



Press Release

FIRST IN ITALY, MILAN'S METRO GOES CONTACTLESS

**Atm leads the revolution in local public transport:
starting today you can buy your tickets with your bank card**

The project was carried out by Atm in collaboration with its partners Mastercard and VISA

Milan, 28th June 2018 – Today, Milan's digital transformation of its public transport has reached an important milestone regarding its ticketing system. **Atm** is Italy's first company, and one of the first ten worldwide, to offer its customers the chance to travel on the Milan metro by paying directly with contactless payment methods, using EMV technology, without any additional commissions thanks to their partnership with **Mastercard** and **VISA**.

This payment system is an enormous step forward for the transport sector both in Italy and across the globe, a system currently provided by the industry's leading businesses, as is the case in London, Moscow, Chicago, Singapore and Vancouver.

The contactless system introduced in Milan, which, still in its final stages of experimentation, is currently operational across the metro network, represents a key development for the *digital transformation* which Atm is conducting in view of a higher quality of services provided and a better travel experience for passengers, while also making their own operations more efficient. In the near future, the next step will be to expand the system in order to include surface lines as well.

Today, the ability to integrate computer systems and that of adopting trailblazing technologies confirm Atm's leadership in public transport innovation, the continuation of a journey which began back in 2015 with the dematerialisation of tickets purchasable via sms or app (QRcode).

HOW THE CONTACTLESS METHOD WORKS- Atm has equipped all 113 metro stations with a dedicated POS (Point of Sale), both for entering and exiting the service, which allows passengers to simply touch the ticket gate with their contactless card to make it open. The service requires no registration. Passengers may also use smartphones and smartwatches onto which a digitalised version of their contactless card is uploaded. However, remember: the journey must begin and end with the same card or device. If a passenger fails to use the correct card or device when exiting, the highest tariff will be applied based on the passenger's initial entry point onto the metro.

FAST, SAFE AND TRANSPARENT – The new payment system aims to optimise each passenger's travel experience, not only by allowing easy-access purchases in real time, but by also eliminating the risk of paying the wrong tariff for journeys on suburban lines. Furthermore, the system also calculates the journeys made over a day and charges the cheapest tariff available to the passenger. For example, after the third journey on the metro's urban network, a daily 4,50€ ticket price is applied, instead of 6,00€, the price of four single tickets. When asked to show your ticket to a member of the Atm personnel for inspection, all you need to do is provide the contactless card you used to enter the metro, with which they can verify if a passenger has paid for their ticket, by using a specific handheld device.

The Atm Group: with 9,700 employees, the Atm Group manages the urban and suburban public transport services for Milan and Monza, the Copenhagen metro, the parking management service, removal and custody services for vehicles and integrated mobility services, including bike sharing. Milan's transport network includes four metro lines adding up to an overall length of almost 100 km, with 2,200 rides a day. On the surface there are 180 lines for buses, trams and trolley cars, reaching 24,000 daily rides. Every day, on metro and surface lines, the Company transports more than 2 million passengers just in Milan, and 730 million overall in a year.



WHERE IT CAN BE USED – The contactless payment system can be used for travelling throughout the entire urban and suburban metro network. It is also possible to continue one's journey within the urban surface lines, while remaining within the time limit allowed by the ticket. This means that in order to pay with contactless, the journey must begin on the metro.

JOURNEY DURATION AND CHARGES – The time limit for a journey paid for with a contactless method is the same as that for tickets bought through other Atm channels. As with any other charge, the cost of the ticket will be visible on the card's bank statement or alternatively in the reserved section of the Atm site, which requires registration via www.atm.it

The testing in Milan was made possible with the experience and technical support of Aitek, Intesa San Paolo, Microsoft and SIA.

The Atm Group: with 9,700 employees, the Atm Group manages the urban and suburban public transport services for Milan and Monza, the Copenhagen metro, the parking management service, removal and custody services for vehicles and integrated mobility services, including bike sharing. Milan's transport network includes four metro lines adding up to an overall length of almost 100 km, with 2,200 rides a day. On the surface there are 180 lines for buses, trams and trolley cars, reaching 24,000 daily rides. Every day, on metro and surface lines, the Company transports more than 2 million passengers just in Milan, and 730 million overall in a year.