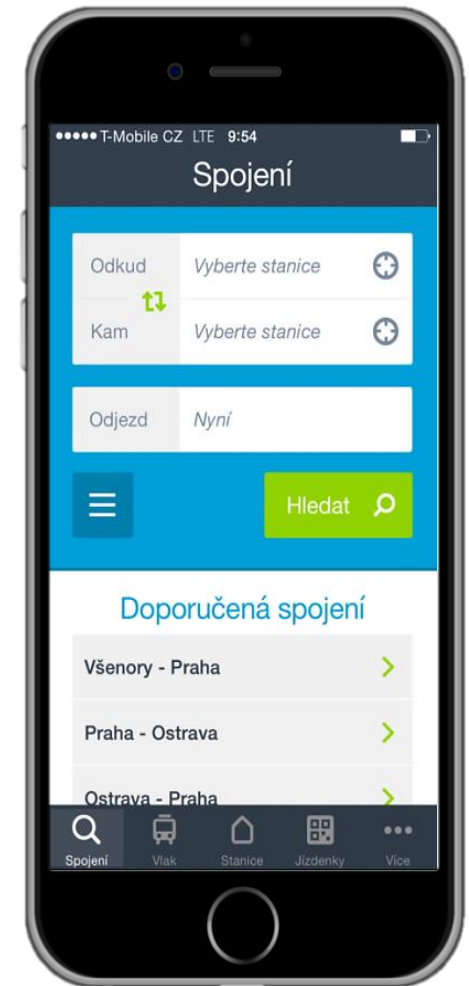
ČD multiapplication card – MAP card for smart phones

- Virtual card for mobile phones (smart phones)
 - Independent mobile application
 - Digital identity of the traveller
- Click and travel system – account is active immediately after filling in an easy online form
- Comfortable ticketing without using the ID card



ČD application for smart phones – Můj vlak

- Searching the train including ticket purchase
- Based on-line, off-line version available as well
- Complete information about trains (composition, services on board, time of departure, actual delay)
- Informations about operational changes in the train route
- Complete information about the station (GPS, services in station, integrated transport system)
- Synchronized with e-tickets from eShop
- Mobile device = ticket
- Push notifications supported
- Sharing to social media



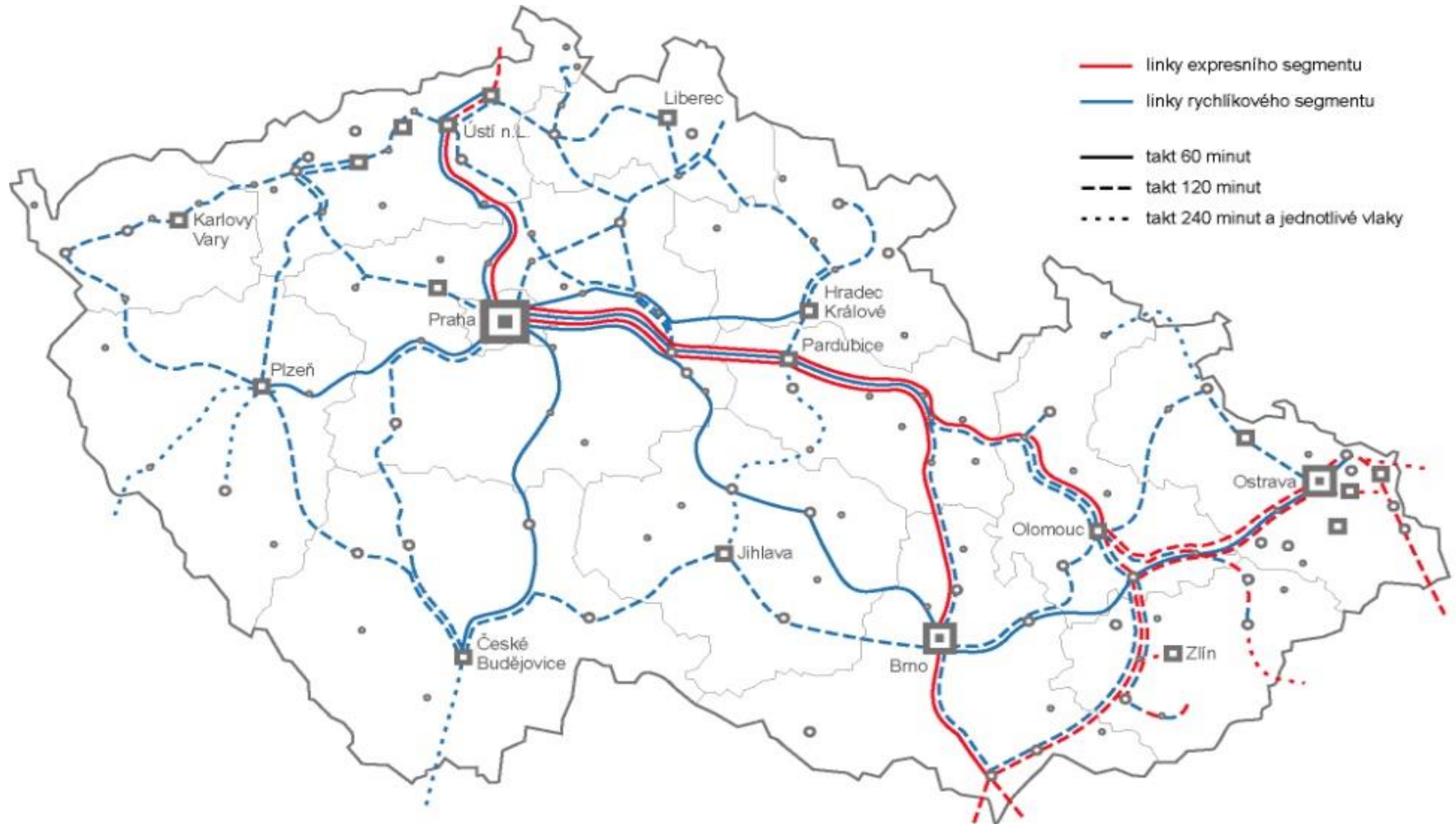
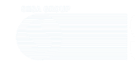
Modernization of sales systems as a crucial point for railway attractiveness

- Yield management oriented sales system
- Integrated transportation systems
- Preference of self-service ticketing, smart and online ticketing
- Opening new sales channels with new partners with great reach to new customer groups

MAIN TARGET:

- Share of Rail on total transportation in CZ is cca 7%
- **HOW CAN WE INCREASE?**

ČD operates on one of the most dense networks in Europe



Total length of railways: 9 492 km (double track: 1 851 km, single track: 7 641 km, electrified: 3 037 km)