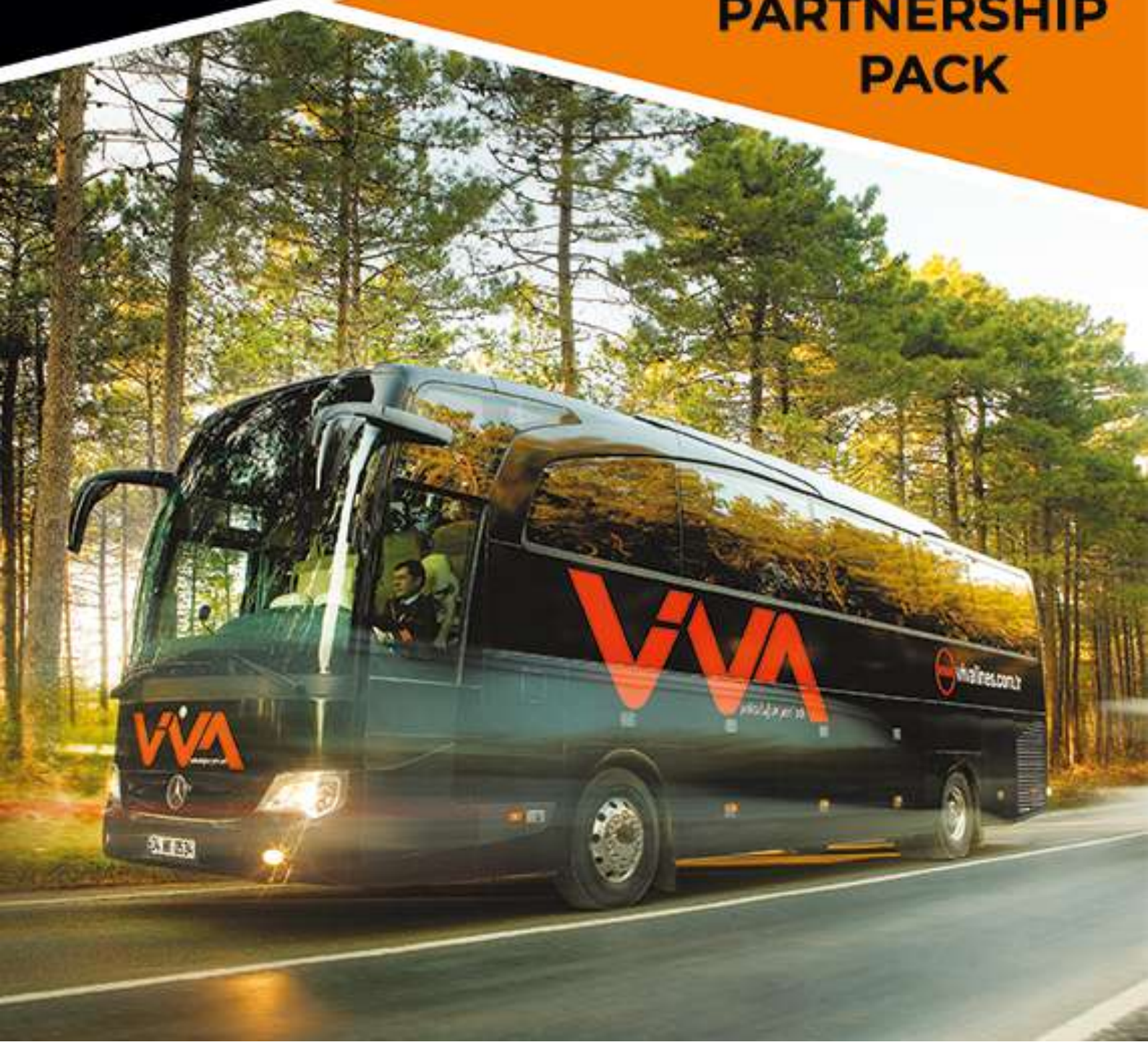




 vivalines.com

SUPPLIER PARTNERSHIP PACK





CONTENTS

ONE NETWORK.
ENDLESS POSSIBILITIES.
STRONGER TOGETHER.



CHAPTER 1

WELCOME TO THE VIVA ECOSYSTEM

Discover our vision, mission and the VIVA philosophy.

06



CHAPTER 2

WHY PARTNER WITH VIVA?

The value of partnership.
Stronger together.

14



CHAPTER 3

TECHNOLOGY & DIGITAL SYSTEMS PARTNERS

Building a smart, connected and data-driven network.

22



CHAPTER 4

GUEST EXPERIENCE & HOSPITALITY PARTNERS

Creating memorable experiences at every touchpoint.

30



CHAPTER 5

CATERING & BEVERAGE PARTNERS

Premium quality, on board and beyond.

38



CHAPTER 6

HOTEL & ACCOMMODATION PARTNERS

Rest. Recharge. Repeat.
Together in comfort.

46



CHAPTER 7

MARKETING, MEDIA & BRAND PARTNERS

Amplifying our message.
Expanding our reach.

54



CHAPTER 8

BRAND ENVIRONMENT & VISUAL IDENTITY PARTNERS

Building a strong and consistent brand presence.

62



CHAPTER 9

PROCUREMENT & OPERATIONAL SUPPLY PARTNERS

Reliable supply. Smooth operations.
Efficient performance.

70



CHAPTER 10

TALENT ACQUISITION & RECRUITMENT PARTNERS

The right people.
The right culture.

78



CHAPTER 11

FLEET EQUIPMENT & ONBOARD TECHNOLOGY PARTNERS

Equipping our fleet.
Enhancing every journey.

88



CHAPTER 12

BECOMING A VIVA PARTNER

Let's build the future of ground travel together.

98

CHAPTER 1

WELCOME TO THE



PARTNER ECOSYSTEM

LONDON

AMSTERDAM

BRUSSELS

PARIS



WE ARE BUILDING A NETWORK.
NOT JUST A COMPANY.

CHAPTER 1

WELCOME TO THE VIVA ECOSYSTEM

Building The Future Of European Ground Travel Together

Welcome

Thank you for your interest in VIVA.

We are pleased to introduce you to a project that is redefining what ground transportation can become.

VIVA is not simply a coach network.

VIVA is a guest experience platform.

A hospitality-driven mobility network.

A technology-enabled transportation ecosystem.

A brand built around people, service and operational excellence.

Who We Are

VIVA is a premium European coach network designed to connect major cities through a unified guest experience.

Our mission is simple: To transform the way people experience long-distance ground travel.

We believe that transportation should be:

Comfortable

Reliable

Safe

Respectful

Memorable

For too long, passengers have been treated as ticket numbers.

At VIVA, we choose a different approach.

We welcome guests.

Our Vision

To become Europe's most respected premium coach network.

Not necessarily the largest.

Not necessarily the cheapest.

But unquestionably one of the most admired.

A network recognised for:

Hospitality

Operational Excellence

Innovation

Consistency

Human-Centred Service

The Opportunity

The European mobility market is evolving.

Travellers increasingly seek:

Greater Comfort

Better Value

Seamless Digital Experiences

Sustainable Travel Alternatives

More Personalised Service

VIVA has been created to meet those expectations.

Our model combines:

Premium Guest Experience

Advanced Technology

Strategic Operating Partners

Scalable Network Management

Strong Brand Positioning

More Than A Supplier Relationship

VIVA does not seek traditional supplier relationships.

We seek long-term strategic partnerships.

We are not looking for vendors.

We are looking for contributors.

Organisations willing to grow alongside us.

Organisations willing to help shape a new standard in European ground transportation.

The VIVA Ecosystem

Every successful journey depends on a network of partners working together.

- Technology providers.
- Hospitality specialists.
- Catering companies.
- Travel kit suppliers.
- Fleet equipment manufacturers.
- Hotel partners.
- Digital solution providers.
- Customer experience specialists.
- Operational service providers.

Every partner contributes to the guest experience.

Every partner contributes to the brand.

Every partner contributes to the success of the network.

Why Partner With VIVA

By partnering with VIVA, suppliers gain access to:

A Rapidly Growing European Network

Long-Term Strategic Cooperation

Multi-Country Expansion Opportunities

High Service Standards

Innovation-Driven Operations

Strong Brand Development

Scalable Business Opportunities

Our ambition extends far beyond a single route or a single country.
We are building a platform designed for long-term European expansion.

Our Growth Journey

Phase 1

Amsterdam – Brussels – Paris

Amsterdam – London

Paris – London

Phase 2

Germany

Italy

Switzerland

Phase 3

Pan-European Network Expansion

Including Southern,

Central and Northern Europe.

As VIVA grows, our partners grow with us.

What We Expect From Partners

We value partners who share our commitment to:

Quality

Reliability

Innovation

Professionalism

Continuous Improvement

Guest Satisfaction

Price matters.

But value matters more.

Cost matters.

But consistency matters more.

Technology matters.

But service matters more.

A Shared Commitment

The strongest partnerships are built on shared values.

We expect our partners to think beyond transactions.

To think beyond individual orders.

To think beyond short-term opportunities.

Together, we aim to create something far more valuable:

A transportation experience that guests remember.

A network that operators are proud to join.

A brand that suppliers are proud to support.

The VIVA Philosophy

Many companies transport passengers.

We welcome guests.

That philosophy guides every decision we make.

Every partnership we establish.

Every service we deliver.

And every journey we operate.

Welcome To The VIVA Ecosystem

We look forward to exploring opportunities together and building the future of European ground travel.

Together.

One journey at a time.

CHAPTER 2

WHY PARTNER WITH



ONE VISION.
ONE NETWORK.
ENDLESS POSSIBILITIES.



TECHNOLOGY
Innovate.
Optimize.
Elevate.



HOSPITALITY
Welcome.
Care.
Experience.



MARKETING
Visibility.
Engagement.
Growth.



OPERATIONS
Efficiency.
Reliability.
Excellence.



SALES & DEVELOPMENT
Opportunities.
Partnerships.
Success.

STRONGER TOGETHER.

CHAPTER 2

WHY PARTNER WITH VIVA?

Building Growth Through Strategic Partnerships

Our Philosophy

At VIVA, we do not view suppliers as external vendors.

We view them as strategic partners.

The future success of our network depends on the quality, reliability and innovation of the organisations we choose to work with.

Our objective is simple:

To create long-term partnerships that generate value for both parties.

More Than A Customer

Many organisations seek suppliers.

VIVA seeks partners.

A traditional customer places orders.

A strategic partner helps build the future.

We believe the strongest partnerships are built upon:

Shared Vision

Mutual Trust

Operational Excellence

Long-Term Commitment

Sustainable Growth

Joining At The Beginning

One of the greatest advantages of partnering with VIVA is the opportunity to become part of the network during its foundation stage.

Our partners are not joining an established structure.

They are helping create it.

Early-stage partners gain the opportunity to:

Influence Standards

Shape Guest Experience

Support Product Development

Participate In Future Expansion

Grow Alongside The Network

A European Growth Opportunity

VIVA has been designed as a scalable European platform.

Our growth model follows a structured expansion strategy.

Phase 1

Netherlands

Belgium

France

United Kingdom

Phase 2

Germany

Italy

Switzerland

Phase 3

Pan-European Expansion

Including Southern, Central and Northern Europe.

As the network expands, partnership opportunities expand with it.

Long-Term Business Potential

We are not seeking one-time procurement relationships.

We are building long-term commercial ecosystems.

Our objective is to establish supplier relationships capable of supporting:

Multi-Country Operations

Multi-Terminal Networks

Growing Guest Volumes

Expanding Product Lines

New Service Categories

Successful partners may grow together with the VIVA network for years to come.

A Scalable Platform

One of the unique characteristics of VIVA is its asset-light operating model.

This creates significant scalability.

As routes, frequencies and guest volumes increase, demand for partner services increases accordingly.

This provides opportunities across multiple sectors.

Technology

Reservation systems

Operational software

CRM platforms

Mobile applications

Guest communication systems

Data analytics

Artificial intelligence solutions

Hospitality

Hotels

Guest recovery accommodation

Crew accommodation

Lounge services

Hospitality solutions

Catering & Guest Experience

Food and beverage suppliers

Travel kits

Amenity products

Comfort products

Gift catalogue suppliers

Guest experience solutions

Fleet & Equipment

Connectivity systems

Power systems

Entertainment systems

Operational equipment

Seating solutions

Safety equipment

Professional Services

Training

Legal services

Recruitment

Accounting services

Marketing

Consultancy services

Innovation Is Encouraged

VIVA actively seeks partners willing to innovate.

We welcome:

New Ideas

New Technologies

New Products

New Service Concepts

New Guest Experience Solutions

We believe innovation often comes from our partners. Not only from within our organisation.

Visibility Across Europe

As VIVA expands, strategic partners gain visibility across multiple markets.

This may include:

Brand Exposure

Joint Marketing Opportunities

Network-Wide Product Deployment

Market Expansion Opportunities

Cross-Border Business Development

A Culture Of Collaboration

We believe successful partnerships require open communication.

We encourage:

Transparency

Feedback

Continuous Improvement

Joint Problem Solving

Long-Term Thinking

The best partnerships are not transactional.

They are collaborative.

What Makes VIVA Different?

Many transport companies purchase products.

VIVA designs experiences.

A supplier providing a travel kit is not supplying a bag.

They are contributing to guest comfort.

A technology partner is not providing software.

They are enabling operational excellence.

A catering partner is not delivering food.

They are participating in the guest journey.

Every partner contributes directly to the VIVA experience.

What We Look For In A Partner

We seek organisations that demonstrate:

Reliability

Quality

Innovation

Professionalism

Scalability

Financial Stability

Commitment To Service Excellence

Most importantly: A willingness to grow together.

The VIVA Partnership Promise

In return, VIVA commits to:

Professional Cooperation

Long-Term Vision

Transparent Communication

Fair Commercial Practices

Collaborative Development

Shared Growth Opportunities

Building The Future Together

The transportation industry is changing.

Guest expectations are changing.

Technology is changing.

The opportunities ahead are significant.

We are looking for organisations that share our ambition.

Organisations that believe transportation can be more comfortable.

More personal.

More intelligent.

More memorable.

Together, we can build something exceptional.

Together, we can build the future of European ground travel.

Welcome To The Journey.



CHAPTER 3

TECHNOLOGY & DIGITAL PARTNERS

SMARTER SYSTEMS. SEAMLESS JOURNEYS. REAL-TIME EXCELLENCE.



CLOUD BASED
PLATFORMS



MOBILE FIRST
EXPERIENCE



REAL-TIME
TRACKING



DATA DRIVEN
DECISIONS



SECURE &
RELIABLE

THE NETWORK RUNS ON TECHNOLOGY.

CONNECTED. | INTELLIGENT. | EFFICIENT. | BUILT FOR GROWTH.

CHAPTER 3

TECHNOLOGY & DIGITAL SYSTEMS PARTNERS

Building The Digital Backbone Of VIVA

Introduction

Technology is not a support function within VIVA.

Technology is a core operational pillar.

The VIVA network is designed to operate as an integrated digital ecosystem connecting guests, operators, terminals, crew members, suppliers and management through a unified platform.

We seek technology partners capable of supporting both our launch phase and future pan-European expansion.

Our Technology Philosophy

Technology must:

Simplify Operations

Improve Guest Experience

Increase Efficiency

Support Scalability

Provide Actionable Data

Enable Real-Time Decision Making

Technology should never create complexity.

Technology should eliminate it.

Reservation & Operations Management Platform

Strategic Priority Partner

VIVA seeks a technology partner capable of providing an integrated reservation and operational management system.

The platform should support:

Ticket Sales

Reservation Management

Seat Management

Route Management

Timetable Management

Dynamic Pricing

Boarding Control

Passenger Manifest Management

Operator Settlement Reporting

Financial Reporting

Multi-Currency Capability

Multi-Language Capability

Multi-Country Operations

Guest Journey Integration

The ideal platform should support the entire guest journey.

From:

Booking

to

Arrival

within a single ecosystem.

Required modules may include:

Online Booking

Mobile Booking

Passenger Profiles

Loyalty Programmes

Travel History

Special Requests

Guest Preferences

Check-In & Boarding Systems

The platform should support:

Terminal Check-In

Boarding Card Generation

Passenger Verification

Passport Verification

Visa Verification

Boarding Control

Passenger Reconciliation

Departure Reporting

Shuttle Management Integration

One of VIVA's differentiating services is its VIP Shuttle Network.

Technology partners should support:

Shuttle Reservations

Address Management

Route Optimisation

Vehicle Assignment

Occupancy Optimisation

ETA Calculations

Driver Instructions

Guest Notifications

Customer Relations & Survey Systems

Guest feedback is a critical component of the VIVA experience.

Technology partners should support:

Digital Surveys

QR Surveys

In-App Surveys

Complaint Management

Service Recovery Tracking

Guest Communication

Performance Analysis

Satisfaction Reporting

CRM & Guest Experience Platforms

The ideal solution should support:

Guest Profiles

Travel History

Preferences

Service Requests

Marketing Activities

Campaign Management

Loyalty Programmes

Customer Recovery Programmes

Operations Control & Monitoring

Technology should provide:

Real-Time Vehicle Tracking

Fleet Monitoring

Schedule Monitoring

Delay Monitoring

Incident Reporting

Operational Dashboards

Live Network Visibility

Service Recovery Support

Fleet & Operator Management

The platform should support:

Operator Profiles

Contract Management

Vehicle Records

Compliance Tracking

Driver Records

Performance Monitoring

Audit Management

Fleet Readiness Monitoring

Procurement & Inventory Systems

VIVA seeks inventory solutions capable of managing:

Catering Stock

Beverage Stock

Travel Kits

Amenity Kits

Towels

Blankets

Pillows

Gift Catalogue Products

Uniform Inventory

Terminal Inventory

Central Warehouse Inventory

The system should support:

Multi-Warehouse Management

Stock Transfers

Consumption Tracking

Reorder Alerts

Supplier Integration

Finance & Accounting Integration

Technology should support:

Revenue Reporting

Ticket Revenue

Shuttle Revenue

Tour Revenue

B2B Revenue

Partner Settlements

Financial Reporting

Accounting Integrations

Business Intelligence & Analytics

The ideal technology ecosystem should provide:

Operational Dashboards

Commercial Dashboards

Route Profitability Analysis

Occupancy Analysis

Guest Satisfaction Analysis

Performance Reporting

Executive Reporting

Future Expansion Requirements

Technology solutions must be capable of supporting:

Phase 1 18 Coaches

Phase 1 Completion 36 Coaches

Phase 2

Germany

Italy

Switzerland

Phase 3

Pan-European Operations

Technology partners should demonstrate scalability and long-term development capability.

Preferred Partner Profile

VIVA seeks technology partners that offer:

Proven Industry Experience

Flexible Development Capability

API Connectivity

Customisation Capacity

Multi-Country Support

Long-Term Product Roadmap

Strong Support Structure

Partnership Objective

We are not looking for software suppliers.

We are looking for digital transformation partners.

Partners capable of helping us build one of Europe's most innovative premium ground transportation networks.

The Future Of VIVA Will Be Powered By People.

Enabled By Technology.

And Strengthened By Strategic Partnerships.



CHAPTER 4

GUEST EXPERIENCE & HOSPITALITY PARTNERS

Exceptional journeys are built on exceptional hospitality.
Together, we create moments that guests remember.



COMFORT
Designed for well-being.



HOSPITALITY
Delivered with genuine care.



ATTENTION TO DETAIL
Every detail shapes the journey.



PROFESSIONAL SERVICE
People who represent our promise.



MEMORABLE MOMENTS
Creating experiences worth sharing.



HOSPITALITY IS NOT A DEPARTMENT. IT IS OUR BUSINESS MODEL.



GUEST FIRST
Every decision starts with the guest.



CONSISTENCY
The same standard, every journey.



PASSION
We love what we do. It shows.



PARTNERSHIP
Stronger together, better for our guests.



BEYOND EXPECTATIONS
We don't meet expectations. We exceed them.

YOUR JOURNEY.

| OUR HOSPITALITY.

| ONE PROMISE.



CHAPTER 4

GUEST EXPERIENCE & HOSPITALITY PARTNERS

Creating Memorable Journeys Together

Introduction

At VIVA, hospitality is not an additional service.

Hospitality is the foundation of the guest experience.

While transportation companies focus on moving passengers from one city to another, VIVA focuses on how guests feel throughout the journey.

For this reason, we actively seek hospitality partners capable of helping us create a unique and memorable travel experience.

Hospitality As A Competitive Advantage

The future of transportation is not defined solely by speed or price.

It is defined by experience.

Guests increasingly choose brands that make them feel valued, respected and comfortable.

VIVA has been designed around this principle.

Every hospitality partner contributes directly to that objective.

The VIVA Guest Experience Philosophy

We do not transport passengers. We welcome guests.

This philosophy influences every element of the journey.

From terminal arrival to final destination.

From the first greeting to the final farewell.

From the first cup of coffee to the final customer satisfaction survey.

Hospitality Partnership Categories

VIVA welcomes partnerships in the following areas:

Travel Kits

Amenity Kits

Comfort Products

Blankets

Pillows

Towels

Personal Care Products

Guest Gifts

Welcome Products

Premium Guest Amenities

Travel Kit Partners

One of the most recognisable elements of the VIVA experience is the Travel Kit. The Travel Kit is not simply a collection of products.

It is a welcome gesture.

A symbol of hospitality.

A reflection of our attention to detail.

Potential contents may include:

Eye Mask

Ear Plugs

Toothbrush

Toothpaste

Socks

Shoe Bag

Personal Care Items

Seasonal Comfort Items

We seek suppliers capable of providing:

Premium Quality

Consistent Supply

Sustainable Packaging

Custom Branding

Scalable Production

Comfort Product Partners

Long-distance travel requires comfort.

VIVA seeks hospitality suppliers capable of providing:

Blankets

Pillows

Comfort Accessories

Seasonal Comfort Solutions

Our objective is to create an environment that feels welcoming, relaxing and comfortable.

Guest Amenities

Small details often create the strongest memories.

We seek partners offering:

Refreshing Towels

Personal Care Amenities

Wellness Products

Hygiene Products

Guest Convenience Products

Products should reflect:

Quality

Practicality

Comfort

Elegance

Gift Catalogue Partners

The VIVA Gift Catalogue provides guests with an opportunity to purchase products while travelling.

We welcome suppliers offering:

Regional Products

Premium Gifts

Travel Accessories

Lifestyle Products

Seasonal Collections

Destination-Inspired Products

Our objective is to curate products that enhance the guest journey.

Sustainability Expectations

VIVA encourages hospitality partners to support:

Sustainable Packaging

Environmentally Responsible Materials

Reduced Waste Initiatives

Responsible Production Standards

Sustainability should enhance the guest experience, not compromise it.

Product Innovation

We actively encourage hospitality innovation. We welcome:

New Product Concepts

Improved Comfort Solutions

Smart Amenity Products

Guest Experience Innovations

Sustainable Alternatives

The best guest experiences are often created through small innovations.

Scalability Requirements

Products must be capable of supporting:

Phase 1 Network Operations

Future European Expansion

Multi-Country Distribution

Multi-Terminal Supply Chains

Partners should be prepared to grow alongside the VIVA network.

Preferred Partner Characteristics

We seek organisations that demonstrate:

Product Quality

Reliability

Consistency

Innovation

Scalability

Professionalism

Long-Term Commitment

Partnership Objective

Our objective is not to purchase products. Our objective is to create memorable experiences.

Every blanket.

Every travel kit.

Every comfort product.

Every guest amenity.

Contributes to the emotional experience of the journey.

The Hospitality Difference

Guests may not remember every operational detail.

Guests may not remember every schedule.

Guests may not remember every announcement.

But they will remember how they felt.

And hospitality partners play a critical role in creating that feeling.

Together, We Create More Than Journeys.

Together, We Create Memories.



CHAPTER 5

FOOD & BEVERAGE PARTNERS

Premium quality. Thoughtfully delivered.
On the ground and on the road.

DEPARTURES	
AMSTERDAM	08:00
PARIS	09:00
LONDON	09:30
BRUSSELS	10:15
PARIS	11:00
LONDON	12:00

ENJOY YOUR JOURNEY



PREMIUM QUALITY

Carefully selected ingredients and trusted partners.



FRESH & TASTY

Freshly prepared, delicious options for every guest.



HEALTHY CHOICES

Balanced, wholesome selections for a better journey.



ON THE GROUND & ON THE ROAD

Consistent quality wherever we serve.



GUEST EXPERIENCE

Great hospitality creates memorable journeys.

LOUNGE EXPERIENCE



PREMIUM COFFEE



FRESH & DELICIOUS



ONBOARD CATERING



EVERY JOURNEY DESERVES GREAT HOSPITALITY.



WELCOME

A warm welcome sets the tone.



INDULGE

Quality food and drinks elevate the experience.



ENJOY

Thoughtful choices for every kind of traveller.



CONNECT

Sharing moments on the move.



MEMORIES

Great hospitality leaves a lasting impression.

GREAT TASTE. · GREAT SERVICE. · GREAT JOURNEYS.

VVA lines

CHAPTER 5

CATERING & BEVERAGE PARTNERS

Elevating Hospitality Through Culinary Excellence

Introduction

At VIVA, catering is not simply food service.

It is an essential part of the guest experience.

Every beverage served.

Every breakfast presented.

Every meal prepared.

Represents the hospitality standards of the VIVA brand.

For this reason, we seek catering and beverage partners who share our commitment to quality, consistency and guest satisfaction.

More Than Food

Most transportation providers offer refreshments.

VIVA aims to create a hospitality experience.

We believe that long-distance travel should be comfortable, enjoyable and welcoming.

Food and beverage services play an important role in achieving that objective.

The VIVA Hospitality Standard

Every product served onboard should reflect:

Quality

Freshness

Consistency

Safety

Presentation

Guest Comfort

Guests may forget what they ate.
But they remember how it made them feel.

Catering Partnership Opportunities

VIVA welcomes partnerships in the following categories:

Breakfast Products

Hot Meal Solutions

Sandwiches & Light Meals

Bakery Products

Snacks

Healthy Options

Regional Specialities

Premium Food Concepts

Crew Catering Solutions

Beverage Partnership Opportunities

We seek partners capable of supplying:

Coffee

Tea

Herbal Tea

Hot Chocolate

Mineral Water

Soft Drinks

Fruit Juices

Specialty Beverages

Wellness Beverages

Products should support both:

Guest Comfort and **Operational Practicality**

Onboard Catering Philosophy

VIVA believes food service should feel thoughtful rather than industrial.

Guests should feel cared for. Not processed.

We encourage solutions that provide:

Simplicity

Consistency

Operational Efficiency

Guest Satisfaction

Innovation Is Welcome

We actively encourage innovative catering concepts.

Examples may include:

Seasonal Menus

Regional Menus

Destination-Inspired Menus

Wellness-Focused Menus

Sustainable Catering Concepts

Premium Upgrade Options

Innovation should enhance both hospitality and operational efficiency.

Food Safety & Compliance

All catering partners must demonstrate:

Food Safety Compliance

Regulatory Compliance

Traceability

Quality Assurance Systems

Reliable Distribution Capability

Food safety is non-negotiable.

Scalability Requirements

Partners should be capable of supporting:

Phase 1 Launch Operations

Multi-Terminal Distribution

Cross-Border Operations

Future Network Expansion

Growing Guest Volumes

As the VIVA network grows, catering partners should be capable of growing alongside us.

Sustainability Expectations

We encourage:

Sustainable Packaging

Reduced Waste Solutions

Environmentally Responsible Products

Responsible Sourcing

Efficient Distribution Models

Our objective is to balance hospitality with sustainability.

What We Look For In A Catering Partner

We seek organisations that demonstrate:

Product Quality

Supply Reliability

Innovation

Scalability

Operational Understanding

Service Commitment

Long-Term Partnership Potential

Partnership Objective

We are not looking for food suppliers. We are looking for hospitality partners. Partners who understand that a cup of coffee can improve a journey.

A thoughtful breakfast can improve a morning.

A warm meal can improve an entire travel experience.

The VIVA Difference

At VIVA, catering is not an operational requirement. It is a guest experience opportunity.

Every product served onboard contributes to how guests remember their journey.

Together, We Serve More Than Food.

Together, We Deliver Hospitality.

Together, We Create Experiences.



CHAPTER 6

HOTEL & ACCOMMODATION PARTNERS

Rest. Recharge. Repeat.
Together in comfort.

HOTEL



WELCOME
COMFORT
HOSPITALITY
EXCELLENCE
★★★★★



COMFORTABLE STAYS

Premium accommodation
for rest and relaxation.



STRATEGIC PARTNERSHIPS

Working with trusted
hotel partners
across Europe.



CONVENIENT LOCATIONS

Well-connected hotels
close to our routes
and operations.



GUEST-CENTRED EXPERIENCE

Together, we create
comfort beyond
the journey.

TOGETHER, WE CREATE COMFORT BEYOND THE JOURNEY.

CHAPTER 6

HOTEL & ACCOMMODATION PARTNERS

Creating Comfort Beyond The Journey

Introduction

At VIVA, hospitality does not end when a journey ends.

We believe that guest comfort, operational reliability and service recovery often depend upon strong accommodation partnerships.

For this reason, VIVA seeks long-term relationships with hotel groups, independent hotels and accommodation providers capable of supporting both operational and guest-focused requirements.

Beyond Accommodation

Hotels are not simply places to sleep.

They are an extension of the guest experience.

They are an operational support resource.

They are an important element of service recovery.

They are a strategic component of network reliability.

Partnership Categories

VIVA welcomes partnerships in the following accommodation segments:

Crew Accommodation

Guest Recovery Accommodation

Airport Hotels

City Centre Hotels

Tourism Package Hotels

Group Travel Hotels

Strategic Hotel Chains

Premium Hospitality Partners

Crew Accommodation Partners

The wellbeing of our captains and cabin crew directly influences operational performance.

We seek accommodation partners capable of providing:

Comfortable Rooms

Reliable Service

Flexible Check-In

Flexible Check-Out

Crew-Friendly Facilities

Strategic Locations

Preferred locations include:

Near Terminals

Near City Centres

Near Airports

Major Operational Corridors

Guest Recovery Accommodation

Unexpected disruptions may occasionally require overnight accommodation.

Examples include:

Severe Weather

Border Delays

Major Traffic Disruptions

Vehicle Replacement Delays

Operational Emergencies

In such situations, hotel partners become an essential part of the VIVA guest recovery process.

Tourism Package Accommodation

The VIVA Tourism Department will develop and market:

City Break Packages

Weekend Escapes

Group Tours

Event Packages

Seasonal Travel Programmes

Hotel partners may participate in:

Package Development

Promotional Campaigns

Strategic Sales Programmes

Long-Term Tourism Partnerships

Strategic Hotel Networks

VIVA seeks relationships with hotel groups capable of supporting future European expansion. Preferred partners should offer:

Multi-Country Presence

Consistent Standards

Operational Flexibility

Scalable Cooperation

Strong Service Culture

Hospitality Standards

Accommodation partners should demonstrate:

Professional Service

Cleanliness

Guest Comfort

Reliability

Safety

Operational Responsiveness

Hotels represent both themselves and the VIVA brand during guest interactions.

Service Recovery Philosophy

One of the defining characteristics of VIVA is our commitment to guest care during disruptions.

When necessary, accommodation partners may assist in:

Guest Recovery Programmes

Emergency Accommodation

Crew Protection Measures

Service Continuity Solutions

The objective is not merely solving a problem.
The objective is preserving guest trust.

Tourism Growth Opportunities

As the VIVA network expands, hotel partners may benefit from:

Increased Guest Volumes

Cross-Border Travel Demand

Package Tourism Growth

Group Travel Opportunities

Destination Promotion Activities

Growth should create opportunities for both VIVA and its hospitality partners.

Sustainability Expectations

We encourage hotel partners that demonstrate:

Environmental Responsibility

Energy Efficiency

Sustainable Operations

Responsible Hospitality Practices

Guests increasingly value sustainability as part of their travel experience.

What We Look For In A Hotel Partner

We seek organisations that demonstrate:

Hospitality Excellence

Operational Reliability

Flexibility

Scalability

Strong Service Culture

Long-Term Partnership Mindset

Partnership Objective

We are not simply looking for room providers. We are seeking hospitality partners. Partners capable of supporting our guests, our crews and our long-term growth strategy.

The VIVA Hospitality Network

Every successful journey depends upon a network of people and organisations working together.

Hotels play an important role within that network.

They help protect comfort.

They help protect reliability.

They help protect the guest experience.

Together, We Extend Hospitality Beyond Transportation.

Together, We Support Every Journey.

Together, We Create Confidence



CHAPTER 9

MEDIA & COMMUNICATION PARTNERS

STRONG MESSAGES. RIGHT CHANNELS.
POWERFUL IMPACT.



LINKEDIN

Connecting with industry leaders, sharing insights, building relationships.



TRADE MAGAZINES

Reaching key decision makers through trusted industry publications.



EUROPEAN MOBILITY NEWS

Amplifying news, developments and success stories across Europe.



PR & COMMUNICATION

Strategic PR campaigns that enhance brand reputation and drive awareness.



PRESS RELEASES

Sharing milestones and innovations that matter.



THOUGHT LEADERSHIP

Sharing knowledge. Shaping the future of mobility together.



SOCIAL MEDIA

Real-time updates. Real connections. Real impact.



EVENTS & PARTNERSHIPS

Being present where the conversations shape the future.



VISIBILITY CREATES OPPORTUNITY.



BE SEEN

In the right places by the right people.



BE HEARD

Clear messages. Strong voice.



BE REMEMBERED

Consistent presence. Lasting impact.



BE CONNECTED

Building networks that drive growth.



BE AHEAD

Shaping the conversation. Leading the change.

STRONGER TOGETHER. WIDER REACH. GREATER IMPACT.



CHAPTER 7

MARKETING, MEDIA & BRAND PARTNERS

Building One Of Europe's Most Inspiring Mobility Brands

Introduction

VIVA is not simply building a transportation network.

We are building a brand.

A brand with a purpose.

A brand with a story.

A brand with a vision for the future of European ground travel.

For this reason, we seek marketing, media and creative partners capable of helping us communicate that vision to the world.

More Than Advertising

Advertising creates awareness.

Brands create emotional connections.

VIVA is not interested in simply buying advertisements.

We seek partners capable of helping us build long-term brand value.

Partners who understand storytelling.

Partners who understand hospitality.

Partners who understand human experiences.

The VIVA Story

Every successful brand begins with a story.

VIVA was created from a simple belief:

Ground transportation can be better.

More comfortable.

More personal.

More human.

More memorable.

Our mission is not merely to move guests between cities.

Our mission is to transform how guests experience the journey itself.

Partnership Categories

VIVA welcomes cooperation with

Brand Strategy Agencies

Creative Agencies

Advertising Agencies

Public Relations Agencies

Content Production Companies

Video Production Studios

Social Media Agencies

Digital Marketing Agencies

Influencer Marketing Partners

Media Organisations

Event Partners

Sponsorship Partners

Brand Development Partners

We seek agencies capable of supporting:

Brand Positioning

Brand Architecture

Brand Identity Development

Campaign Development

Strategic Communications

International Brand Expansion

Our objective is to create a brand that is recognised and respected across Europe.

Creative & Advertising Partners

VIVA seeks creative partners capable of producing:

Integrated Campaigns

Launch Campaigns

Recruitment Campaigns

Operator Recruitment Campaigns

Investor Communications

Tourism Campaigns

Guest Experience Campaigns

We are looking for ideas that inspire action.
Not simply attract attention.

Public Relations Partners

Public relations will play an important role in the growth of the VIVA network. We seek PR partners capable of supporting:

Corporate Communications

Media Relations

Industry Relations

Crisis Communications

Executive Positioning

Thought Leadership

Market Awareness Campaigns

Content Production Partners

Storytelling will be central to the VIVA brand.

We seek partners capable of creating:

Brand Films

Corporate Videos

Social Media Content

Documentary Content

Guest Experience Content

Recruitment Content

Tourism Content

Educational Content

Content should inspire trust, curiosity and engagement.

Social Media Partners

VIVA seeks agencies capable of managing:

LinkedIn

Instagram

Facebook

TikTok

YouTube

Emerging Platforms

We believe social media should do more than generate views.
It should build relationships.

Influencer & Creator Partnerships

We welcome collaboration with creators who share our values.

Partnership opportunities may include:

Travel Creators

Hospitality Creators

Mobility Influencers

Tourism Influencers

Business Influencers

Lifestyle Creators

Authenticity will always be valued above reach.

Media Partnerships

VIVA seeks relationships with:

Industry Publications

Travel Publications

Tourism Media

Business Media

Transportation Media

Mainstream Media

The objective is to create meaningful conversations around the future of mobility.

Event & Activation Partners

We welcome cooperation on:

Launch Events

Industry Conferences

Tourism Events

Trade Shows

Roadshows

Community Events

Events should create engagement, not merely attendance.

What We Look For In A Partner

We seek organisations that demonstrate:

Creativity

Strategic Thinking

Professionalism

Innovation

Reliability

International Perspective

Long-Term Vision

Most importantly:

The ability to tell stories that people remember.

The VIVA Difference

Many transportation companies talk about routes.

Many transportation companies talk about prices.

Many transportation companies talk about vehicles.

VIVA talks about people.

VIVA talks about experiences.

VIVA talks about hospitality.

VIVA talks about memories.

We seek partners who understand that difference.

Partnership Objective

We are not looking for marketing suppliers. We are looking for brand builders. Partners capable of helping us create one of Europe's most admired mobility brands. Partners capable of helping us inspire guests, operators, investors and communities.

Our Communications Philosophy

Every campaign should have a purpose.

Every story should have meaning.

Every message should reflect our values.

Every communication should strengthen trust.

The goal is not to be noticed. The goal is to be remembered.

The Opportunity

The European transportation industry is evolving.

New expectations are emerging.

New stories are waiting to be told.

We believe VIVA has one of those stories.

And we are looking for partners who can help tell it.

Together, We Will Build More Than Awareness.

Together, We Will Build A Brand.

Together, We Will Build A Movement.

Welcome To The VIVA Story.



CHAPTER 8

BRAND ENVIRONMENT & VISUAL IDENTITY PARTNERS

CONSISTENT. IMPACTFUL. UNFORGETTABLE.
BUILDING A STRONGER BRAND EXPERIENCE TOGETHER.



COACH BRANDING

Striking. Consistent.
Built for recognition.



SHUTTLE VEHICLES

Seamless transfers.
Branded experiences.



TERMINAL SIGNAGE

Clear. Elegant.
Guiding every journey.



DIGITAL SCREENS

Real-time information.
Engaging communication.



EVERY TOUCHPOINT MATTERS.



VISIBLY STRONG

A bold identity that
stands out.



CONSISTENTLY APPLIED

One look. One feel.
Everywhere.



DESIGNED FOR PEOPLE

Improving experience
at every step.



BUILT TO CONNECT

Bringing journeys,
people and places
together.



MADE TO BE REMEMBERED

Because lasting
impressions drive
lasting loyalty.

ONE BRAND. EVERY JOURNEY. EVERY TOUCHPOINT.



CHAPTER 8

BRAND ENVIRONMENT & VISUAL IDENTITY PARTNERS

Bringing The VIVA Brand To Life

Introduction

A brand is not only seen in advertisements.

A brand is experienced through environments.

Through vehicles.

Through terminals.

Through uniforms.

Through signage.

Through every physical touchpoint encountered by guests.

For this reason, VIVA seeks strategic partners capable of helping us create a consistent, memorable and premium visual identity across the entire network.

The Brand Beyond Advertising

At VIVA, branding extends far beyond marketing campaigns.

Our visual identity must be present in every guest interaction.

Every vehicle.

Every terminal.

Every shuttle.

Every lounge.

Every uniform.

Every sign.

Every detail contributes to the overall perception of the brand.

Partnership Categories

VIVA welcomes partnerships in the following areas:

Coach Branding

Shuttle Vehicle Branding

Terminal Branding

Lounge Branding

Wayfinding Systems

Signage Solutions

Interior Branding

Corporate Environmental Graphics

Event Branding

Fleet Graphics

Exhibition Displays

Visual Communication Systems

Coach Branding Partners

Our vehicles are among the most visible brand assets within the VIVA network.

Every coach operates as:

A Mobile Brand Ambassador

A Marketing Asset

A Public Statement Of Quality

A Representation Of The Guest Experience

Partnership opportunities include:

Full Vehicle Wraps

Premium Fleet Graphics

Exterior Branding Solutions

Reflective Graphics

Long-Life Branding Materials

Fleet Identity Systems

The objective is to create a visual identity that is instantly recognisable across Europe.

Shuttle Vehicle Branding

The shuttle vehicle often represents the first physical interaction a guest has with VIVA.

For this reason, shuttle branding must reflect the same standards as the core network.

Potential solutions include:

Premium Vehicle Wraps

Corporate Graphics

Guest Welcome Elements

Airport Transfer Branding

Fleet Identification Systems

The first impression matters.

Terminal Branding Partners

VIVA terminals should communicate:

Professionalism

Hospitality

Confidence

Modernity

Premium Service

Partnership opportunities include:

Exterior Branding

Interior Branding

Digital Displays

Window Graphics

Directional Signage

Reception Branding

Lounge Visual Systems

Lounge Branding Partners

The lounge environment is a key differentiator within the VIVA guest experience.

We seek partners capable of supporting:

Interior Visual Concepts

Wall Graphics

Hospitality Branding

Information Displays

Premium Environmental Design

Guest Comfort Communication

Guests should immediately recognise they have entered a VIVA environment.

Wayfinding & Signage Systems

Clear navigation enhances both guest experience and operational efficiency.

Partnership opportunities include:

Passenger Flow Systems

Directional Signage

Boarding Information Systems

Arrival Information Systems

Multi-Language Signage

Accessibility Signage

Good design should simplify movement.

Interior Brand Applications

We welcome solutions supporting:

Seat Branding

Cabin Graphics

Information Panels

Safety Graphics

Brand Messaging

Guest Information Displays

The interior environment should reinforce the VIVA experience.

Event & Exhibition Branding

As VIVA grows, participation in:

Industry Events

Trade Shows

Tourism Exhibitions

Investor Events

Recruitment Events

will increase significantly.

We seek partners capable of supporting:

Exhibition Stand Design

Portable Branding Systems

Event Graphics

Promotional Installations

Interactive Brand Experiences

Consistency Across Europe

One of our key objectives is visual consistency.

Whether a guest travels from:

Amsterdam

Paris

London

the VIVA visual identity should remain instantly recognisable.

Innovation & Creative Excellence

We encourage partners capable of delivering:

Innovative Materials

Sustainable Branding Solutions

Digital Integration

Interactive Experiences

Smart Signage Systems

Future-Oriented Design Concepts

Creativity should strengthen both aesthetics and functionality.

Sustainability Expectations

We encourage solutions that support:

Sustainable Materials

Long-Life Products

Recyclable Components

Reduced Waste

Environmentally Responsible Production

Visual excellence and environmental responsibility should work together.

What We Look For In A Partner

We seek organisations that demonstrate:

Design Excellence

Production Quality

Reliability

Scalability

Creativity

Technical Expertise

International Capability

Most importantly: The ability to translate a brand philosophy into a physical experience.

Partnership Objective

We are not simply seeking graphics suppliers. We are seeking brand environment partners. Partners capable of helping us create a transportation network that is instantly recognisable, visually distinctive and emotionally engaging.

The VIVA Visual Promise

Every vehicle should be recognisable.

Every terminal should feel familiar.

Every lounge should feel welcoming.

Every guest should immediately know:

This Is VIVA.

Together, We Create More Than Branding.

Together, We Create Recognition.

Together, We Create Presence.

Together, We Bring The VIVA Brand To Life.



CHAPTER 7

FUEL & MOBILITY INFRASTRUCTURE PARTNERS

STRONG PARTNERS. PREMIUM INFRASTRUCTURE.
SUSTAINABLE JOURNEYS.



OUR PARTNERS. OUR POWER.



Performance
you can trust.
Energy for
every journey.



Moving forward
with cleaner
energy solutions.



Innovative fuels
for a better
tomorrow.



Premium quality.
Maximum
reliability.



PREMIUM FUEL NETWORK
High performance fuel
for safe and efficient travel.



EV CHARGING SOLUTIONS
Supporting the transition
to a sustainable future.



STRATEGIC LOCATIONS
Easy access, ideal stops,
seamless operations.



BUILT ON PARTNERSHIP
Stronger together for a
smarter mobility ecosystem.

POWERING EUROPE'S NEXT MOBILITY NETWORK.



RELIABLE
Infrastructure



SUSTAINABLE
Future



CONNECTED
Network



EFFICIENT
Operations



PREMIUM
Experience

ONE NETWORK. ONE STANDARD. ONE JOURNEY.

CHAPTER 9

PROCUREMENT & OPERATIONAL SUPPLY PARTNERS

Supporting Operational Excellence Across The Network

Introduction

Every successful journey depends upon hundreds of operational details working together seamlessly.

Behind every departure.

Behind every guest interaction.

Behind every service delivered.

There is a supply chain.

For this reason, VIVA seeks procurement and operational supply partners capable of supporting a growing European network with reliability, consistency and professionalism.

The Invisible Engine

Guests may never see our supply partners. But they experience their work every day.

The boarding card in a guest's hand.

The luggage tag attached to a suitcase.

The uniform worn by a hostess.

The supplies stocked within a terminal.

The products loaded onto a departing vehicle.

Partnership Categories

VIVA welcomes partnerships in the following areas:

Uniforms & Apparel

Cleaning Products

Boarding Materials

Safety Equipment

Baggage Identification Systems

Printed Materials

Terminal Supplies

Warehouse Solutions

Office Supplies

Operational Consumables

Crew Supplies

Uniform & Apparel Partners

VIVA uniforms represent the visual identity of the brand. We seek partners capable of supplying:

Driver Uniforms

Terminal Staff Uniforms

Cabin Crew Uniforms

Seasonal Apparel

Operations Uniforms

Corporate Clothing

Uniforms should reflect:

Professionalism – Comfort – Durability – Elegance – Brand Consistency

Boarding & Passenger Processing Materials

We seek suppliers capable of providing:

Boarding Cards

Passenger Documentation Materials

Check-In Materials

Guest Information Materials

Terminal Signage

Information Displays

Consistency and operational reliability are essential.

Baggage Handling Solutions

Potential partnership opportunities include:

Baggage Tags

Baggage Identification Systems

Tracking Materials

Handling Equipment

Storage Solutions

Operational accuracy is critical.

Cleaning & Hygiene Supplies

Cleanliness is a visible part of the VIVA experience.

We seek partners capable of supporting:

Vehicle Cleaning Products

Terminal Cleaning Products

Restroom Supplies

Hygiene Solutions

Cabin Cleaning Materials

Environmentally Responsible Alternatives

Safety Equipment Suppliers

Operational safety requires dependable equipment.

Potential partnership categories include:

First Aid Equipment

Emergency Equipment

Safety Signage

Personal Protective Equipment

Vehicle Safety Supplies

Terminal Safety Equipment

Safety shall never be compromised.

Warehouse & Logistics Solutions

VIVA operates a central inventory structure supported by terminal inventory locations.

Partnership opportunities may include:

Warehouse Equipment

Inventory Management Solutions

Storage Systems

Distribution Support

Material Handling Equipment

Supply Chain Solutions

Printed Materials & Brand Collateral

We welcome suppliers capable of producing:

Brochures

Guest Information Materials

Promotional Materials

Corporate Literature

Tourism Materials

Event Materials

Recruitment Materials

Quality and consistency are essential.

Sustainability Expectations

We encourage partners that support:

Sustainable Materials

Recyclable Products

Waste Reduction

Responsible Manufacturing

Environmentally Conscious Solutions

Sustainability should support both operational efficiency and guest expectations.

Scalability Requirements

Partners should be capable of supporting:

Phase 1 Launch Operations

Multi-Terminal Supply

Cross-Border Distribution

Future European Expansion

Increasing Operational Volumes

The ideal partner is prepared to grow with the network.

What We Look For In A Partner

We seek organisations that demonstrate:

Reliability

Product Quality

Supply Continuity

Scalability

Professionalism

Competitive Value

Long-Term Commitment

Most importantly: The ability to support operational excellence consistently.

Partnership Objective

We are not simply purchasing supplies.

We are building operational capability.

Every product supplied.

Every delivery completed.

Every operational detail supported.

Contributes directly to the performance of the VIVA network.

The VIVA Supply Chain Philosophy

Operational excellence is rarely created by a single action.

It is created by thousands of small details executed consistently.

Our procurement partners play a critical role in making that possible.

Together, We Support Every Departure.

Together, We Support Every Guest.

Together, We Support Operational Excellence.

Welcome To The VIVA Supply Network.



CHAPTER 6

HUMAN CAPITAL & RECRUITMENT PARTNERS

Talented people.
Continuous development.
Shared success.

Together, we raise
the standard of
every journey.



HOSTESS ACADEMY

Industry-leading training
for exceptional service
and guest experience.



CONTINUOUS TRAINING

Ongoing development
programs to keep our
standards the highest.



PROFESSIONAL TEAM

Passionate, friendly and
empowered people who
care every day.



CAREER GROWTH

Clear career paths and
opportunities to grow
together with VIVA.



CULTURE OF EXCELLENCE

A culture built on respect,
collaboration and
accountability.



GREAT BRANDS ARE BUILT BY GREAT PEOPLE.



WE ATTRACT

We find the right people.



WE DEVELOP

We invest in their growth.



WE EMPOWER

We trust and support.



WE DELIVER

Together, we create
extraordinary journeys.



PEOPLE FIRST



PASSION



PROFESSIONALISM



TEAMWORK



GROWTH

ONE TEAM. ONE STANDARD. ONE VIVA.



CHAPTER 10

TALENT ACQUISITION & RECRUITMENT PARTNERS

Building The People Behind The VIVA Experience

Introduction

Vehicles do not create experiences.

Technology does not create experiences.

People create experiences.

For this reason, talent acquisition is one of the most important success factors within the VIVA network.

VIVA seeks recruitment and talent acquisition partners capable of helping us identify, attract and develop exceptional people.

People Before Operations

The quality of our service will ultimately be determined by the quality of our people.

Every guest interaction.

Every greeting.

Every announcement.

Every recovery action.

Depends on the people representing the VIVA brand.

Recruitment Categories

VIVA welcomes cooperation with partners capable of supporting recruitment for:

Cabin Crew

Terminal Personnel

Customer Relations

Commercial Teams

Operations Teams

Technology Teams

Management Positions

Cabin Crew Recruitment

One of the highest priorities within VIVA.

We seek partners capable of identifying candidates who demonstrate:

Hospitality Mindset

Professional Appearance

Communication Skills

Emotional Intelligence

Service Orientation

Cultural Awareness

Multilingual Capability

We do not simply recruit cabin crew. We recruit ambassadors of the VIVA brand.

Customer Relations Recruitment

We seek candidates capable of:

Solving Problems

Building Trust

Managing Complaints

Recovering Guest Confidence

Representing Brand Values

Customer Relations personnel must demonstrate empathy and professionalism.

Operations Recruitment

Operations professionals should demonstrate:

Attention To Detail

Decision-Making Ability

Operational Discipline

Situational Awareness

Problem Solving Skills

The network depends upon operational excellence.

Future Growth Requirements

As VIVA expands across Europe, recruitment partners may support:

New Country Launches

New Terminal Openings

Expansion Projects

Seasonal Recruitment Campaigns

Leadership Recruitment

The ability to scale recruitment efforts will be highly valued.

VIVA Academy Integration

Recruitment does not end with hiring.

Successful candidates will continue their development through:

VIVA Academy

Operational Training

Service Training

Leadership Development

Brand Culture Programmes

We seek partners who understand long-term talent development.

What We Look For In Recruitment Partners

Hospitality Recruitment Experience

International Recruitment Capability

Multilingual Talent Networks

Service Industry Expertise

Talent Assessment Capability

Long-Term Partnership Approach

Most importantly: The ability to identify people who genuinely care about others.

The VIVA People Philosophy

We can teach procedures.

We can teach systems.

We can teach standards.

What is far more difficult to teach is:

Kindness

Professional Pride

Hospitality

Care

Therefore, recruitment is one of the most important investments we make.

Partnership Objective

We are not looking for CV providers.

We are looking for talent partners.

Partners capable of helping us build one of Europe's most admired hospitality-driven transportation teams.

Together, We Build More Than Teams.

Together, We Build Culture.

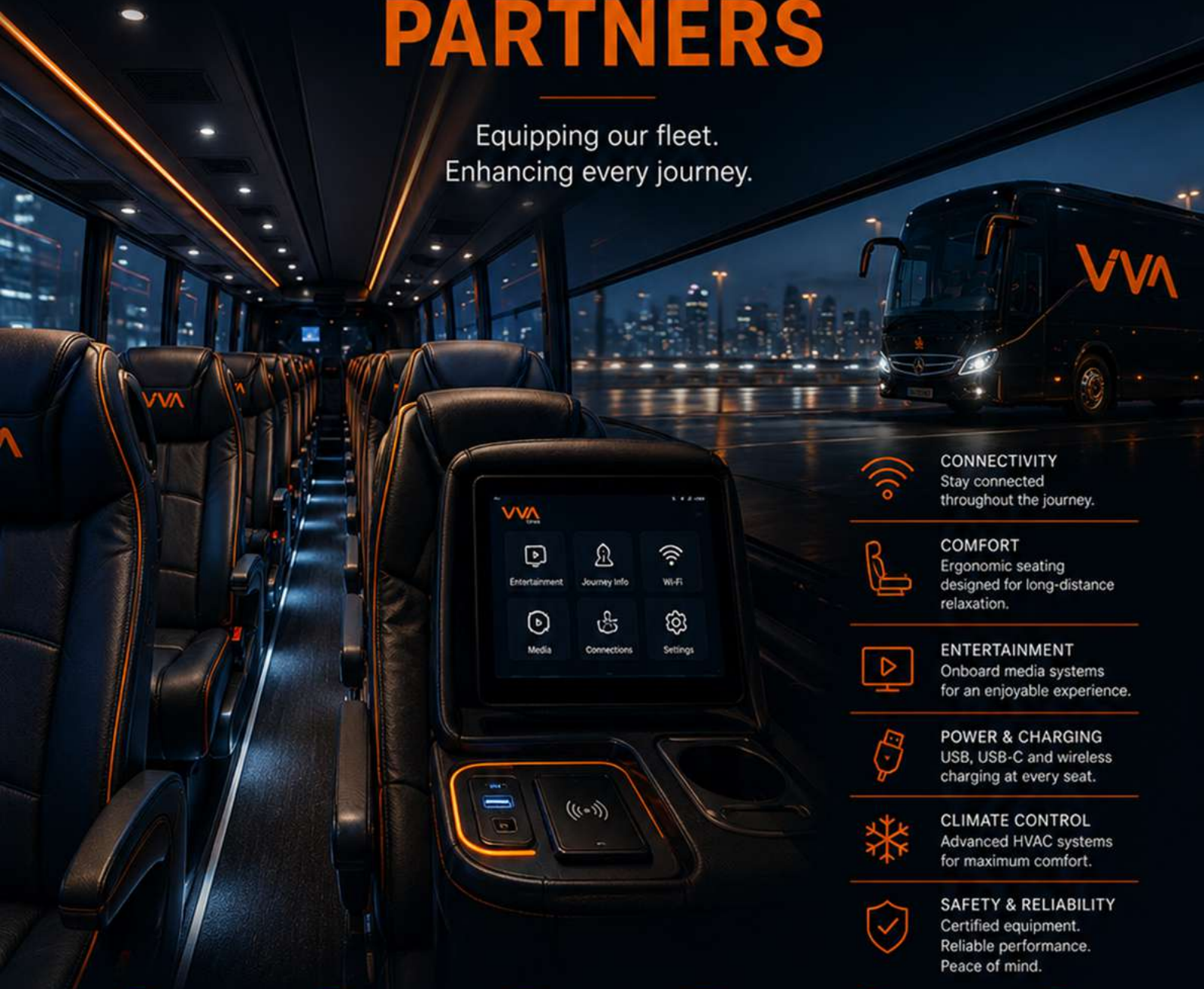
Together, We Build The Future Of VIVA.



CHAPTER 11

FLEET EQUIPMENT & ONBOARD TECHNOLOGY PARTNERS

Equipping our fleet.
Enhancing every journey.



CONNECTIVITY
Stay connected
throughout the journey.



COMFORT
Ergonomic seating
designed for long-distance
relaxation.



ENTERTAINMENT
Onboard media systems
for an enjoyable experience.



POWER & CHARGING
USB, USB-C and wireless
charging at every seat.



CLIMATE CONTROL
Advanced HVAC systems
for maximum comfort.



SAFETY & RELIABILITY
Certified equipment.
Reliable performance.
Peace of mind.



PREMIUM SEATING
Comfort that
keeps guests
relaxed.



SMART SYSTEMS
Integrated technology
for a seamless
experience.



ONBOARD POWER
Ample power
where guests
need it most.



FAST WI-FI
Reliable internet
on every
journey.



ENTERTAINMENT
Movies, music
and more at
your fingertips.



BUILT TO LAST
High-quality equipment
designed for safety
and durability.

BETTER EQUIPMENT. BETTER EXPERIENCE. BETTER JOURNEYS.

CHAPTER 11

FLEET EQUIPMENT & ONBOARD TECHNOLOGY PARTNERS

Creating The Premium VIVA Travel Experience

Introduction

At VIVA, the vehicle is more than a means of transportation.

It is the guest environment.

It is the place where guests spend their time.

Relax.

Work.

Sleep.

Eat.

Travel.

Experience our brand.

For this reason, onboard equipment and vehicle technology play a critical role in delivering the VIVA experience.

The Vehicle As A Hospitality Environment

Most transportation companies view vehicles as operational assets.

VIVA views vehicles as hospitality environments.

Every element within the vehicle should contribute to:

Comfort

Convenience

Connectivity

Safety

Guest Satisfaction

Partnership Categories

VIVA welcomes partnerships in the following categories:

Passenger Seating Systems

Entertainment Systems

Connectivity Solutions

Passenger Power Systems

Beverage Equipment

Comfort Equipment

Information Systems

Vehicle Interior Solutions

Smart Vehicle Technologies

Future Mobility Technologies

Seating Technology Partners

Seating is one of the most important aspects of long-distance travel.

We seek partners capable of providing:

Premium Passenger Seats

Ergonomic Designs

Extended Legroom Solutions

Reclining Systems

Integrated Comfort Features

Long-Distance Comfort Technologies

The objective is simple: Guests should arrive feeling rested. Not exhausted.

Passenger Connectivity Partners

Modern guests expect connectivity.

VIVA seeks partners capable of supporting:

Onboard Wi-Fi

Satellite Connectivity

Mobile Data Solutions

Connectivity Management Platforms

Guest Access Systems

Connectivity should be reliable, secure and easy to use.

Passenger Power Systems

Guests increasingly travel with multiple devices.

Partnership opportunities include:

USB Charging Systems

USB-C Systems

Power Outlets

Smart Charging Technologies

Energy Management Systems

Convenience enhances guest satisfaction.

Entertainment Technology Partners

VIVA seeks partners capable of providing:

Passenger Tablets

Streaming Platforms

Content Management Systems

Digital Entertainment Platforms

Children's Entertainment Solutions

Multi-Language Content Solutions

Entertainment should support both leisure and productivity.

Onboard Information Systems

Potential partnership areas include:

Passenger Information Systems

Journey Information Displays

Arrival Information Systems

Safety Information Systems

Multi-Language Information Platforms

Clear communication improves the travel experience.

Beverage & Hospitality Equipment

Partnership opportunities include:

Coffee Machines

Hot Water Systems

Kettle Units

Beverage Preparation Equipment

Catering Support Equipment

Refrigeration Systems

Equipment should support efficient service delivery.

Comfort & Wellness Solutions

VIVA welcomes innovative comfort solutions including:

Climate Control Technologies

Air Quality Systems

Ambient Lighting Systems

Noise Reduction Solutions

Wellness Technologies

Sleep Enhancement Products

Small improvements can significantly enhance guest comfort.

Vehicle Interior Solutions

Partnership opportunities include:

Interior Design Components

Flooring Systems

Window Treatments

Storage Solutions

Lighting Systems

Interior Materials

Decorative Elements

The interior should reflect the premium character of the VIVA brand.

Smart Technology & Innovation

We actively seek innovation in areas such as:

Smart Cabin Technologies

Passenger Behaviour Analytics

Predictive Maintenance Systems

Energy Management Systems

AI-Enabled Guest Services

Future Mobility Technologies

Innovation should create genuine value for guests and operations.

Scalability Requirements

Solutions should be capable of supporting:

Initial Launch Operations

Fleet Expansion

Multi-Operator Environments

Multi-Country Deployment

Future European Growth

Technology investments should remain relevant throughout future expansion phases.

Sustainability Expectations

We encourage suppliers offering:

Energy-Efficient Solutions

Sustainable Materials

Reduced Environmental Impact

Long-Life Product Designs

Circular Economy Concepts

Sustainability and premium quality should work together.

What We Look For In A Partner

We seek organisations that demonstrate:

Product Reliability

Innovation

Technical Expertise

Scalability

Strong Support Capabilities

Industry Experience

Long-Term Partnership Potential

Most importantly: A commitment to improving the guest experience.

Partnership Objective

We are not simply purchasing equipment. We are designing an environment. An environment where guests feel comfortable.

Connected.

Relaxed.

Valued.

Every seat.

Every screen.

Every charging port.

Every lighting system.

Every technology solution.

Contributes directly to the VIVA experience.

The VIVA Onboard Experience

The future of long-distance travel will not be defined by transportation alone. It will be defined by experience.

The onboard environment is where that experience comes to life.

Together, We Build More Than Vehicles.

Together, We Create Hospitality On Wheels.

Together, We Redefine Ground Travel.

Welcome To The Future Of The Journey.



CHAPTER 10

BECOMING A VIVA PARTNER

ONE NETWORK. ENDLESS POSSIBILITIES.

AMSTERDAM
LONDON
BRUSSELS
PARIS

WE ARE NOT LOOKING FOR SUPPLIERS.

WE ARE BUILDING A NETWORK OF STRATEGIC PARTNERS
TO SHAPE THE FUTURE OF MOBILITY TOGETHER.



STRATEGIC PARTNERSHIP

Long-term
collaboration.
Shared success.



EUROPEAN PRESENCE

A network that
connects people,
places and
opportunities.



GROWTH TOGETHER

Expanding
possibilities.
Creating value.



SHARED VALUES

Quality.
Reliability.
Excellence.



BUILDING THE FUTURE

Innovative solutions
for a sustainable
tomorrow.



IF YOU SHARE OUR VISION, OUR STANDARDS AND OUR PASSION,
LET'S BUILD THE FUTURE OF EUROPEAN MOBILITY. **TOGETHER.**

ONE JOURNEY. ONE NETWORK. ONE FUTURE.

JOIN **VIVA** DRIVE THE FUTURE.

CHAPTER 12

BECOMING A VIVA PARTNER

Joining The Journey

Introduction

Thank you for taking the time to learn about VIVA.

If you have reached this chapter, you already understand that VIVA is more than a transportation network.

It is a vision.

A philosophy.

A commitment to redefining the guest experience across Europe.

We believe great organisations are never built alone.

They are built through partnerships.

Through trust.

Through shared ambition.

Through people and organisations who believe in the same future.

Our Approach To Partnerships

At VIVA, we do not select partners based solely on price.

We evaluate partnerships based on:

Shared Values

Quality Standards

Reliability

Innovation

Scalability

Long-Term Potential

Commitment To Excellence

We believe the right partner creates far more value than the lowest quote.

Who Should Apply?

We welcome conversations with organisations that share our passion for:

Hospitality

Operational Quality

Service Excellence

Sustainability

Innovation

Guest Satisfaction

Technology

Whether you are:

A Global Organisation

A Growing Business

A Regional Specialist

An Innovative Start-Up

we would be pleased to explore opportunities together.

Partnership Evaluation Process

Every potential partner is evaluated through a structured process.

Step 1

Initial Introduction

Step 2

Capability Review

Step 3

Operational Assessment

Step 4

Commercial Evaluation

Step 5

Pilot Cooperation (where applicable)

Step 6

Strategic Partnership Development

Our objective is to build relationships that last. Not transactions that expire.

What We Value Most

Technology can be purchased.

Products can be sourced.

Services can be contracted.

What is far more difficult to find is:

Integrity – Commitment – Professional Pride – Reliability – Passion

These are the qualities we value most.

Growing Together

The VIVA network is designed for long-term European expansion.

As we grow:

New routes will be launched.

New countries will be added.

New terminals will open.

New opportunities will emerge.

We believe our partners should benefit from that growth.

Success should be shared.

Growth should be shared.

Opportunities should be shared.

The VIVA Partnership Principle

The strongest partnerships are not based on contracts.

They are based on trust.

Contracts define obligations.

Trust creates cooperation.

Our goal is to build relationships that continue for years, not months.

Why VIVA?

Because we believe transportation can be more human.

Because we believe hospitality belongs in mobility.

Because we believe guests deserve better experiences.

Because we believe innovation should serve people.

Because we believe quality should never be optional.

And because we believe the future belongs to organisations willing to challenge the status quo.

A Message To Future Partners

Perhaps you are reading this as:

A technology company.

A hospitality company.

A catering company.

A hotel group.

A creative agency.

A recruitment specialist.

A manufacturer.

A service provider.

Whatever your field may be, we invite you to think beyond the traditional supplier relationship.

Think bigger.

Think longer term.

Think about the role you could play in shaping the future of European ground travel.

The Journey Ahead

The roads between Europe's cities already exist.

The vehicles already exist.

The technology already exists.

What remains is bringing them together in a better way.

A smarter way.

A more human way.

That is the mission of VIVA.

The VIVA Partnership Promise

We promise to act professionally.

We promise to communicate openly.

We promise to pursue excellence.

We promise to build long-term relationships.

We promise to treat our partners with the same respect we expect them to show our guests.

Most importantly: We promise to never lose sight of why VIVA exists.

Final Message

Many companies purchase products.

Many companies purchase services.

Many companies purchase solutions.

VIVA seeks something more valuable.

Partnerships.

Partnerships built on trust.

Partnerships built on quality.

Partnerships built on ambition.

Partnerships built on a shared belief that transportation can be better.

The VIVA Way

We do not simply build routes. We build connections.

We do not simply build partnerships. We build relationships.

We do not simply build a transportation network. We build experiences.

And we do not intend to build that future alone.

Together, We Can Redefine European Ground Travel.

Together, We Can Create Something Exceptional.

Together, We Can Build The Future.

Welcome To The VIVA Ecosystem.

Welcome To The Journey.

Welcome To The VIVA Way.