

# Centostazioni: a unique network

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Centostazioni S.p.A. (Ferrovie dello Stato Group)

Responsible for Business Unit Services-Facility Management

# Mission – Strategic guidelines

Centostazioni is the company formed by Ferrovie dello Stato and Archimede 1- SAVE Group, a private limited company responsible for the strategic, industrial and business plan

## 1. REFURBISHMENT



- New layouts and innovatory vision of the spaces
- Increase of the surfaces dedicated to the passengers' facilities
- Strategy of the flows and reduction of the architectural barriers
- Innovative lighting and use of suitable materials

## 2. VALORIZATION



- Development of diversified commercial activities and services
- New Merchandising Mix
- Events in station
- Communication/Advertisement
- Use of strategies of multi-target and multi-channel communications

## 3. MANAGEMENT



- Decorum and Safety
- Innovatory management of Cleaning and Maintenance Services (Global Service)
- Regular Customer Satisfaction and qualitative standards surveys

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# Business Development

Having reached the 87% of the restructuring national plan, Centostazioni is focusing on completion of the commercial valorization within and outside the network, seeking to maximize revenues in line with the macroeconomic context and with business partners and customer needs, by exploiting the value of the capillarity of the stations on the territory:

- 103 stations spread all over Italy: 48 in the Northern Region; 36 in the Centre; 19 in the South
- 75% provinces coverage
- 500.000 sm Real Estate
- 20.000 sm dedicated to Communication

## Core business activities leveraging on our expertise

- Development of more commercial areas within our network
- Acquisition of further properties in Italy and abroad for the real estate management
- Additional H/V terminal station management and valorization

## On-going projects that benefit from the unique territorial coverage of the network

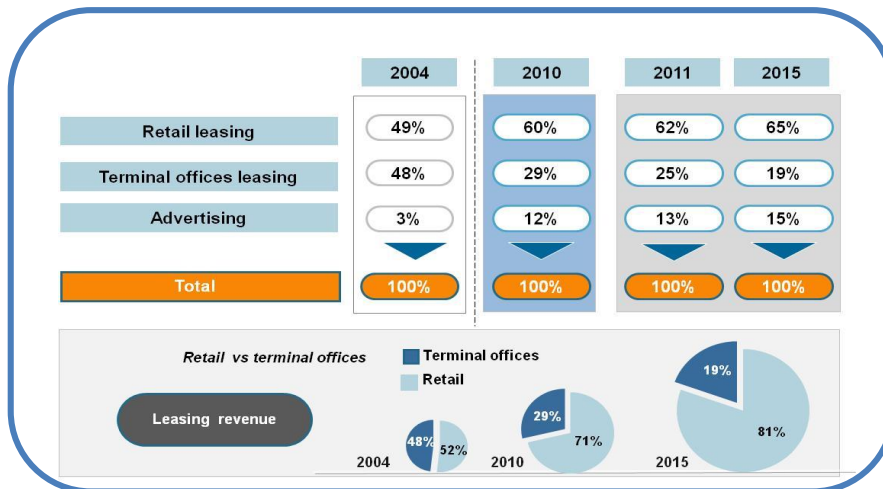
- Temporary store circuit
- Vending machines (Food and No Food)
- WI-FI, on line payment
- Bluetooth Marketing system -Viral Marketing -Couponing totems



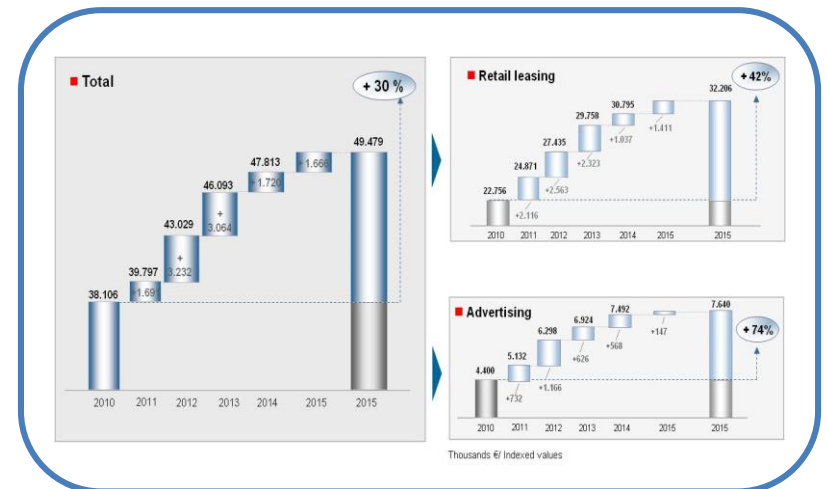
# A steady growth

Since the start of the work, Centostazioni has registered a constant growth in all the business areas in which it is involved, particularly in the core business. In the near future, the Company intends to focus on the development of new spaces (+42%), the renewal of existing contracts and the strengthening of new strategic levers which aim at a more flexible supply. It is also planned the increase of advertising revenues by developing direct advertising, promotional activities (+74%) and new business opportunities offered by digital technologies

## Revenue composition throughout the years



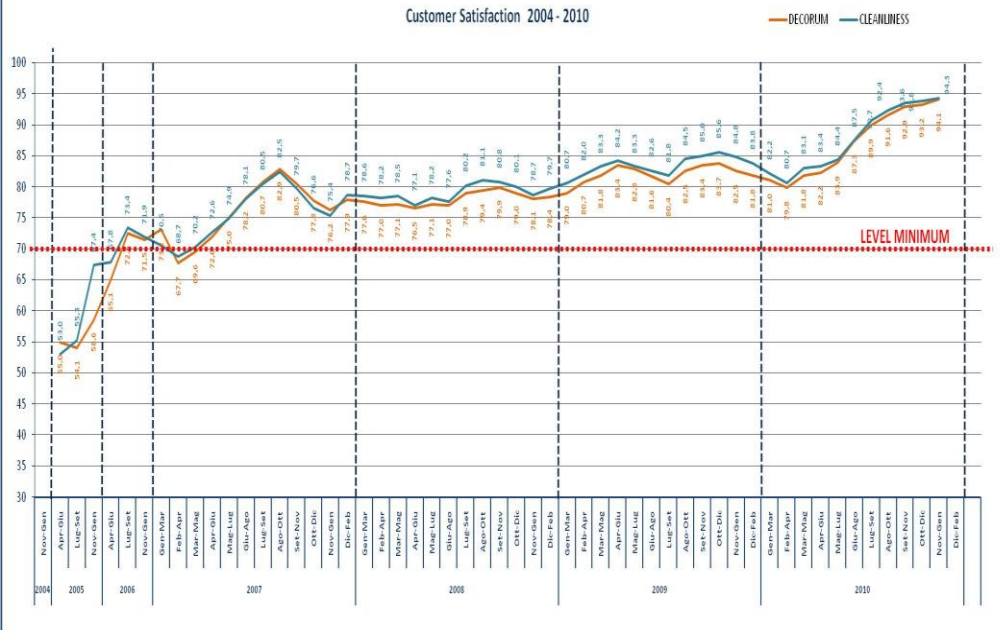
## Sources of Revenue: Total and by type value



# Customer Satisfaction performance (Total Network Data)

## An innovatory management through the Global Service

Customer Satisfaction 2004 - 2010



Cleanliness		Decorum		Safety	
53 %	94,3 %	55 %	94,1 %	70%	91,6%
2004	2010	2004	2010	2004	2010

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