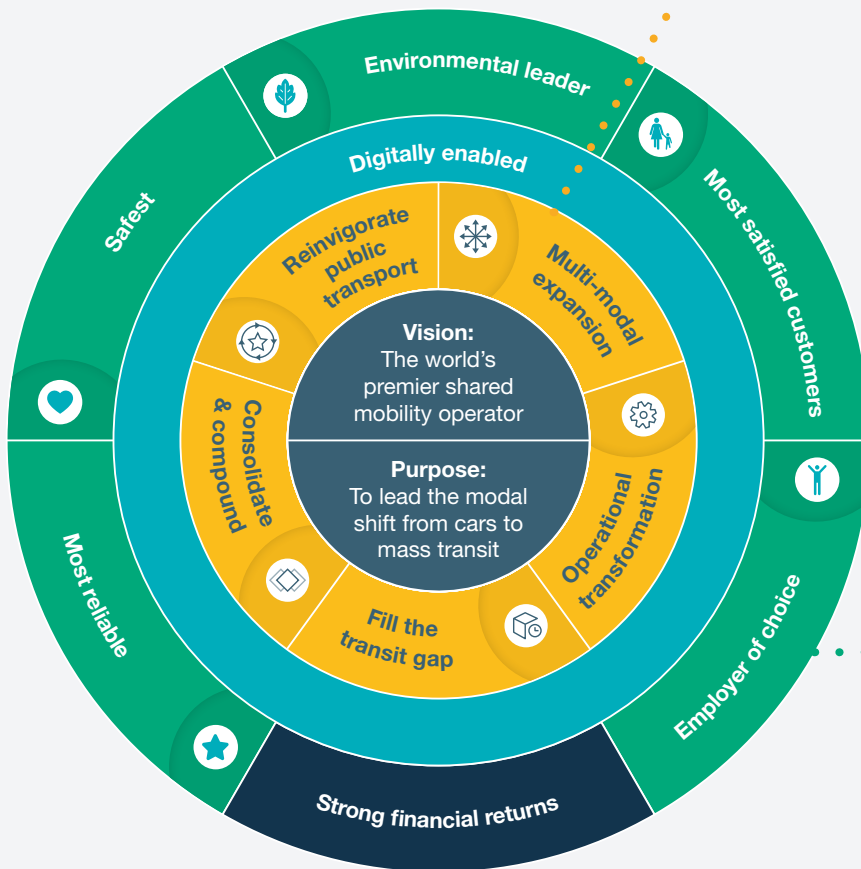


Evolve – our strategy for growth

evolve in summary

We have a clear vision and purpose, which drives everything we do: to be the world's premier shared mobility operator; and to lead the modal shift from cars to mass transit.

We deliver this through five customer propositions



Digitally enabled

We will succeed in our customer propositions by focusing on five consistent outcomes

Strong financial returns



Reinvigorate public transport

Grow the use of public transport in cities suffering congestion by building partnerships with stakeholders who want sustainable solutions.



Multi-modal expansion

Build more modal capability and city hubs from existing locations where we already have a physical footprint.



Operational transformation

Application of our processes and know-how to drive efficiency, operational improvement and lower costs.



Fill the transit gap

Encouraging modal shift away from private cars in areas that are not well served by public mass transit.



Consolidate & compound

Consolidate fragmented markets and create 'at scale' operations to drive operating efficiencies and better customer solutions.

These propositions are underpinned by our focused application of technology.



Most reliable

We will lead the industry in reliability by striving for ever increasing levels of punctuality, and driving down cancelled services and lost miles.



Safest

We will lead the industry in safety by continually driving down accidents.



Environmental leader

We will lead the transition to zero emission vehicles.



Most satisfied customers

Our customers will rate us the highest in the industry.



Employer of choice

We will embed high performance culture that attracts and retains the best people.

By delivering these outcomes, we will achieve profitable and sustainable growth.