

TRAINLINE EXPANDS ITS PLATFORM MEDIA OFFER

Trainline PLC, the FTSE250-listed rail ticket retailer with UK's most popular travel app and Europe's most popular rail app, is launching a new media offer to engage brands and consumers at key moments in their rail journey.

With more than nine out of ten UK transactions and two-thirds of European transactions via its app, Trainline is making available its first-party data for the first time to deliver highly relevant and contextual advertiser moments.

The newly hired team will work directly with advertising clients on how they can leverage new native inventory on the Trainline app and web to deliver impactful campaigns linked to business outcomes in a brand safe environment.

This year Trainline has continued to evolve its ad tech stack, partnering with industry leaders PubMatic, Teads, DoubleVerify and Brand Metrics. These partnerships reinforce Trainline's dedication to leveraging cutting-edge technology and insights in delivering optimal performance and transparency across all advertising efforts.

To scale up its advertising capabilities and develop direct relationships in its key markets, Trainline has made three new hires reporting to Revenue Director Sonal Kalra:

- **Sam Eads** who will lead relationships in the UK where Trainline is the market leader and a household name. Sam brings over a decade of experience in the advertising industry most recently at the travel marketing platform, Sojern.
- **Lindsay Wiles**, who joins as a Consultant, Head of UK Sales, bringing experience from previous agency, publisher and AdTech roles
- **Elena Siracusa**, who joined Trainline from Spotify earlier this year as Head of Ad Sales and Account Management for Europe and is focused on Italy, France and Spain where Trainline is the leading independent ticket retailer

Trainline sells tickets on behalf of more than 300 train and coach operators in 40 countries across Europe and its 4.9-star rated app is ranked higher on the app store than the likes of Netflix or Spotify.

Sonal Kalra, Revenue Director at Trainline, said: "As Europe's number one most-downloaded rail travel app, we know our unique and vibrant customer base will provide an attractive audience to many advertisers. Our platform attracts regular, repeated usage from a predominantly young customer base in the UK and large European markets. With over 12 million monthly app users in the UK alone, we offer the opportunity to connect advertisers to consumers at moments when they are engaged and attentive. That's why we've scaled up our in-house capabilities, so we can work with partners to develop high-quality, tailored, data-driven advertising that benefits customers and advertisers alike."

ENDS

Notes to Editors:

- **About Trainline:** Trainline is Europe's number one most downloaded rail travel app, selling train and coach tickets to millions of travellers worldwide. Through our 4.9*-rated app and website, users can search, book, and manage their trips in one place.

Trainline offers countless routes, fares, and schedules from over 300 rail and bus companies in more than 40 countries, providing its customers with added value in their travels with real-time intelligent information during the journeys. Our goal is to make these trips easier and more accessible, encouraging users to choose more sustainable options.