



VIVA OPERATING PARTNER INFORMATION PACK



PEOPLE



RELIABILITY



NETWORK



GROWTH



SUSTAINABILITY



TOGETHER WE DRIVE.
TOGETHER WE GROW.



OPERATOR PARTNERSHIP PACK

TOGETHER, WE CAN CREATE
A **NEW STANDARD**
OF PREMIUM INTERCITY TRAVEL



PEOPLE
FIRST



PREMIUM
EXPERIENCE



RELIABLE
PARTNERSHIPS



SUSTAINABLE
FUTURE

WE DON'T JUST TRANSPORT PASSENGERS.
WE WELCOME GUESTS.

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CONNECTING ICONIC CITIES.
DELIVERING EXTRAORDINARY JOURNEYS.

AMSTERDAM • BRUSSELS • PARIS • LONDON

WELCOME TO



TOGETHER, WE CAN CREATE
A **NEW STANDARD**
OF PREMIUM INTERCITY TRAVEL.



A NEW ERA OF INTERCITY TRAVEL

VIVA Lines is building Europe's first **hospitality-driven** coach network, connecting iconic cities with a new standard of comfort, service and sustainability.

We don't just move passengers.
We welcome guests.

This is more than transportation.
This is **The VIVA Way.**

WELCOME TO THE VIVA JOURNEY.



PEOPLE FIRST

Our guests, our partners, our people.
Everyone comes first.



PREMIUM EXPERIENCE

Thoughtfully designed journeys
with exceptional comfort and service.



SUSTAINABLE FUTURE

Responsible operations for
a better tomorrow.



STRONG PARTNERSHIPS

Built on trust, transparency
and shared success.



AMSTERDAM

BRUSSELS

PARIS

LONDON



CONNECTING ICONIC CITIES. **DELIVERING EXTRAORDINARY JOURNEYS.**

1. WELCOME TO VIVA LINES

Thank you for your interest in VIVA Lines.

We are building something different.

Across Europe, millions of passengers travel between major cities every day. They can choose low-cost coaches, expensive rail services or increasingly complicated air travel options. Yet despite the size of the market, many travellers still struggle to find a transportation experience that combines comfort, reliability, hospitality and value.

VIVA Lines was created to fill that gap.

Our ambition is not simply to operate buses between cities. Our ambition is to create Europe's most respected premium intercity coach network.

The VIVA concept combines carefully selected operating partners, premium vehicles, enhanced passenger comfort, professional onboard service, modern technology and a distinctive terminal experience designed to redefine expectations within the coach industry.

However, vehicles alone do not create a great transportation company.

People do.

For this reason, VIVA Lines is not simply searching for vehicles or fleet suppliers. We are searching for partners.

We are seeking professional operators, entrepreneurial owner-drivers and forward-thinking transportation businesses that share our commitment to service quality, operational excellence and long-term growth.

The success of VIVA Lines will not be determined solely by the number of routes we open or the number of passengers we transport. It will be determined by the quality of the people who choose to build this network with us.

THE VIVA VISION

TO REDEFINE COACH TRAVEL
ACROSS EUROPE WITH A
NEW STANDARD
OF EXCELLENCE.

We envision a future where intercity coach travel is the preferred choice for millions — combining comfort, hospitality, sustainability and technology in perfect harmony.

A future where every journey feels premium, personal and remarkably responsible.



PEOPLE
AT THE HEART
OF EVERY JOURNEY



PREMIUM
EXPERIENCE
AS STANDARD



SUSTAINABLE
FOR TODAY
AND TOMORROW



SMART
TECHNOLOGY
THAT CONNECTS



STRONG PARTNERSHIPS
BUILT ON TRUST
AND SHARED SUCCESS

OUR VISION IS SIMPLE
YET BOLD:
**TO BECOME EUROPE'S
MOST RESPECTED
PREMIUM COACH NETWORK.**



WE CONNECT ICONIC CITIES

Creating seamless, comfortable and reliable journeys between the heart of Europe.



WE SET A NEW STANDARD

Delivering a hospitality-driven experience that exceeds expectations.



WE DRIVE SUSTAINABLE GROWTH

Building a future-ready network that benefits our partners, passengers and the planet.



WE CREATE LONG-TERM VALUE

Through innovation, operational excellence and strong partnerships.



ONE NETWORK. ONE STANDARD. ENDLESS POSSIBILITIES.
THIS IS THE VIVA VISION.

This Operating Partner Information Pack has been prepared to provide a clear overview of the VIVA concept, our operating philosophy, our service standards and the opportunities available to selected operating partners.

We invite you to explore our vision and discover how you can become part of the future of premium intercity travel in Europe.

Welcome to VIVA Lines. Welcome to the beginning of a new journey.

2. THE VIVA VISION

Creating A New Standard For European Intercity Travel

Every day, millions of passengers travel between major cities using trains, aircraft, private vehicles and coach services. Yet despite decades of investment across the transportation sector, a significant gap continues to exist between low-cost transportation and premium travel experiences.

At one end of the market, passengers are offered low fares but often sacrifice comfort, consistency and service quality. At the other end, premium transportation options frequently come with significantly higher prices, reduced flexibility or limited accessibility.

VIVA Lines believes there is a better alternative.

Our vision is to create a new category within European transportation by combining the accessibility of coach travel with service standards traditionally associated with premium airlines and high-quality rail operators.

We believe passengers should not be forced to choose between affordability and comfort.

They should be able to enjoy both.

The VIVA experience is therefore built around five core pillars:

Premium Comfort

Every aspect of the onboard environment is designed to improve passenger wellbeing throughout the journey. Spacious seating layouts, enhanced legroom, carefully selected interiors and a calm travel atmosphere create a more enjoyable experience from departure to arrival.

Professional Hospitality

Transportation is ultimately a people business. VIVA believes that courteous, professional and welcoming service should be an essential part of every journey. Hospitality is not an optional extra. It is a core component of the VIVA brand.

Operational Excellence

Passengers value reliability above almost everything else. Our objective is to build a network that consistently delivers safe, punctual and professionally managed operations across every route and every market.

Technology & Convenience

Modern travellers expect simplicity. VIVA will utilise integrated technology platforms, digital ticketing systems, customer communication tools and data-driven operational management to create a seamless travel experience.

A Distinctive Terminal Experience

The passenger journey begins long before boarding. VIVA terminals and lounges are designed to provide a welcoming, comfortable and organised environment where travellers can relax, refresh and prepare for departure.

Building More Than A Transportation Network

Many transportation companies focus exclusively on moving passengers from one city to another. VIVA Lines aims to achieve something greater.

WHY VIVA CAN WIN

WE HAVE THE **RIGHT VISION**,
THE **RIGHT MODEL** AND
THE **RIGHT PARTNERS**
TO LEAD THE FUTURE
OF COACH TRAVEL.

VIVA is built on a powerful combination of market demand, operational excellence, smart technology and a people-first philosophy. This is why we believe we can win — together.



STRONG MARKET TAILWINDS

- ✓ Rising demand for sustainable intercity travel
- ✓ Passengers are seeking comfort, space and a premium experience
- ✓ Untapped potential in key European corridors
- ✓ Supportive regulatory environment for greener transport

A DIFFERENT APPROACH THAT MAKES THE DIFFERENCE

- Hospitality-driven mindset**
We welcome guests, not just transport passengers.
- Asset-light, partner-powered model**
We grow faster, with less risk and greater flexibility.
- Technology at the core**
Smart systems for booking, operations and customer experience.
- Operational excellence**
High standards, continuous training and performance culture.

OUR COMPETITIVE ADVANTAGE

- ✓ Premium positioning in a fragmented market
- ✓ Scalable network with founding partners
- ✓ Cost-efficient operations with high service quality
- ✓ Strong brand focus and customer loyalty
- ✓ Built for long-term, sustainable growth

BUILT TO WIN. DESIGNED TO LAST.



Clear vision
to become Europe's leading premium coach network.



Focused execution
on quality, consistency and customer satisfaction.



Proven business model
that delivers value for partners, passengers and stakeholders.



Future-ready and adaptable
to market needs and opportunities.



WE COMBINE PASSION, INNOVATION AND PARTNERSHIP
TO BUILD EUROPE'S MOST RESPECTED COACH NETWORK.

Our objective is to build a trusted European mobility brand recognised for professionalism, hospitality and consistency across every touchpoint of the customer journey. This ambition extends beyond vehicles, routes and schedules. It requires a network of partners who share a common vision and a commitment to excellence.

The Future We Are Building

The launch of the Amsterdam – Brussels – Paris – London network represents only the first step in a much larger journey.

Over time, VIVA Lines intends to connect major European cities through a growing network of carefully selected routes, operating partners and passenger-focused services. The long-term objective is clear:

To become Europe's most respected premium intercity coach network.

This vision can only be achieved through strong partnerships, shared values and a collective commitment to delivering an exceptional travel experience. That is why selecting the right operating partners is one of the most important decisions we will ever make.

3. WHY VIVA CAN WIN?

A Market Ready For Change

European intercity travel is one of the largest transportation markets in the world. Every day, millions of people travel between major cities for business, tourism, education and personal reasons.

Yet despite the scale of the market, many travellers remain underserved.

Low-cost coach services often compete primarily on price.

Rail services frequently offer comfort but at significantly higher cost.

Air travel can be fast, but is increasingly affected by complexity, congestion and reduced passenger comfort.

As a result, a growing number of travellers are searching for a better balance between affordability, comfort and reliability.

VIVA Lines was created specifically to address this opportunity.

A Different Positioning

Most coach operators compete to offer the lowest fare.

VIVA intends to compete by offering the best overall value.

Our objective is not to become the cheapest transportation provider in Europe. Our objective is to become the preferred choice for travellers who value comfort, professionalism, hospitality and reliability.

By focusing on guest experience rather than price alone, VIVA aims to occupy a distinctive position within the market.

Why Premium Coach Travel Matters

Across Europe, millions of passengers already pay higher prices for:

- Extra legroom on aircraft
- Premium rail services
- Airport lounges
- Priority boarding
- Enhanced hospitality experiences

These purchasing decisions demonstrate a simple reality:

Many travellers are willing to pay more when they receive greater value.

We believe the same principle applies to intercity coach travel.

Built For Scalable Growth

The VIVA operating model combines a centralised brand, technology platform and customer experience strategy with carefully selected operating partners.

This approach allows rapid expansion without the heavy capital requirements associated with owning and operating large vehicle fleets directly. It also creates a structure where operators can focus on operations while VIVA focuses on building demand.

WHY NOW

- Rail travel is becoming increasingly expensive.
- Air travel is becoming increasingly complex.
- Travellers expect better experiences.
- Premium coach travel remains largely underserved.

Why We Believe In The Future

Transportation will continue to evolve.

Technology will change.

Consumer expectations will rise.

Competition will increase.

But one thing will remain constant:

People will always value comfort.

People will always value reliability.

People will always value being treated well.

VIVA Lines has been built around those principles.

And we believe that creates an opportunity worth building.

We are not entering a new market. We are entering an existing market with a different philosophy.

WHY BECOME A



OPERATING PARTNER?

MORE THAN
A PARTNERSHIP.

A SHARED SUCCESS.

**GROW YOUR BUSINESS**

Access new markets and passenger segments with a trusted premium brand.

**PREMIUM POSITIONING**

Differentiate your operation through quality, service and passenger experience.

**STRONG PARTNERSHIP**

We grow together through transparency, trust and long-term commitment.

**NETWORK POWER**

Be part of Europe's first hospitality-driven intercity coach network.

**OPERATIONAL SUPPORT**

Benefit from technology, training, marketing and operational excellence.

**ATTRACTIVE RETURNS**

Enjoy competitive commercial terms and a sustainable revenue model.



WE PROVIDE THE PLATFORM.
YOU DELIVER THE EXCELLENCE.

4. WHY BECOME A VIVA OPERATING PARTNER?

A Brand You Can Be Proud Of

Every day, drivers and operators represent the companies they work with.

At VIVA Lines, we believe our partners should feel proud of the brand displayed on their vehicles. Our ambition is to create a transportation company recognised for professionalism, hospitality, reliability and service quality throughout Europe.

We want our operating partners to feel that they are contributing to something meaningful and long-lasting.

Professional Operating Environment

VIVA Lines is committed to creating a structured and professional operating environment. Partners benefit from:

- Centralised reservations
- Revenue management
- Marketing support
- Brand development
- Customer service infrastructure
- Technology systems
- Operational coordination

This allows operators to focus on what they do best: delivering safe, reliable and professional transportation services.

Long-Term Growth Potential

VIVA Lines has been designed as a scalable European network. As the company expands into additional markets and new corridors, operating partners may gain access to new opportunities within the growing network. We believe that sustainable growth is achieved through long-term partnerships rather than short-term arrangements.

THE VIVA OPERATING MODEL

A SMART, ASSET-LIGHT MODEL
BUILT ON PARTNERSHIP.
FOCUSED ON EXCELLENCE.



HOW WE OPERATE



OUR MODEL. YOUR STRENGTH.



PARTNERSHIP BASED

We succeed together. You're not a supplier, you're a partner.



LOWER RISK, HIGHER FLEXIBILITY

Asset-light approach reduces risk and increases agility for sustainable growth.



QUALITY AT THE CORE

Strict standards, continuous monitoring and a relentless focus on excellence.



SCALABLE BY DESIGN

Built to grow across corridors and cities with the right partners.



FOCUSED ON THE FUTURE

Sustainable operations, innovative technology and exceptional passenger experiences.



ONE MODEL. ONE STANDARD. ENDLESS POSSIBILITIES.
TOGETHER, WE MOVE EUROPE FORWARD.

Entrepreneurial Opportunity

VIVA Lines welcomes not only established fleet operators but also entrepreneurial owner-drivers and ambitious transportation professionals seeking to build something for the future. We believe that passion, professionalism and commitment are often more important than fleet size. Some of the strongest partners within a transportation network may begin with a single vehicle.

5. THE VIVA OPERATING MODEL

A Clear Division Of Responsibilities

One of the key strengths of the VIVA Lines business model is the clear separation of responsibilities between VIVA and its operating partners.

This structure allows each party to focus on its area of expertise while working together to deliver a consistent premium travel experience. The objective is simple:

VIVA focuses on building the brand, attracting passengers and managing the customer experience.

The operating partner focuses on delivering safe, reliable and professional transportation services. The table below summarises the division of responsibilities.

WHY THIS MODEL WORKS

Many traditional transportation companies attempt to manage every aspect of the operation internally. This often creates unnecessary complexity, higher capital requirements and slower expansion.

VIVA Lines has adopted a different approach. By combining a strong central brand and customer platform with carefully selected operating partners, the company can scale efficiently while maintaining high service standards.

For operating partners, this model removes many of the challenges traditionally associated with growing a transportation business.

Partners do not need to invest in marketing campaigns, reservation systems, customer acquisition, pricing management or brand development. These responsibilities are managed centrally by VIVA. Instead, operating partners can concentrate on what they do best:

Operating exceptional vehicles with exceptional drivers.

This creates a partnership model in which both parties benefit from a clear allocation of responsibilities and a shared commitment to service excellence. The result is a more efficient, more scalable and more sustainable transportation network.

RESPONSIBILITY MATRIX

VIVA LINES PROVIDES

- ✓ Brand & Marketing
- ✓ Passenger Acquisition
- ✓ Reservation Platform
- ✓ Revenue Management
- ✓ Pricing Strategy
- ✓ Customer Service
- ✓ Website & Mobile Systems
- ✓ Lounge Operations
- ✓ Terminal Experience
- ✓ Boarding Procedures
- ✓ Onboard Hospitality Standards
- ✓ Hostess Recruitment & Management
- ✓ Network Planning
- ✓ Commercial Development
- ✓ Service Quality Audits
- ✓ Passenger Feedback Management
- ✓ Route Development
- ✓ Brand Protection

OPERATING PARTNER PROVIDES

- ✓ Vehicle
- ✓ Drivers
- ✓ Insurance
- ✓ Maintenance
- ✓ Tyres
- ✓ Technical Compliance
- ✓ Daily Vehicle Readiness
- ✓ Fuel
- ✓ Driver Uniform Compliance
- ✓ Vehicle Cleaning
- ✓ Safety Management
- ✓ Regulatory Compliance
- ✓ Driver Scheduling
- ✓ Operational Reporting
- ✓ Vehicle Replacement During Downtime
- ✓ Professional Representation Of The VIVA Brand

WHO WE ARE



LOOKING FOR

WE ARE LOOKING FOR
EXCEPTIONAL OPERATORS
TO BECOME FOUNDING
PARTNERS IN THE **VIVA** NETWORK.



EXPERIENCED OPERATORS

Proven track record in
passenger transport
with a focus on safety,
reliability and service
excellence.



QUALITY FOCUSED

A strong commitment
to high standards,
continuous improvement
and customer
satisfaction.



PROFESSIONAL TEAMS

Skilled management,
well-trained drivers
and a customer-first
mindset.



WELL-MAINTAINED FLEET

Modern, safe and
comfortable vehicles
that meet our
standards.



PARTNERSHIP MINDSET

We grow together.
We succeed
together.
We win together.

YOU BRING THE EXPERIENCE.
WE BRING THE PLATFORM.



EUROPE-WIDE NETWORK

Be part of Europe's first
hospitality-driven
intercity coach
network.



BRAND & MARKETING SUPPORT

Benefit from a strong
brand, marketing
campaigns and
passenger demand.



TECHNOLOGY PLATFORM

Access to smart booking,
operations, tracking
and performance
systems.



TRAINING & STANDARDS

Comprehensive training,
service standards
and operational
excellence.



SUSTAINABLE GROWTH

Long-term partnership
opportunities and
shared financial
success.



IF YOU SHARE OUR VALUES AND VISION,
WE SHOULD TALK.

6. WHO WE ARE LOOKING FOR

People Before Vehicles

At VIVA Lines, we believe that great transportation networks are built by great people.

Vehicles can be purchased.

Interiors can be upgraded.

Technology can be improved.

Routes can be expanded.

But the quality of a network will always be determined by the quality of the people behind it.

For this reason, VIVA Lines does not select operating partners based solely on fleet size, vehicle specifications or financial resources. We place equal importance on character, professionalism, mindset and long-term commitment.

The Ideal VIVA Partner

The ideal VIVA operating partner is someone who takes pride in their work and understands that transportation is ultimately a service business built on trust, professionalism and human relationships.

We value partners who are:

- Honest and trustworthy
- Professional and reliable
- Customer-oriented
- Respectful towards passengers and colleagues
- Open to learning and improvement
- Committed to high standards

- Long-term thinkers
- Team players
- Proud ambassadors of the VIVA brand

We believe that attitude and commitment are often more important than fleet size.

A single vehicle operated by the right person can create more value than an entire fleet operated by the wrong organisation.

Who Can Apply?

VIVA Lines welcomes applications from:

- Independent Owner-Drivers
- Entrepreneurial Transportation Professionals
- Family-Owned Coach Companies
- Small Fleet Operators
- Medium-Sized Coach Operators
- Established Coach Companies
- Tourism Transportation Businesses

Whether you operate a single vehicle or a larger fleet, our evaluation process focuses on quality, professionalism and alignment with our values.

Partnership Over Scale

Many transportation networks focus primarily on fleet size. VIVA Lines takes a different approach.

We believe that long-term success depends on building a community of partners who share common values and a common vision.

Our objective is not to build the largest operator network. Our objective is to build the best operator network. For this reason, commitment, professionalism and cultural alignment will always play an important role in our partner selection process.

PARTNERSHIP PHILOSOPHY

The strength of a transportation network should never depend on a small number of dominant operators.

VIVA Lines believes that the healthiest and most resilient networks are built through a diverse community of committed partners.

For this reason, we seek to create a balanced operating structure that encourages collaboration, mutual respect and shared success.

We value commitment more than fleet size.

We value professionalism more than scale.

We value long-term relationships more than short-term opportunities.

Our goal is to create an environment where every operating partner feels respected, valued and proud to be part of the VIVA network.

We are not building a fleet. We are building a community.

WHAT WE EXPECT IN RETURN

Partnership is a two-way commitment.

Just as operating partners expect professionalism, transparency and long-term commitment from VIVA Lines, we expect the same from those who choose to represent our brand.

VIVA Lines is not suitable for every operator.

We are building a premium network with high standards, and those standards can only be achieved when every partner shares the same commitment to excellence. For this reason, we expect every operating partner to demonstrate the following principles:

Reliability

Guests depend on us to deliver safe, punctual and dependable transportation services.

Reliability is not optional. It is a fundamental requirement of the VIVA standard.

Transparency

Strong partnerships are built on trust.

We expect honest communication, accurate reporting and transparency in all operational matters.

Problems will occasionally occur.

What matters is how quickly and professionally they are communicated and resolved.

Professional Behaviour

Every interaction reflects upon the VIVA brand.

Operating partners, drivers and management teams are expected to demonstrate professionalism, courtesy and respect in all dealings with guests, colleagues and fellow partners.

Respect For VIVA Procedures

Consistency is one of the foundations of a premium guest experience.

For this reason, all operating partners are expected to follow VIVA operating procedures, service standards and operational policies.

Guests should experience the same VIVA standard regardless of route, country or operator.

Brand Protection

The VIVA name is one of our most valuable assets.

Every operating partner plays a role in protecting and strengthening the reputation of the brand through their daily actions, service quality and professionalism.

Long-Term Commitment

We are not seeking short-term participants.

We are seeking partners who share our long-term vision and wish to contribute to the growth of the network over time.

The strongest transportation companies are built through long-term relationships, mutual trust and shared objectives.

A Final Thought

Vehicles can be purchased.

Routes can be expanded.

Technology can be upgraded.

But trust must be earned.

At VIVA Lines, we choose our operating partners carefully because every partner becomes a visible representative of the brand.

We are not simply selecting vehicles. We are selecting the people who will help shape the future of VIVA.

We do not choose partners based solely on fleet size. We choose partners based on character, professionalism and commitment.

VEHICLE REQUIREMENTS

**SAFE. RELIABLE.
PREMIUM.
BUILT FOR EXCELLENCE.**

Our vehicles represent the **VIVA** standard on the road. We require modern, well-maintained coaches that deliver safety, comfort and reliability.

OUR VEHICLE STANDARDS



MODERN FLEET

Vehicles not older than 5 years.
High safety and reliability standards.



SAFETY FIRST

Equipped with advanced safety features and fully compliant with regulations.



PREMIUM COMFORT

Spacious seating, air conditioning, USB charging, Wi-Fi and onboard entertainment.



WELL-MAINTAINED & CLEAN

Vehicles must be meticulously maintained and presented to the highest standards.



ENVIRONMENTAL AWARENESS

EURO 6 standard or equivalent. We invest in a cleaner, greener future.



DOCUMENTATION READY

All vehicles must have valid license, insurance and technical inspections.

TECHNICAL REQUIREMENTS

- ✓ Double decker coaches (preferred)
- ✓ Minimum 70 seats
- ✓ Air conditioning throughout
- ✓ Seat belts on all seats
- ✓ Luggage capacity suitable for long-distance travel
- ✓ GPS tracking compatible
- ✓ Onboard Wi-Fi capability
- ✓ Compliant with all local and international regulations



**THE RIGHT VEHICLE. THE RIGHT STANDARD.
DELIVERING THE RIGHT EXPERIENCE.**

7. VEHICLE REQUIREMENTS

Building A Premium Fleet

The vehicle is one of the most visible representations of the VIVA brand.

Passengers may never meet the management team, visit the headquarters or see the technology systems operating behind the scenes.

However, every passenger will see the vehicle.

For this reason, vehicle quality, appearance, reliability and presentation standards are essential components of the VIVA passenger experience.

Our objective is not simply to operate coaches.

Our objective is to operate coaches that reflect the quality, professionalism and premium positioning of the VIVA brand.

The following standards have therefore been established to ensure a consistent passenger experience across the network.

PREFERRED VEHICLE TYPES

VIVA Lines has been designed primarily around modern double-deck coaches capable of delivering a superior passenger experience while maintaining attractive transportation economics.

Preferred Vehicles:

- Double-Deck Coaches

Examples include:

- Van Hool Astromega
- Setra S531 DT
- Neoplan Skyliner
- Similar Premium Double-Deck

Single-deck coaches may also be considered in selected situations where vehicle quality, passenger comfort and route requirements meet VIVA operating standards.

Acceptance of single-deck vehicles remains at the sole discretion of VIVA Lines.

VEHICLE ELIGIBILITY STANDARDS

To be considered for operation within the VIVA network, vehicles should generally meet the following criteria:

Maximum Vehicle Age

- 5 years at the time of application

Maximum Mileage

- Preferred: Below 750,000 kilometres

Environmental Standards

- Euro 6 or equivalent

Mechanical Condition

- Excellent operating condition
- Full maintenance records available
- No significant accident history
- Suitable for intensive international operations

Regulatory Compliance

- Fully licensed and authorised for European international passenger transportation
- All required certifications, inspections and documentation valid and current

PASSENGER COMFORT STANDARDS

All accepted vehicles should be capable of supporting the VIVA passenger experience. Required features include:

- Climate control system
- Comfortable reclining seats
- USB charging capability
- WiFi connectivity
- Individual reading lights
- Large luggage capacity
- Professional interior presentation
- Excellent cleanliness standards

Additional features may be required depending on route structure and future service developments.



VEHICLE BRANDING & MODIFICATIONS

To ensure a consistent customer experience across the network, selected vehicles may undergo modifications required by VIVA Lines.

These modifications may include:

- Exterior VIVA branding
- Interior design enhancements
- Seating reconfiguration
- Passenger comfort upgrades
- Technology integration
- Hospitality equipment installation
- Driver presentation elements

Where modifications are undertaken by VIVA Lines, the company intends to restore vehicles to their original condition upon termination of the operating agreement, subject to normal wear and tear and contractual terms. Further details will be discussed individually with selected operating partners.



VEHICLE APPEARANCE STANDARDS

Passengers form an impression of the VIVA brand before they board the vehicle.

Every coach operating within the VIVA network must therefore maintain high presentation standards. Vehicles should consistently demonstrate:

- Clean exterior appearance
- Clean and well-maintained interiors
- Professional branding presentation
- Good cosmetic condition
- High operational reliability

Vehicles that fail to meet VIVA presentation standards may be temporarily suspended from service until corrective actions have been completed.

**At VIVA Lines, a vehicle is more than a transportation asset.
It is a moving representation of the brand.**

OPERATIONAL CONTROL PHILOSOPHY

While vehicles and drivers may be provided by selected operating partners, operational control within the VIVA network remains centrally coordinated by VIVA Lines. This structure is essential to ensuring a consistent passenger experience, uniform service standards and safe network-wide operations.

Operating partners remain responsible for employment matters, driver compensation and local administrative obligations. However, all operational procedures, service standards and daily operating policies are established and managed by VIVA Lines.

Drivers operating within the VIVA network are therefore expected to follow VIVA operational procedures and instructions at all times.



CAPTAINS & DRIVER STANDARDS

OUR PEOPLE DRIVE
OUR PROMISE.
SAFETY. SERVICE. EXCELLENCE.

OUR STANDARDS



SAFETY FIRST

The safety of our passengers and other road users is always our top priority.



PROFESSIONAL APPEARANCE

Neat, clean and well-groomed appearance reflects our professionalism.



RESPECT & COURTESY

We treat every passenger and colleague with respect, patience and kindness.



COMMUNICATION

Clear, friendly and effective communication ensures a positive experience for every passenger.



PUNCTUALITY & RELIABILITY

We are on time, every time. Dependable service builds trust.



SERVICE EXCELLENCE

We go above and beyond to create memorable journeys every day.

OUR COMMITMENT



TEAMWORK

We support each other and work as one team to deliver the VIVA promise.



KNOWLEDGE & PREPARATION

We know our routes, our vehicles and our responsibilities. Preparation leads to excellence.



RULE COMPLIANCE

We follow all traffic laws, company policies and procedures without exception.



PASSENGER FOCUS

Our passengers are at the heart of everything we do. Their comfort matters.



CONTINUOUS IMPROVEMENT

We learn, adapt and improve every day to be better together.



OWNERSHIP & PRIDE

We take pride in representing VIVA and delivering the highest standards on every journey.



WE SET THE STANDARD.
YOU DELIVER THE EXPERIENCE.

Operational guidance may be provided through:

- Chief Captain (Head of Drivers)
- Technical Operations Manager
- Operations Control Centre
- Service Quality Management Team
- Approved VIVA Operating Manuals

This approach enables VIVA Lines to maintain a consistent service culture across multiple countries, operating partners and vehicle types while ensuring that passengers receive the same experience throughout the network. Regardless of vehicle ownership, every journey should feel like a VIVA journey.

8. VIVA CAPTAINS & DRIVER STANDARDS

The Captain Behind The Wheel



Passengers may remember the vehicle.

But they will never forget the captain.

At VIVA Lines, our captains are among the most visible representatives of the brand.

Regardless of country, operator or route, every passenger should experience the same professionalism, courtesy and reliability.

For this reason, all captains operating within the VIVA network are expected to uphold the highest standards of safety, conduct and guest care.

The Role Of A VIVA Captain

A VIVA captain is responsible for:

- Passenger safety
- Professional vehicle operation
- Compliance with VIVA procedures
- Cooperation with VIVA operations teams
- Supporting the guest experience
- Protecting the VIVA brand

A captain is not simply a driver.

A captain is a professional ambassador of the VIVA brand.

Minimum Requirements

All captains must:

- Hold all legally required driving licences and qualifications
- Comply with international driving and rest-time regulations
- Possess relevant coach driving experience
- Demonstrate professional conduct and a strong safety record

- Be capable of basic operational communication in English
- Be comfortable using digital communication and reporting tools

Final approval of all captains remains subject to VIVA evaluation.



Professional Standards

Every VIVA captain is expected to demonstrate:

Reliability

- Punctuality
- Preparedness
- Consistent performance

Professional Conduct

- Respectful communication
- Courtesy towards guests
- Emotional control under pressure
- Cooperation with colleagues

Accountability

- Reporting problems promptly
- Following procedures
- Taking responsibility for actions

Continuous Improvement

- Openness to training
- Acceptance of feedback
- Commitment to professional development

Professionalism is measured not only by how a vehicle is driven, but by how people are treated.

Guest Interaction Standards

VIVA does not simply transport passengers.

VIVA hosts guests.

Captains are expected to:

- Welcome guests professionally
- Create a calm and organised boarding environment
- Assist guests whenever practical
- Communicate respectfully at all times
- Handle complaints professionally
- Support elderly or special-needs travellers when appropriate

Guests may forget the ticket price.

They will remember how they were treated.

Communication & Operational Reporting

Professional communication is essential to maintaining a premium network.

Captains are expected to:

- Maintain communication with VIVA Operations Control
- Report delays, incidents and disruptions promptly
- Follow operational instructions issued by VIVA management
- Complete post-journey operational reports when required

Early communication helps protect the guest experience and allows VIVA to respond proactively to operational challenges.

Operational Structure

While captains may be employed by operating partners, operational authority within the VIVA network remains coordinated by VIVA Lines.

Captains may receive operational guidance from:

- Route Operations Managers
- Chief Captains
- Technical Operations Management
- Operations Control Centre

The objective is simple:

Every journey should deliver the same VIVA experience regardless of route, country or operator.

Training & Development

All captains may participate in VIVA induction and ongoing development programmes covering:

- Operational procedures
- Service standards
- Communication protocols
- Safety requirements
- Brand representation

As the network grows, experienced captains may have opportunities to progress into leadership and management positions within the VIVA organisation.

The VIVA Standard

We do not expect perfection.

We expect professionalism.

We expect captains who take pride in their work, respect their guests and contribute positively to the reputation of the VIVA brand.

Because the future of VIVA will not be built by vehicles.

It will be built by people.

9. SERVICE STANDARDS

The VIVA Experience

Most coach companies transport passengers.

VIVA Lines hosts guests.



SERVICE STANDARDS

CONSISTENTLY EXCEPTIONAL.
EVERY JOURNEY.
EVERY TIME.

Our service standards define every interaction, every journey and every moment our passengers experience with **VIVA**.

OUR SERVICE PILLARS



PASSENGER FIRST

We put our passengers at the heart of everything we do. Their safety, comfort and satisfaction come first.



SAFETY ALWAYS

We operate with the highest safety standards to ensure secure and reliable journeys.



COMFORT IN EVERY DETAIL

Clean, modern vehicles, comfortable seating and a smooth ride for every passenger.



PROFESSIONAL SERVICE

Our captains and team members are courteous, helpful and committed to excellence.



ON TIME, EVERY TIME

We respect our passengers' time with punctual, efficient and reliable operations.



CLEAR COMMUNICATION

We keep our passengers informed before, during and after their journey with clear and timely communication.

OUR COMMITMENT



RESPECT

We treat every passenger with respect and dignity.



CLEANLINESS

We maintain our vehicles to the highest standards of cleanliness.



QUALITY

We continuously monitor and improve our services to exceed expectations.



ACCOUNTABILITY

We take ownership and are accountable for every journey we deliver.



CONTINUOUS IMPROVEMENT

We listen, learn and innovate to deliver better experiences every day.



ONE STANDARD. EVERY JOURNEY.
DELIVERING EXCELLENCE, TOGETHER.

This principle defines every aspect of the VIVA service philosophy.

Regardless of route, country or operating partner, every guest should experience the same standards of hospitality, professionalism and comfort.

The VIVA experience is built upon five core principles:

- Reliability
- Professionalism
- Hospitality
- Comfort
- Guest Satisfaction

Our objective is simple:

To create an experience that guests actively choose, trust and recommend.

On-Time Performance

Time is one of our most valuable products.

Guests expect VIVA services to operate safely, comfortably and punctually.

Operating partners are expected to contribute by ensuring:

- Vehicle readiness
- Driver punctuality
- Compliance with schedules
- Effective communication
- Immediate reporting of disruptions

While delays cannot always be prevented, they should always be managed professionally.

Cleanliness Standards

Cleanliness is not a maintenance issue.

It is a service standard.

Vehicles operating within the VIVA network must consistently maintain:

- Clean exteriors
- Clean interiors
- Well-presented seating areas
- Odour-free cabins
- Professional overall presentation

Every vehicle represents the VIVA brand.

Every vehicle should look the part.

Boarding Procedures

The journey begins before departure.

Boarding should be:

- Organised
- Professional
- Safe
- Welcoming

Guests should feel welcomed rather than processed.

Captains and hostesses are expected to contribute to a calm and positive departure experience that reflects the premium positioning of the VIVA brand.

Guest Assistance Standards

VIVA Does Not Transport Passengers. VIVA Hosts Guests.

This distinction defines our service culture.

Guests should always be treated with:

- Courtesy
- Respect
- Patience
- Professionalism
- Hospitality

Every interaction contributes to the guest experience.

Guests may forget the ticket price.

They will remember how they were treated.



Teamwork & Cooperation

One Journey.

One Team.

Captains and hostesses perform different roles but share the same objective:

Delivering an exceptional guest experience.

All VIVA personnel are expected to:

- Communicate professionally
- Support one another
- Respect different responsibilities
- Work together in the interests of guests

Guests see one VIVA team, not separate departments.

Uniform Standards

Professional appearance creates confidence.

All VIVA personnel are expected to maintain:

- Clean uniforms
- Professional presentation
- Proper grooming
- Consistent brand standards

Guests should immediately recognise professionalism when they see a VIVA team member.

Vehicle Presentation Standards

The vehicle is one of the most visible ambassadors of the VIVA brand.

Operating partners are expected to maintain:

- Strong visual presentation
- Consistent VIVA branding
- Clean and professional appearance
- Premium vehicle standards

Guests should recognise a VIVA vehicle immediately and remember it long after the journey ends.

SUMMARY

THE VIVA SERVICE STANDARD

What defines the VIVA experience?

- ✓ Reliability
- ✓ Professionalism
- ✓ Hospitality
- ✓ Comfort
- ✓ Consistency

Operating partners are expected to support:

- ✓ On-Time Performance
- ✓ Professional Boarding Procedures
- ✓ Guest Assistance Standards
- ✓ Teamwork & Cooperation



QUALITY CONTROL & PERFORMANCE MONITORING

MEASURE. IMPROVE. EXCEL.

DELIVERING EXCELLENCE,
EVERY JOURNEY.

We continuously monitor, evaluate and improve our services to ensure the highest standards across the VVA network.

OUR QUALITY CONTROL PROCESS



1. STANDARDS DEFINITION

We set clear service, safety, vehicle and behavior standards for every journey.



2. MONITORING & INSPECTION

Regular on-road inspections, vehicle checks and service observations are conducted.



3. DATA COLLECTION

We collect data from multiple sources to measure performance objectively.



4. ANALYSIS & EVALUATION

We analyze results to identify strengths, weaknesses and areas for improvement.



5. ACTION & FOLLOW UP

We implement corrective actions and follow up to ensure continuous improvement.

KEY PERFORMANCE INDICATORS



SAFETY COMPLIANCE

Zero tolerance for violations. Safety is always our priority.



PASSENGER SATISFACTION

We listen to our passengers and measure satisfaction continuously.



PUNCTUALITY & RELIABILITY

On-time performance is tracked and measured on every route.



VEHICLE CONDITION

Vehicles are inspected regularly to ensure perfect condition.



DRIVER & CAPTAIN PERFORMANCE

Performance is evaluated fairly and development is supported.



SERVICE QUALITY

Every detail of service quality is measured and improved.

OUR COMMITMENT TO CONTINUOUS IMPROVEMENT



We learn from every journey.



We innovate and implement better solutions.



We raise our standards every day.



We grow together as one VIVA.



QUALITY TODAY.
EXCELLENCE EVERY DAY.

- ✓ Uniform Standards
- ✓ Vehicle Presentation Standards
- ✓ Continuous Commitment To Service Quality

10. QUALITY CONTROL & PERFORMANCE MONITORING

How Standards Are Maintained

At VIVA Lines, service quality is not left to chance.

Premium standards can only be maintained through continuous observation, measurement and improvement. For this reason, VIVA operates a quality monitoring programme designed to ensure consistency throughout the network. Our objective is simple:

Continuously improve the guest experience. Because what gets measured gets improved.

QUALITY MONITORING

To maintain consistent standards across multiple routes, countries and operating partners, VIVA may utilise a variety of quality monitoring tools.

These may include:

- Mystery guest audits
- Guest feedback systems
- Operational reviews
- Captain and hostess reports
- Service quality observations

The objective is not to identify mistakes. The objective is to support continuous improvement and ensure that every guest receives the VIVA experience.

GUEST FEEDBACK

Every guest has a voice.

Guest feedback is considered one of the most valuable sources of operational information within the VIVA network. Feedback may contribute to:

- Service improvements
- Training programmes
- Quality reviews
- Performance evaluations
- Recognition programmes

Our objective is not simply to collect feedback. Our objective is to act upon it. Because the people who experience our service are often best positioned to help us improve it.

PERFORMANCE REVIEWS

VIVA conducts regular performance reviews designed to recognise excellence and encourage continuous improvement.

Performance evaluations may consider:

- Guest satisfaction
- Operational punctuality
- Vehicle presentation
- Driver professionalism
- Compliance with VIVA standards
- Service quality observations

The objective is to evaluate the complete guest experience rather than isolated incidents.



COMMERCIAL STRUCTURE

STRONG PARTNERSHIPS.
SUSTAINABLE GROWTH.
SHARED SUCCESS.



Outstanding performance should be recognised.
Areas requiring improvement should be supported.
Because excellence requires measurement.

THE VIVA PHILOSOPHY

Most transportation companies focus on moving people.

VIVA Lines focuses on taking care of people.

We do not transport passengers.

We host guests.

What gets measured gets improved.

What gets recognised gets repeated.

At VIVA Lines, quality control exists for one reason:

To ensure that every guest receives the same VIVA experience on every journey.

11. COMMERCIAL STRUCTURE

A Partnership Built For Long-Term Success

At VIVA Lines, we believe that exceptional guest experiences can only be delivered through strong and sustainable partnerships. For this reason, our commercial model has been designed around a simple principle:

Create long-term alignment between VIVA Lines and its operating partners.

We are not interested in short-term arrangements built around individual routes or temporary market opportunities. Our objective is to build a stable European network supported by professional operators who share our commitment to quality, reliability and guest satisfaction.

Our philosophy is simple:

You focus on operating exceptional vehicles.

We focus on building exceptional demand.

Together, we create exceptional guest experiences.

THE VIVA PARTNERSHIP MODEL

The VIVA operating model has been designed to allow each party to focus on its area of expertise.

VIVA Lines is responsible for building the brand, attracting guests, managing sales channels, developing routes and supporting network growth.

Operating partners are responsible for delivering safe, reliable and professional transportation services in accordance with VIVA standards.

This structure allows operators to focus on operations while VIVA focuses on commercial development.

Unlike traditional models where operators assume significant commercial risk, VIVA seeks to create a framework that supports operational stability, predictable planning and long-term cooperation.

VIVA Provides	Operator Provides
Sales & Marketing	Vehicle
Revenue Management	Drivers
Pricing Strategy	Maintenance
Customer Service	Insurance
Brand Development	Regulatory Compliance
Route Development	Daily Operations

PERFORMANCE RECOGNITION

At VIVA Lines, we believe that excellence should be recognised.

For this reason, operator performance is continuously monitored through a combination of guest feedback, operational reliability, vehicle presentation and compliance with VIVA standards.

Outstanding operators may receive recognition through the VIVA Partner Recognition Programme.

The purpose of the programme is not to reward size.

The purpose is to reward professionalism, consistency and commitment to the guest experience.

We do not believe the largest operator is necessarily the best operator.

We believe the best operator is the one who consistently delivers the VIVA standard.

FINANCIAL STABILITY & PAYMENT PHILOSOPHY

A successful transportation network requires more than vehicles and passengers.

It requires trust.

One of the most important responsibilities of any network operator is creating a stable and predictable business environment for its operating partners.

At VIVA Lines, we believe operators perform best when they can focus on operations rather than financial uncertainty.

For this reason, VIVA aims to maintain clear invoicing procedures, transparent payment processes and structured operating agreements designed to support long-term planning.

Our objective is to create an environment where operators can invest confidently in their vehicles, drivers and service quality.

Predictability creates stability.

Stability encourages investment.

Investment improves quality.

Quality improves the guest experience.

This philosophy forms an important part of the VIVA partnership model.

PARTNERSHIP REVIEW & RENEWAL

The standard VIVA operating agreement is structured around a twelve (12) month partnership period.

Approximately nine (9) months after commencement of operations, VIVA may conduct a partnership review designed to evaluate operational performance and long-term compatibility.

Areas considered may include:

- Guest satisfaction
- Operational reliability
- Vehicle presentation
- Driver professionalism
- Compliance with VIVA standards
- Professional conduct

The purpose of this review is not simply to evaluate performance.

The purpose is to identify opportunities for continuous improvement and strengthen the partnership for the future.

Operators who consistently demonstrate professionalism, reliability and commitment to VIVA standards may be offered opportunities for continued cooperation as the network expands.

Our objective is not to change operators. Our objective is to grow together.

We believe long-term partnerships create stronger networks, better service quality and greater opportunities for everyone involved.

WHY OPERATORS CHOOSE VIVA

Operating partners join VIVA Lines for many reasons.

Some are attracted by the opportunity to become part of a premium European brand.

Others are motivated by the prospect of long-term growth within a professionally managed network.

Many appreciate the ability to focus on operations while VIVA concentrates on commercial development.

The benefits of joining the VIVA network may include:

- ✓ A distinctive premium brand
- ✓ Centralised sales and marketing support
- ✓ Revenue management and pricing expertise
- ✓ Route development and network expansion opportunities
- ✓ Customer service infrastructure
- ✓ Technology and operational support systems
- ✓ Structured operating standards
- ✓ Performance recognition opportunities
- ✓ Long-term partnership potential
- ✓ Participation in the growth of a future European network

We believe operators perform best when they are focused on delivering exceptional service rather than worrying about ticket sales, marketing campaigns or passenger acquisition.

Our role is to build demand.

Your role is to deliver the VIVA experience.

Together, we build the future of premium intercity travel.

We are not looking for operators who simply provide vehicles.

We are looking for partners who want to help build the future of VIVA





LAUNCH NETWORK

EXPANDING TODAY.
CONNECTING TOMORROW.



STRATEGIC LOCATIONS

Carefully selected
routes in key regions.



STRONG CONNECTIONS

Building a reliable
and efficient network.



CONTINUOUS EXPANSION

Growing our network
to reach more people.



BETTER ACCESS FOR ALL

Improving mobility
and creating value.



NEW ROUTES.
NEW OPPORTUNITIES.

12. LAUNCH NETWORK

Starting With Europe's Strongest Travel Triangle

Every successful transportation network begins with a carefully selected launch market. For VIVA Lines, the initial network will focus on three of Europe's most important international travel corridors:

THE VIVA LAUNCH TRIANGLE

- Amsterdam
- Paris
- London



These three corridors connect major economic centres, tourism destinations and population hubs while providing strong year-round demand. They also offer an ideal environment in which to establish the VIVA brand and demonstrate the value of a premium guest-focused transportation model.

Together, these three cities form the foundation of the VIVA launch network. The launch network has been selected based on:

- Strong passenger demand
- High tourism volumes
- Significant business travel activity
- International connectivity
- Long-term growth potential

Our philosophy is simple: Master the first routes. Then expand.

FUTURE EXPANSION

The launch network is only the beginning.

Following the successful establishment of the initial network, VIVA intends to expand progressively into additional European markets.

Phase 2 Germany Network Expansion

Target Launch: November 2027



Phase 3

Italy Network Expansion

Target Launch:

April 2028

As the network grows, new opportunities may become available for operating partners who consistently demonstrate strong performance and commitment to VIVA standards.



THE VIVA AMBITION

The launch network is the foundation.

The ambition is much larger.

Today: Amsterdam. – Paris - London.

Tomorrow: Europe.



WHY NOW?

THE TIME IS NOW.

THE FUTURE IS VIVA.



GROWING DEMAND

Mobility needs
are increasing
every day.



CUSTOMER EXPECTATIONS

Passengers expect
more quality,
safety and comfort.



INDUSTRY TRANSFORMATION

Innovation and
technology are
shaping the future.



GLOBAL OPPORTUNITIES

Expanding our
network to
connect the world.



OUR COMMITMENT

We are ready
to lead today
and tomorrow.



TODAY WE MOVE FORWARD.
TOGETHER.

13. WHY NOW?

Changing Expectations

Today's travellers compare every journey against the best experiences they have encountered elsewhere.

They compare coach travel with airlines.

They compare coach travel with rail operators.

They compare coach travel with premium hospitality brands.

As expectations increase, transportation providers must evolve accordingly.



The Premium Opportunity

Millions of travellers move between Europe's major cities every year.

Many seek affordable transportation. But many others are willing to pay more for a better experience.

Greater comfort.

Greater reliability.

Greater hospitality.

Greater peace of mind.

VIVA Lines has been designed specifically to serve this growing segment of the market.

An Opportunity For Early Partners

Every successful network begins with a small group of founding partners.

Those who join during the early stages often play an important role in shaping the culture, standards and future direction of the organisation.

VIVA's launch phase offers an opportunity to participate in building something new from the beginning.

14. WHY FOUNDING PARTNERS MATTER

Every successful transportation network has a beginning.

Before the routes are established.

Before the brand becomes recognised.

Before the network reaches scale.

There is always a small group of people who choose to believe early.

At VIVA Lines, we recognise the importance of those early partners.

Founding operating partners help shape more than daily operations.

They help shape culture.

They help shape standards.

They help shape the future direction of the network.

For this reason, founding partners may benefit from opportunities that are not typically available to operators who join at a later stage.



WHY FOUNDING PARTNERS MATTER?

BE PART OF THE FOUNDATION.
SHAPE THE FUTURE WITH VVA.



PIONEER ADVANTAGE

Be at the forefront
of a new era in
premium mobility.



STRATEGIC GROWTH

Shape the network,
standards and
long-term success.



EXCLUSIVE BENEFITS

Access preferred
terms, priority
opportunities
and support.



STRONG PARTNERSHIP

Collaborate with
a trusted team
committed to
excellence.



LASTING IMPACT

Build a legacy
and create
value for future
generations.



STRONGER TOGETHER.
BUILT FOR TOMORROW.

These opportunities may include:

- Priority consideration for future route allocations
- Early access to expansion markets
- Participation in operator advisory initiatives
- Closer collaboration with VIVA management
- Preferred consideration for future partnership opportunities

The objective is not to create different classes of operators.

The objective is to recognise the value created by those who help build the network from the beginning.

Because every successful network is built by people who choose to believe before success becomes obvious.

FOUNDING PARTNER BENEFITS

Joining a transportation network during its earliest stages is different from joining an established organisation.

Founding partners do not simply participate in the network.

They help shape it.

As VIVA Lines develops, selected Founding Operating Partners may receive additional opportunities reflecting their early contribution to the growth of the network.

Potential benefits may include:

Priority Route Allocation

As new routes are introduced, Founding Partners may receive priority consideration for selected operating opportunities within the expanding network.

Early Access To Expansion Markets

Future expansion into new countries and corridors may create additional opportunities for operators already established within the VIVA network.

Participation In Operator Advisory Initiatives

Founding Partners may be invited to contribute operational feedback, share market insights and participate in discussions that help shape future network development.

Preferred Partnership Status

Long-term commitment, strong performance and early participation may be taken into consideration when evaluating future partnership opportunities and network expansion plans.

Direct Access To Senior Management

Founding Partners may benefit from closer communication and collaboration with the VIVA leadership team during the network's development phase.

Opportunity To Help Build The Future Of VIVA

Perhaps the greatest benefit is the opportunity to contribute to the creation of a new European mobility brand from the very beginning.

Most operators join established networks.

Founding Partners help create them.

The vehicles may carry the VIVA name.

But the future of the network will be built by the people who choose to believe in it first.



JOIN THE VIVA NETWORK

TOGETHER WE DRIVE.
TOGETHER WE GROW.



BE PART OF VIVA

Join a trusted network built on quality and reliability.



EXPAND YOUR OPPORTUNITIES

Access new markets, resources and business opportunities.



GROW TOGETHER

Benefit from collaboration, innovation and shared success.



BUILT ON TRUST

Strong partnerships and long-term commitment drive our network.



SHAPE THE FUTURE

Help create the future of premium mobility, together with VIVA.



LET'S MOVE FORWARD.
TOGETHER.

15. JOIN THE VIVA NETWORK

Could You Be One Of Them?

We welcome enquiries from:

- Independent coach operators
- Transportation companies
- Tourism transportation providers
- Professional drivers seeking business ownership opportunities
- Entrepreneurs interested in acquiring vehicles for VIVA operations
- Industry professionals who share our vision

What Happens Next?

Our partnership selection process is designed to ensure a strong fit between VIVA Lines and prospective operating partners.

Initial discussions may include:

- Introduction to the VIVA concept
- Review of vehicle suitability
- Evaluation of operational capabilities
- Discussion of partnership expectations
- Exploration of future opportunities

Our objective is not simply to add vehicles.
Our objective is to build lasting partnerships.



THE FUTURE OF VVA

BEYOND TODAY.
LEADING TOMORROW.



PEOPLE

Empowered teams
delivering exceptional
experiences.



INNOVATION

Smart solutions
driving the future
of mobility.



EXPANSION

Growing our network
and reaching
new horizons.



SUSTAINABILITY

Committed to a
greener, cleaner
tomorrow.



LEGACY

Building a lasting
impact for future
generations.



TOGETHER WE MOVE FORWARD.
TOGETHER WE SHAPE THE FUTURE.

16. THE FUTURE OF VIVA

We are not looking for the biggest operators.

We are looking for the right operators.

Some partners may join with one vehicle.

Some may join with twenty.

What matters is not how many vehicles you own.

What matters is how seriously you take the responsibility of hosting our guests.

What matters is your professionalism.

Your reliability.

Your commitment to excellence.

Your belief in the future.

Because the future of VIVA will not be built by vehicles.

It will not be built by routes.

It will not be built by technology.

It will be built by people.

People who care.

People who take pride in their work.

People who understand that great transportation is ultimately about taking care of others.

If that sounds like you, we would be delighted to begin a conversation.

Become a Founding Operating Partner.

Help us build the future of premium intercity travel.

VIVA LINES

Premium Coach Travel For Europe

CONTACT US

Partnership Enquiries

operators@vivalines.com

www.vivalines.com

We Do Not Transport Passengers. We Host Guests.

