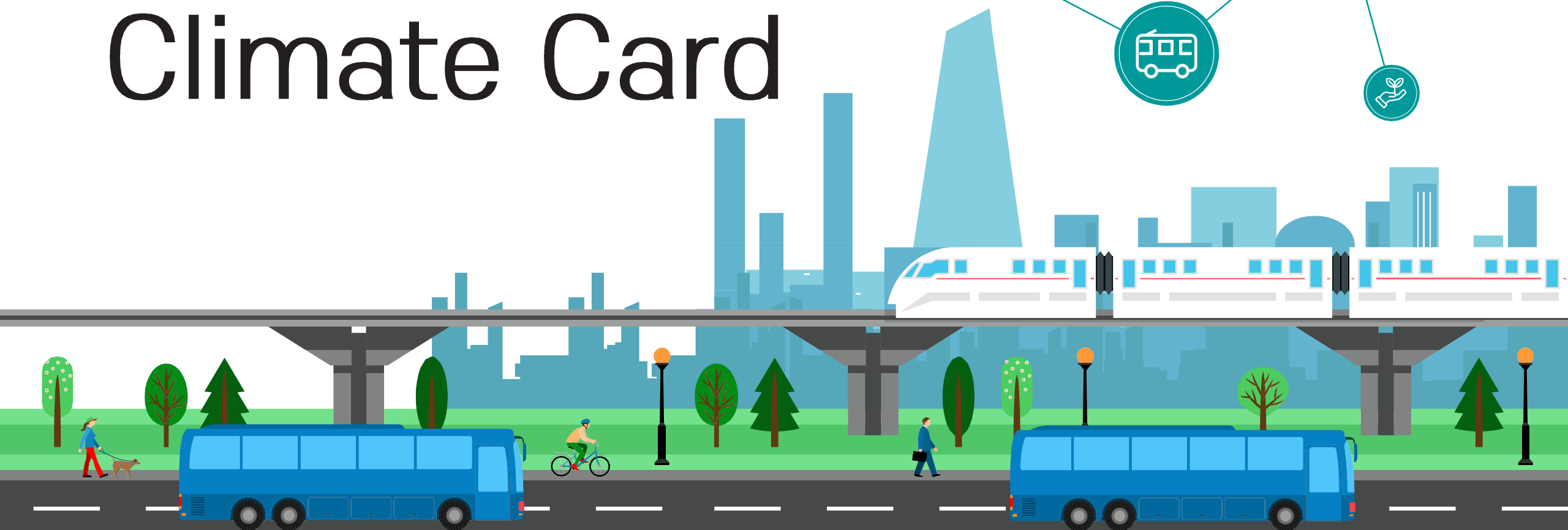


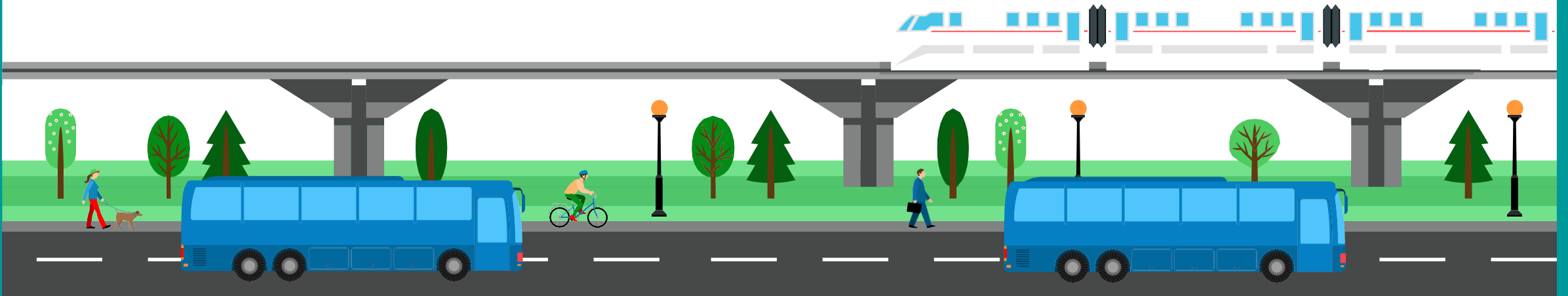
New Paradigm in Transportation Policy

# Climate Card



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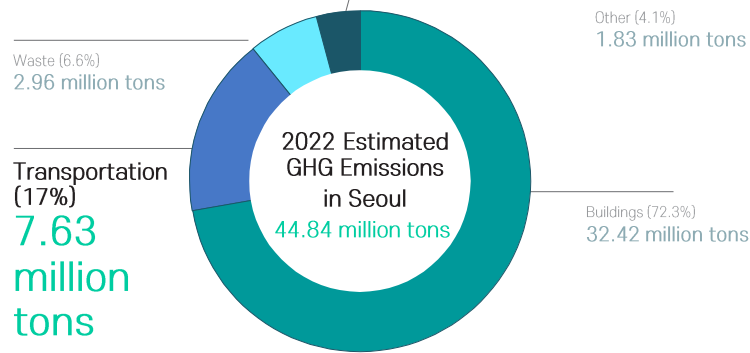
# 01 Background



## Reduce greenhouse gas (GHG) emissions in the transportation sector in the era of the climate crisis

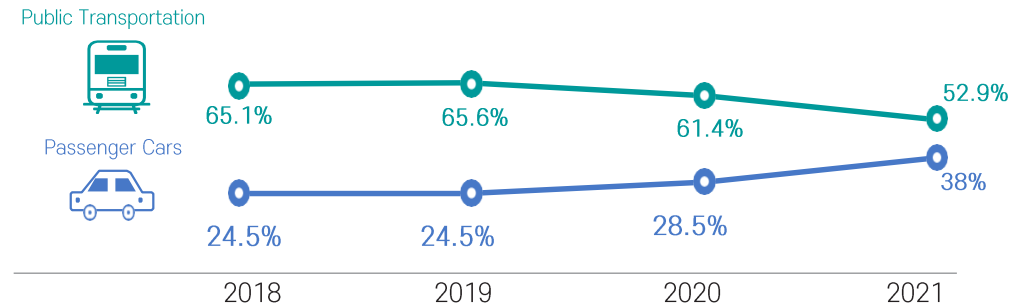
### Innovative policy is needed to revitalize public transportation

- Approximately 17% of total GHG emissions come from the *transportation sector*



\* Source: Seoul Greenhouse Gas Inventory (2023, estimates)

- Due to the recent impact of COVID-19, the modal share of public transportation has decreased, while that of passenger cars has increased.



\* Source: Joint Census Project on Origin-Destination (O/D) Passenger Traffic in Metropolitan Area 2022 (Dec. 2022)

# 01 Background



## Transition to sustainable transportation systems is a global trend

- Major developed countries launch various unlimited public transportation fare schemes to activate public transportation use and shift its demand.

	Germany		Austria	France (Paris)
Ticket Name	9-Euro-Ticket	Deutschland-Ticket	KlimaTicket	Passe Navigo
Launching Date	Jun.-Aug. 2022	From May 2023	From Jul. 2022	From 2001
Details	Unlimited monthly access to public transportation, including RB, RE, S-Bahn trains (SPNV) and also on public transport such as buses, trams, subways, etc		Unlimited annual access to all public transportation, including the 2 <sup>nd</sup> class of ÖBB, the WESTbahn and all local public transport in Austria	Unlimited access to public transportation, including RER (in central Paris only), metro, bus and tram
Fare	9 euros per month	49 euros per month	(Annual Ticket) • Standard €1,095 • Youth / Senior/ Special €821	• Day Ticket €8.65 • Weekly Ticket €30.75 • Monthly Ticket €86.1

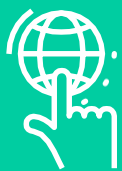
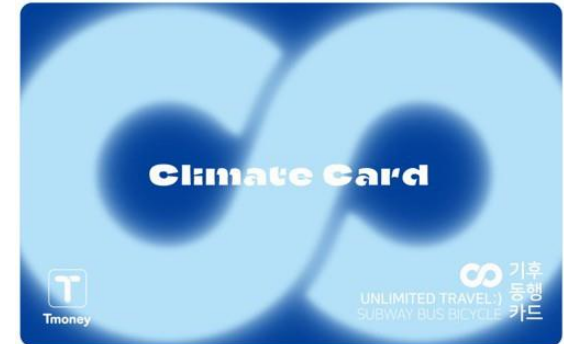
\* France plans to introduce a pass available nationwide in the summer of 2024 (€49)

# 02 What is the Climate Card?

The Climate Card is a monthly pass that allows unlimited usage of public transportation (e.g., subway, bus) and Seoul Public Bike



An innovative public transportation policy to address climate change and promote transportation welfare, rather than simple fare discounts!



Represents a small step towards carbon neutrality for a better future to tackle climate crisis



Integrates and connects eco-friendly public transportations, more competitive than passenger cars: eco-friendly transportation system transition



Reduces transportation expenses through reasonable pricing

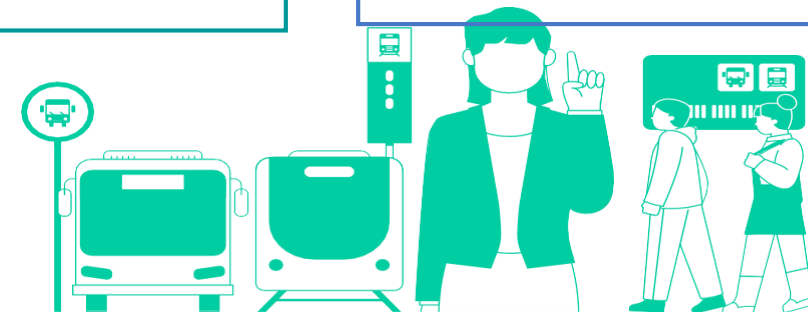


Starting with public transportation in Seoul, gradually expands to adjacent areas

# 03 Implementation Roadmap

- (Expanded Area) Gradually expand service area to neighboring cities in Seoul (Gyeonggi-do, Incheon)
- (Expanded Types) Release various consumer-tailored cards at different price ranges

Category	Pilot Phase (Jan. 27-Jun. 30, 2024)		Implementation
Period	Jan. 2024	Mar. 2024	Jul. 2024
Scope	Seoul Area Subway, Buses, Seoul Bike	+ Gimpo-si Subway (Gimpo Goldline)	+ Buses and light rails in the vicinity of Seoul + Han River Bus (Water Taxi, Oct. 2024)
Fare	62,000 KRW (exculding Seoul Bike) 65,000 KRW (inculding Seoul Bike) * Additional 7,000 KRW discount for youth aged 19-39	* Discounts offered for cultural programs (e.g., Korean National Ballet performances)	* Launch a separate card type with River Bus added * Short-term passes for tourists



# 04 Operation Method in Pilot Phase

## (1) Period & Fare



Period: Jan. 27-Jun. 30, 2024

\* Full implementation is scheduled for Jul. 2024



Fare (Standard)

- 62,000 KRW pass (Seoul subway, bus)
- 65,000 KRW pass (Seoul subway, bus + Seoul Bike)

[Additional discount for youth (aged 19-39)]

- 55,000 KRW pass (subway, bus)
- 58,000 KRW pass (subway, bus + Seoul Bike)

## (2) Scope of Services

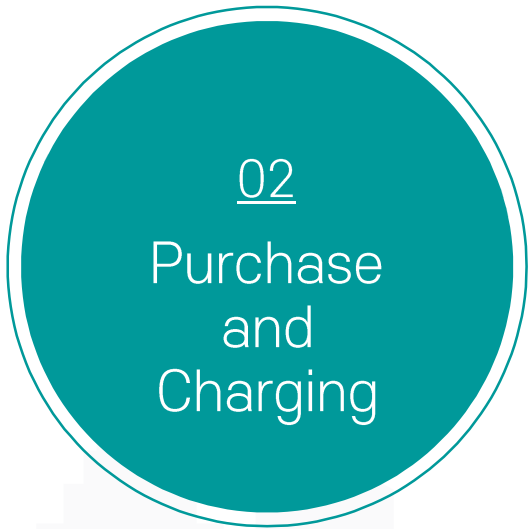
Period	From Jan. 27, 2024	
Available Services	<ul style="list-style-type: none"> <li>① Seoul-based subway lines + Gimpo Goldline</li> <li>② Seoul-licensed buses</li> <li>③ Seoul Bike</li> </ul>	
Available Subway Sections	<ul style="list-style-type: none"> <li>•(Line 1) Onsu Station/Geumcheon-gu Office Station to Dobongsan Station</li> <li>•(Line 3) Jichuk Station to Ogeum Station</li> <li>•(Line 5) Banghwa Station to Gangil Station/Macheon Station</li> <li>•(Line 7) Onsu Station to Jangam Station</li> <li>•(Line 9) All stations</li> <li>•(Sillim Line) All stations</li> <li>•(Gyeongui-Jungang Line) Susaek Station to Yangwon Station/Seoul Station</li> <li>•(Suin-Bundang Line) Cheongnyangni Station to Bokjeong Station</li> </ul>	<ul style="list-style-type: none"> <li>•(Line 2) All stations</li> <li>•(Line 4) Namtaeryeong Station to Dangogae Station</li> <li>•(Line 6) All stations</li> <li>•(Line 8) All stations</li> <li>•(Ui-Sinseol Line) All stations</li> <li>•(AREX) Gimpo Int'l Airport Station to Seoul Station</li> <li>•(Gyeongchun Line) Cheongnyangni Station to Sinnae Station</li> <li>•(Gimpo Goldline) All stations (from Mar. 30, 2024)</li> </ul>

\* **Excludes:** Sinbundang Line, subway lines outside Seoul, intercity/airport buses, non-Seoul-licensed buses

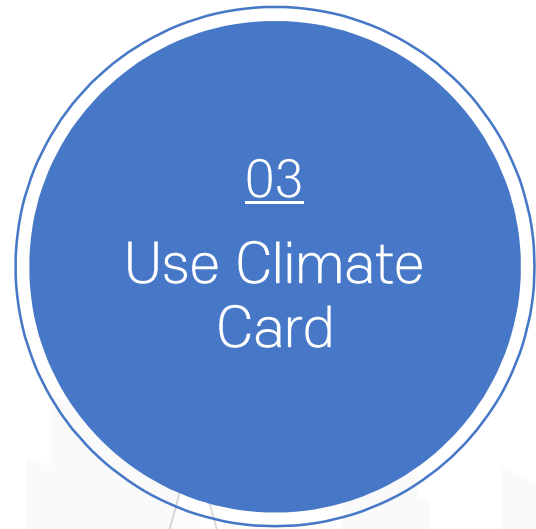
# 05 Usage Flow



- ① [Scope of Services]  
Seoul subway, Gimpo Goldline, buses, Seoul Bike
- ② [Types]  
62,000 KRW pass (excluding , Seoul Bike)  
65,000 KRW pass (including , Seoul Bike)
- ③ [Mobile/Physical]  
Android → Mobile Card  
iOS → Physical Card



- ① [Mobile Card]  
Download 'Mobile Tmoney' app and issue the card
- ② [Physical Card]  
Visit a Seoul Metro Information Center (Lines 1 to 8) and purchase the card  
→ Charge the card at a charging kiosk in the station

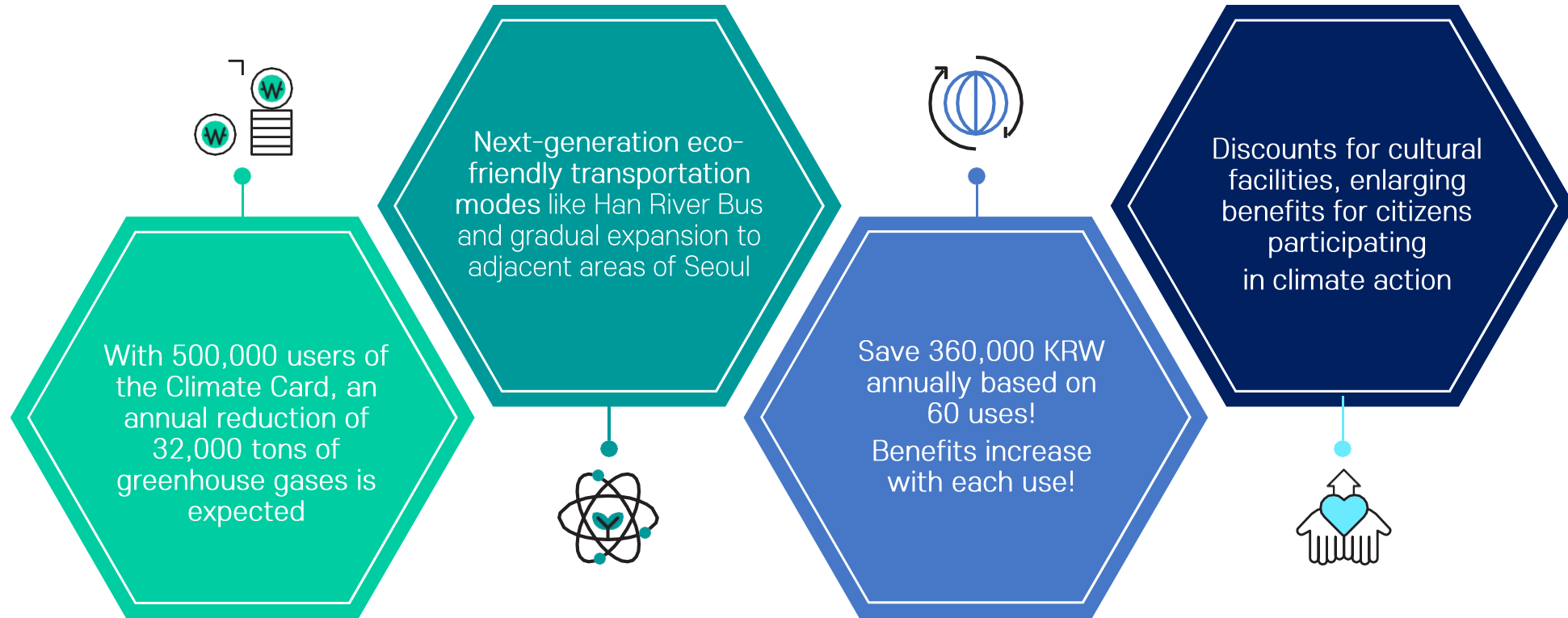


- ① [Subway & Bus]  
Tap the card (mobile or physical) to get on and off
- ② [Seoul Bike]  
Download 'Tmoney GO' app  
→ Sign in and register your Climate Card number  
→ Two-hour Seoul Bike pass will be created



# 06 Expected Effects

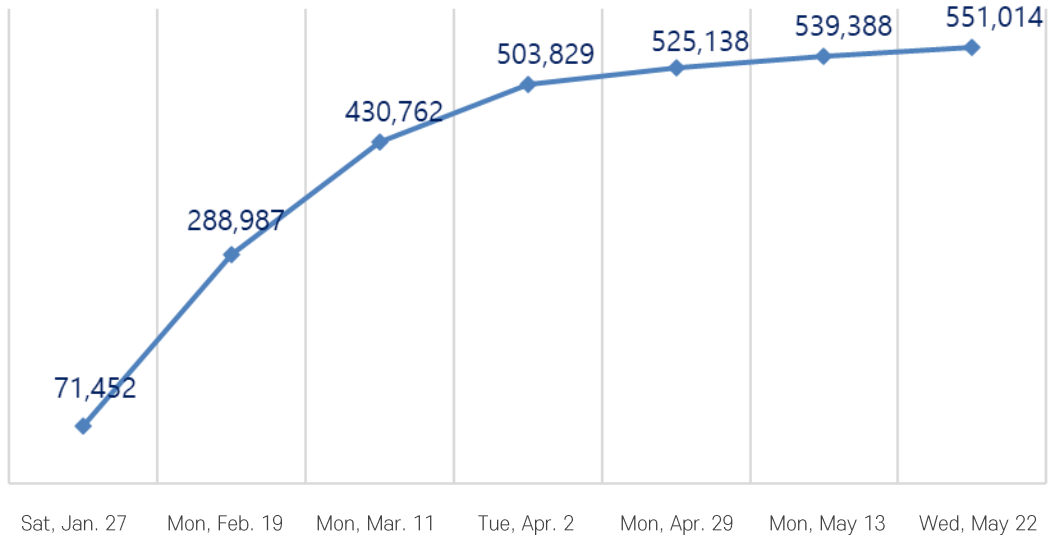
## Reduce GHG emissions through public transportation usage and alleviate citizens' transportation cost burden



# 07 Sales & Usage

- As of May 2024, a total of 1.36 million cards are sold
- About 550,000 daily users

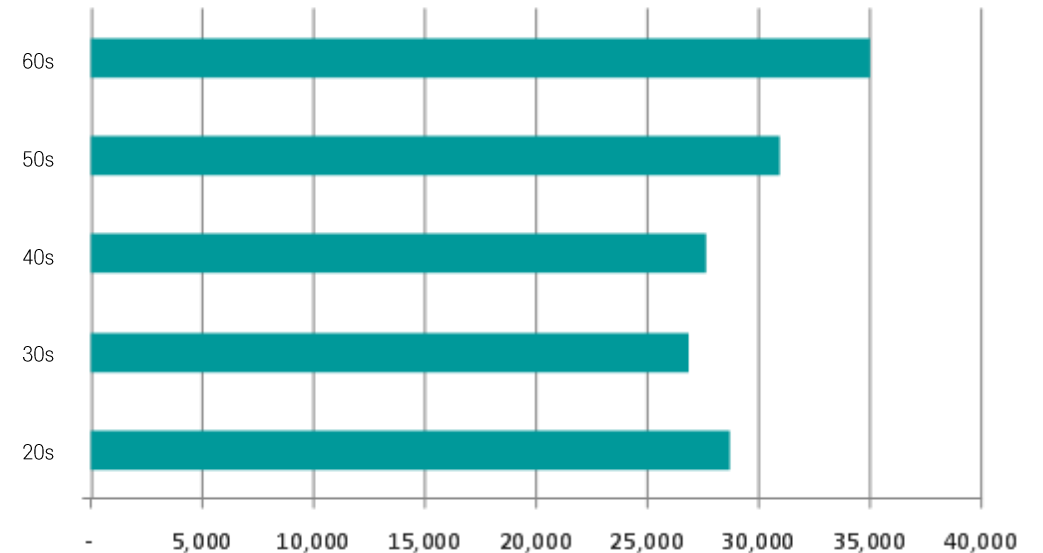
Daily Climate Card User (unit: person)



- An average monthly transportation cost savings of approximately 30,000 KRW

\* Based on Climate Card users from Jan. 27 to Mar. 31 (2 months)

Average Transportation Cost Savings by Age Group (unit: KRW)



# 08 User Survey Results



### Period/Subjects

- Fri, Mar. 8-Mon, Mar. 11, 2024, 2,823 users



### Method

- Online survey

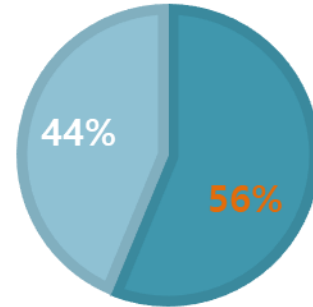


### Results

- 56% of respondents own a passenger car
- Among passenger car owners, 15% are regular users of their cars
- 98% of regular users of their cars reported they have used public transportation instead after purchasing the Climate Card

Do you own a car?

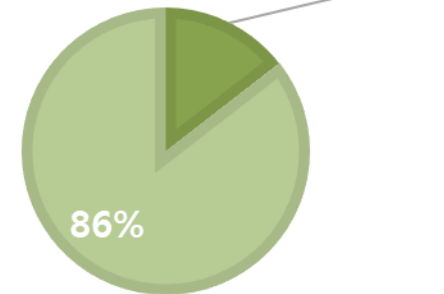
■ Yes, I do   ■ No, I don't



What do you use your car for?

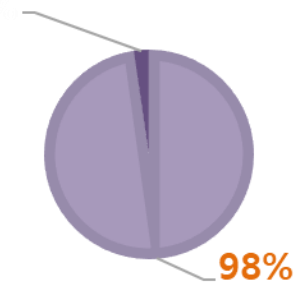
■ For regular commuting

■ For occasional use



Have you ever taken public transportation instead of driving a car after purchasing the Climate Card?

■ Yes, I have   ■ No, I haven't



# 09 Reviews (May 3-May 10, 2024)

Mr. Jeong

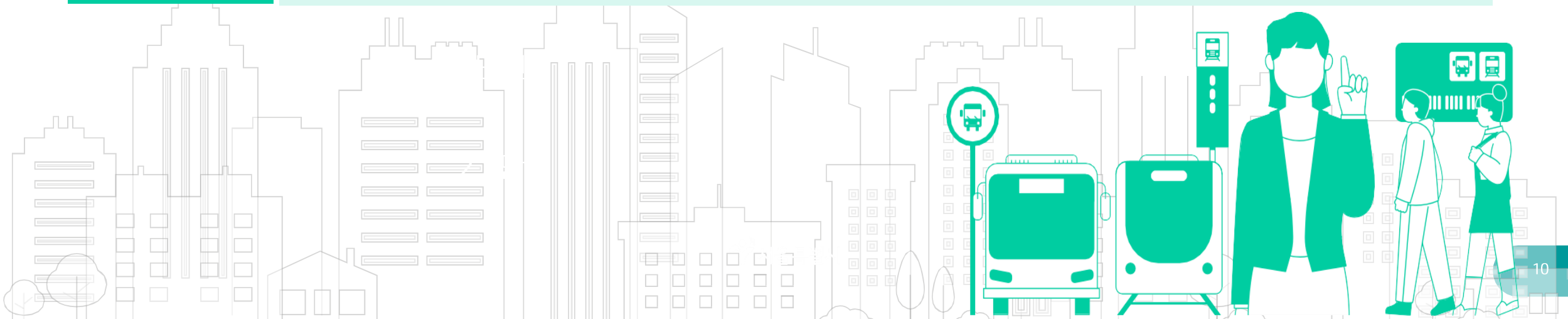
I started using the Climate Card primarily to reduce my weekday commuting costs. Since it offers unlimited use for 30 days, I've increased my use of public transportation for weekend shopping and Sunday services, which I previously drove to. I feel proud to participate in the good cause of the Climate Card.

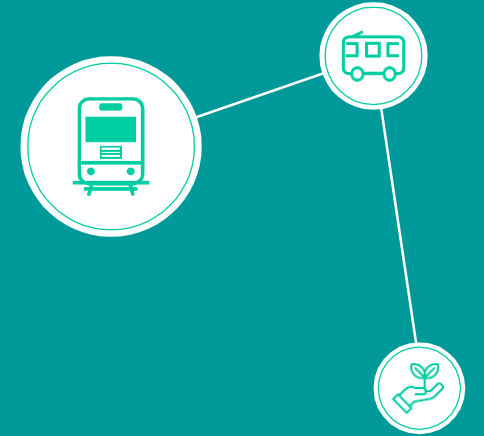
Ms. Lee

The Climate Card is excellent for those who care about the environment. I used to drive my car for a 10 km commute each way, but now I use the subway and Seoul Bike. I feel great because it helps me to be healthier and tackle climate change.

Mr. Liu

After retiring, I sold my car and bought the Climate Card to use buses and subways to attend swimming lessons at the culture and sports center and lectures at Seoul Open City University. I am truly satisfied with the Climate Card, which allows me to get around comfortably as a retiree.





Thank you