



HAMBURG / KÖLN / EXPRESS

PRESS RELEASE

Good results for the Hamburg-Köln Express: 1 year later

Further increase in number of passengers / revenue in the first year of operation higher than expected

(Cologne, July 23, 2013) On July 23, 2013 the Hamburg-Köln-Express (HKX) will have been operating for exactly one year. During this time, the young railway enterprise has transported some 350,000 passengers by rail to their final destination and the number of passengers has increased steadily. "This month there'll be around 45,000 rail travelers," says Eva Kreienkamp, CEO of HKX. "That's around 80 percent more than in the first months. This is not only due to the number of trains running each week. There is quite simply a market for cheap rail offers."

The HKX currently runs between Hamburg and Cologne three times per day in each direction, and on Sundays and holidays twice daily. When the line started operating on July 23, 2012, there were significantly fewer connections. At the end of April 2013, the schedule was revised and the number of connections rose by slightly more than 50 percent.

Ms. Kreienkamp is also satisfied with the first operating year from an operational point of view: "In this first year, our trains covered around 650,000 kilometers. Some 1,500 trains were in operation. Only nine trains had to be canceled, and almost all of these outages were in November. That's less than one percent." The punctuality of the trains was also satisfactory at between 80 and 90 percent.

Most of the HKX travelers took the HKX trains from Cologne or Hamburg; they mainly traveled at least 300 kilometers with the HKX.

With around nine million euros, the revenue expectations for the first year of operation have been fully met. "Our task now is to be profitable. We expect to reach this goal by the end of the year," Kreienkamp tells us.

Kreienkamp is particularly pleased with the fact that HKX helped to expand the market for rail travel. "A lot of young people travel with us, who previously preferred to take the bus or hitch a ride. And we have a high percentage of female travelers on our trains," Kreienkamp claims. "This is a very interesting development because it shows that travelers do not only base their decision as to which form of transport or rail company they prefer on price. Soft factors such as friendliness on board, information, assistance if things should not go according to plan and whether or not they feel comfortable on board are important and often decisive for the choice."

HKX will be celebrating its first birthday on July 23rd with a variety of special offers and promotions:

- On July 23rd HKX passengers will travel at particularly low rates: X-tickets valid for July 23, 2013 will cost a maximum of 18 euros when booked in advance.
- Anyone booking an HKX trip on July 23 will travel at a particularly low rate. On this date, there will be a 23% birthday discount on all X-tickets for trips taken between July 24 and September 23, 2013. The discount is available for 24 hours on July 23, 2013 only.

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The birthday celebration will be accompanied by an interactive Facebook promotion at www.facebook.com/HKX.de. All users are invited to bake a birthday cake for HKX and to post a photo of it on the bulletin board by July 25th. Whoever bakes the nicest cake will win a trip with the HKX to either Hamburg, Cologne or Düsseldorf plus two nights bed & breakfast at A&O Hostels and Hotels, HKX's cooperating partner.

As part of the birthday celebration, there will also be various activities on the trains, and also at and around the stops along the HKX route. These activities include, for example, handing out HKX vouchers to passersby.

Over the next few weeks and months the HKX trains are to become even longer and will operate as 5-car trains Monday through Thursday; on the weekend each train will have 10 passenger cars. In addition, HKX will also continue to boost its sales and expand its range of offers through co-operations with other partners. In this respect, it is expected that the X-ticket will be available in the Bonn area at Stadtwerke Bonn (SWB) ticket offices and in Cologne at Kölner Verkehrsbetriebe (KVB) ticket offices as of August 1st.

The HKX runs between Hamburg and Cologne and stops at Hamburg-Altona, Hamburg Central Station, Hamburg-Harburg, Osnabrück Central Station, Münster Central Station, Gelsenkirchen Central Station, Duisburg Central Station, Essen Central Station, Düsseldorf Central Station and Cologne Central Station. X-tickets are available from 18 euros for the complete route. They can be purchased online at www.hkx.de, at Rheinbahn, metronom, trans regio and NordWestBahn ticket offices, in a growing number of travel agencies along the route and in their catchment areas, as well as by telephone to the HKX Service Center [Tel: +49 0180-6 459 459, 6 AM to 10 PM (0.20 €/call from the German landline network; max. 0.60 €/call from German mobile networks)] or on board the HKX trains from the service staff.

The Hamburg-Köln-Express GmbH is the first private railway company in Germany that operates long-distance passenger rail services only. [Railroad Development Corporation](http://www.rdc.de) (RDC) Deutschland is the majority shareholder of HKX GmbH.

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