



Marketing Mobility

Use Case MCube

Agenda for today



1. Brief overview of Deutsche Bahn Ag
2. Brief overview of Deutsche Bahn Connect GmbH
3. Introduction to Bonvoyo: The product
4. Market Environment
5. Current Marketing Strategy
6. Use Case



2025 DB Group presentation

Deutsche Bahn AG

2025 DB Group presentation

Germany needs
Strong Rail



We are one of Germany's largest and most multifaceted employers

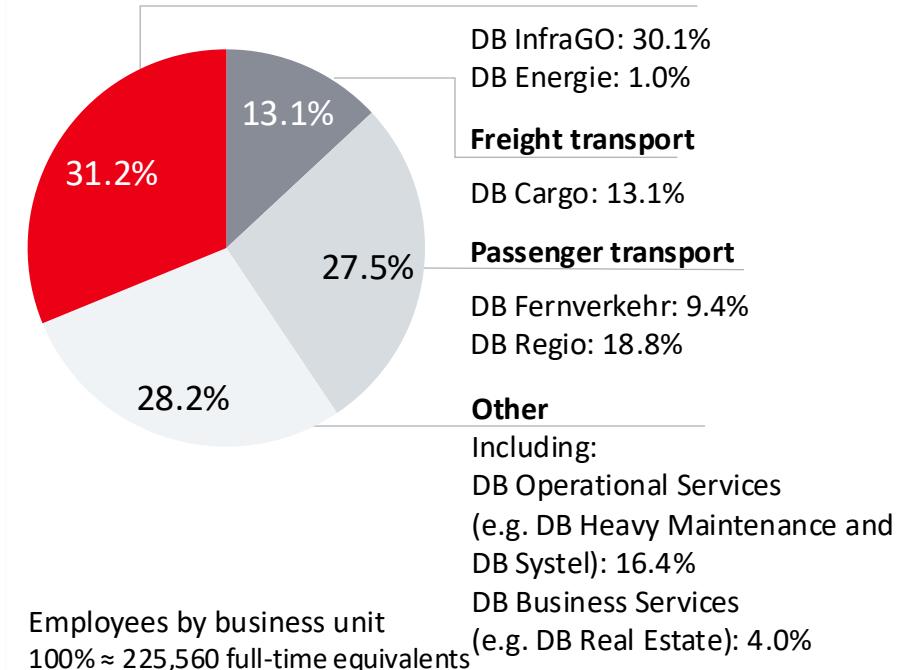


We employ more than **296,660¹** people
(225,560 not including DB Schenker) in over **500** fields.

DB trains some **13,000²** vocational trainees and **1,800** cooperative education students in more than **50** professions.

Through its "Chance plus" program, DB offers **200** interns a year the opportunity to start their careers at the company.

Over **3,100** junior employees were hired on after successfully completing their training.



As of December 31, 2024 (1) Full-time equivalents (2) Including DB Schenker (discontinued segment)

DB offers both commercial ("open access") and public ("PSO") transport services, and is divided into five business units



Passenger transport

Long distance service



- Commercial ("open access") service
- Direct competition, in particular with cars, buses and planes
- Business-to-consumer (B2C) service
- Asset heavy

Regional and local service¹



- PSO services awarded in a competitive tendering process
- Serving both passengers (B2C) and local transport authorities²
- Asset heavy



Freight transport

Rail freight service



- Direct competition with other modes of transport
- Business-to-business (B2B) service with key accounts; clear focus on specific industries
- Asset heavy
- Government grants introduced in 2018 to help cover track access charges



Infrastructure

Provision of infrastructure¹



- No competition, monopoly position in regulated markets; commissioned by the government to provide reliable, high-capacity infrastructure at competitive costs
- Serves rail operators (derived demand)
- Very asset heavy

Provision of energy products



- Power for traction and stationary facilities
- Energy-related services and technical services

(1) Service commissioned by local transport authorities to meet a public service obligation ("PSO service")

(2) "Local transport authorities" in this context include local and regional authorities, enterprises run by the German federal states, and transit authorities.



Deutsche Bahn Connect GmbH

Clever connected mobility



Mobility management for the DB Group and provider of bike and carsharing as well as digital mobility solutions on the external market

- DB Connect keeps DB Group mobile as a fleet manager on the road and promotes sustainable mobility solutions
- As a pioneer in bike and carsharing, DB Connect has been complementing public transport since the turn of the millennium and offers connected mobility for travellers
- With sharing offers and digital products, such as the mobility budget Bonvoyo, DB Connect offers companies and municipalities modern solutions for the mobility turnaround



around 500 employees



Deutsche Bahn Connect GmbH



600
employees



1996
Founding



Deutsche Bahn AG
Muttergesellschaft



Deutschlandweit über 1,4 Mio. Endkund:innen
Kund:innen



Ca. 24.000 vehicle (inkl. partners)
über 45.000 bikes
Mobility service provider



Auswahl an Mobilitätskonzepten



Vernetzte Mobilität
Bonvoyo



Sharing-Angebote
Call a Bike, Flinkster



Fuhrwagenmanagement
Dienstwagen



Gebrauchtwagen
DB Autohäuser

DB Connect products are organised in four business lines



Fleet Mobility



Fleet management
DB company bike

Category Management



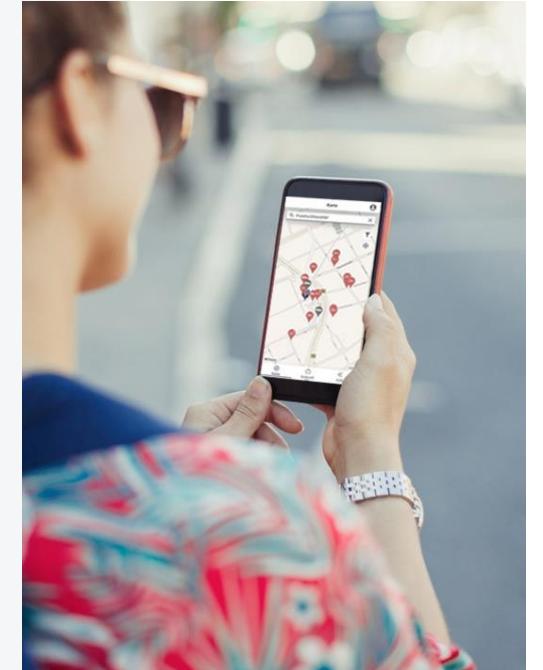
Procurement
Remarketing

Shared Mobility

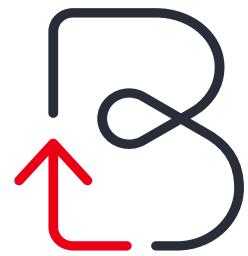


Call a Bike
Flinkster

Connected Mobility



Bonvoyo mobility budget



Bonvoyo

Das Mobilitätsbudget

[Bonvoyo Erklärfilm](#)





Introduction to Bonvoyo: the product

- 
- What is Bonvoyo?
 - Core Features
 - Target Group
 - USP

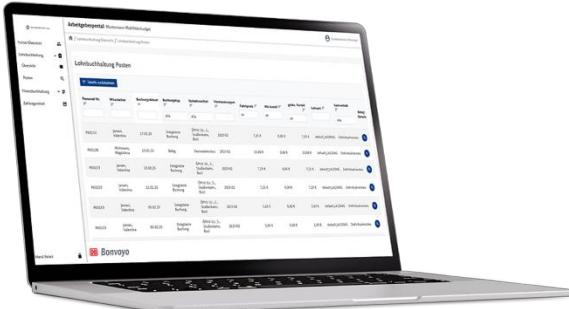
How does the mobility budget work with Bonvoyo?



1. Employer



Companies provide their employees with a fixed budget for their mobility and invite them to join..



4. Billing



Bookings are automatically and tax-optimized assigned.

2. Mobility budget



Employees activate their account and manage their personal budget via the app...

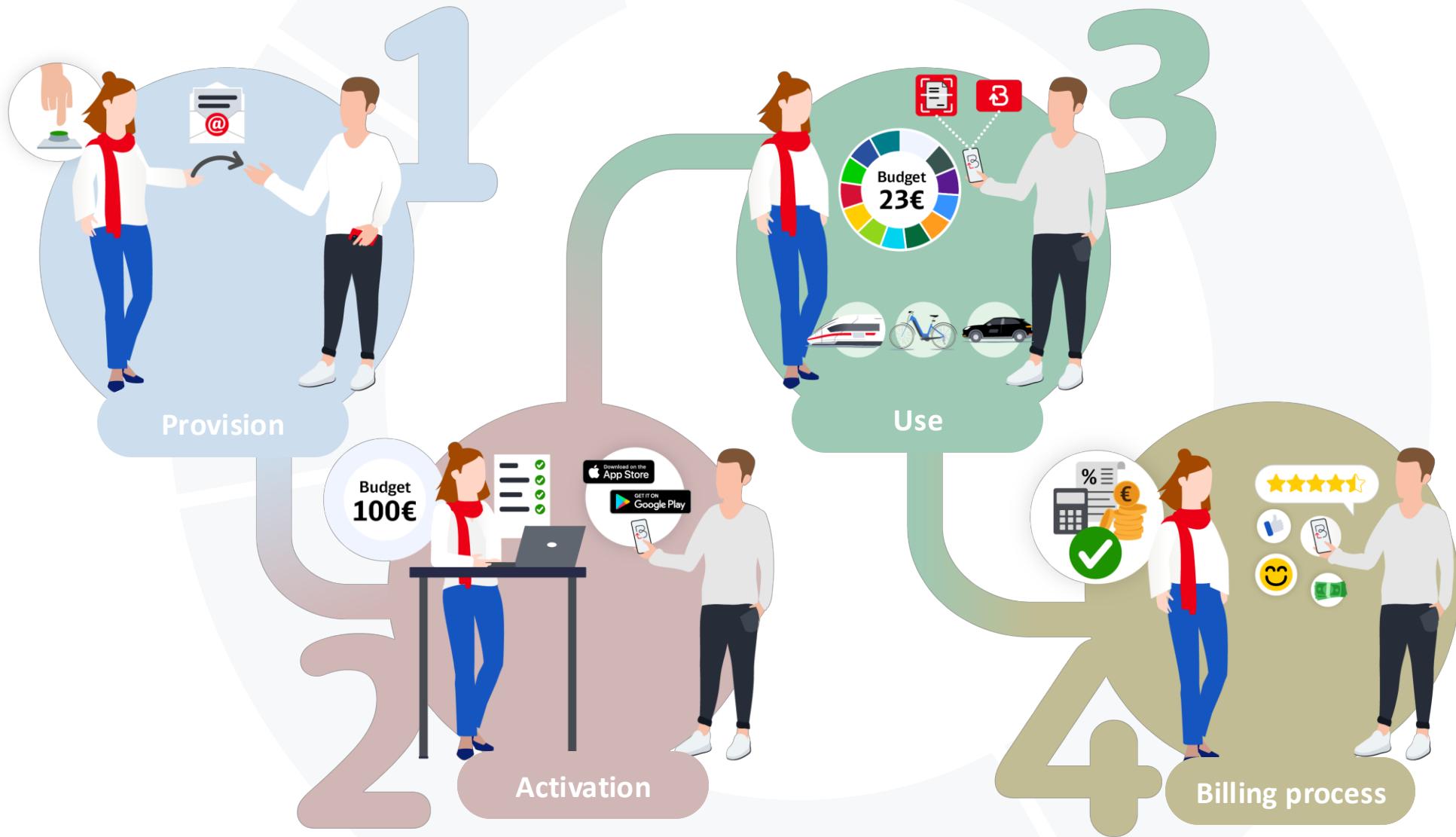


3. Use Bonvoyo

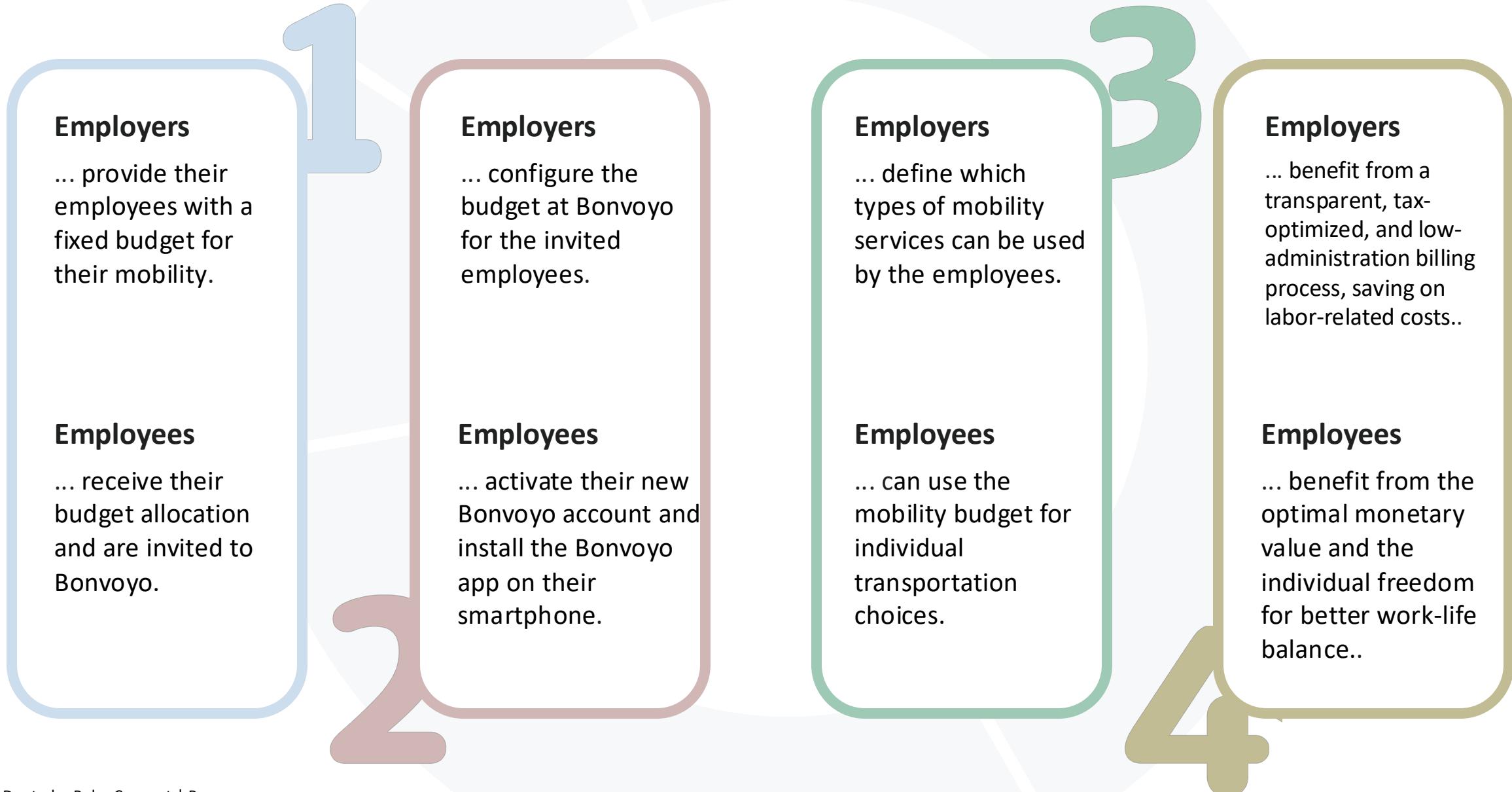


... and use it privately or for commuting, flexibly for the mode of transport of their choice.

How does the mobility budget work with Bonvoyo?



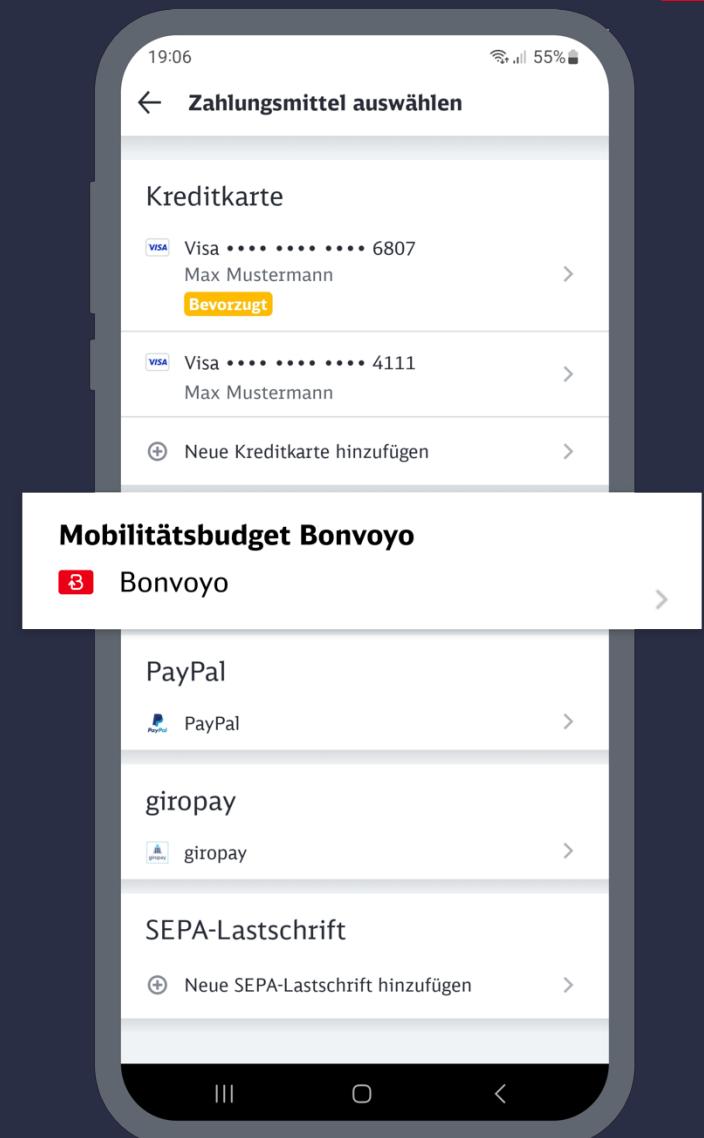
How does the mobility budget work with Bonvoyo?



Bonvoyo as a payment option

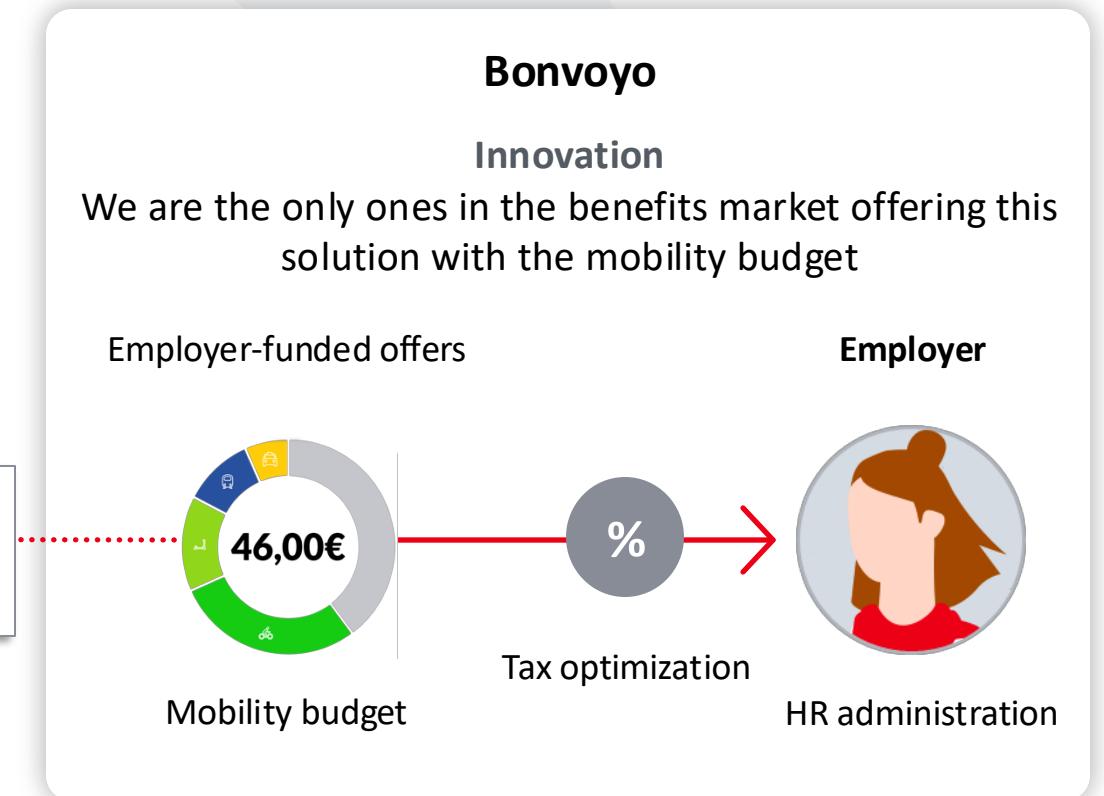
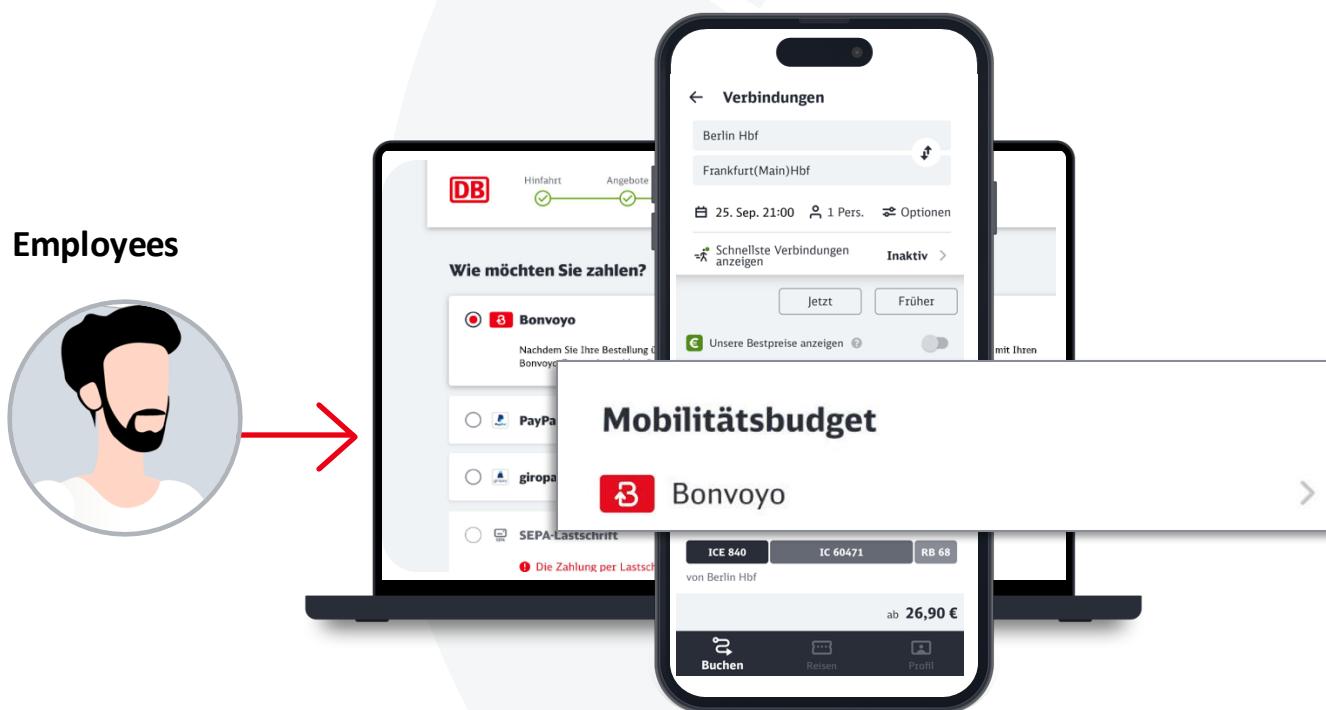
Bonvoyo can also be integrated into mobility apps as a software-as-a-service solution

- Bonvoyo as a payment method integrates budget, payment and taxation logic into existing mobility apps
- All mobility offers available in the apps can be paid for by the employer using Bonvoyo – offer design, rates and customer data remain with the mobility provider



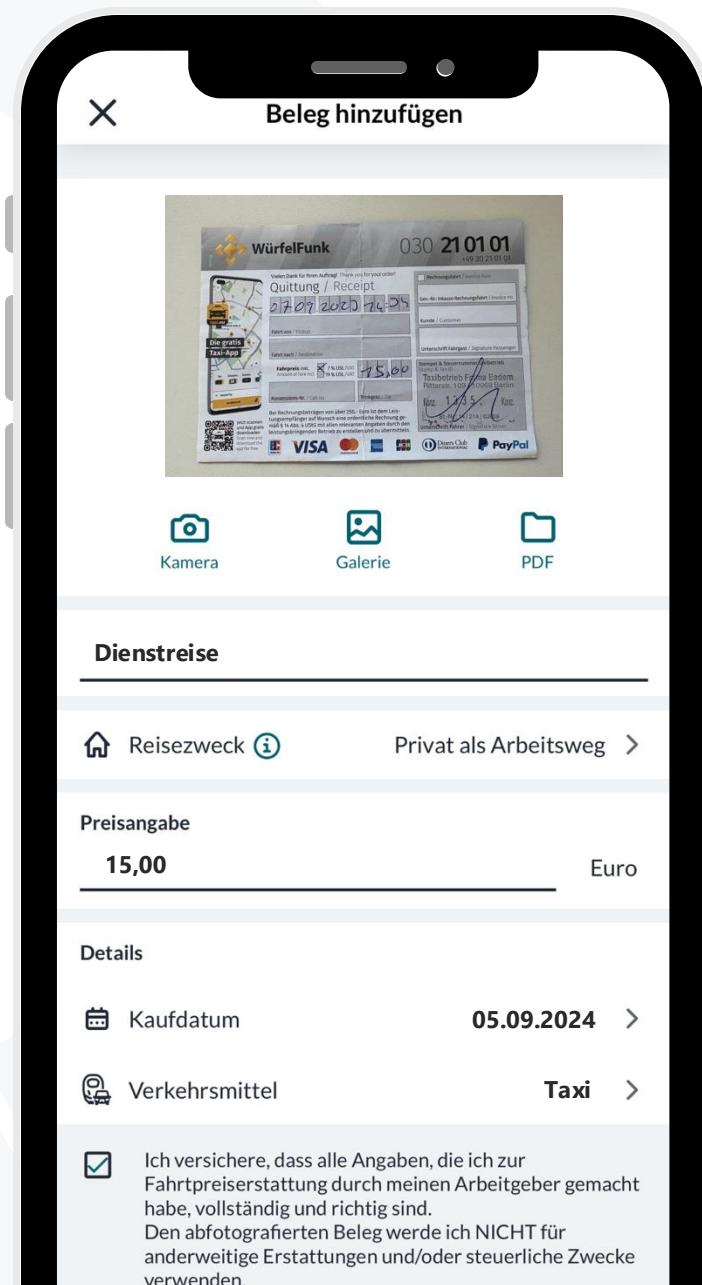
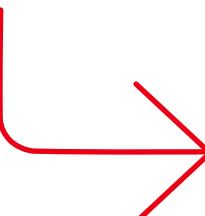
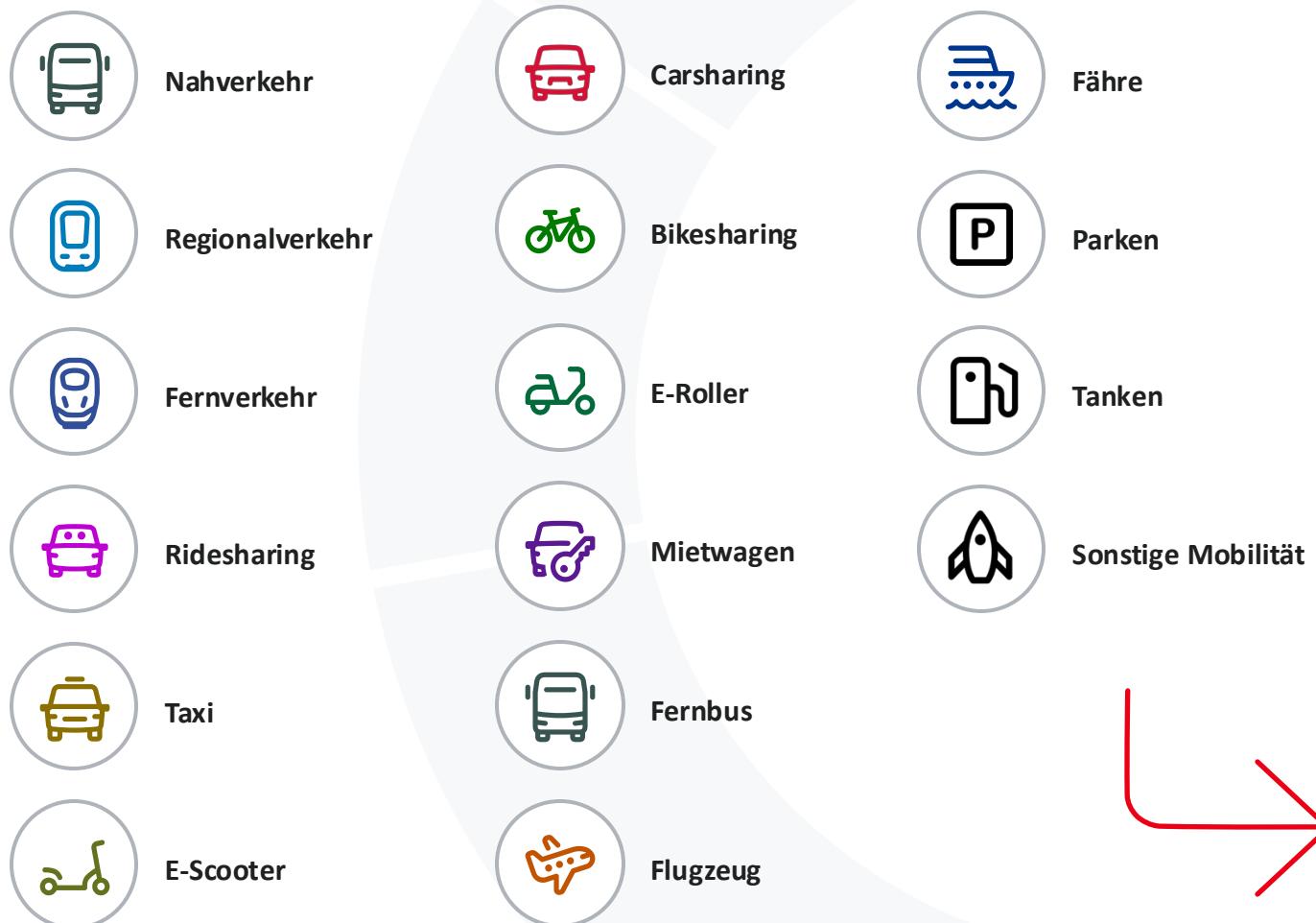
Bonvoyo as a payment method

Integrated in DB Navigator App & Bahn.de



Bonvoyo as a payment method

Submit and get money back



Bonvoyo from the Employer's Perspective: Configuration & Management Options



Configuration

- ✓ **Co-Branding Option:**
CD-Branding in Bonvoyo App
- ✓ **Budget Allocation Interval**
(Monthly / Semi-Annually / Annually)
- ✓ **Budget allocation by User Groups**
- ✓ **Individual Handling of Remaining Budget
(Expiration/Savings)**
- ✓ **Control of Transport Mode Types**



Management

An **overall overview** of all relevant information about Bonvoyo, along with quick and easy management.

- ✓ Retrieving invoices
- ✓ Retrieving tax and accounting information
- ✓ Creation of custom reports

The target groups of the mobility budget



B2B
Employer



B2B2C
Employees of corporate
clients



B2G / B2B
Transport associations,
mobility providers



Why Bonvoyo? The USP is the sum of all arguments

Bonvoyo is ...

Flexible

Simple

Sustainable

B2B

.. die Mitarbeiter-Benefit-Lösung als attraktives Zusatzangebot im „War for Talents“

- **Vielfältige Einsatzmöglichkeiten** als Benefit, Alternative zum JobTicket oder Firmenwagen
- **Exklusive Kombinationsmöglichkeiten** (z.B. mit Bahncard 100) durch DB-Produktangebot im Fern- & Regionalverkehr sowie im Bike- und Carsharing

B2C

... das arbeitgeberfinanzierte Budget für jede Meile

- **Maximal flexible Verkehrsmittelwahl** durch Buchung in den angeschlossenen Apps oder Abrechnung via Belegscan (alle Verkehrsmittelanbieter möglich)

- **Vereinfachung der Prozesse** durch Bereitstellung des Arbeitgeberportals (Prozesse des Unternehmens)
- **Steueroptimierte Bewertung** und Bereitstellung Abrechnungsdaten gemäß Anforderungen AG
- **Nahtlose Integration** in bestehende HR-Systeme

- **Vollautomatisierte steuerliche Optimierung** der Mobilitätsleistungen durch Anwendung aller bestehenden Vereinfachungs- und Sachverhaltsregeln (inkl. 50€-Freigrenze und Steuerfreiheit von ÖPNV- und Pendlerfahrten)
- **Transparente Budgetübersicht** nach Verkehrsmittelart
- **Nutzung von bereits bekannten Apps möglich**, in denen Bonvoyo als integrierte Zahloption vorhanden ist

- Transparenz zu verursachten Emissionen durch integrierten **CO2-Tracker**

- Attraktiver Benefit mit breitem Zugang zu **nachhaltigen Verkehrsmitteln**

Bonvoyo's USP arises from the interaction of the individual components, which together create the best overall offering.



Market Environment

- Market Context
- Competitors

Challenges:

Where does your company face challenges?



War for Talents

Cost pressure

Administrative effort

**Environmental
requirements**

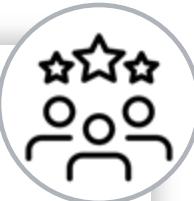
Leverage mobility budgets as a benefit



Your company benefits from...

Employer attractiveness

- Mobility allowance as part of the salary to attract new qualified professionals
- Retention tool as a benefit for existing employees to increase satisfaction & productivity
- Better work-life balance image with viral impact



Cost savings

- Enormous potential in reducing expenses for fleet management, parking, maintenance, insurance, etc.
- Low personnel effort through efficient management
- Alternative to job tickets – only on-demand costs, save up to 70% in costs thanks to tax optimization



Administrative reduction

- Easy employee & document management according to GoBD with data exchange compatible with the HR system
- GDPR-compliant data storage
- Key account team for onboarding & direct support
- Digital full-service solution for app & web



Sustainability promotion

- Mobility aligned with the travel policy
- Configurable transport mode selection incentivizes sustainable behavior
- CO2 indicator provides insight into environmental savings from mobility usage



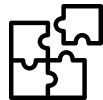
Benefit for your company: The benefit pays off



Simple processes



Im Bonvoyo-Portal Budgets flexibel verwalten und Belege digital abrufen*



Datenaustausch mit HR-Systemen

Cost savings



Kostenvorteile durch intelligente Versteuerungslogik bei Abrechnung aller Mitarbeiterbuchungen und -belege



Abrechnung am Monatsende, ohne Prepaid durch das Unternehmen

Mobility: for everyone everywhere



Flexible Budget-Konfiguration für unterschiedliche Nutzergruppen



100% Mobilitätsabdeckung

Unterstützung



Key Account Team for employers



Onboarding Seminar for employees



User-Support for employees



Bonvoyo-Portal with Self-Service

* Erfüllt DSGVO & Datenexport nach Grundsätzen zur ordnungsmäßigen Führung und Aufbewahrung von Büchern, Aufzeichnungen und Unterlagen in elektronischer Form.

Areas of application



Customers use Bonvoyo as..



Mobility-Benefit

An attractive benefit that appeals to professionals with an individual mobility budget



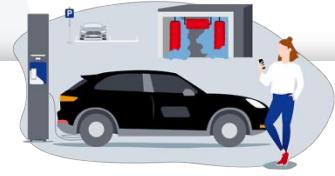
Commuter allowance

The route- and time-independent alternative to the job ticket for commuting to work



Company car replacement

A fixed budget to cover business trips with freely selectable mobility options



Additional benefit

Enhance employees' mobility usage through various additional services

Competitors



belmoto

uRyde

NAVIT

LOFINO

 **spendit**

MOBIKO

 **Probonio**

fast2work

EMPLOYEE · MOBILITY · CSRD

The target groups of the mobility budget



C-Level



HR/Personal



Nachhaltigkeits-
Management



Mobilitäts-
Management



Betriebsrat



Accounting, Tax



Current Marketing Strategy



- Goals
- Current activities
- Communication Style
- Core Message

Goals: Position Bonvoyo as a leader in the mobility sector and generate new customers.



Increase brand awareness

Goal: Position Bonvoyo as the leading mobility budget in Germany.

Lead generation and acquiring new customers

-
- Goal: Increase the number of qualified leads
 - Goal: Acquire three new large clients with 10k+ users

Expansion of digital visibility

Goal: Establish Bonvoyo as a digital pioneer in the mobility budget sector.

The following channels will be actively used by Bonvoyo in 2025



Online Marketing

- Website
- Social Media (LinkedIn)
- E-Mail Marketing
- Suchmaschinenwerbung
- Content-Marketing

Offline Marketing

- Messen & Kundenveranstaltungen
 - Advertorials
 - Merchandise
- Außenwerbung (Fahrgästfernsehen)
- Affiliate Marketing über Partner*

Konzern-Kanäle (intern & extern)

- Vermarktung mit DB Navigator/bahn.de als Partner
 - Social Media Channels anderer Konzern-Gesellschaften
- Interne Plattformen (DB Planet)
 - Redaktion (WAGEN EINS, DB Welt, DB MOBIL etc.)
 - Anzeigenschaltung
 - ...

Social Media Marketing

- Fokus LinkedIn
- YouTube

Public Relations

- Wird über BPD gesteuert
 - Pressemitteilungen
 - Pressegespräche
- Streuung von Presseinformationen

Partnerschaften & Kooperationen

- Affiliate Marketing (CBS)
 - ...

*bisher noch keine Maßnahmen geplant

Bonvoyo 'Safe travels' with the climate-friendly mobility budget of Deutsche Bahn



The image as a multimodal quality provider with an optimal solution for climate-friendly, urban mobility should be built upon. A clear brand presence with a reference to DB should be established as follows:

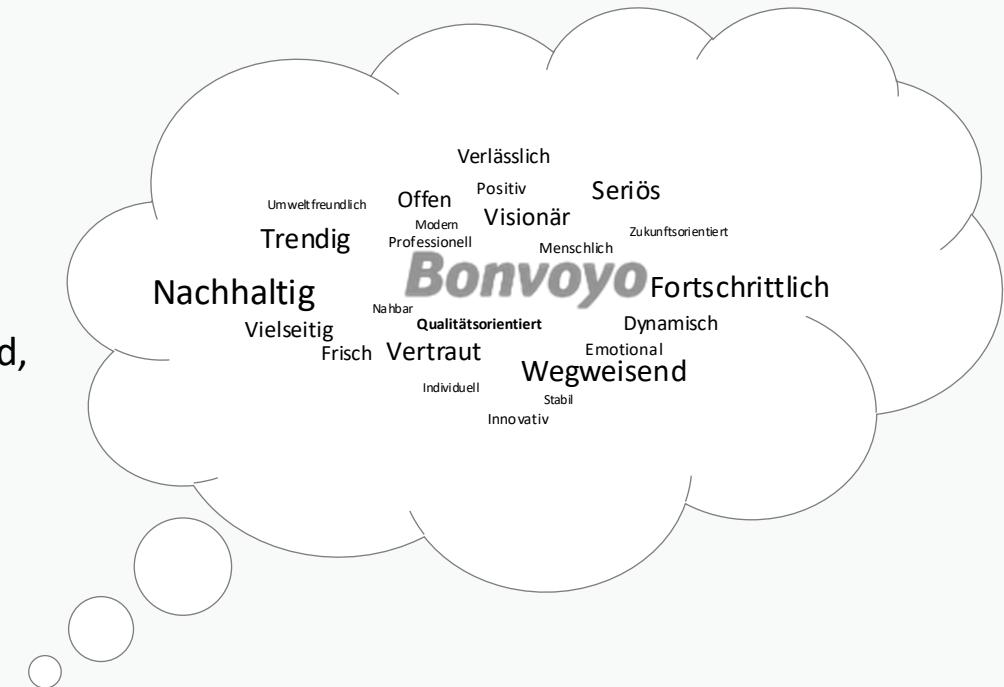
Bonvoyo: Bon Voyage = "Have a good trip" – inviting, open, direct, friendly, convincing

Tone of voice: professional, positive, open, using formal address ("Sie")

Visual language: personalized, climate-friendly, approachable, fresh, emotional

Reference to parent brand: familiar, trustworthy, stable, quality-focused, genuine, honest, down-to-earth

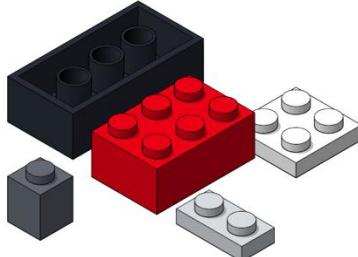
Trend product: modern, innovative, future-oriented, dynamic, green





The color scheme in communication is aligned with the DB brand

Weiß	
DB Rot - Red 500	HEX #ec0016 RGB 236/0/22 CMYK 0/100/100/0
Cool Gray 500	HEX #646973 RGB 100/105/115 CMYK 50/37/30/28
Schwarz	HEX #000000 RGB 0/0/0 CMYK 0/0/0/100



DB Markenelemente
(Logo, Farben, Schrift, etc.)



Bonvoyo
Bonvoyo
Bonvoyo





The current Bonvoyo campaign



- Duration: Mid-April to mid-June
- Channels: LinkedIn
- Paid Advertorials: [humanresourcesmanager.de](#)
- Slogans are also printed on trade fair graphics, like Zukunft Personal
- Budget: ca 35k



[Head]

Einfach smart: Das digitale Mobilitätsbudget für Mitarbeitende

[Intro]

Anspruchsvolle Fachkräfte und steigende Umweltauflagen: Ein kosteneffizientes und steueroptimiertes Mobilitätmanagement eröffnet Unternehmen ganz neue Möglichkeiten.

[Fließtext]

Wer gutes Personal gewinnen und vor allem auch langfristig binden möchte, muss heute mehr bieten als die klassischen Benefitlösungen. Flexibilität spielt dabei mit Blick auf die neuen mobilen Arbeitsmöglichkeiten eine wichtige Rolle. Gleichzeitig sehen sich immer mehr Unternehmen in der Verantwortung, ihren CO2-Fußabdruck zu verringern und aktiv den Klimaschutz zu unterstützen.



Bonvoyo Marketing Use Case



Bonvoyo Marketing Use Case



Task:

Develop a marketing campaign to increase awareness and usage of Bonvoyo in German cities.

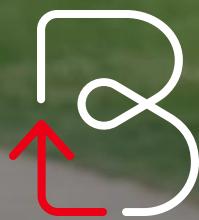
Subtasks:

- **Target group analysis:** Who are the decision-makers and users? What are their needs?
- **Define value proposition:** What makes Bonvoyo attractive for this target group?
- **Channel strategy:** Through which channels should Bonvoyo be marketed, and why?
- **Campaign concept:** Develop a creative central idea including a slogan and example initiatives.
- **KPIs:** How would you measure the success of your campaign?

Bonus question (optional):

- How could Bonvoyo be strategically developed from an employee benefit into a central component of sustainable corporate mobility?

Thank you!



Bonvoyo



www.bonvoyo.de