

EQUALLY IMPORTANT- INDIVIDUAL APPROACH

In 2020, FPC introduced targeted messaging to promote special offers with promo codes tailored to different passenger segments. For example, in October 2020, a promotion was launched to support healthcare workers on the frontline of the COVID-19 pandemic, offering healthcare employees promo codes for a 50% discount when purchasing round trip tickets in second-class sleeping carriages in FPC trains before 1 April 2021.

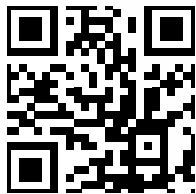
32,700 3,800

targeted
messages

for different passenger
segments sent by the
Company in 2020

people

took advantage of the
Company's offers and
used promo codes to
purchase tickets with a
discount in 2020



For more details, see
our website

