

Beat: Business

## JEAN PIERRE FARANDOU CEO OF KEOLIS SAY 2017 WAS A SUCESSFUL YEAR REACHING €5,4

### INTERVIEW AND HIS PERSPECTIVES

Paris, Washington DC, 16.04.2018, 00:05 Time

**USPA NEWS** - Jean Pierre Farandou, Keolis 'CEO, explains that Keolis' growth is very strong with a speed of acceleration and this makes it possible to go from boring with good prospects, thanks to a good financial consolidation and thus a solid financial structuring. . The group self-finances its development by injecting capital. "In fact, the Keolis group enjoyed a year of 2017, a very positive year with a significant increase in sales, which rose + 6.4% to reach € 5.4 billion, with a rise in profitability of € 313 million to € 342 million. €, representing a net profit of 9.4% and net income of € 51 million, up + 13%. Rahma Sophia RachdiRahma Rachdi, a journalist with special interest in economy and finance, sat down with Jean Pierre Farandou and had the following candid conversation. The CEO, showed a specific interest to the access to mobility for the disabled person, and expressed a focus on the greatest priority that is security.

Jean Pierre Farandou, Keolis 'CEO, explains that Keolis' growth is very strong with a speed of acceleration and this makes it possible to go from boring with good prospects, thanks to a good financial consolidation and thus a solid financial structuring. The group self-finances its development by injecting capital. "In fact, the Keolis group enjoyed a year of 2017, a very positive year with a significant increase in sales, which rose + 6.4% to reach € 5.4 billion, with a rise in profitability of M€ 313 to M€342, Representing a net profit of 9.4% and net income of € 51 million, up + 13%. Rachdi, our politic journalist with special interest in economy and finance, sat down with Jean Pierre Farandou and had the following candid conversation for a short interview about Keolis and their perspectives.

#### INTERVIEW JEAN PIERRE FARANDOU CEO OF KEOLIS GROUP-----

QUESTION Rahma Sophia Rachdi: The KEOLIS brand lacks visibility, because as you do B to B we keep more the world your partners, such as RATP Metro and others ... Are you planning to raise awareness of the brand KEOLIS?-----

ANSWER Jean Pierre Farandou: The brand KEOLIS, you are right deserves to be better known, despite our proven presence internationally (Canada, US, UK., Pays Pays Bas ...). It was a deliberate strategy of discretion at the beginning, and then we progressed until we developed our reputation. Communities around the world knew us while in the Middle East we were not known, but since our exhibition in the salons, as a leader in mobility, our brand is affirmed. But from now on it's part of our strategy to get out of the discretion of before and we even want to assume who we are with our tagline "Thinking Passenger"

QUESTION Rahma Sophia Rachdi: What is the focus of KEOLIS Marketing Strategy?-----

ANSWER Jean Pierre Farandou: At KEOLIS, we want to make the Passenger and Public Authorities understand, knowing that our priority is SAFETY. This is our pillar because it is precisely the above that we have developed our excellence in terms of service delivery.-----

QUESTION Rahma Sophia Rachdi: Apart from the Security priority, what is your other angle of attack on this mobility market?-----

ANSWER Jean Pierre Farandou: At KEOLIS, we have always favored innovation, which is our great asset. Since 1983, we have pioneered the installation of the automatic network in Lille. Here is a very good example of our strength. innovation.----

QUESTION Rahma Sophia Rachdi: What are the concrete actions to raise awareness of the KEOLIS brand and boost visibility?-----

ANSWER Jean Pierre Farandou: In B to B, the cities try to make known that it is the mark KEOLIS, which is with the partner of transport. Local CEOs make partnerships and this is passed on by the employer during recruitment.-----

QUESTION Rahma Sophia Rachdi: You are present on many countries and continents, QUID Africa developing and therefore great potential for transport and mobility?-----

ANSWER Jean Pierre Farandou: In African countries, Francophones, mobility is difficult and their growth is very important with a great need for transport. This is why Keolis has decided to commit to Africa in particular and to develop suburban Abidjan trains and trains / buses in Dakar. These means of transport will be fast and will serve the interest of Africa.

QUESTION Rahma Sophia Rachdi: QUID in the Middle East, particularly in Qatar, where projects have been underway since the announcement by President Macron during his visit to Doha?-----

ANSWER Jean Pierre Farandou: The Doha metro project we are winning in 2017, and teams are being formed in Doha with the RATP and will include international teams (French and local staff). This network will be brand new, for the metro and tram that are in preparation for the World Cup of 2022. We have already made progress on safety rules, the hiring of employees,-----

QUESTION Rahma Sophia Rachdi: Being personally in a wheelchair, I used the PAM (PRM) service of the City of Paris, which belongs to KEOLIS and leader to transport people with disabilities> 80%, will deploy this service to you. other cities of France?-----

ANSWER Jean Pierre Farandou: Yes, in Keolis we are attached to the idea of making public transport networks accessible to ALL. So PRM for people with reduced mobility, is a service that works very well and the demand comes from associations for the support of disabled people and local authorities and we provide a service including adapted vehicles and specialized drivers a Paris and some other cities. The brake is the community, if we win the public market we deploy, this type of transport depends on the political choice .../-----

ABOUT (PAM) PRM TRANSPORT SERVICES BY KEOLIS-----

In partnership with local authorities, the Group designs and operates flexible and on-demand transport solutions. Passengers can reserve this personalised, door-to-door service, and travel in specially adapted vehicles (minibuses, light vehicles, minivans with ramps and specific spaces for wheelchairs). And because people with reduced mobility, whatever their disability, require specific assistance, all drivers and call centre staff receive practical training, based on real-life situations (welcome and interaction, appropriate gestures and postures, smooth driving, etc.). In addition to its TPRM offerings, Keolis has also signed a partnership with Wheeliz, the first peer-to-peer wheelchair adapted car rental website.-----

SOME IMPORTANT FIGURES ABOUT PRM LEADER TRANSPORT FOR DISABLED PASSENGERS BY KEOLIS

N° 1 : Keolis is the first PRM transport operator in France. More than one million trips per year.-----

-----40 French cities entrust their PRM transport services to Keolis, including Lyon, Bordeaux, Lille, Paris and Rennes...-----2,6 million PRM passengers carried each year in the United States by Keolis´ subsidiary Transit America. Source Keolis

**Article online:**

<https://www.uspa24.com/bericht-13130/jean-pierre-farandou-ceo-of-keolis-say-2017-was-a-succesful-year-reaching-54.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Rahma Sophia Rachdi, Jedi Foster

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Official Federal Reg. No. 7442619