

## Keolis' Purpose

A corporate video presenting the purpose of the Keolis Group, illustrated through scenes of everyday mobility, interactions between passengers and staff, and digital solutions. The content highlights the commitment to connected, sustainable, and inclusive mobility that links cities and regions, with no spoken dialogue but with on-screen text to emphasize the key messages.

Our purpose: To imagine and deploy safe and sustainable mobility solutions serving every region, to improve the quality of life for each and everyone.

Dialogues:

«— 15 years.

— You've been driving buses for 15 years? That's not very sustainable. You'll need to plant quite a few trees to offset that!

— You work at the same company as Ajay? What do you do?

— I predict the future.

— With a crystal ball? Like... 'Saturn in Pluto...'?

— You never told me what you do.

— Me? I'm in charge of network design.

— I knew you weren't in makeup.

— I'm a customer service agent. I make sure people feel comfortable.

— Kind of like right now.

— Like when you're late for an appointment with your son, or when you're in a wheelchair looking for accessible routes.

— So, are you a police officer? Last I heard, you were in security.

— I work in communications, handling safety issues.

— What?

— I warn people about rhinoceroses.

— Rhinoceroses?

— When I don't have my crystal ball, I use sensors.

— We install them on all trains, all tracks, all equipment.

That's how I can detect failures before they even happen!

— As for buses, we feed them with this. Biogas.

— Biogas?

— We also have electric buses and hydrogen-powered buses!

— Imagine studying all the movements of a city's residents.

Their transport needs, their mobility habits, what they find convenient, what they'd like to change.

— For example, I'm walking down the street, calmly, talking on the phone. I'm not really paying attention to what's around me. Then a tram arrives. Do you know how much a tram weighs?

— No idea.

— 30 rhinoceroses!

— Wow!

— If people knew that, what do you think they'd do when walking down the street?

— They'd watch out for rhinoceroses.

— Exactly.

— Well played!

— To sum up, my job is to make sure everything keeps running and never stops. Always in motion!

— Gentle, green, stylish, and... affordable. That's the kind of mobility that excites me.

— Then imagine redesigning the entire network. Transit hubs, schedules, deciding whether to prioritize buses, trains, or trams, and working with the Transport Authority to make it all happen. That's my job.

— Wow!

— You see, that's what's beautiful about transport. There are people going to a wedding, a concert, a date... Others heading to their first day at work. Or like tonight, people coming to see a lovely amateur theatre play. That's what you do, really. You're part of moments in people's lives.

— That's wonderful.

— It is, isn't it?"

We imagine and deploy safe and sustainable mobility solutions serving every region, to improve the quality of life for each and everyone.

That is our purpose.

More mobility. More life.

Keolis.»