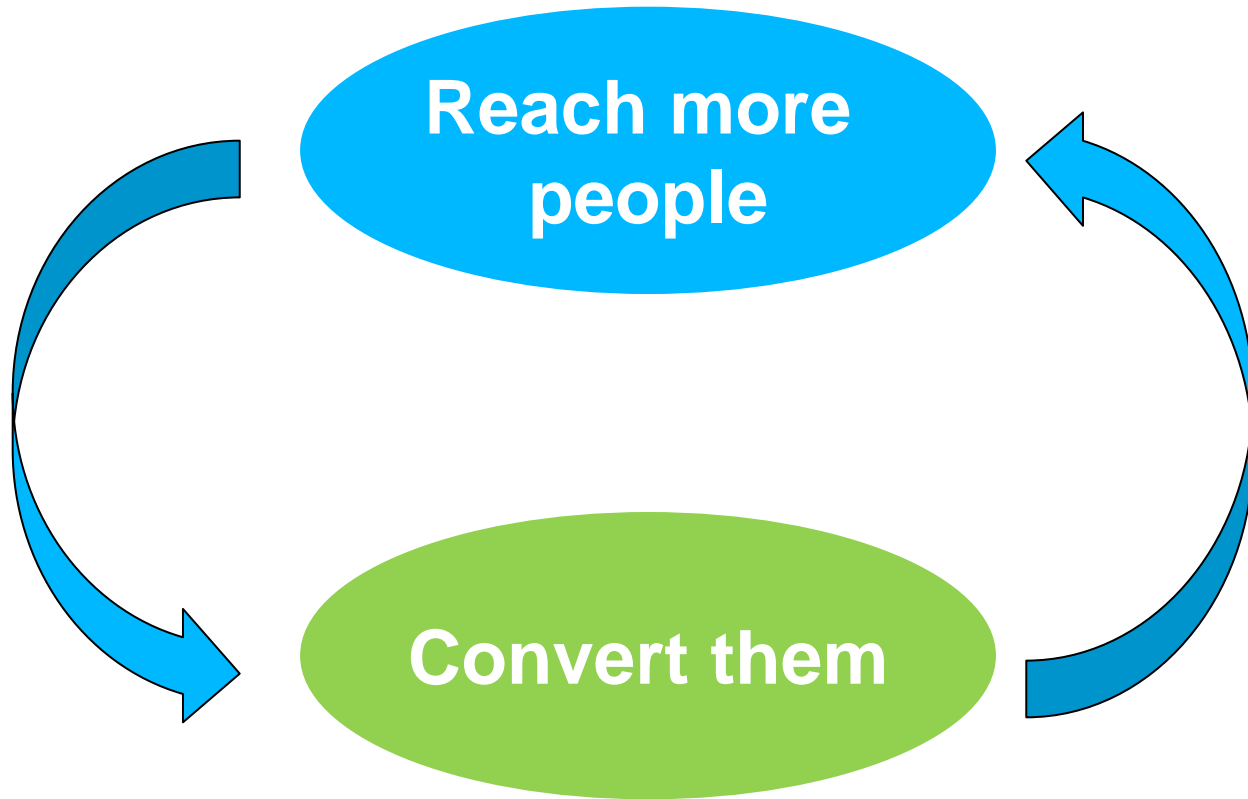


# Drivers of change

Marc Hofmann  
Managing Director, CheckMyBus GmbH

Busworld Academy  
Istanbul, Friday April 15th, 2016

## Innovations driving success of the bus



Information	Image
New media	Price

 **Innovation**

Booking	Quality
Price	After sales



**CheckMyBus**

**Reach more  
people**

## User behavior is changing



- Sharing instead of owning (Uber, Airbnb,....)
- Smart phone instead of car (average age car purchase 46 → 53)
- CO2 emissions increasing
- Always on

→ They want....

All Info



„In the Crowd“



Easy



# CheckMyBus makes buses available everywhere

**Find and book your low-cost bus trip**  
 Check and compare numerous bus offers to seal the best deal!

From  To  04/14/2016

Advanced search

**313 Companies - 691,491 Connections**

Paris, Frankreich — London, Vereinigtes Königreich

Sort result list:

Intercity bus 14x  Train 3x  Carpooling 2x

8:05 AM — 3:00 PM 6 hr 55 min direct	1.9 mi Paris Bercy → London - Victoria Coach Station 1.4 mi	megabus	€19.00 per person	<input type="button" value="View Deal"/>
8:30 AM — 3:45 PM 7 hr 15 min direct	3.0 mi Paris - Gallieni Gare Routiere Int. → London - Victoria Coach Station 1.4 mi	ALLIANCE ROAD Bokolina	€37.00 per person	<input type="button" value="View Deal"/>
8:30 AM — 4:30 PM 9 hr 0 min direct	1.9 mi Paris Bercy → London - Victoria Coach Station 1.4 mi	OUIBUS	€24.77* per person	<input type="button" value="View Deal"/>
9:00 AM — 4:00 PM 8 hr 0 min direct	3.6 mi Paris - Porte Maillot Coach Park → London - Victoria Coach Station 1.4 mi	FlixBus	€9.00 per person	<input type="button" value="View Deal"/>

## The world's largest virtual bus network

> 3 Mio weekly departures



700.000 connections



> 10.000 cities



> 50 countries



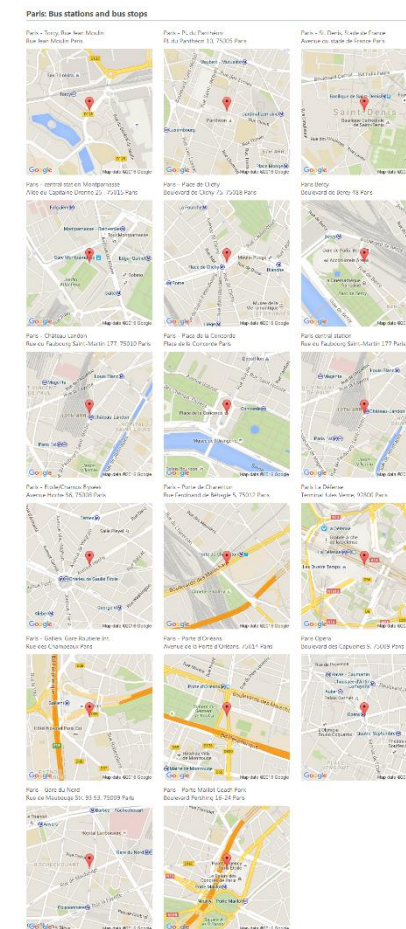
11 webpages



8 languages



1 Search Slot



## What is the benefit?

**Get best price**



### **Save money....**

- Compare all companies → 60% off
- No extra fee
- Offers / Deals included

**Easy handling**



### **Save time....**

- One search
- Different languages
- Station localisation
- Area search

**Most suitable connection**

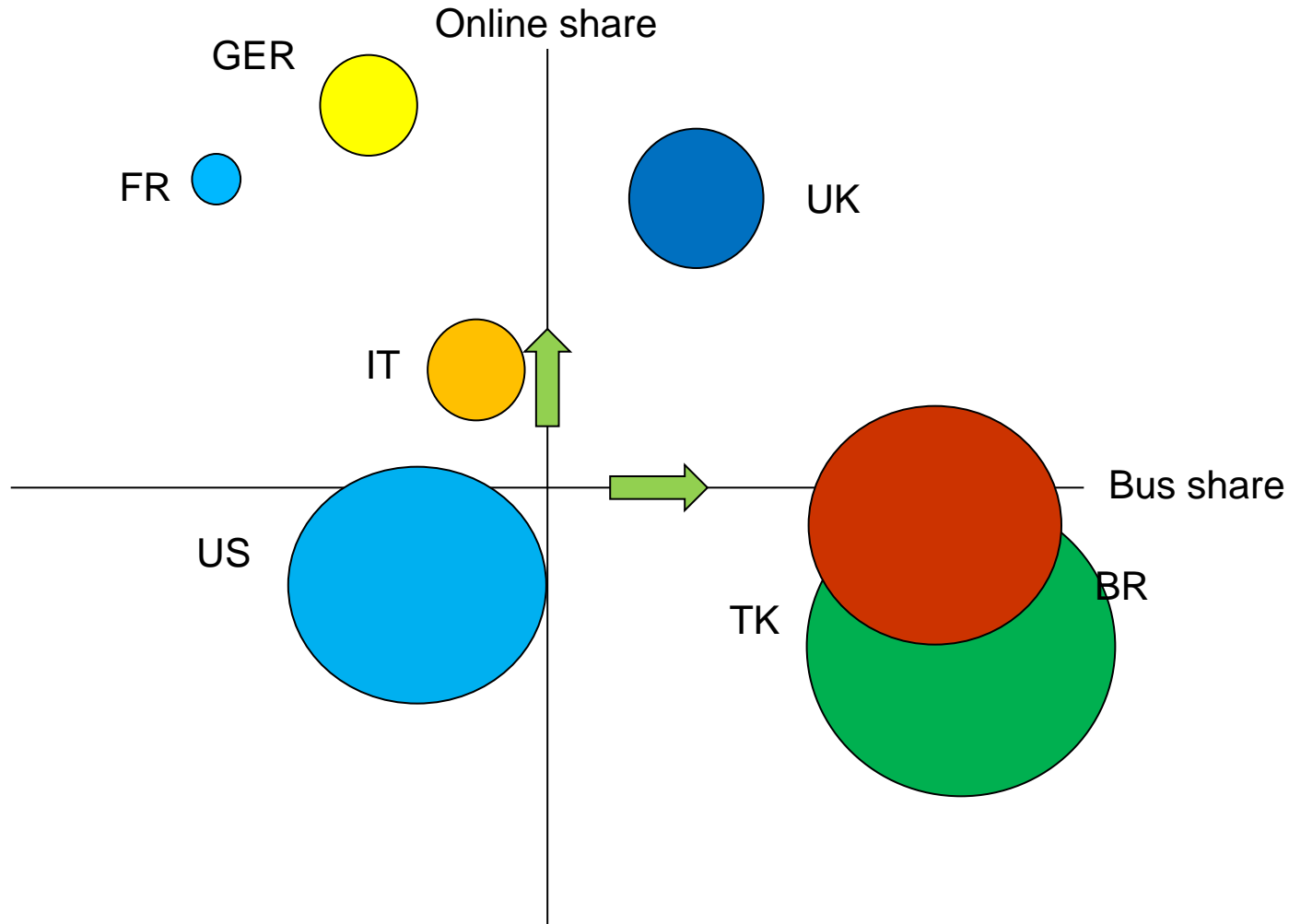


### **Right time...**

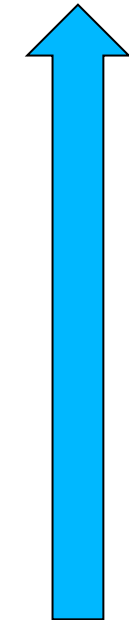
- All connections
- International connection
- Connections in area

**→ For bus operators it is the most efficient and cheapest marketing channel**

# Offline to Online to Social to Mobile



## User's purchase process



Book via app / mobile ticket

Social experience

Search online  
Book online

Search online  
Book offline

Book & search offline

	User Range (1000)	
Blablacar	10.000	50.000
Flixbus	1.000	5.000
Megabus	100	500
National Express	100	500
Kamil Koç	100	500
Ulusoy	100	500
Pamukkale	100	500
Ado	100	500
Postbus	50	100
Ouibus	10	50
Greyhound (NEW)	1	5



**Convert them**



## Trends in product and business

**Customer  
Journey**

**+ 5500% Conversion**

**Separate  
Operations**

**Fast expansion and marketing expertise**

**Comfort &  
Style**

**Modern and comfortable buses**

**Aggressive  
Pricing**

**Ryan Air model**

**Reach and conversion go hand in hand**

**Reach more  
people**



**Convert them**

**in a successful partnership**