

## The approach to service innovation

ATM is constantly engaged in the experimentation and use of new technologies applied to mobility services and the commitment to an increasingly sustainable offer is a fundamental principle of the Group's strategic plan.

In this context, the ATM Group has developed distinctive skills in the creation of platforms for the integrated management of mobility information and has also launched an internal program aimed at the search for innovative and technological strategic solutions for its employees in order to improve the quality of the working environment.

There are numerous projects carried out in 2022 for the purpose of technological innovation addressed to both internal and external customers; among others we highlight:

- **Digital identity for all employees in the group**

During 2022, the process was completed to provide all of the company's employees, regardless of their role, with a personal digital identity. In addition to making a number of basic services available immediately, such as e-mail and consultation of its online coupon, the operation lays the foundations for a strong acceleration in the digitization of a large part of the business-employee relationship processes.

- **SAP platform**

Project aimed at drawing up the financial statements (both economic and capital) for service contracts and modes of transport, as requested by the Transport Regulatory Authority for companies operating in the local public sector with Resolution 154/2019 and later.

The companies of the group concerned are ATM S.p.A. and NET S.r.l.

The project has led to the automatic preparation, on the internal ERP system, of a separate accounting in document splitting that has touched all the business processes with accounting implications, in addition to the creation of a *cloud platform* that will allow the Finance and Control Administration management to manage and prepare the balance sheet data according to the provisions of the art resolution.

The new platform allows to collect and manage in a single tool the information necessary for the preparation of the data for management, as well as comparing the values themselves with those of the two companies' balance sheets.

- **“Ordinary” Reimbursement Procedure**

Since June 2022 ATM has activated a new reimbursement procedure for “ordinary” customers, in continuity with the procedure already used since 2021 for “convention” customers. The process involves the insertion of the reimbursement request by the customer, in total autonomy, from the ATM website following the indications of the application form implemented. The customer can then deactivate his contract, for which he has requested reimbursement, by approaching his card to any of the totems present in the stations of the metro lines. Thanks to this project, the presence of customers at ATM Point counters was limited to requests for assistance only; the use of paper was considerably reduced, in full compliance with ATM sustainability policies, and the working times of reimbursement practices.

- **Transport Bonus Project 2022**

Since September 2022 ATM has made available to all its customers an online procedure that allows to benefit from the “Transport Bonus” under the decree-law of May 17, 2022, n. 50, converted, with modifications, by law of July 15, 2022, no. 91.

The procedure provided allowed ATM and NET customers with a subscription (monthly, annual, multi-monthly) purchased between September and December 2022, after the payment of the Transport Bonus through the special portal of the Ministry of Labor and Social Policies, To insert through a dedicated section of the ATM website the request for the settlement of your *voucher*.

The process has allowed to manage digitally about 250,000 requests, including all types of subscriptions (ordinary, facilitated, Key Account, Family employees, etc.) purchased through any sales channel.

- **Digitization of Information Reports**

Since November 2022 a new application for the drafting of information reports has been in production. The instrument is used to record events related to the operation and personnel during the service. The application is in use for all Metro personnel and for those involved in the exercise of surface areas. Approximately 90 information reports are drawn up daily with the new instrument.

Here are the main objectives achieved:

- ✓ Dematerialization
- ✓ Integration with upstream systems (operating Room Diaries – SOMD, OVD)
- ✓ Integration with downstream systems (Sinpraleg and disciplinary)
- ✓ Better quality and usability of the data
- ✓ Better readability and accuracy of the information collected
- ✓ Document traceability with specialized and structured approval cycle
- ✓ Reduced management time of information reports (from max 20days to max 2days)

- **ISB site – information without barriers**

Since December 2022 a new application is active usable by all citizens that shows the status of the vertical systems, lifts and stairlifts of the stations of all the metro lines, returning a accessibility information related to the station. The site is adequate in terms of accessibility also for the visually impaired.

The information can be reached by means of a banner from the ATM corporate site and the ATM App (for more information see the dedicated box in the chapter on “productive Capital”).

- **Business Intelligence Portal**

Implementation of an analysis model, development of reporting and publishing on the business intelligence platform for the following business areas:

- ✓ Data Analysis ATM Contact Center Contract. The model dedicated to an internal user allows to monitor the progress of the inbound management of the ATM call center service, Area C, Area B and to provide the data of the accounting of the service levels useful for the calculation of any penalties to be applied to the supplier.
- ✓ Sales data analysis and specific customer management for ATM Points. The model dedicated to the operators of the ATM sales network allows to provide a dedicated tool for the analysis of the volumes of securities sold, and the quantity of customers/services detailed for single ATM Point.

- **Indicator Portal M4**

In the context of the fulfillment of contractual and service obligations with the M4 consortium, the following outputs were produced:

- ✓ Implementation of the data analysis model and the related KPIs for monitoring the service contract with the M4 consortium, covering kilometers and quantitative assessment of runs.
- ✓ Publication of the data on the BI business platform and on an external web portal dedicated for the consultation and sharing of the data with stakeholders involved in various ways in the fruition of the data (Bacino Agency, Metro4)

- **Metro passenger flow simulation application**

The implementation of an application that allows the simulation of the flows of passengers along the metro network and for the whole duration of the service, also in the face of new scenarios of demand and/or supply.

The application, provided to the direction of the programming of the service, starting from historical series concerning the origin-destination matrix of the users of the metro network and the data of crowding of the cars provides a forecast scenario of the crowding of the trains for a given day type and per time slot.

The refining of the data of the origin-destination matrix and the definition of the algorithms applied to the historical series have been of the objectives achieved thanks to the research work of the group set up with the Polytechnic of Milan.

- **Adaptation of ZTL Area C, Area B.**

During 2022 the Municipality of Milan adopted a series of measures aimed at reducing traffic and improving air quality. ATM as a technological partner of the Municipality of Milan, has worked constantly on the adaptation of all the infrastructures and systems linked to the ZTL, with the aim of maintaining compliance with the measures decided.

It has also invested in creating the conditions to ensure market opening and greater competition of the services offered for the payment of Area C, integrating new payment channels and services usable by users into the platform.

The activities of adapting the Area C site in order to make the applications in use to the users more user-friendly are particularly important.

- **Ministry of Infrastructure and Transport – Single disabled mark**

ATM has participated with the Municipality of Milan in the experimentation phase started by the Ministry of Infrastructure and Transport (MIT) to facilitate the movement of people with

disabilities throughout the national territory, guaranteeing them the full right to mobility. ATM has integrated its technology solution with MIT's central systems. This technological solution, which implements the provisions of the Decree of July 5, 2021 in implementation of Law 145/2018, allows a citizen holding the “standardized European Disability Mark” (CUDE) to move by car to another municipality without having to ask for permission to enter restricted traffic areas and use reserved parking spaces in advance.

- **Stop**

In order to take more effective measures to combat the evasion of road-parking payments, ATM has worked to make its control systems more efficient. All the hardware devices used by the auxiliary staff have been optimized and its procedures have been efficient to reduce control and verification time.

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<sup>19</sup> Properly transposed by the subsidiaries if and as compatible.