

Press release

Kapsch TrafficCom selected to provide mobile ticketing system for MARTA Transit System

Vienna/McLean, July 5, 2017 – Kapsch TrafficCom – listed in the Prime Market segment of Vienna Stock Exchange (ISIN AT000KAPSCH9) has been awarded a contract to design, develop, implement, support, and maintain a turnkey regional Mobile Ticketing System (MTS) by The Metropolitan Atlanta Rapid Transit Authority (MARTA). The MARTA project will be delivered through the cooperation of Kapsch sister companies Kapsch TrafficCom, Kapsch CarrierCom and Kapsch Public TransportCom. The contract value is about 10 Million EUR. The project duration will be 18 months for the project implementation and a 3-year warranty/maintenance period.

The new MTS will allow MARTA riders to order, pay, and electronically validate tickets using their mobile smart devices via a mobile application as well as directly through the mobile ticketing website. The system enables users to access MARTA's transit system within Atlanta, Georgia and surrounding communities. MARTA is the ninth-largest rapid transit system in the United States spanning almost 80 kilometers of rail and over 2,250 kilometers of bus routes service. The MTS will provide mobile ticketing for all of MARTA's 38 rail stations, 565 fixed route buses and 210 paratransit buses. Every weekday, over 500,000 people rely on MARTA for transportation.

Making public transport easier and more attractive

"MARTA is proud to be one of the first public transit agencies to implement Mobile Ticketing, and we are happy to offer this mobility option for our riders. MARTA is excited to roll out this project together with Kapsch," says Hsi Ming, CIO of MARTA.

The MTS simplifies the process of buying and validating fares, enabling users to purchase tickets at their convenience, and manage commutes without the need to visit a kiosk. Additionally, patrons can validate fare purchases via electronic validators when entering and exiting both buses and unmanned rail stations. Also, this project will allow MARTA's regional partners the option to participate in mobile ticketing. Those partners include fixed route service for Georgia Regional Transportation Authority and Atlanta Streetcar, as well as fixed route and paratransit service for Gwinnett County Transit and CobbLinc.

Pilot Program leads to further cooperation

MARTA's award of the contract to Kapsch originated with a competitive pilot program where participants demonstrated their ability to achieve MARTA's predefined goals and functionality requirements using their proposed MTS solutions. Kapsch conducted full system testing in a real-world environment, and successfully provided evidence that the proposed solution was a viable one.

Kapsch, along with experienced partners Bytemark Inc. and TransTrack Systems, Inc., will deliver a mobile ticketing app and website, a customer service tool for account management, electronic validators, as well as an account based back-office solutions for MARTA to manage and operate the MTS. Customized dashboards and reporting along with maintenance and support services are also included.

Kapsch TrafficCom is a provider of intelligent transportation systems in the fields of tolling, traffic management, smart urban mobility, traffic safety and security, and connected vehicles. As a one-stop solutions provider, Kapsch TrafficCom offers end-to-end solutions covering the entire value creation chain of its customers, from components and design to the implementation and operation of systems. The mobility solutions supplied by Kapsch TrafficCom help make road traffic safer and more reliable, efficient, and comfortable in urban areas and on highways alike while helping to reduce pollution.

Kapsch TrafficCom is an internationally renowned provider of intelligent transportation systems thanks to the many projects it has brought to successful fruition in more than 50 countries around the globe. The family-owned company is headquartered in Vienna, Austria and in 2017 celebrated 125 years of successfully developing and implementing new technologies for the benefit of its customers. As part of the Kapsch Group, Kapsch TrafficCom has subsidiaries and branches in more than 30 countries. It has been listed in the Prime Market of the Vienna Stock Exchange since 2007 (ticker symbol: KTCG). Kapsch TrafficCom currently has more than 4,800 employees, and generated revenue of approximately EUR 648.5 million in fiscal year 2016/17.

For additional information: www.kapsch.net and www.kapschtraffic.com

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Press contact:

Alf Netek

Chief Officer Marketing & Communications
Kapsch AG
Am Europlatz 2, 1120 Vienna, Austria
P +43 50 811 1700
alf.netek@kapsch.net

Alexandra Vieh

Head of Marketing and PR, Global
Kapsch TrafficCom AG
Am Europlatz 2, 1120 Vienna, Austria
P +43 50 811 1728
alexandra.vieh@kapsch.net

Investor contact:

Hans Lang

Investor Relations Officer
Kapsch TrafficCom AG
Am Europlatz 2, 1120 Vienna, Austria
P +43 50 811 1122
ir.kapschtraffic@kapsch.net

>>> **www.kapsch.net**