KEOLIS SUPPORTFNG YOURMAJOR EVENTS

Demential

Keous

KEOLIS: MOBILITY FOR MAJOR EVENTS

For many years, Keolis has been demonstrating its expertise in managing major events, supporting millions of travellers.

Whether sporting, cultural, or economic, these large-scale gatherings generate positive impacts for local areas while presenting significant mobility challenges. Ensuring smooth, safe, and sustainable transport is essential to their success.

Thanks to our globally recognised expertise, we have supported our Transport Authorities in organising iconic events such as the FIFA World Cup in Qatar, the London Marathon, concerts and sporting competitions in Boston and across France, as well as transporting athletes from around the world during the Paris 2024 Games. By leveraging multimodality and coordinating buses, trams, and metros, we have developed tailored solutions to ensure reliability and comfort in demanding environments.

By placing passengers and local communities at the heart of our approach, Keolis helps make these events accessible and safe while minimising their carbon impact. Our teams take great pride in supporting the major events of tomorrow, all around the world.

Marie-Ange Debon, <u>CEO & Chairwoman</u> of Keolis Group















LONDON MARATHON 2024

A bespoke approach



ANA

To find out more Held annually since 1981, the London Marathon is one of the largest races in the world. The 2024 edition set a new attendance record, with over 57,000 runners registered at the starting line and 2 million spectators present on site. Providing a tailored public transport offer for such an event is a significant challenge. Keolis addressed this through two key partnerships: the first with Transport for London to anticipate and efficiently manage passenger flows, and the second with the British Transport Police to ensure the safety of participants.

DLR

"THE SUCCESS OF THIS OPERATION RESTS ON THREE PILLARS: EFFECTIVE COLLABORATION, ACTIVE COMMUNICATION BETWEEN ALL STAKEHOLDERS, AND THE EXPERTISE OF OUR TEAMS. THANKS TO THE PERFORMANCE OF THE DLR (DOCKLANDS LIGHT RAILWAY) NETWORK AND THIS METICULOUS ORGANISATION, WE TURNED THE RACE INTO A TRULY MEMORABLE EVENT."



Dickinson, Director of Service Delivery, Keolis Amey Docklands

How did Keolis approach an event of this scale?

The London Marathon is the pinnacle of our operational plan each year, as it is the largest event we manage. To prepare for it, we rely on the DLR, a network whose route closely aligns with the race course. This approach enables us to streamline logistics and provide emergency services with quick access to critical areas.

What challenges had to be overcome during the preparation?

Planning an event of this magnitude presents significant challenges. As soon as one marathon concludes, we begin preparations for the following year. Managing large passenger flows and restricted road access are the primary hurdles but adapting the DLR for the race and organising emergency measures are equally demanding.

What resources were mobilised?

In partnership with Transport for London, we adapted the rail network by: deploying 300 event staff, recruiting additional agents, ensuring personnel were present at every station. This collaborative effort guaranteed the success of the event and made the day an exceptional experience for all involved.





300 additional agents mobilised for the day

2 "Marathon Memory Makers" assisted passengers



PARIS

OLYMPIC AND PARALYMPIC GAMES 2024

Months of preparation for an event of exceptional scale

Anticipation and planning are the cornerstones of any large-scale event's success.

This is especially true when it comes to ensuring mobility during one of the world's biggest sporting gatherings. Alongside Île-de-France Mobilités, the official partner of the Olympic and Paralympic Games, Keolis rose to this challenge with commitment and expertise. After a year and a half of preparation, several thousand employees were mobilised to ensure smooth access, reliable transport, and optimal security for both spectators and athletes. During the summer of 2024. Keolis and its teams transported 678,000 passengers across Lille, Lvon, Bordeaux, and Châteauroux, as well as 15,000 athletes. Additionally, over 10,000 PRM (Persons with Reduced Mobility) bookings were fulfilled, facilitating access to 25 Olympic venues from Parisian train stations.

To find

out more

Driving athletes to the starting line

"THE OLYMPIC AND PARALYMPIC GAMES REPRESENTED AN EXTRAORDINARY HUMAN ADVENTURE, BRINGING ALL KEOLIS TEAMS TOGETHER AROUND A SHARED OBJECTIVE."



Youenn Dupuis, Deputy Managing Director, Île-de-France, Keolis

15,000

athletes and para-athletes transported using dedicated bus routes

Over 1,000

drivers mobilised

200 km

of reserved lanes for athletes and their teams

97%

punctuality rate, delivering the expected level of service quality



Alongside Île-de-France Mobilité, we faced a triple challenge: providing transport for 15,000 athletes, assisting spectators with reduced mobility, and welcoming the athletes alongside over 1.2 million spectators at Saint-Denis-Pleyel station, which was inaugurated just days before the competitions began.

Today, we are proud of our contribution to this edition of the Olympic Games. We demonstrated exceptional expertise, particularly during the opening ceremony, where over 200 buses departed their starting points in a perfectly orchestrated order, at precise times. and under strict safety conditions, despite unpredictable weather. This performance was praised by the IOC President, who described these Games as "sensational." and by the President of the Paralympic Committee, who highlighted that they

were the best organised in terms of athlete transport. The Olympic Games required an extraordinary mobilisation of all Keolis subsidiaries and networks in France: Île-de-France. Kisio. Hove. support functions, as well as the teams from Lyon, Lille, Bordeaux, and Châteauroux. The synergy between us was essential to overcoming challenges and delivering high-guality work. This remarkable success will remain etched in our memories and reinforces both our pride and our passion for teamwork within Team Keolis.





DOHA FIFA WORLD CUP

Innovation at the service of passenger experience



To find out more The 2022 FIFA World Cup, hosted in Qatar, set a little-known record: with 64 matches played across 8 stadiums within a 600 km² area, it was the most compact tournament in history. However, while the geographical footprint was remarkably small, the number of spectators remained significant, with 1.4 million visitors in attendance. Successfully managing the transport of such a large crowd within such a limited area was a major challenge. To meet this demand, RKH Qitarat, commissioned by Qatar Rail, relied on the dedication of over 5.000 on-the-ground personnel, as well as the development of innovative solutions to enhance the passenger experience.

1. Consortium between RATP Dev, Keolis and Hamad Group Trading.



"THANKS TO THE ALLIANCE OF TECHNOLOGY AND HUMANITY, WE HAVE TRANSFORMED A LOGISTICAL CHALLENGE INTO AN UNPARALLELED SUCCESS."



The 2022 FIFA World Cup in Qatar was undoubtedly a memorable event. both from a sporting and a logistical standpoint. During this month of competition, we ensured the transportation of 18.4 million passengers, with an average of 600.000 trips on the Doha automatic metro system. To meet this challenge, coordination and anticipation were our guiding principles. We first relied on advanced technologies. such as communicationsbased train control (CBTC), to optimise communication with the metro's control systems and streamline traffic. Our decisions were made from a centralised

management centre, allowing for more efficient coordination and better responsiveness from the teams. Finally, the scale of the event required a massive mobilisation: on the ground, 90 team leaders and 600 agents assisted passengers daily in an exemplary manner.

With a reliability rate of 99.81% and no major incidents encountered, the results speak for themselves: it is this combination of technical expertise and human effort that made this experience a success.

Real-time passenger flow orchestration





50% of the supporters transported

DUBAI E X P O 2020

Multiple transportation solutions for a unique event

語に見ていたい **Exceptional event, exceptional** measures. In 2021, for the Dubai World Expo, Keolis MHI (Mitsubishi Heavy Industries) utilised its multimodal expertise to manage the movements of 8.2 million visitors. The timetables of the metro and tram lines were synchronised. The red line of the metro included a new branch leading to the Expo site. A transport coordination centre was established to facilitate collaboration between the organising teams and the transport agencies. Throughout the 182 days of Expo 2020, coordination made all the difference.

たれたいしたとくなれていた

「大台大山市」

"I WOULD LIKE TO THANK ALL THE TEAMS FROM RTA' FOR THEIR MANAGEMENT OF THE CAR PARKS, BUS SERVICES, AND TAXIS, AS WELL AS THE TRAIN CONTROL CENTRE FOR ITS EXCELLENT DECISIONS, WITH A SPECIAL MENTION TO THE METRO TEAM FOR THE EXTREMELY CHALLENGING TASK THEY ACCOMPLISHED WITH THE ARRIVAL OF 100,000 PEOPLE."

> Message from the organising team of the EXPO 2020 following the United Arab Emirates National Day, an exceptional day of high attendance

The synchronised scheduling of tram and metro timetables provided a smooth experience for thousands of passengers every day.







The extension of the 2020 red line and the creation of a new terminus directed passengers straight to the Expo site.



1. Roads & Transport Authority (RTA). Keolis MHI operates and maintains Dubai's metro network and operates the tram network for the RTA.

For more information: www.keolis.com

DLR

@groupekeolis
@keolisgroup
@GroupeKeolis

34 avenue Léonard de Vinci 92400 Courbevoie



Photo credits: Docklands Light Rail, Keolis SA, RKH Qitaraf, Ilévia, Keolis IDF, Keolis Amey Docklands, Adobe Stock / Lucie, IStock / Utkan Göksu, iStock-Erich Kamberger, Keolis MH

Dementia

Con Line