EDITED TRANSCRIPT

J.P. Morgan and Trainline CFO Fireside Chat

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CORPORATE PARTICIPANTS

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*

Pete Wood – *Trainline – CFO*

CONFERENCE CALL PARTICIPANTS

Marcus Diebel – *J.P. Morgan*

PRESENTATION

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Good afternoon, good morning to everyone joining us today. It's a pleasure to have Pete Wood, CFO of Trainline with us as part of our European Internet Days Seminar series this week. Pete, thank you so much for being with us. We always appreciate you taking the time.

Pete Wood – *Trainline – CFO*
Not at all. It's great to be here. Thank you for hosting me, Lara.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Perfect. Maybe first, we can start with the UK and, clearly, this was no doubt a positive surprise in 2024, you've continued to sustain growth at a high level.

So maybe we can just start, how is management expecting to grow the business going forward? What are some of the key drivers that underpin those expectations?

Pete Wood – *Trainline – CFO*
Yes, certainly. You're right, we've had a really great set of results over the last few years in the UK business. Of course, some of those drivers are well understood, and more recently, they've been a core part of the upgrades that we've had. If I look ahead, we're reaching a point now where the UK business is going to be high-single-digit growth in terms of net ticket sales.

Let's unpack that a little bit. I think the market recovery that we've had post COVID is now pretty much done now. There's obviously a bit of upward pressure with back to work, and I think that will persist over the longer run, but the majority of the behaviours are now set.

Then the other moving part here is the expansion of Oval, which a couple of years ago we disclosed that there would be some headwinds from that. For those that may have forgotten or don't know, the [tap in and tap out] Oval Zone in and around London is expanding out, and that will create some headwinds where we sell certain tickets in that space today. That said, we get a price rise that we will benefit from. So 4.6% increase from March, we'll see the standard fares go up by that amount.

Then more fundamentally and underlying, there's the ongoing digitisation. So for H1 this year, we had 51% eticket penetration, up from 46% last year, and there's still good headroom. We see a path through the 50%s and into the 60%s for that metric, and so we'll continue to lean into that.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Perfect. Maybe on that topic, could we just talk a bit more about roll-out of digital season tickets? I know it was quite an important point last year, so just link just the developments there and Trainline's standing in that area of market.

Pete Wood – *Trainline – CFO*
Yes, absolutely that. We've seen a really good step forwards. Pre COVID we were serving about 10% share of the market for commuters. Last half it was more like 24%, so a really good step forwards. Now, some of that is point to point, but the seasons market in particular has been a good opportunity for us and was largely digitised from a barcode perspective pre COVID.

In the last few years, we've developed that standard with the industry and launched it. So far, we've got 50% of the supply side. So 50% of train operators now offer that ticket. Where we've had that proposition in the market for more than 12 months, we've got north of 20% share. So a really good step forwards, customers like this product. If I look forwards, there's a £1 billion opportunity overall from a market perspective, and we've got more opportunity to enable the supply side.

So I think most likely, as the operators get renationalised, that would be a moment to bring those other operators in line that haven't yet launched. Then we'll keep the marketing and promotional efforts on the demand side as well, and that should be another growth factor for us.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
All right. You've touched there on the nationalisation, and political and regulatory backdrop is definitely something we wanted to address. I know it's top of mind for investors. Maybe first, if you could just remind us the key pillars to the government's plan for rail and how that relates directly to Trainline's business model. Would be really interested to hear your early thoughts on carrier consolidation in the coming years and how you see Trainline positioned within that.

Pete Wood – *Trainline – CFO*
Yes. So the policy of re-nationalisation is building a bit of momentum. In the last couple of months, the government has outlined which train operators it expects to bring in and how that might unfold, where South West Railway is likely

to be the first one in the next few months or so. Our expectation is that that will take much of this five-year span of government to complete. So that's the new news here is that there's a beginning of a plan unfolding there.

Then the other major initiative really is from a legislation perspective, they actually need to stand up GBR, which is the entity that will oversee the railways. There is a shadow organisation already up and running, but they will need legislation to really fully stand that up and get it going. We're expecting a consultation document to land in the next few weeks to that end, and that will lay out a little bit more on that front, but it will probably be another 18, 24 months for that to fully to go through parliament and give all the powers that are necessary to GBR to fully operationalise this.

Then in terms of what is happening in the retail space, I think, just as a reminder, the government have been very supportive of third-party retailers in amongst their policy announcements that they have made. The nationalisation is on the operating layer, that train operating, but not the retail layer, if you like. There are currently around 27 different websites and apps that are associated with these different brands that exist in the marketplace. So I do expect there to be some consolidation of that over time, although, that won't be the number 1 priority. It's much more operational, and that's where their focus lies initially.

Then really interestingly for us was in the King's speech, seeing the policy changes that they want to make when it comes to retail. So you just heard me mention digital seasons. That's one of the initiatives that is part of their policy. Then there is automating and digitising Delay Repay, so that money that's owed to consumers when the trains are delayed or cancelled, that's the number 1 ask for customers.

So we're very excited about the opportunity to bring that into our app over time. Then the last initiative is around Digital Pay As You Go. The London Oyster like experience where you tap in and tap out and you get billed later on, that they're exploring how they might bring that to market as well.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
All right, perfect. I mean, Digital Pay As You Go is actually something I wanted to touch on, just where we are on that consultation and timeline. One of the questions I get from investors is how this roll-out differs from the traditional Oyster [card] rollout that we know, which I believe was a headwind. So just trying to understand how Digital Pay As You Go is more of an opportunity for Trainline, particularly as you launch that product at scale. Any comments you can give on that?

Pete Wood – *Trainline – CFO*
Yes. So what has been announced is some trials to better understand how this might work. I can talk a bit about that, but I think the most fundamental difference is that the government exploring how it can introduce a solution that doesn't have expensive CapEx. The gate lines that exist in all the tube stations and all the stations in around London, that's an expensive initiative, and more likely, there are technology solutions that you could use which don't require those gate lines in the same way.

For example, we have a way in our app of tracking your journey where you click a button and it starts tracking and it can figure out what mode of transport you're on, and essentially bill you at the end of the day when it's seen all the journeys that you have recorded. So that's the type of technology that we're exploring. I think these trials are set to test how well they work and how you might adjust them for different regions in the UK.

I'm expecting those tests to run over the next six to 12 months or so, and really, it's probably a good few years before we'll really see an at scale proposition into the market. But it's great to see this opportunity being explored, and our ability to bring that innovation to market.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
All right, perfect. Very clear. Your last question on the UK, probably has to be on competition and any changes we're seeing in the competitive landscape. Uber got lot of attention last year. So just interested in the latest efforts you're seeing there and any inroads they're making in the UK.

Pete Wood – *Trainline – CFO*
Yes. Uber have been retailing for over two years now. I think the headlines remain as they did in November. They've made a really good play from a marketing and a go-to-market perspective. We've had station takeovers, a lot of CRM coming in through inbox, and of course, the 10% credits. Of course, we take them seriously as a competitor. They are a business with great tech credentials and the like, but the headline is they haven't made huge progress.

We said that they got about a point and a half of share after 18 months of going at this or so. Really, I think the challenge for them is just how much more work needs to be done in the user experience to meet the bar that Trainline has set. So we'll continue to monitor this. We haven't seen quite so much marketing of late. Two Novembers ago, we saw advertising campaigns in the market. This last November, they didn't repeat that.

So they haven't had anything material in the market since May really, and they're beginning to adjust how the T&Cs on the credits works as well, where unless you're an Uber One user, you're only going to get a 5% kickback. So some changes there, we'll continue to monitor it, but they haven't had a huge traction.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Okay. All right, good to know. Moving into international. I thought we could start with Spain, which is clearly your fastest growing market and continues to see really good levels of carrier development. Can we discuss - you talk about any changes on carrier competition, anything that we should be aware of then, and then how confident is management in sustaining this level of growth in years to come?

Pete Wood – *Trainline – CFO*
Yes, we do remain very excited about Spain and it's the blueprint of aggregation, if you like. We've got those four different operators running across much of the network; we've seen prices drop by 50%, and volumes materially increase.

So it's a very dynamic and exciting time. I think we've seen the first order effects of customers trying to get to grips with this change. We are out there pushing brand awareness, which we've now got into the mid-20%s, essentially, with a model and a message of, hey, we can take this complexity away. We are the aggregator of choice here, and you can get all of the travel options in one app. You don't need to go to many different places, and that's landing well.

As you've said, we've had some very strong results on that. Three years ago we had essentially 0% share of the market and, on the high speed lines overall, we've now got 12% share. So good progress there. If I look forwards and if I think about things that are changing in the market, Uber has launched in Spain, just to be clear on that. They get their rail connection through Omio, which is another third-party retailer, and they've enabled that supply. In the last month or so, we've seen the first marketing campaign. I don't have much more to say. We've got a really good head start and we'll be investing to make sure that we maintain that.

New news in terms of what's launched, OUIGO, which is SNCF's low-cost brand, has launched on the Southern corridor, so Madrid to Malaga and Madrid to Seville.

That is bringing that low-cost proposition into more of the market. So we are selling those tickets. The first services will start running later this month, I think. Another change in the market and for those people who live down in the South. So an exciting ongoing opportunity, and we're still seeing good growth in that market.

Lara Simpson – *J.P. Vice President, Equity Research*
Right. Maybe then if we talk about Italy. My first question would just be if you can give us a bit more granularity on how that is growing relative to Spain. I know you report them on a consolidated basis. I think it was around 23% in H1, but just to try and understand how the different growth profile look there, and how is management thinking about growth, which would hopefully accelerate post SNCF entry to the market. But if you could just talk about how it has been forming and then expectations going forward.

Pete Wood – *Trainline – CFO*
Yes, certainly. So Italy is a slightly more mature market in terms of aggregation. You've had 10 years of those two operators, Italo and Trenitalia competing, and we've made good progress. You're not wrong, we don't break out the growth, but suffice to say that Spain is growing more quickly than the 23% growth you mentioned and Italy is growing a bit slower at the moment.

I think you're right, the exciting point for Italy will be as we get more [carrier] competition in that market. There are two [incoming] competitors. One is Arenaways, which is sponsored by Renfe. Then probably even more exciting is an SNCF launch into that market, which we're expecting to be next year, so 2026. We also are expecting it to be the low-cost brand, and that would really change the dynamics. I think some of the excitement that we see in Spain will come into Italy, both with that change of proposition where you've got the low-cost alternative and the fact that you go from [needing] two apps to three, right? Some people have got some ability to juggle the two apps, but adding a third into the mix, begins to change that picture. We're expecting an inflection point as that begins to really seep into the market, and we'll certainly be investing in towards that.

Of course, we have a better starting point than we did in Spain, so our brand awareness is in the 30%s already. So we'll continue to make progress as we get towards that launch date.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
All right. Maybe a final question on France. I know you pulled back on brand spend in that market, probably just over a year ago. But firstly, we have started to see more challenges entering the market, and the expectation is that should continue. So my question is really what needs to happen for Trainline to turn more constructive on that market and how soon do you think that could be?

Pete Wood – *Trainline – CFO*
Yes, you're not wrong, France is definitely an exciting market, and of course, it's similar in size to the UK, whereas Italy and Spain are slightly smaller markets. But we already do have some aggregation and we do see good traction there. So that Paris-Lyon route, which is the biggest route in the market has Trenitalia competing on it, but wasn't enough really just to have that route to sustain national brand campaigns, which is why we've pulled back on that front.

In terms of what's coming up in France, there are probably two things to note. One is Marseille is going to come into play. Trenitalia will start to run services down to Marseille and we expect that to happen later this year. Then probably next year, Renfe, who already offer a cross-border route into Marseille will start running services from Marseille to Paris and Lyon to Paris as well. So you'll then have the number 1 and the number 3 routes with two competitors, which is certainly incrementally interesting, and we will invest behind that and do what we can.

Then in 2027 and 2028, we expect to see three private [rail] operators enter the market, and that's really when the whole map gets filled out. So you've got three brands: Proxima, Ilisto and Le Train. They're in the process of raising capital, buying trains, and there's a bit of a lead time for that, but the routes that they're looking to operate will bring competition to Nice and to Strasbourg, out into the West - Rennes, down to Bordeaux, and that really fills that map out.

Why we are particularly excited about that is you not only get that [carrier] competition on the routes, there's a bit of confusion about which operator will offer which services and competition there. You also begin to have some ambiguity about which operator operates to which city. So again, that Trainline aggregation play, we think will be very powerful in the French market over time, and that's a bit further out, but it's an exciting opportunity for us.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Right. Perfect on international. Maybe then just briefly on Trainline solutions before we move on, I feel like it's an area we often don't discuss, but it continues to deliver very steady growth. I think you reported 19% in H1. Could you maybe just talk about management, strategic ambitions for this side of the business, and how we should think about that growth profile within the wider Trainline mix?

Pete Wood – *Trainline – CFO*
Yes, certainly, and you're not wrong, we don't talk quite so much about it and it's a really good opportunity. There's a couple of different business units within there, but a good way for us to leverage the platform. Obviously, we engineer the rail supply in and finding as many ways to then distribute that supply is good additional business for us. If I start first with the white label part of the business. So this is us providing solutions to rail operators principally in the UK.

This has been performing strongly. We've invested in the platform, and that's, along with some of the recovery is certainly supporting that 19% growth figure. There's a bit of ambiguity in this space. There are tenders at the moment for white label propositions for different solutions. That is obviously going to present a bit of a risk and a bit of an opportunity where some of the contracts we have are up for tender, but other ones are there for us to win if you like. So nothing really to update on that stage, but a good business growth in the meantime.

Then we have a direct B2B business. It's probably the smallest of the three business units, but again, that's a good way of growing with a direct B2B solution where you can get your tickets in the app, but there is a corporate side behind the scenes, which supports travel policies and things like that.

Then finally, there's API solutions, so serving travel management companies. Again, there's a thread here where we have a good solid UK business, but there's opportunity emerging in Europe.

This is unfolding a bit more slowly than the UK, the consumer businesses because there's a longer lead time to it, but it is picking up nicely and we are seeing opportunities to grow into Europe, particularly, where that kind of fragmentation of supply and these new providers coming in, it just means that they can get all their connections through Trainline. They don't need to be engineering a series of incremental connections to provide that supply to their corporate. So yes, it's an interesting business. It's steadily growing, and I'm pleased with the progress we're making there.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Right. Maybe then if you move more on to the Group outlook and expectations over the next few years. Take rates is really something I wanted to dive a bit more detail on. Could you just talk about how you're looking to drive take rates over the next years, both in terms of UK and international?

I think on UK, often a question I get is how you can balance faster growth in commuter and on the day, which is slightly diluted against the longer distance travel. So just how you're looking to drive that, and then also how we should think about efforts to offset obviously the announced UK [commission] rate going forward?

Pete Wood – *Trainline – CFO*
Yes let me start with the UK and give you a sense of the different drivers if you like. So yes, you're not wrong, we have been growing more quickly in the walk-up market, those tickets that are bought on a day and we don't have a booking fee so that we are competitive with the at station cost, if you like. That has been a take rate headwind for a number of years and underlying will remain so.

Then, of course, you've also noted the fact that we have got that commission reduction that's coming through, and that was announced a couple of years ago. The way that will play out is it's a 50 basis point reduction in revenue terms. Then there's a 25 basis point offset in cost terms, so the cost of sales will reduce. So net, there was a 25 basis point reduction.

Now, what we've been doing for the last few years as we laid out, is increase the starting point, and largely, that's been through ancillary revenues and hotels and insurance products in particular are the ones that we found we've got really good traction. So that final 25 basis points. We've actually closed the gap at this point. So the starting point is higher, if you like.

There will still be the dropdown, but from a higher starting point once the change [in commission rate] comes into effect in April. Then if I think about the outlook and where this goes going forwards, we will have that underlying headwind from on the day travel where we don't have the booking fee, that will persist and will continue to iterate on ancillary and other revenue streams.

I think there's still good opportunity to optimise both insurance and hotels. So I expect us to make a bit more progress in that space and we'll continue to innovate with other verticals as well and see if we can find that sweet spot where we can scale it effectively and provide a good steady revenue stream. But yes, that's underlying how I see the UK take rate playing out and the moving parts.

If I think about the international take rate, some of the ingredients are similar. Certainly, the ancillary side we've been investing there as well, and we've made really good progress over the last five years or so in driving that international consumer take rate up. In part, that is driven by the foreign travel business - so those tourists who are coming over for their summer holidays or so - and we typically get an enhanced commission for those transactions.

There's a higher propensity to add on certain products like hotels as well, and that has supported the growth in the revenue there. As I said, similar to the UK, we'll continue to iterate in that space as well.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Right. Maybe then looking at profitability from this perspective. I know in November last year you announced the new cost optimisation plan and also guided to improve EBITDA in FY2026 despite the rate reduction that we've mentioned. Maybe, firstly, starting with the cost measures, could you just talk a little bit more detail in terms of the areas that you'll be addressing on that?

Interested in how execution has been, if we started to see that coming through where we are. Then my other question is where else in the business are the low hanging fruits? Do you feel like what you outlined at H1 in terms of target is sufficient or is there more to go for? A question I often get is just obviously your employee costs have accelerated, I would say over the last four years, so it seems there could be more low hanging fruit and more to go after, but how would you answer that?

Pete Wood – *Trainline – CFO*
Yes. So in very simple, broad terms, there are people costs and marketing costs, and yes, there's a tail of overheads as well. But let me talk about the people one first, and you're not wrong, we have invested over the last few years to really lay the foundation for our expansion into Europe. The job's never completely done, but we've taken a really good step forwards, and I feel good that that foundation layer is in place and that consumer gap that existed between the UK proposition and that for Italy, Spain, and France is materially closed at this point.

That's why we took the opportunity to refactor some of the teams. So really at this point, it's more about building out the aggregation toolkit and smarts and making some further adjustments on top of that foundational layer. Perhaps more data products are coming into play rather than the fundamentals, if you like. As a result of that, in making that change for the team, we've also found some savings. We're in the process of making those changes now, and I expect those to land. This results in £8 million in OpEx and another £4 million in CapEx. So those savings will wash through. I think we're well set to continue to innovate in a slightly different way on the way forwards.

Then if I think about marketing costs and leverage in general, it's been great to see that leverage come through, notwithstanding the fact that we've invested a bit more both in marketing and in people, and that really has driven both the UK and international top line. So that's been great to see.

You asked, how do you feel about the year ahead, and I feel good. I think the guidance that we have both for this year and for next year feels appropriate. We've got both the space to innovate and invest behind these opportunities, and to see the leverage come through so that this next year, I feel good about that. Then you've heard me talk about the opportunity that lies a bit in the longer run. So both Italy and France will see more liberalisation and we will want to invest in the outer years behind those.

So we're definitely alert to that and want to build long-term positions in these markets, and we won't constrain ourselves unduly from a leverage perspective as we approach those modes.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
All right. Then just I suppose the last question on the profitability. Obviously, the metric that you guide to is this EBITDA as a percent of net ticket sales. Can we just talk a bit more in terms of the building blocks to driving that forward? You've guided at high end FY2026, but do you - are you confident that that can continue to build in coming years or are we at best in class as it stands?

Pete Wood – *Trainline – CFO*
I think there is a bit more opportunity, and if you look at the results over the last few years, you can see that we've taken good strides forwards. Those strides are not quite as big as they had been. Of course, with this 25 basis point impact all landing in one year, that tempers the progress a bit. So I think, fundamentally, there is more leverage to come. The thing I want to make sure that you understand, and people on the call, we also have opportunities we want to invest behind. So we're not going to set a particular leverage level that we are going to sit with for each year. If we need to invest more in brand in Italy and France, we will do that, and there will be an impact, of course, on how that leverage story plays out. That said, I do feel good about the year ahead and the guidance that we have in the market

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Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Perfect, thank you. Maybe then we could talk a bit about balance sheet and capital allocation priorities for the business. You've continued to generate really high levels of cash. Moving close to net cash, I think you're at 0.2 times net debt to EBITDA at H1. So how is management now thinking about balance sheet structure, potentially running on a net cash basis in years to come?

Pete Wood – *Trainline – CFO*
Yes, the balance sheet is in great shape and we've significantly de-levered over time. I can quickly run through our capital allocation policy and give a bit more colour here. Of course, first and foremost, we need to invest behind the

organic opportunities, and I know, we've just spent time talking about that and how that might evolve over time as these different markets evolve at different paces.

There are some M&A opportunities out there. I think it's bolt-on things. Maybe it's a buy versus build. It's not a transformative *buy another Trainline* kind of territory, but there are some things that we look at. Of course, we'll continue to manage our debt carefully as well and manage leverage to a sensible place as well. We don't really need to run to net cash. I feel like we've got into a good de-levered position, but we don't need to be running for net cash positive.

Ultimately, it's the buyback that's the balancing item here. It's been in the market for around 16 months now over the two schemes. It's generally very well received by investors, and we are pleased with the flexibility that offers, particularly, as we look ahead and think about investments that we might make in Italy and France over the next few years.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
All right. I mean, on that I was going to ask on the buy-back, and it seems fair or sensible to assume it could be more of an ongoing basis, at least short to midterm, I suppose, if that's their assumption. What are management considerations around potentially introducing more of a steady dividend policy in that regard?

Pete Wood – *Trainline – CFO*
So of course, we will continue to discuss it, but you shouldn't expect a dividend anytime soon. I think the flexibility that the buy-back offers us is great, and we'll roll another scheme when the next one ends, and then it's things like investing more in the organic side, or if there was an opportunity on the M&A side. That might mean that we slowed down the buy-back also and respond to that to keep leveraging in a sensible place.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
All right, perfect. Maybe on M&A, I know it's not something we often talk about, but it's clearly there's a lot of run-way for you to deliver from an organic growth perspective, but has there been any change or internal discussions as it relates to opportunities with it, something more niche or a targeted bolt-on]? Could you just talk about different considerations? Would it be more UK, Europe? How would you look to deploy opportunities there?

Pete Wood – *Trainline – CFO*
I mean, fundamentally, it's about supporting the growth strategy, and so, geographically it could be UK or International. The types of considerations we have would be, is there a way of stepping forwards by using the balance sheet? As I've said, it could be some technology that we believe would be relatively easily integrated and would just expedite versus building it out ourselves. Or there might be a set of customers that we felt that we could ingest into the business to help us take a step forward.

So it's opportunities like that. Of course, we'll hold a high bar in terms of assessing these options, and I don't think we want to take undue risk, but of course, we are looking at things in the markets and assessing the merits of them.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Right. Operator, I think we might have a question. I think Marcus has raised his hand. Could we just open his line?

Operator
Yes. We have one question from Marcus Diebel, if you would like to go ahead and ask a question. Thank you.

Marcus Diebel – *J.P. Morgan*
Hi, everyone. I have a question again on Europe. I mean, you've already touched on this, but if you could talk a little bit more what you see about your competitors and the competitive environment. You mentioned Omio, but also others. Then secondly, how can you actually track best the level of competition, market share data and those things? So [that would] be quite interesting. Thanks.

Pete Wood – *Trainline – CFO*
Yes, thanks for the question, Marcus. So yes, competition, for the most part, the competition is between the carriers and ourselves. If I think about the Google auctions or the places where you are competing for downloads and the like, it's typically the incumbent operators, the challenger brands and Trainline that are most prevalent in the market. That's not to say that there aren't others, of course. So Omio do some advertising.

I've just mentioned that Uber have started to explore what might happen in Spain for them. There are a few others who typically compete more for the inbound market. So if you are sitting in New York on a US IP address, then you might see some other names, but that's more so for the inbound tourists rather than the domestic market. So that's really how we see competition shaping up, and of course, we'll continue to stay alert.

Where we are unique and what really sets us apart is really getting behind this kind of aggregation proposition and exploring how we can help domestic users understand the full breadth of opportunities for their travel. Putting together combinations that you would have to go to two other apps in order to put together, outbound on the Renfe AVE service back on the Ouigo service. So it's things like that that we are innovating and investing behind which sets us apart from the competition.

Then in terms of market data, I think UK we get pretty good visibility and we understand that our position there and we disclose some of that. Then Spain is the other market where we get quarterly market data and that gives us some richness that again, we typically have shared in the half-year presentations as well. The data in availability in Italy and France is harder to come by, so that's a bit more difficult to share, but we do share the data for the Spanish market.

Marcus Diebel – *J.P. Morgan*
Perfect. Maybe a follow up to this. I mean, how can you exclude or how should we think about it that the incumbents are not starting to sell [other] tickets or - then we get basically to a situation similar to the UK where you can obviously buy competitors' tickets on a train carrier's website. I understand obvious things change - are going to change quite rapidly in the UK, but how do you envisage the risk that the regulator steps in, in some of your key markets and says, okay, tickets should be available on, I don't know, Trenitalia for a competitor and so on, given that that was what the regulator decided here in the UK? I don't think it's very likely, but just maybe to help us to understand how we can execute that risk.

Pete Wood – *Trainline – CFO*
Yes. There are probably two things to think about in this space. I think you're leading a little bit towards them in any case, Marcus. The first is, what's the motivation for the incumbent to sell other operator's tickets? Where it probably helps the consumer understand the landscape a bit better, but it means that they end up losing an entire seat, right? There's a competitive element where maybe they'll get the commission for selling the ticket, but they lose the other, quote unquote, 95% or so of the value of the ticket that then - that's just straight to their bottom line.

So I don't think they've really got the motivation to want to do it. But you're not wrong, there is, I agree with you, an outside chance - I don't think it's hugely likely - that the regulator steps in and forces their hand here. Then that really brings onto the second one, which is around the trust that people have. This really is part of the success that Trainline had in the UK, where could you really trust that you would be given the best price or the best options or the full suite of options for other providers when you're being shown tickets?

The belief of the consumer that the incumbent is going to be pushing their services ahead of their competitors, it takes hold somewhat. That's the other part of this, which I think offers some protection if indeed we ended up heading down that route. But I'm inclined to agree with you, I don't think it's particularly likely at the moment, and really the regulator is more focused on actually getting these operations out on the track and getting these services running.

I think what we are showing is that you don't need intervention in the market in order to be able to put these different things together from a retail perspective. There is the ability to get that solution through other parties.

Marcus Diebel – *J.P. Morgan*
Perfect. Thank you. That's basically it.

Operator
There are currently no more questions on the line.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Perfect. Thank you. Thanks, Operator. I've just got one incoming with email and it's more from a credit perspective, but just asking if you would consider buying back your convertible debt and issuing a new one to roll over the 2026 maturity?

Pete Wood – *Trainline – CFO*
So yes, I'm conscious that there's definitely some refinancing that's required in the next 12 months or so. That is one of the options that we'll consider. But there are other ones as well, so yes, we'll have to watch this space in terms of what decisions we end up making, but that is on the horizon for sure.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
All right. Maybe this last question for me. I know it's something that you touched on at your results. It's obviously latest developments around AI and how you're integrating that into your business. I know you've done a lot of work on user experience but also some relief from a cost-based perspective and the cost of doing business. So maybe just if you could talk about some of the initiatives there and how you see the key future opportunities to support this model.

Pete Wood – *Trainline – CFO*
Yes, certainly, and it's a pretty broad church AI and we both are doing certain things today, and I think there's the near-term reality, which we're beginning to explore, and then there's a dreaming bit. If I unpack some of that, there are certain machine learning products that we've had in the market for a couple of years. We'll continue to explore and develop those. I think they work very well for customers. There are bits of AI, if you like, which is less machine learning that we're beginning to drop into certain parts of our business.

We found a good win for customer support, for example, on that end. Of course, there are different departments internally in the business that are exploring various co-pilot tools and the like as well. So we'll continue to run with those. I think much more interesting and exciting is how our proposition might unfold over time for the customer as we embrace these new technologies.

You'd have heard us talk in the past about some of the investments that we've begun to make to explore this and how we want to do it in our - on our own tech stack rather than outsourcing it. There are certain privacy concerns and the like that we'll need to continue to manage of course. One interesting area that feels a bit closer in is the terms and conditions on tickets are pretty complicated at times. So trying to combine those with a generative AI could provide a text interface for customers to better understand, what can I do with my ticket? What can I change it [to], what would it cost?

Then you can start to layer in things like refunds for example. Am I allowed a refund on this ticket? You can understand what the options are for that particular ticket type, and then do you want to process a refund?

You start to be able to layer in some of that into the generative AI assistant. Then more broadly, you then get to start to believe in and see a vision where you could have a rail assistant in the app, if you like, which could help you navigate disruption, for example, my train is cancelled or delayed, what should I best do next, right?

Of course, that's where the generative AI can help, but we're going to have to learn our way into seeing what solutions we can develop. I think that will take a bit longer, but you start to see a thread that you could start building on and building out. We're investing behind that, we're innovating, and we'll certainly provide further updates to the market as we find our way forwards on it.

Lara Simpson – *J.P. Morgan – Vice President, Equity Research*
Great. I think those were all of my questions and I can't see any hands in the line. We're close to time, so I think we'll leave it there. Pete, as I said, thank you so much for joining us. We really do appreciate it, and I'm sure we'll be in touch in the coming weeks.

Pete Wood – *Trainline – CFO*
Yes. Great to see you, Lara, and thanks for everyone for joining, and yes, talk to you again soon.
