



INTEGRATED SERVICE SOLUTIONS **for night trains**

newrest

Rail market current situation

CURRENT CHALLENGES

A solid but inflexible model

- Strict separation between passenger experience and train management: procedures coexist but have not been combined and optimized covering these 2 dimensions.
- Limited european network integration to the benefit of the passengers: Heterogeneous and discontinuous service depending on the geographic area.

Critical but shaded know-hows

- Employees role and responsibilities not at the forefront of the passenger's experience, safety and quality of services delivered.

Limited services on board

- Products and services not aligned with new passenger expectations and trends of 2021
- An outdated vision of travel experience conditioned by *classes*
- Limited accessibility of products and services (throughout customer journey)

CSR dimension

- Low environmental impact of train travels not sufficiently highlighted to passengers.

Opportunities

To meet the numerous challenges ahead, the global rail sector must increasingly rely on its innovative potential to deliver smart solutions regarding safety, security, accessibility, seamless operation, capacity, connectivity, sustainability and experience.

1. Overall services improvement

- Products and services ranges.
- Accessibility and extension of consumption hours.
- Upgrading and VIP services.

2. To put our people at the heart of the services

- Raise awareness of the importance of their role and strengthens their sense of responsibility.

3. Take the train is a responsible act

- Surf on the trend of *Train brag* and sustainable tourism.
- A innovative communication plan rewarding passengers of the positive impact of their travelling choices (speech : all actors of change for a better world).

4. Operational adaptability

- Optimize processes and allow operators to respond in a flexible manner to changes in passengers' demands and constraints.
- Ensure seamless services throughout Europe.

5. Digital experience

- Integration of varied digital solutions and applications for passengers.

Our promise

In a world where public transport is undergoing radical transformation, we believe the future for rail transport requires focusing on passenger needs and the planet.

With our global expertise in the rail sector, we deliver a full range of rail integrated services that ensure a **safe, comfortable, sustainable** and **personalized** travelling experience to all your passengers, as an end-to-end mobility commitment.

Our mission breaks down into 2 main services :



Passenger experience

At Newrest Wagon-lits, we foster a **service spirit**.

Because our passengers are our primary concern and treating them as we would like to be treated is part of our identity, Newrest Wagons-Lits has developed a full range of on-board services. Hospitality, meals, comfort, extra-services and entertainment, nothing is left to chance. We work on the entire passenger journey and aim at creating **innovative** and **personalized** travelling **experiences**.



Train Management

Railway operations management plays a crucial role for rail transport, starting from **safety** and **security**. A rail operator carrying millions passengers, and our first priority is to deliver with services with the highest standards of health with constant vigilance and commitment of our teams. Endowed with a strong sense of responsibilities, train Chefs also take charge of operational processes **efficiency, team organization** and smooth **communication** between passengers and train teams.

we take care of everything

ON BOARD - ASHORE



– passenger – experience

The passenger rail service deals with different categories of customers through specifically designed services.

The various passenger rail market segments depend mainly on the distance travelled – long, medium and short distance – and on the territory served – regional, suburban and urban.

We have examined all possible configurations and passenger profiles in order to offer a smooth and personalized passenger journey, under the sign of attentiveness and comfort:

Passenger circuit



Passengers desires / needs and associated services



Throughout their journey, your passengers want *contact points* in order to receive appropriate services. Each phase of the journey represents as many opportunities for you to interact and support them during their journey. Every detail counts.



— passenger — experience

Hotel services

Reception

Welcoming, ticket sales and control, luggage assistance, guiding passengers until their seats and be available throughout the whole journey.

Help desk

Information & assistance.
Answering all types of questions, for example *how to use the various devices (locking mechanism, lighting, anti-fall net, dispensers, etc.)*.

Passengers Comfort tour during the travel

at least every 30min during the night

Wagon preparation & housekeeping

(bed or couch construction)
daily check and preparation before and during the trip, pest control.

Laundry service

all the linen, laundry and towel service for the sleeping and couchette cars.

Cleaning service

cleaning the sleeping and couchette cars (at the main, turning station and while driving by ensuring cleaning tours)

For first class:

snacks, newspaper and drink additional services.

For other classes:

possibility to upgrade or buy products during trip.



— passenger — experience

On board catering

Newrest Wagons-Lits offers a full range of services on-board: a bar, a dining car, integrated first class services, sales carte, online pre-ordering and on-board entertainment. 9 million passengers have consumed a catering service at the bar this year, another 7 million sipped coffee and over a million guests were delighted to be waited on at their seats. Finally, more and more of them have pre-ordered comfortably from their homes or directly from their seat while they were on the trains.

Offer

BREAKFAST

LUNCH

DINER

SNACKS

VIP

À LA CARTE

COMBO

Services

AT THE BAR



TO GO



SEAT OF ROOM
DELIVERY



Ordering

STAFF
ON BOARD

ONLINE
ON BOARD

PREORDER
BEFORE
THE TRIP

— passenger — experience

Our food engagements

To better answer travelers' needs and expectations, we rely on strong quality markers for menu development and choice of products:



A TASTE JOURNEY
RENEWED OVER
TIME SEASONS



PRODUCTS SELECTED
FOR THEIR TASTE
AND QUALITY



VARIED PROPOSALS
FOR GOURMETS AS FOR
THOSE IN A HURRY



ALL TO CONSUME
WHEREVER YOU WANT

A menu in line with current food trends ! Now available on-board:



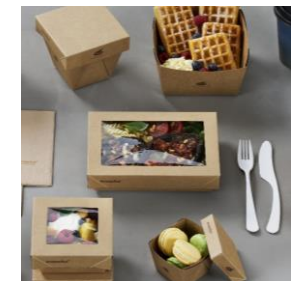
BALANCED NOURISH
TRENDY BOWLS



ORIGINAL
SANDWICHES
IN TASTE
AND SHAPE



VEGETARIAN
AND VEGAN OPTIONS



SUSTAINABLE EATING
& PACKAGING



— passenger —
experience

Breakfasts in cabin

After a night travelling, what could be more pleasant than waking up and choosing a tasty breakfast? The breakfast in cabin is à la carte for a choice between a multitude of combinations.

- Hot drinks (coffee, tea or chocolate)
- Fresh or bottled fruit juices (orange, apple, grapefruit) or a cold drink of your choice
- Pastries (plain butter brioche, croissant, pain au chocolat, brioche, muffin...)
- Cereals, muesli & granolas
- Fruit side: Whole fruit, fresh fruit salad, compote
- Yogurts, cottage cheese and varied dry cheeses
- Hot plates: omelets, fried eggs, scrambled and extra toppings (bacon, onion, eggplant, mushrooms, ham, zucchini..)
- Slices of toasted bread, butter and jam.

What will you make you happy?

Menu

A la carte items

Cold dish & starters
Hot dishes
Sandwiches and salads
Desserts et pâtisseries
Snacking
Hot beverages
Cold beverages

Combos

Meals

Express

1 classic sandwich
+ 1 beverage

Classic

1 sandwich or 1 salad
+ 1 beverage
+ 1 dessert or pastry

Degustation

1 starter
+ hot dish
+ 1 beverage
+ 1 dessert or pastry

Breaks

Gourmet break

1 hot or cold
beverage
+ 1 sweet
or savory snack

Breakfasts

Express

1 hot beverage
+ 1 brioche / muffin /
cookie

Gourmet

1 hot beverage
+ 1 fruit juice
+ 1 brioche / muffin / cookie
+ 1 yoghurt





— passenger — **experience**

Extra comfort services

Customers want to feel valued and expect a personalized service for each interaction they have with an organization, without necessarily wanting to pay for this extra level of service.



MAGAZINES
& BOOKS BAR



TABLET RENTING
& ENTERTAINMENT
ON DEMAND



TOILET KIT
(slippers, towel, comb,
toothbrush/paste, soap, wipes,
eye shades...)



TEA CORNER



CYBER CORNER



AIRFY BOX



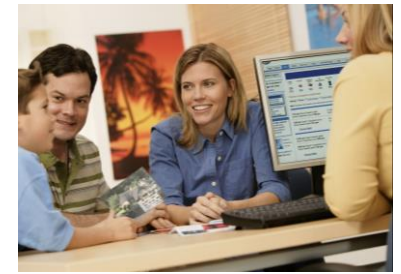
EXTRA DRINKS SERVICE
(GREETING)



LOUNGES TO TRAIN
AND LUGGAGE SERVICES



TAXI SERVICES



TRAVEL PLANNING
AND ADVICES



— passenger — experience

A retail mindset

On the strength of our development in the retail sector, we have a real expertise as a market-oriented retailer necessary to strengthen a brand image and create a strong valuation of our service offers.

Customer experience optimization has become crucial in absolutely all industries. Customers today not only want the company to know what they want and where they want it but may also want their entire experience of researching and buying to be customized and in alignment with their socio-economic beliefs. Customers want to enjoy the process of exploring their options and expect to have positive interactions at every touchpoint of their trip/journey.

Customer centric retail mindset has been strongly developed at Newrest with the implementation of our various expertise :



To understand & analyse passengers needs

- Customer journey mapping
- Customer needs identification
- Services and products range optimization vs market needs



To train

- Knowledge of products and offers
- Cross-selling and upselling trainings
- Sales force development and salespeople speeches



To act

- Merchandising , offer visibility and readability
- Signage and communication packs
- Point of sales aesthetics and products highlights
- Merchandising plan and planograms



train management

Train chef missions

Newrest Wagons-Lits is **responsible** for equipping the trains, prepares, manages and stores all the necessary products for the smooth operation of the services on-board and for assuring passenger comfort. To ensure that, we have built a multi-functional team of experts in charge of technical, security and on-board communication aspects.

Security & safety

- Sales and ticket checks
- Security management & team safety brief
- Conformity check before departure
- Risk analytics
- Tunnel and fire security

Operational support & maintenance

- Execution of brake checks and management
- Reparation of car lists and coupling
- Operation of clutches
- Car loading / offloading, car transportation service

Communication

- Train or station announcement
- Provide information to passengers about departures / arrivals/ delays
- Provide information to train driver about exact composition of the convoy, dysfunctions

Rail is the safest mode of land transport and any railway strategy should be aiming at maintaining that position. For this reason, Newrest keep meeting in the foreground the safety and services delivered with the highest standards and constant vigilance and commitment of our teams.



Health, Safety & Hygiene label



Team management & DEVELOPMENT

We recruit and train our teams with the primary objective of reaching the excellence of our services, improving efficiency and lower costs. Based on the proactive management of a core workforce we can plan, train and respond quickly in safely deploying the teams our customers need.

Recruitment

Our rail recruitment division has been successful, growing to become a significant provider of executive and technical staff to the rail sector as a whole.

All our employees must be :

- Flexible
- Multi-tasking
- Able to act quickly and calmly in case of emergencies
- Constantly communicating
- Maintaining a strong excellence mindset

Career Development

We have a clear career path for our recruited employees. It is clear and structured that his path recognizes more responsibility and accountability with each steps taken, and new training done. So our employees are fully ready when they have to take care of up to 500 passengers on the night trains.

Training

We organize full training programs for our train chefs and on-board employees so that they permanently integrate this notion of *Accountability*.

- A portfolio of 50 different trainings for operational part of night trains
- All the employees' trainings renew every year.
- Train chef training is a long-term training courses subject to several skills checks (2-years long).

Planification

Service professions require teamwork, which is why it is essential to coordinate individual efforts and the distribution of tasks within a structured schedule. Mobilizing resources in the right place at the right time and resizing the workforce according to the activity helps ensure optimal operation.



Logistic & SUPPLY CHAIN

Newrest Wagons-Lits in charge of equipping the trains, prepares, manages and stores all the necessary products for a smooth operation of services on-board and of assuring passenger comfort. Thus, our teams offer rail operators a multicountries integrated supply chain:

PRODUCT SELECTION
AND PURCHASE

STOCK MANAGEMENT
& INVENTORIES

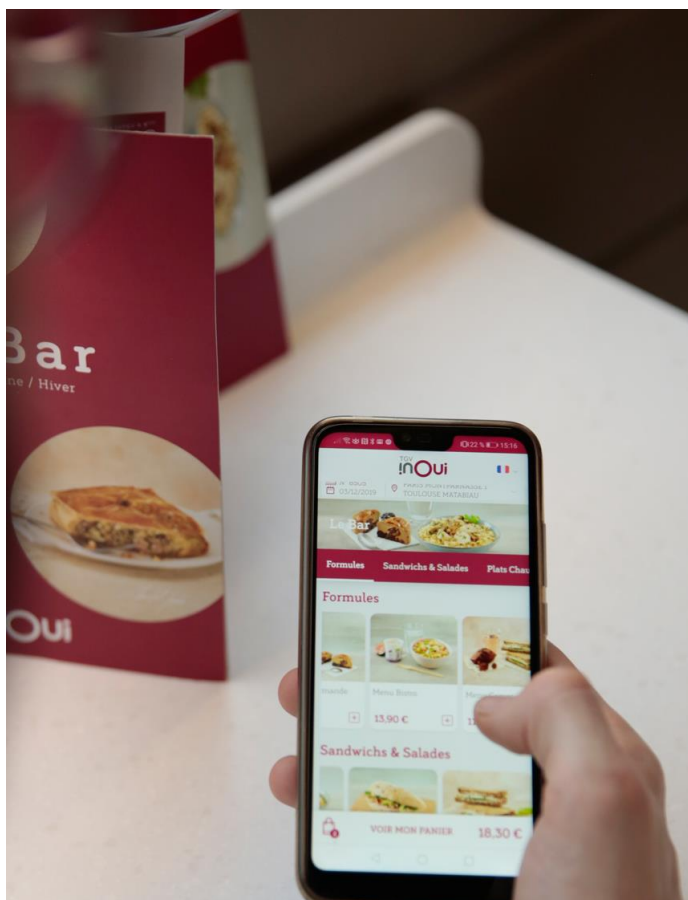
CONTAINERS AND MATERIALS
MANAGEMENT

DIAGNOSTIC AND CONTROL
SERVICES BEFORE
DEPARTURE

PICK AND PACK

PRODUCTS LOADING
AND UNLOADING
SYNCHRONISATION

HACCP
QUALITY CONTROLS



On board TGV trains in France, use of the application developed by Newrest enabled:

+38%

INCREASE IN DIGITAL SALES
ON TGV TRAINS

+100%

INCREASE IN THE AVERAGE ORDER PRICE SEEN
ON ONLINE ORDERS

Experience enhancement THROUGH DIGITAL

Improved customer experience through technologies digital has become a must in all our business activities. All new digital solutions will be perfectly integrated and can be adapted to your own digital strategy.

Thanks to **Click & collect** and **Click & delivery**, now passengers will be able to consult, choose, pay, be delivered at their seats or collect their purchases at any time of the day and night. The online ordering tool includes secure online payment solution and allows a promotion and loyalty plan management in line with your commercial strategy.



Digital technologies are also used at points of sale, such as ordering kiosks specifically adapted to the Rail segment, as in TGV bars, saving time and improving passenger satisfaction. Kiosks will encapsulate customers' choice and payment and therefore service staff can focus on preparing the order.

Our CSR commitments

For the planet

Eating well has become a major concern, a civic act, the selection of our products and the support of our customers towards healthy and sustainable food is strategic for the Group. To this end, we make strong and concrete commitments that translate into real life, which go well beyond commercial or marketing objectives, however demanding they may be.



Reduce food waste

bear in mind what is really important

OBJECTIVE

+10% per year in volume of reused biowaste over the next five years



Local and responsible purchases

before buying, think

OBJECTIVE

0% deviation from our responsible purchasing policy.



Zero paper policy

do what is **best** for the world

OBJECTIVE

-50% in total volume of paper bought by 2025.



Implement waste sorting

beware of your day to day impact

OBJECTIVE

+15% per year in total volume of recycled waste over the next five years.



Reduce our greenhouse gas emissions

behind the construction, the responsibility

OBJECTIVE

-10% impact by 2025.



Commit to the zero plastic transition

embody your **belief**

OBJECTIVE

-50% of not recyclable plastic in our production sites by 2025.

Towards our employees

The development, retention and involvement of our employees are essential to our success. We are also doing everything we can to build on what they have learned, protect their health and safety in their workplace, and promote diversity.



Daily ethics

- Respect for our people
- Ensure workplace health and safety



Talent and diversity

- A company open to all
- Skills first and foremost
- Talent management
- Equal opportunity



Managerial innovation

- Give meaning to professional responsibility
- Support professional development



Humans are the only driving force behind all changes.



Our CSR commitments

FOR THE PLANET

Here is our portfolio of packaged products reworked with alternatives to plastic: carton, bamboo, wood, palm...



Beverages
Cups and lids (carton)



Accessories
Straws, coffee sticks
and piques
(wood & bambou)



Plates
(carton & palm)



Cutlery
(wood & bambou)



To take away

Trays
(carton & palm)



On the products side...

As hot drinks are one of the most consumed product categories on board, we want to work only with responsible coffee and tea brands.



ECOLABELS



Our CSR engagements

FOR THE PLANET

Eco-responsible processes and materials

Always in a process of reducing our impact on people and environment, we have also worked on the sourcing of eco-responsible materials and adapted operational processes :



Use of ecolabelled household and laundry products (ECOLAB)

Ecolab's Clean range is certified by 2 reference labels, the Swan* Ecolabel* and the European Ecolabel* and has many advantages:

- Lower environmental impact throughout their life cycle (raw materials, production, packaging, use, disposal)
- Faster degraded in nature
- Less dangerous for staff health
- Controlled by independent bodies on compliance with Ecolabel specifications

Storage conditions

Detergents are stored in retention basins if the area is connected to wastewater and stored according to their nature. Safety cards are available for staff and the room is locked.



Welcoming kits products

We favor products made from raw and recyclable products (packaging in kraft cardboard, bamboo, ecological printing 100% vegetable ink, etc.)



Textiles on board

For uniforms and linen on board, we choose textiles made in a European country. This responsible approach aims to revitalize and promote employment and local integration around our production area in the area where we operate.



Steam bio-cleaning

This cleaning process has minimal impact on the planet. We only use eco-responsible products and a very small amount of water. We use it for example for floors, certain surfaces and textiles of train seats.

Our CSR engagements

COMMUNICATE THE CHANGE

In order to communicate more about the low environmental impact that a train journey represents, we made up a unique comprehensive communication plan for our passengers. With humor and lightness, we remind them to what extent traveling by train has a positive impact on our planet and contributes to building a better world.

- Stickers for windows or other surfaces
- On cups and napkins
- Table easels and small cards
- In the app and kiosks



Newrest wagons-lits enrolls itself in the new european initiative toward greener, integrated and innovative public transport solution by committing to...

1

Put rail know-hows
at the heart of night
train service



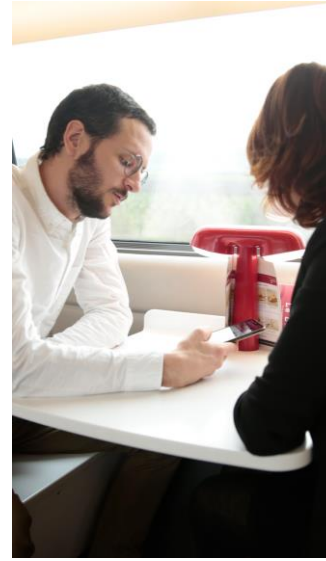
2

Assure seamless
transborder operation



3

Create an innovative
and immersive
passenger experience



4

Reinforce our
eco responsible
behavior at all levels



Who ARE WE?

With origins in Group Catair in 1996, and founded by its Co-CEO's Olivier Sadran and Jonathan Stent-Torriani, Newrest is the only major catering company active in all catering and related hospitality segments including:

Airline catering, buy-on-board, duty-free on board, Catering, Remote site and support services, Rail catering, airport and motorway Retail.

Compagnie des Wagons-Lits

Compagnie des Wagons-Lits was established in 1872 and has long set the standard for overnight rail transport in Europe, especially in the luxury transport sector. For many years, the company ran its own luxury trains, the most famous being the Orient Express and the Blue Train.

In 1931, at the height of its success, the company was running a record number of 2,268 rail cars. Based in Europe, *Compagnie des Wagons-Lits* quickly expanded into various other countries, primarily in Africa and Asia. For a long time, it enjoyed a monopoly of the rail catering market in Italy and Austria.

Nowadays, the name *Compagnie des Wagons-Lits* is laden with history and is associated with travel and luxury. Therefore, the team at Newrest Wagons-Lits strives to be worthy of the name by carrying on the long-standing company tradition of delivering world-class passenger service.

A turning point in 2010

In 2010, Newrest acquired *Compagnie des Wagons-Lits* and has decided to keep the name of Newrest Wagons-lits for the resumption of catering activities and services.

Today, Newrest Wagons-Lits is the European leader in the train service market with 750 daily trips. Its aim is to help rail operators in their quest for the best on-board service at the right price for their customers.

Because every trip counts, Newrest Wagons-Lits is eager to create an exceptional experience by offering the best day and night train services for the 17 million passengers served each year. Experienced teams are able to offer supply chain management as well as advanced technologies.



Newrest

IN A FEW NUMBERS

4 activity SECTORS

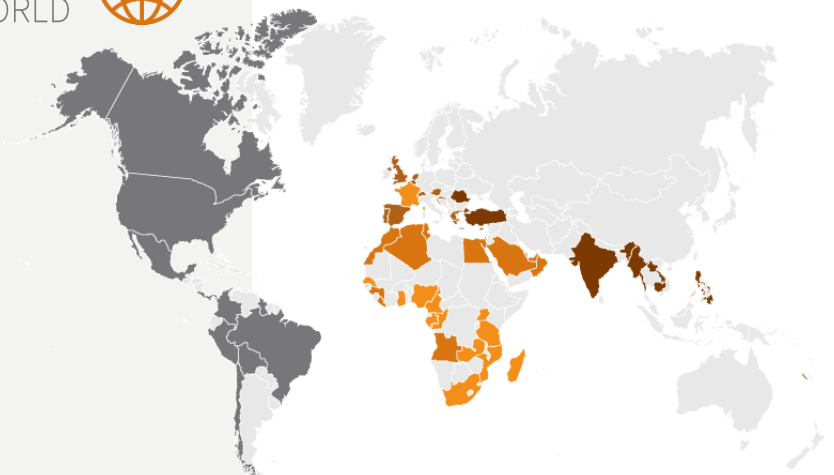
Inflight

Catering
& Remote site

Rail

Retail

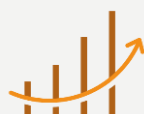
58 countries
ACROSS THE WORLD



1.36 M
MEALS SERVED
PER DAY



34,900
EMPLOYEES



+12.3%
Growth

2,001.3 M€
SALES UNDER
MANAGEMENT 2018/19

1,526.7 M€
CONSOLIDATED TURNOVER
2018/19

A transversal KNOW-HOW

Inflight



36
countries
across the world



474 436
meals served
per day

Services...

- Catering
- VIP Catering
- Buy on board
- Duty Free on board
- Lounges
- Integrated management services
- Logistics

Catering & Remote site



40
countries
across the world
(concerned by
at least one activity)

793 999
meals served
per day

- Catering for Companies & Administrations, Defence & Security, Penitentiary centres, Health & Medico-social, Education & Local / Regional Authorities
- Meals delivery
- Camp construction & management
- Hotel services & leisure
- Facility management

Rail



7
countries
across the world

54 973
meals served
per day

- Catering
- Hotel services
- Logistics
- Services to passengers (B to C)
- Counsel & technical assistance (B to B)

Retail



19
countries
across the world

36 592
meals served
per day

- Proprietary brands
- International & local franchises
- Bars, restaurants & shops management in airports, at highway service stations, on board ships, inside museums & at bus terminals



309.1 M€

Consolidates sales
in 2018/19
(excluding Saudia Catering)



7

countries
around the world

4,012

employees

Rail

**Newrest Wagons-Lits
is the European leader
in the train service market with
750 daily trips.**

Its aim is to help rail operators in their quest
for the best on-board service at the right
price for their customers.

Turnover by activity

51.8%
**Services provided
to railways**
(B2B on-board sales)

29.4%
**Passenger
sales**
(B2C on-board sales)

18.8%
**Logistics
services**

