

To: Kathy Haley[Kathy.Haley@upexpress.com]; Stephan Mehr[Stephan.Mehr@upexpress.com]; Una MacNeil[Una.MacNeil@upexpress.com]; Mary Koven[Mary.Koven@upexpress.com]; Jannine Krish[Jannine.Krish@upexpress.com]; Alex de Lorimier[Alex.deLorimier@upexpress.com]; Zachary Arnold[Zach.Arnold@upexpress.com]; Shane O'Sullivan[Shane.OSullivan@upexpress.com]; Sylvia Beirnes[Sylvia.Beirnes@upexpress.com]; Tanya Dubar[Tanya.Dubar@upexpress.com]
From: Philip Safos
Sent: Tue 11/19/2013 3:25:19 PM
Subject: RE: Research Reports - Meeter and Greeter and Airport Employees

Thanks for your comments Kathy. I will organize a time for Northstar to brief us on the findings, likely in December due to calendars.

Exclusion per Committee Direction

We will bring forward a plan on how we plan on incorporating insights.

Phil

From: Kathy Haley
Sent: Monday, November 18, 2013 10:45 PM
To: Philip Safos; Stephan Mehr; Una MacNeil; Mary Koven; Jannine Krish; Alex de Lorimier; Zachary Arnold; Shane O'Sullivan; Sylvia Beirnes; Tanya Dubar
Subject: Re: Research Reports - Meeter and Greeter and Airport Employees

Phil,
Can we please discuss and identify requirements for SMT presentation?
I think it would be useful to have a review of this deck with Northstar and analyze/brainstorm go to market approach with these segments. Do we have the data to estimate rider ship at our price point range, with various discount options? Also do we have the costs of the Drive Yourself and Park segment to assess potential converters to our service?
With thanks!
Kathy

From: Philip Safos
Sent: Monday, November 04, 2013 08:53 AM Eastern Standard Time
To: Kathy Haley; Stephan Mehr; Una MacNeil; Mary Koven; Jannine Krish; Alex de Lorimier; Zachary Arnold; Shane O'Sullivan; Sylvia Beirnes; Tanya Dubar
Subject: Research Reports - Meeter and Greeter and Airport Employees

All,

Attached are the initial reports from Northstar on the meeter and greeter and airport employee research studies. Please let me know if you have questions or comments. We can ask Northstar to come in and present the results to us if it adds value – would be interested in your thoughts. The research objectives can be found in each report – note that these will be primarily useful in informing the pricing strategy.

Thanks,

Phil

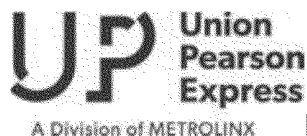
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