

Building transport networks to create value networks. For everyone.

10.00

INTA GR SACCO



ALL STATISTICS



HISTORY MOVING TOWARDS THE FUTURE

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A choice of cultured and civilized living. This is the identity of the city of Milan and the identity of ATM; as together they have sought and continue to pursue building a future on the tracks of dynamism and openness, on change and hard work, on generosity and the challenge to meet new ambitious targets.

And now, more than ever, the future means participation, working together, openness. Only in this way can innovation, technology and ATM's investments make sense and significance, generate value and belonging, creating both memories and a future for the city.

Milan's public transport, starting from the "Carosello" of trams in Piazza del Duomo in the early 1900's to the new lines built for environmental energetic sustainability, is the city's history and its identity.

Today ATM is an international and innovative company, active in the marketplace in sustainable mobility. In Italy it is leader for the quality of its service, its efficient and modern management methods, and its extraordinary investment plans serving Milan and its citizens.

In this way Milan is becoming a smart city, crossed by an extended transport network and an outstanding value network, that is the network of Milan's citizens themselves, able to create a relationship of trust and sharing. A choice of cultured and civilized living.

Elio Catania ATM S.p.A. Chairman and CEO

THE COMPANY HISTORY

1917

The establishment of Azienda Tranviaria Municipale: the Edison corporate logo is replaced by the seal of the Municipality of Milan

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1927

The first tramway with automatic doors (Series 1500) comes into service

1933

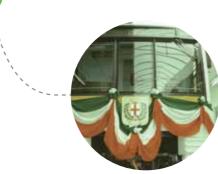
The first trolley bus comes into service

1931

ATM becomes a separate company and moves to its current headquarters at Foro Bonaparte, 61 in Milan

1990

Metro line 3 is inaugurated on 3rd May



Metro line 2 is inaugurated on 4th October

1969



1964 Metro line 1 is inaugurated on 1st November



2000

. The launch of the Eurotram with the low floor revolution . The launch of Bus on demand, a new on-call service

> 2001 ATM becomes a PLC

1999

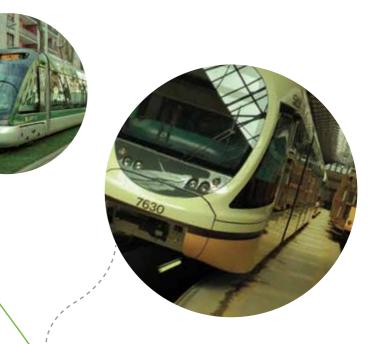
ATM becomes a public service entity and takes on the new name of Azienda Trasporti Milanesi

2006

2008

. Inauguration of the Meneghino train, a combination of technology and sustainability, the first of a new generation of 40 trains commissioned by ATM for a cost of 300 million Euros . Renewal of the Garibaldi FS station, with a focus on environment, safety and design, putting the passenger and their trip at the center of the transport system





2002

The Sirio tram is launched. Together with Sirietto (2005). They represent the latest generation tram joining low environmental impact with maximum comfort

ATM Group is established, formed by the head company and a group of 15 subsidiaries: whose variety of services linked to sustainable mobility supported by application of new technologies for the improvement of the city's service

. Renewal of the buses fleet with inauguration of Ecobuses, 12 and 18 meters of safety, comfort, with a care for environment and air quality . International development: managing ATM the Copenhagen Metro with Ansaldo STS



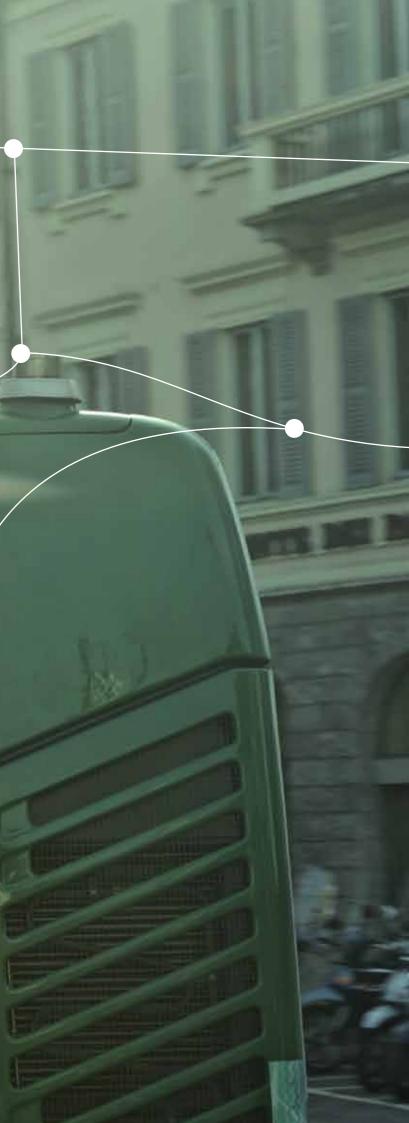


2010

- . Re-launch of car sharing and bike sharing
- . New bike sharing stations
- . New car parks, new electric cars, new design for car sharing

Charting a new path to introduce a new behavior: shared, active and green.

ECObus



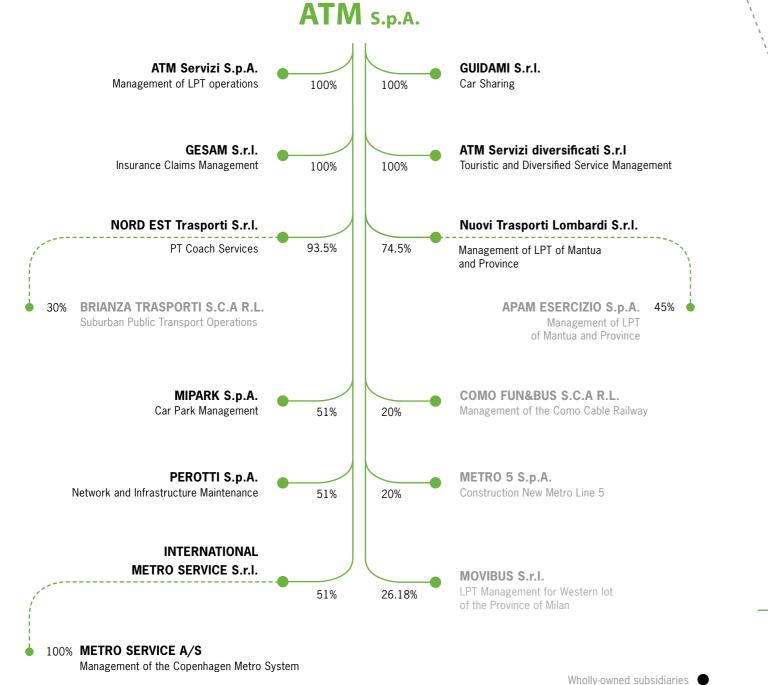
TARGET: EXCELLENCE

To ensure the excellence of integrated mobility services To develop a culture of innovation in areas of environmental and energy sustainability

GROUP STRUCTURE

ATM Group is composed of the holding company ATM S.p.A. and 15 companies (10 wholly-owned and 5 partially-owned subsidiaries)

To put people first



Partially-owned subsidiaries

WHO WE ARE

The ATM Group has 80 years of experience. Established in 1931 with the scope of managing the public transport service in the city of Milan, ATM has been part of the development and growth of the city and its surrounding communities, meeting the needs of the citizens.

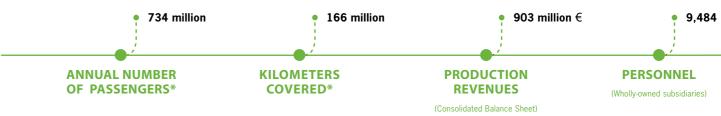
In the past, there was only a need for simple transport but now there is a requirement to provide an integrated and sustainable mobility service, accessible to everyone, comfortable and safe.

Tradition and innovation go hand in hand in offering a reliable and efficient service in ATM's operating territory. Tradition means consolidated competence in the core business, accompanied by a capability to embrace, experiment and apply the new opportunities that technology offers.

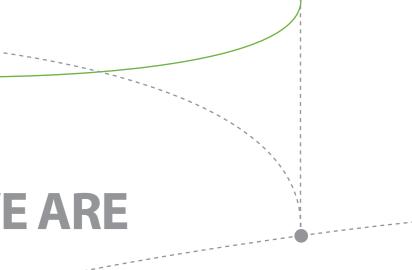
Over the years, the range of services has progressively widened in response to the challenges presented by the market, from transport for the business sector to spare time. To more efficiently manage the processes and offer a service that better suited the needs of the community, on January 1st 2006, ATM was re-structured into a group formed of 15 companies under the holding company of ATM S.p.A.

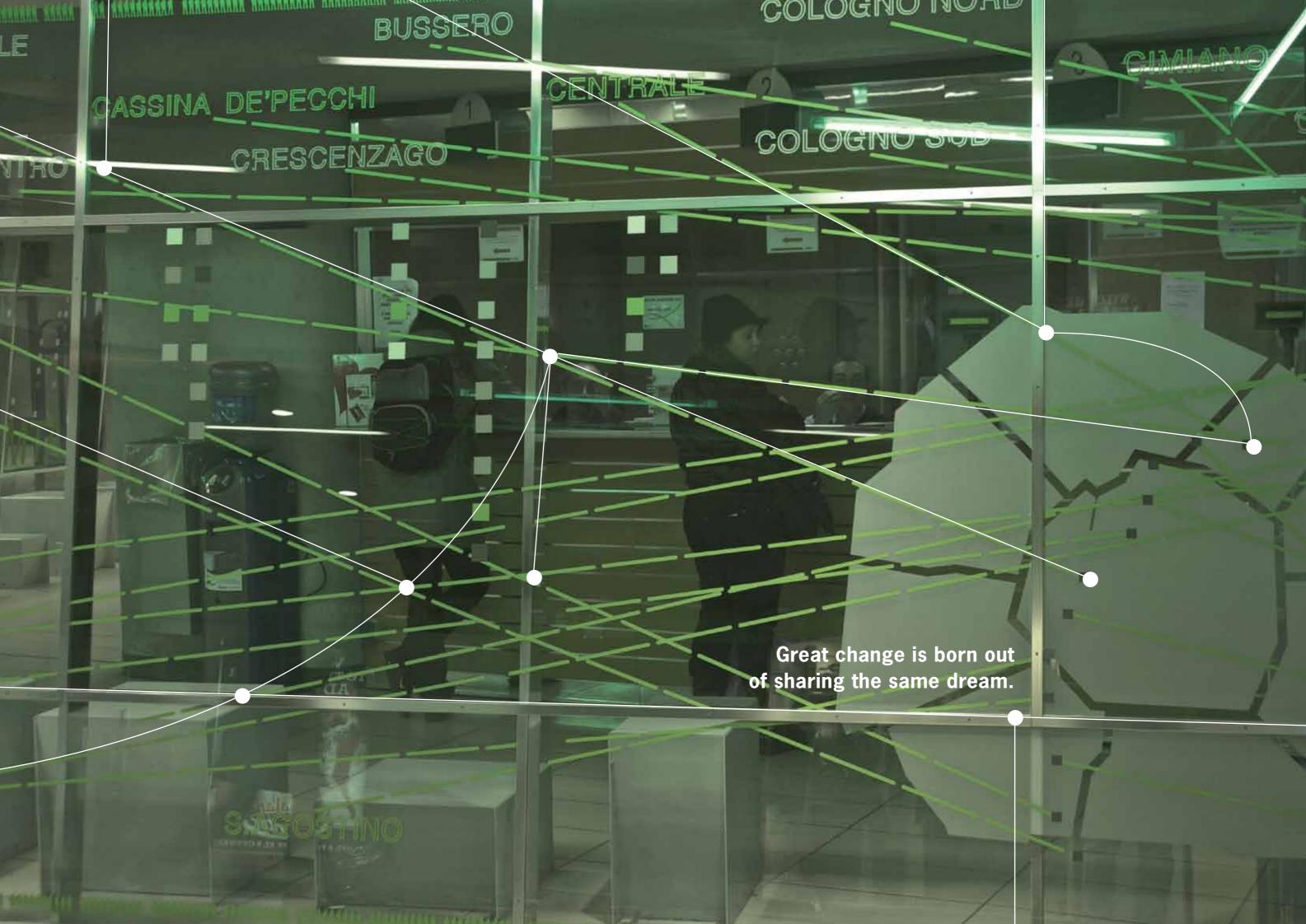
Today ATM is a Group that develops and applies advanced technology for system of sustainable transport.

GROUP STATISTICS (as of 12.31.10)



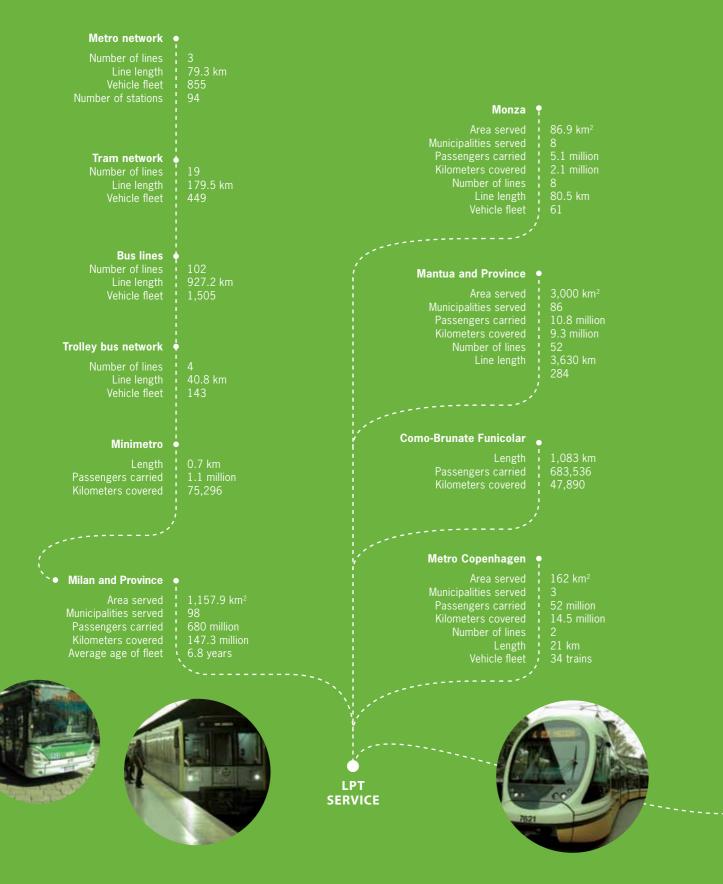
* ATM, ATM Servizi, NET, Metro Copenhagen, Cascina Gobba M2 – H. San Raffaele link, Funicolar Como Cable railway





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INTEGRATED MOBILITY SERVICES



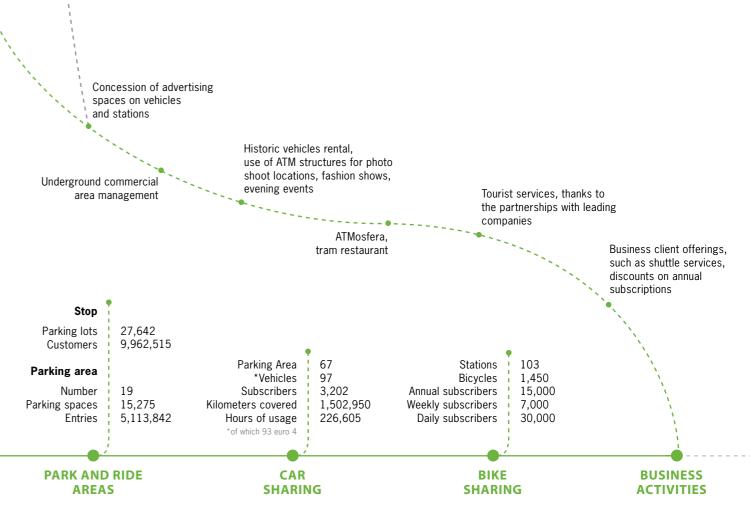
Today the Group manages numerous transport networks in Italy (the city and province of Milan, Monza, the city and province of Mantua) and abroad (Copenhagen, Riyadh) through four transport's modality (bus, trolley bus, underground, tram).

PUBLIC TRANSPORT SERVICE

The urban network of Milan is managed by ATM under a contract from the Municipality of Milan. The Local Public Transport network covers over 1,000 kilometers, transporting over 680 million passengers per year.

The ground network covers the entire city of Milan, communities in the greater Milan area and a part of Milan's province. Three transport modes (tram, bus and trolley bus) are integrated with the underground and rail system, completing the intermodal system that lets the customer easily travel by public transport.

The metro and tram network, the backbone of the Local Public Transport network, are made up of 3 underground lines, and 19 tramways lines, two of which are suburban. The underground extends for 80 kilometres and is the largest in Italy. In 2012, ATM metro service will cover the stations between Bignami and Zara that are a part of the constructing M5 line Bignami-San Siro; by 2015 the M4 San Cristoforo-Linate line will be opened.



Milan and Province: Local Public Transport management through Nord Est Transporti and Movibus.

Mantua and Province: Local Public Transport management through Nuovi Transporti Lombardi and APAM.

Copenhagen: management of the underground by MetroService.

Riyadh: management of the underground by MetroService.

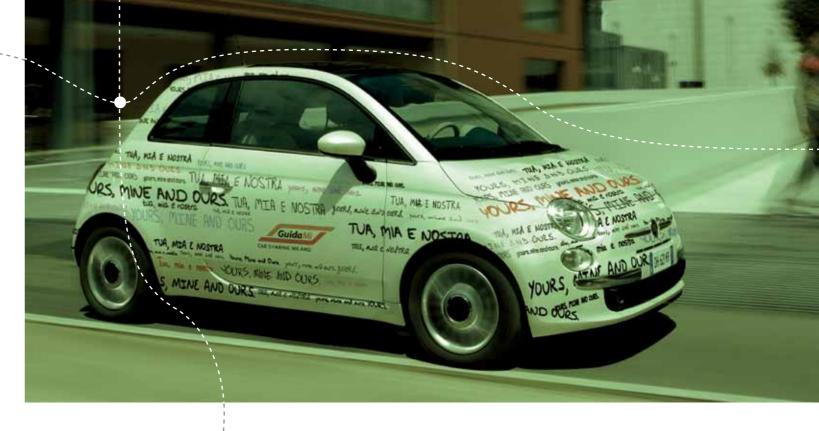
In the territory of Milan in addition to the core business there are on-call and evening services (Bus on demand, Bus by Night and Zone Bus), car sharing, bike sharing, parking areas, and the Como Cable Railway.

> Bus on demand: night-time minibus service that works like a shared taxi: communicating your destination in advance, the computer server can optimize the route of each vehicle, adapting the route to the passengers on board. In operation from 8:00 pm until 2:00 am, the service improves mobility and safety during the night.

> Bus by Night: based on the same flexible service model as Bus on demand, Bus by Night is available on Friday and Saturday nights from 2:00 am to 5:00 am, to safely take young people home from night places.

> **Zone Bus**: the new night and evening service designed for neighborhoods to guarantee more comfort and safety. Zone Bus departs from the connecting lines in the city center and transports passengers to their destinations thanks to more stops and runs. In operation every night from 10:00 pm to 2:00 am. The service, which started out as an experiment, will be progressively extended to all the main areas of Milan.

Car Sharing: a self service car rental service available in parking areas throughout the city. Promoted and funded in part by the Italian Ministry of the Environment as part of the sustainable mobility plan, the service is managed by Guidami, a company owned by ATM. With 97 vehicles and 67 parking areas, the service in the capital of the Lombardy Region has the highest number of acquired clients (3,200).



areas" for ladies.

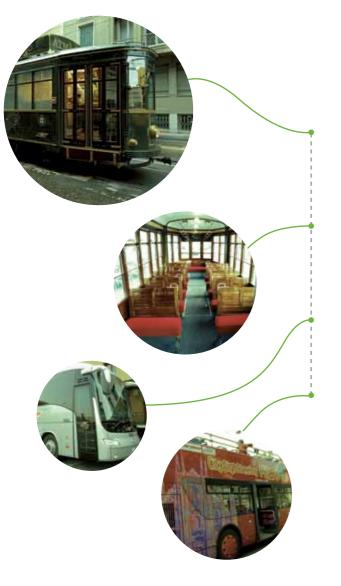
Bike Sharing: developed by ATM in conjunction with the Municipality of Milan and managed by the company Clear Channel, BikeMi is a full-fledged transport system and not a simple bike rental. Bikes are provided for short trips integrated with traditional ATM means of transport. The bike sharing system, with 1,450 bicycles located in 103 of the most significant points in the city, is fully operational today in Milan and will be extended beyond the city's historical center.

Parking areas: in addition to public transport, ATM also manages, on behalf of the Municipality of Milan, street-side car parking in the regulated blue areas (27,642 parking lots) along with all the correlated payment options.

Park and ride areas: ATM manages 19 parking areas in the city of Milan, located in relation to the main transport lines: metro stations, railway stations and near the road transport connecting the city to Linate Airport. The parking areas, with a total of 15,275 places, include reserved spaces for the disabled and "pink parking

DIVERSIFIED SERVICES LINKED TO TERRITORIAL MARKETING

Milan's integrated mobility platform includes a system of diversified ATM services linked with territorial marketing, from tourism to advertising. From the tram restaurant ATMosfera to special historical vehicles offering custom services for schools and private parties, from sales and advertising activities that generate significant financial returns.



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Tourist services and rental services:

ATMosfera: two fully restored 1928 vehicles, transformed into restaurants for an elegant dining experience while touring the streets of Milan.

Historic tram rental: ATM offers vehicles from the 1920s and 30s which have been re-modeled into itinerant places for personalized tours.

Rental service with conductor: transfer personalized with different vehicles from limousine to Gran Turismo coach.

City tour: excursions to the main cultural attractions in Milan with multi-lingual guides.



Commercial space rental: through re-design of the stations, the business spaces in the underground (bars, stores, newstands) not only represent a place for passersby, but also pleasant and safe locations to spend your free time.

Businesses:

Location: ATM depots, being an example of the early 20th century industrial architecture, can be used as locations for photo shoot locations, fashion shows, evening events.

Advertising: the assurance of a direct dialog with the public is the reason why many companies choose the ATM circuit for their advertising. From the analysis of the customer's experience, the new advertising structures located in the underground and on the vehicles were designed and implemented by IGP Decaux (long time ATM advertising partner). A significant investment featuring new technologies.







STRATEGIC VISION

THE TRANSPORT NETWORK Tailored to the demand and flexible in the development







THE FLEET
Progressively renewed to reduce
environmental impact



TECHNOLOGIES At the service of an integrated mobility system

THE PERSONNEL Customer oriented, aware, and competent

THE GROWTH To widen the served geographic areas

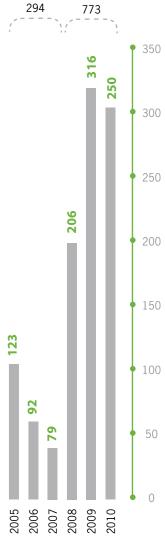
THE ATM GROUP STRATEGY

ATM Group's complex operating scenario requires a highly flexible strategic orientation. Market needs can thus be rapidly and efficiently fulfilled in a constantly developing situation.

This changing context finds the Local Public Transport in Italy in a position of being under financed yet faced with a growing demand for public mobility in urban locations that are increasingly more integrated and becoming more environmental and energetically aware. All this emphasizing quality life in a context of new markets, rapid development in technology and the upcoming opportunity of Milan's hosting Expo 2015. ATM's challenge is to understand and interpret market values and the citizens' needs (both the single user and the city of Milan). At the same time seize market opportunities offering strategic development opportunities.

Since 2007 ATM has invested its resources to turn Milan into a smart city, an interconnected and sustainable metropolitan area, through a detailed network of transportation modes. In addition, all this led to an advanced system of infomobility and real time communication on a variety of platforms to enhance the use of the sustainable mobility services. To serve the city, at the heart of every cultural and social change in Italy, with efficient and sustainable mobility, over the the 2008-2010 period, ATM has focused on investments, industrial processes and technology innovation, with an environmentally conscious strategic plan with investments levels reaching 773 million Euros, a new landmark for the Group.





INVESTIMENTS IN THE LAST 6 YEARS

Figures in million of Euros

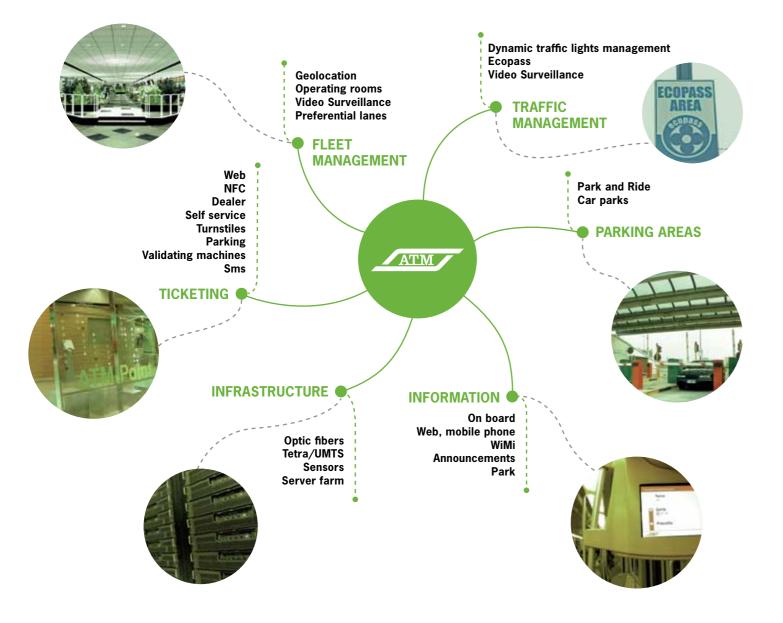
We must become the change that we want to see.

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THE CULTURE OF SUSTAINABILITY

A *technology mobility company*. This is how ATM Group defines itself, a detailed and complex business whose technological know-how is at the service of sustainable mobility. ATM's objective is to network the city, making Milan a smart city, linked by an omni-directional information flow.





TECHNOLOGY AND INNOVATION FOR THE ENVIRONMENT

Renewal of the fleet through the purchase of eco-friendly vehicles and installation of emission reduction filters. Testing of alternative fuels and engines. Development of hybrid, electrical and hydrogen engines. Use of alternative energy sources and increasing fuel efficiency. Development of types of mobility that are integrated into public transport as an alternative to private vehicles. Installation of PV panels and waste reduction.

The development of technologies for emission reduction, energy saving, increases in the use of renewable energy and self-sufficiency, is the cornerstone upon which ATM's energy strategy is built.

Since 2008 an energy efficiency plan has involved all production processes and has led to significant reductions in consumptions. Renewing the fleet was among the main initiatives. In Milan, 70% of the public transport is already provided by electric energy. 580 new vehicles have already been in circulation since 2008, among them 32 new Meneghino trains on 3 underground lines as well as hybrid diesel/electric buses. The target is to completely eliminate particulate emissions and standardize on this kind of transport. Testing of new hydrogen powered buses is to begin in 2012.

In all current projects, ATM is investing a great deal of its resources in testing new technology solutions in partnership with leading manufacturers as well as into research and testing of new systems for noise reduction. The company has truly become a laboratory of ideas and people to test the latest technological advancements.



GUIDELINES

TESTING ALTERNATIVE ENGINES AND FUELS

USE OF ALTERNATIVE ENERGY SOURCES AND FUEL EFFICIENCY IMPROVEMENTS DEVELOPMENT OF MOBILITY AS AN ALTERNATIVE TO PRIVATE CARS INTEGRATED TO PUBLIC TRANSPORT

HIGHLIGHTS

New technologically and environmentally advanced means

In Precotto 9,090 mq panels In Rogoredo 1,900 mg panels 1,676,4 kW Overall power

- 5 hybrid buses EEV - 18 minibuses Euro 4 with particulate filters - 3 hybrid minibuses Euro 4 with particulate filters - 3 minibuses Euro 5 - 35 minibuses EEV - 30 trolley buses with supercapacitors

- 340 buses EEV

- 116 tram Sirio

e Sirietto - 32 Meneghino trains

PHOTOVOLTAIC **IMPLANTS**

ENVIRONMENTALLY SUSTAINABLE VEHICLES

Sustainable energy

ANNUAL ENERGY CONSUMPTION

(TEP – data at 31st December of every year)

The energy efficiency plan, which has been in place since 2008, involves all production processes and has saved over 4,000 TEP in three years. The overall consumption in 2010 was 110,008 TEP (Tons of Equivalent Petrolium). The overall reduction of consumption is even more significant when compared with the increased productivity of the Group in terms of milions of kilometers covered.

68% Electric energy 114,007 110,816 109,720 110,008 **7%** 2007 2008 2009 2010 Methane 25%

Diesel

THE CHIC PROJECT HYBRID VEHICLES

Research and Innovation The ATM Laboratory

The ATM Group is a leader in testing and utilizing new technologies applied to mobile services. The most important projects are:

Chic (Clean Hydrogen In european Cities), an international project involving a five year long test of hydrogen-powered buses. The objective is to standardize on the production of these vehicles which will completely eliminate particulate emissions. In Milan there are three buses in circulation until the end of 2011.

Hybrid vehicles testing, in partnership with the main vehicle manufacturers (Irisbus, Mercedes, Man, Van Hool) supplied with both diesel and electric engines.

The use of solar energy to power the underground, thanks to photovoltaic panels installed.

SOURCES The use of systems which allow the optimization of energy production such as cogeneration. The application of advanced technologies in maintenance areas: installation of totems with touch screen to guide the operator during the process by providing instructions to repair the damage and allowing the computerized management of materials. The creation of the Congestion Charge platform, the city's system of access control. ECOPASS **TECHNOLOGICAL INNOVATION FOR CUSTOMER SERVICE** Information and Communication Development of an integrated information and communication system that supports passengers before, during and after the trip. Creation of an infomobility platform which provides updated news on services over several channels of communication: on the internet, at ground stops (1,600 displays), on vehicles (1,000 monitors on the buses), in metro stations, over the media. New web site using web 2.0, available for mobile phones and iPhone. Revision of information tools at underground stops, on trains, in stations and renewal of the signage for the underground. Publication of a wide range of brochures (students, seniors, families, disabled, companies, guides to services). Implementation of a customer care system (ATM Point, toll free number, dedicated structure for customer relations).

TECHNOLOGIES

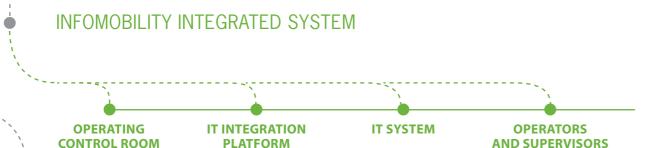
Development of WiMi for the Municipality of Milan, the free wireless network for internet access, offering customized digital contents: portals for public institutions and public interest sites, information services and tourist welcome info, Infomobility and social applications.

Integrated Infomobility System

ATM is a leader in Europe with its Infomobility, a system in constant evolution with new functionality, services, and channels.

From Infomobility headquarters, information can spread out on all channels. It reaches the ground stops with information displays, displays on buses and 30 metro stations with new installations constantly underway. In the metro, ATM's biggest innovation is on the air - ATM television news which has been produced since 2009 in the ATM broadcasting studio located into the operating control rooms and displayed on www.atm-mi.it. And information also goes out via radio and newspapers: from Infomobility there are links to the daily traffic updates broadcast by the main local radio stations. Moreover, the "Atm linea diretta" page is available on "Metro" e "DNews", two free daily newspapers with a circulation of 400,000 copies, distributed in Milan's metro stations and at bus stops.

Investment in technology is at the base of the company philosophy. ATM offers mobile phone coverage in all its underground network. The ATM website - the third most visited site in Italy - is accessible from mobile phone browsers with optimized graphics for small mobile phone screens. In addition, the smartphone applications iATM and ATM Mobile, are also available and already in use by 64,000 people. The applications were developed to maximise the capabilities of the devices and all the functionality already available on Giro Milano, like route calculation, view of transport lines, timetables and scheduled arrivals. Geolocalization through GPS, to view bus, tram and underground stops by clicking on the map, look-up of timetables and scheduled arrivals, Info Traffic, the "Augmented Reality" to view bus stops via live video and obtain directions and distances: all the latest from ATM.



SOCIAL SUSTAINABILITY FOR ATM PERSONNEL

ATM employs more than 9,400 people organized in more than 120 different professional areas and located in 30 offices. The customer as well as ATM's personnel are at the core of the business. This is how the Group's employees operate, along with a constant and synergistic relationship with the communities where the company operates; these are the fundamental values that inspire the company's culture at all levels in the organization, a corporate culture that is attentive to the needs of the human resources and seeks constant improvement in the quality of service it is able offers.

The common goal is to build through action, a company that is in harmony with and attentive to the needs of its employees. Thanks to ATM, Milan can be considered a more efficient and liveable city. The ATM management model includes targets for quality and work environment, training and career development. Decentralized management simplifies the organization structure and involves personnel more closely in reaching common objectives. Skill and competence is finally, at the end, at the centre of a company wide training system. Entry level job training and continuing career training are constantly provided for the entire organization in line with the company's strategic objectives.

SOCIAL SUSTAINABILITY FOR MILAN

Being present and aware of its client community, ATM is on the move for the city of Milan. A community of people and groups with different interests and constantly evolving needs. Through the key role that mobility and logistics plays in the life of the citizens, ATM participates in cultural and social events that take place in Milan. ATM moves culture, ATM vehicles arts, and enhances the awareness of social values, promoting the recognition of cultural differences, networking effectively with the reality in its operating territory. Mindful of the diverse cultural and social expressions, ATM has become leader in promoting a healthy and sustainable lifestyle.



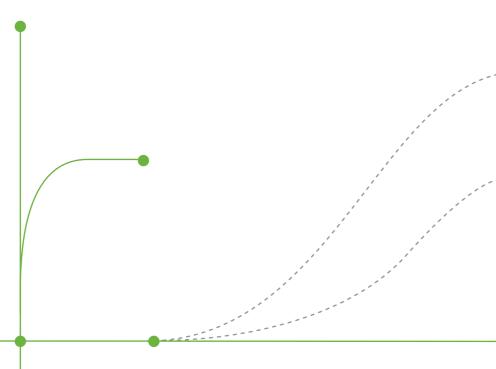
INTERNATIONAL HORIZONS

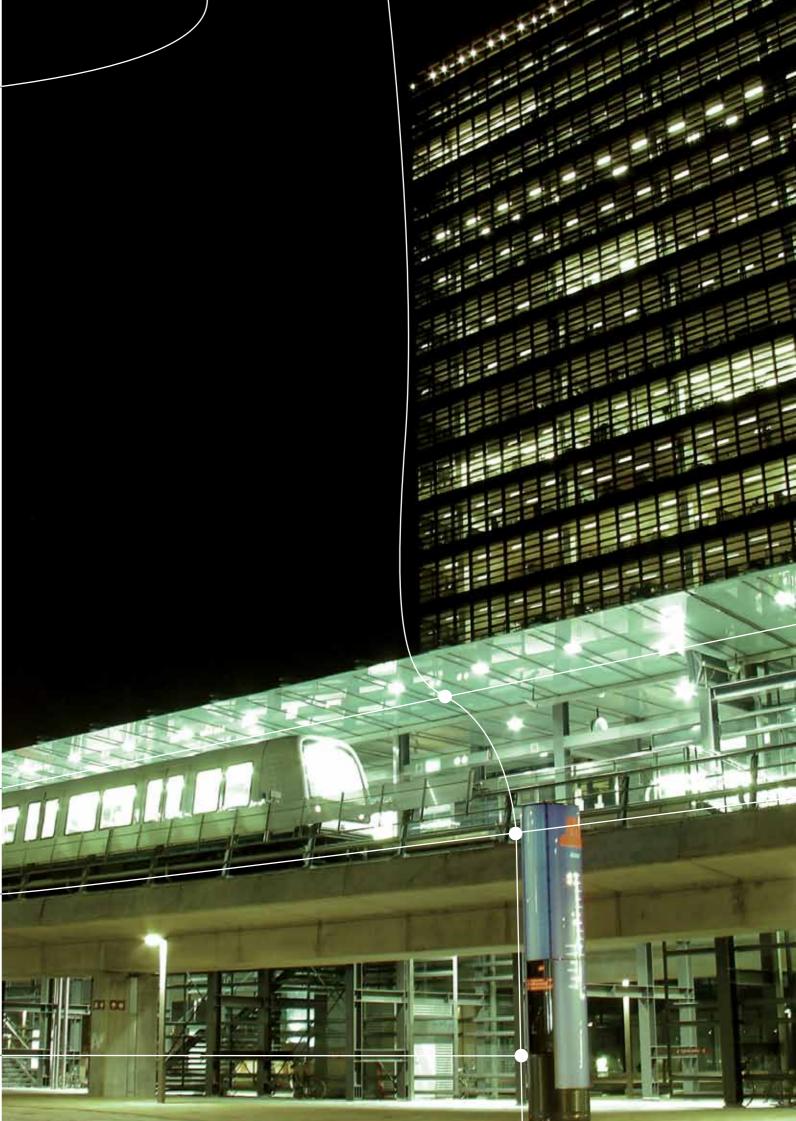
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Leader in the Italian Local Public Transport, ATM is dedicated to expanding its horizons in order to compete in the international market scenario together with the largest European companies.

The ATM network has grown in Italy and abroad over the past years. Since January 1st, 2008 the ATM Group has managed the **Copenhagen** metro in association with Ansaldo Sts. With 21 kilometers of fully automated metro (driverless), the Copenhagen metro was awarded in 2009 with the title of "World's Best Driverless Metro" following its 2008 recognition as the World's Best Metro".

On March 1st, 2011 in **Riyadh** ATM signed an agreement to manage the automated metro on the new campus of Princess Noura University, a prestigious women's university with 17 schools and 50,000 students. ATM, which along with Ansaldo Sts has managed the Copenhagen metro for 4 years, is charged with the task of managing the maintenance of one of the most technologically advanced systems in the world: 22 fully automated trains, 14 stations, and a network of over 10 kilometers.





LOOKING FORWARD TO EXPO 2015

Milan and Expo 2015

ATM

INTEGRATED

MOBILITY PROVIDER

INFOMOBILITY

SUPPLIER

The city of Milan will host the prestigious World Expo in 2015. This is a great occasion for the city and will be strategic for ATM's role. Today in its position as a partner in the design and planning of this great event, the company is the author of a Mobility Masterplan.

Beyond the development of the transport network, with its extensions of three metro lines and the establishement of Line M4 and M5 and the renewal of the fleet, ATM will be the mobility provider for Expo 2015. People mover systems for the internal logistics in the Expo sites, design of a highly technological system for of a unique management of all the metro lines, central links to manage up to six metro lines with multi-media functions to improve communication and increase the efficiency and coordination of all parts involved in the network, as well as the development of integrated systems like bike and car sharing.

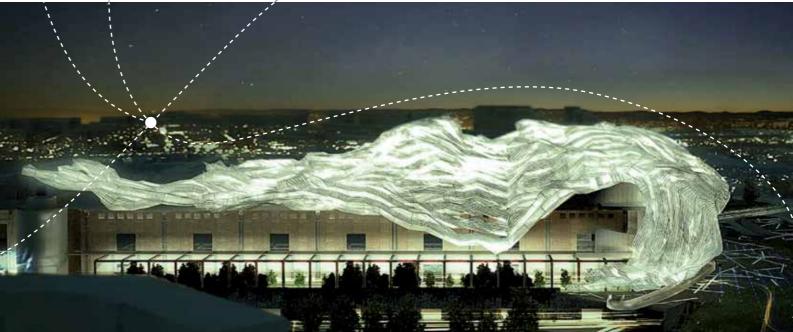
Milan will be a smart city by Expo 2015 and will be able to fully integrated all logistic platforms.

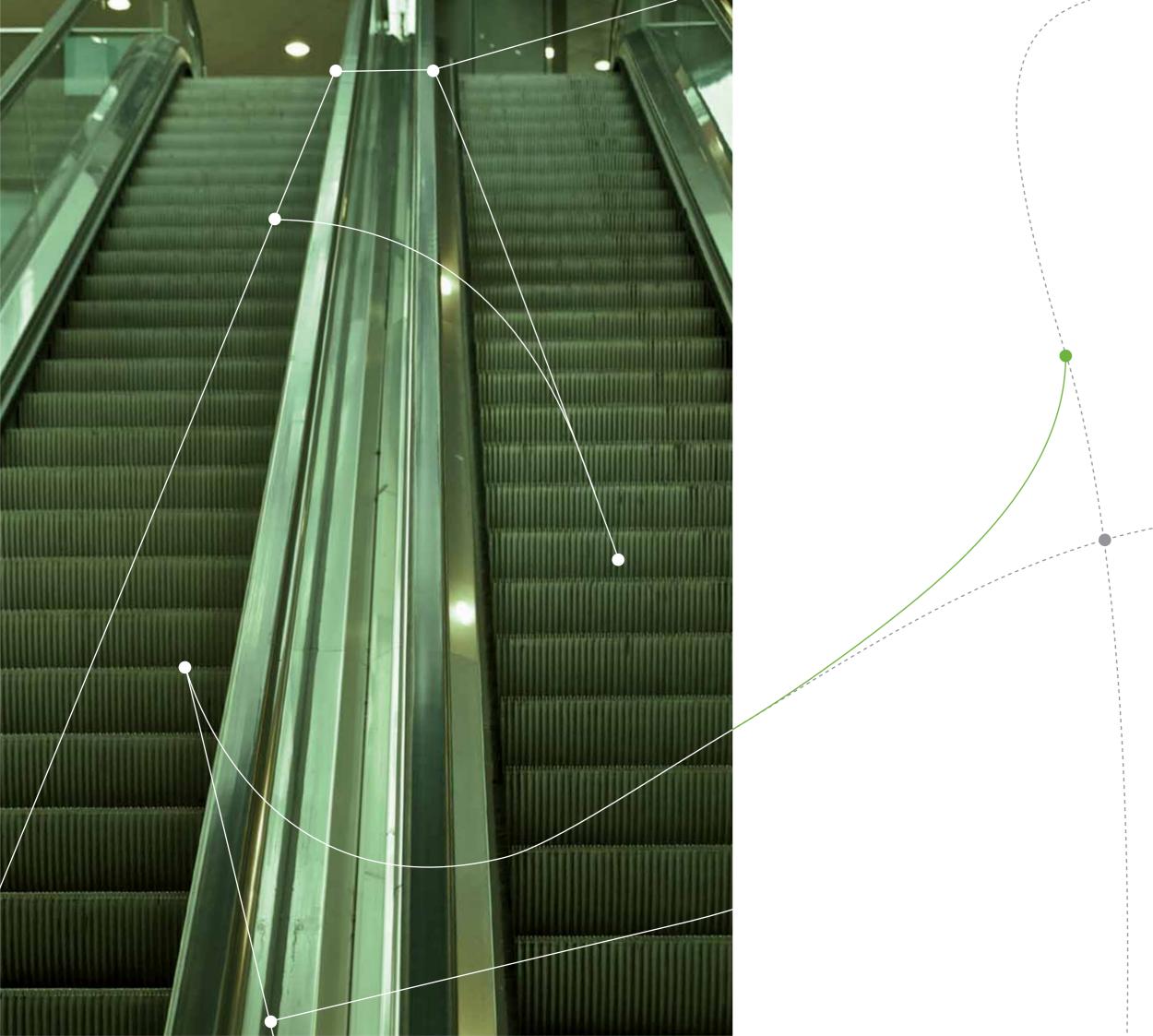


Milan - Mobility capital in the world

In 2015, Milan will host the world public transport Congress as decided by the board of the UITP (International Association of Public Transport), which hosts 92 countries. Milan was chosen among three finalists including Frankfurt and Montreal. The world congress on public transport will be held in June 2015 at the new conference center at Milan's Fair.







Company profile 2011 ATM Group S.p.A.

Foro Buonaparte, 61 - 20121 Milan - Italy www.atm-mi.it

All data refer to 31st December 2010 except those relating to the fleet which is updated as of April 2011.

Design

🖋 Inarea

Photo

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