

GO Wi-Fi Plus: Onboard Wi-Fi & Entertainment Portal Overview

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EXECUTIVE SUMMARY

To provide the Board with an update on the GO Wi-Fi Plus installation, customer communication, and to share a video demonstration of the customer portal:

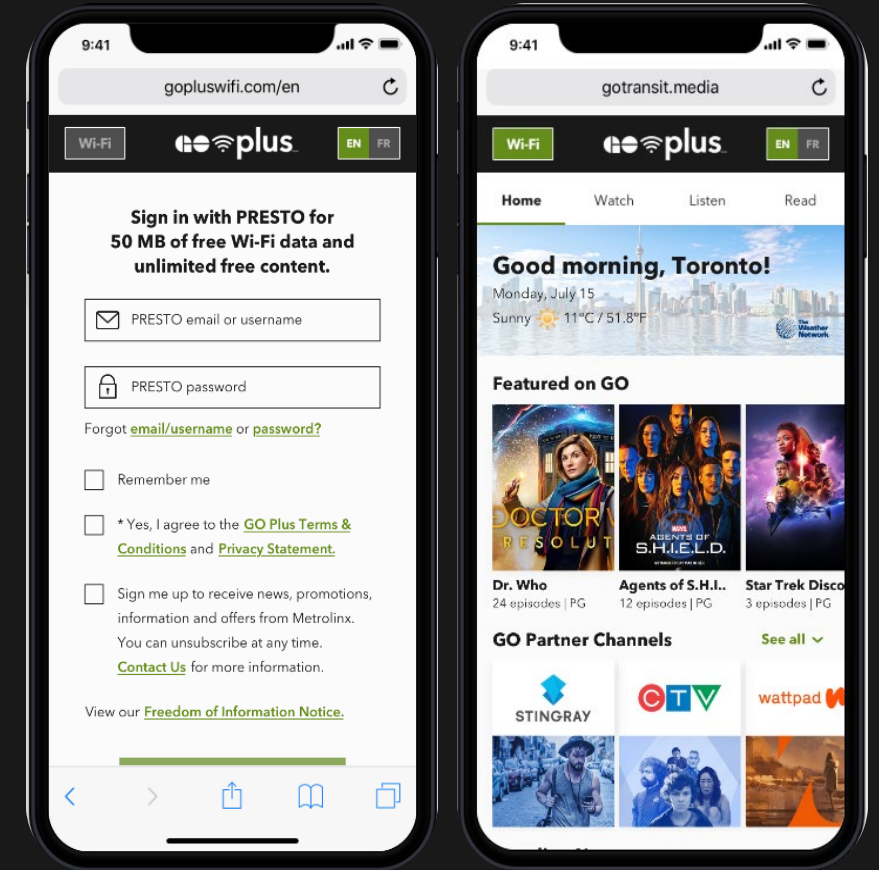
- As approved by the Board, the GO Wi-Fi Plus portal will deliver an augmented customer experience beyond Wi-Fi connectivity to include over 700+ pieces of curated content in different entertainment genres similar to an airline onboard entertainment system.
- Provide an update that GO bus and train installation is on track.
- GO Wi-Fi Plus integrated marketing communications campaign includes on board communication.
- Showcase the customer experience for GO Wi-Fi Plus portal with a real-time demonstration.

CUSTOMER WI-FI PORTAL UPDATE

Free customer Wi-Fi will be a milestone for riders that delivers 'Find your GO Time'

In July 2019 Customer Wi-Fi was approved by the board. The solution is more than Wi-Fi connectivity with key features that will enhance the GO Transit experience:

- Log in to enjoy a portal entertainment experience that is curated for 'Watch, Listen, Read'
- A wide range of content features engaging topics with anchor partners such as CTV, Stingray, Bloomberg & Coursera
- Log in consent enables customers to opt-in to receive marketing messages from GO Transit



GO WI-FI PLUS ONBOARD

Customers will be able to identify a Wi-Fi enabled vehicle with onboard decals and notices, both inside and outside, as well as through customer announcements from the crew.



EVERY MAJOR PRODUCT LAUNCH NEEDS A CELEBRITY ENDORSEMENT

- Alignment with GO "Make Time" brand campaign
- Fall launch
- Highly integrated marketing mix with multilingual promotion
- Highlights breadth of entertainment content and genres



GO WI-FI PLUS PORTAL DEMONSTRATION

