

# Marketing Initiatives

The Company's marketing policy is instrumental in retaining the existing market share and attracting new customers.

JSC FPC is a customer-oriented and socially responsible company. In order to increase passenger satisfaction, attract passenger traffic to rail transport and improve the overall affordability of transportation, the Company actively uses incentives and marketing initiatives aimed at reducing the passenger tariff burden.

In order to better communicate with our passengers, we are continuously refining the tariff policy for long-distance trains.

In an effort to lower the overall cost of transportation in 2024, the Company allowed customers the option to buy travel documents on special tariff plans for several traveller categories:

- On Birthday Better by Train – 10% discount for the birthday person and three caregivers in all types of carriages
- Non-refundable tariff rates – 20% discount when purchasing a non-refundable ticket in the last four-berth compartment of a second-class sleeping carriage
- 50% discount for children aged 10 to 17 in fourth-class seating carriages, second-class open-plan sleeping carriages of double-decker trains, and 2nd- and 3rd-class seating carriages of motor-driven rolling stock
- Entire Compartment – up to a 20% discount on the purchase of an entire compartment in the sleeping carriage
- Single in first-class sleeping carriages – 20% discount when buying the whole compartment
- Big Family – 15% discount in second-class sleeping carriages for families with three or more children
- Travel with Children – 15% discount in second-class sleeping carriages for passengers travelling with a child aged under 17
- For 60+ passengers – 15% discount in second-class sleeping carriages
- For disabled passengers – 50% discount when travelling in a designated compartment for passengers with disabilities and for one caregiver; in second-class and first-class sleeping carriages for passengers with the first-degree disability and one caregiver, disabled children and one caregiver who are members of the Loyalty Programme

- Loyalty Programme for students – 25% discount for full-time undergraduate and postgraduate full-time students participating in the student project of the Loyalty Programme for second-class sleeping carriages of long-distance trains and carriages with seats on higher-speed trains
- Programmes dedicated to Participants and disabled veterans of the Great Patriotic War and Residents of Leningrad Under the Siege – free travel for participants of the Great Patriotic War and those who became disabled as a result of that war and one caregiver, and for holders of the Resident of Leningrad Under the Siege badge and one caregiver.

11

tariff plans

offered in 2024

>2,0

million passengers

were attracted additionally through flexible pricing policy in 2024

About 13 million people were able to travel at a discount thanks to a set of ticket plans intended to increase the affordability and availability of rail travel and to improve population travel behaviour.

# Projects Implemented in 2024

## Tariff products

In 2024 the list of Business Passes<sup>1</sup> has been expanded to 11 destinations: Moscow – St. Petersburg, Moscow – Bryansk, Moscow – Kaluga, Moscow – Kursk, Moscow – Nizhny Novgorod, Moscow – Petrozavodsk, Moscow – Rostov-on-Don, Moscow – Smolensk, Moscow – Cheboksary, Moscow – Yaroslavl, and Khabarovsk – Vladivostok.

Passengers who make frequent journeys are also offered personalised discount cards (10% to 20%), which entitle them to purchase discounted travel tickets (during card validity period) for seating carriages or in compartment carriages on domestic long-distance trains made up by JSC FPC. The amount of the discount depends on the selected tariff plan as specified by the discount card. A total of about 1,800 discount cards were purchased during 2024.



In total, over

6,900

business passes were purchased in 2024

Total for 2024

~13

million passengers used discounts

>6,900

business passes bought

~1,780

discount cards purchased

<sup>1</sup> For reference: in 2018, the first pilot Business Pass e-card was launched on the Moscow – Nizhny Novgorod route.