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To Whom It May Concern:

Syntus started to implement the Chipcard in their public transport concessions. This Chipcard project is a very complex project and contains many issues with a strong external focus and many other problems associated with starting something big and hairy. We asked Gerard Otten for helping us with building a new tariff system and travel propositions for the new Chipcard era. This new era is completely different from the recent era with a differentiated national tariff system based on products and tariffs of the national railways, as well as a tariff system based on zones.

Syntus found Gerard's added value in his systematic thinking and his expertise on the subject partly based on projects at other companies. His clear and strong vision about renewing the tariff system helped us in building a coherent vision and strategy that we could share with our public transport authorities. The result is a new well thought tariff system, providing many advantages for customers, employees and organisation.

Kind regards,

A handwritten signature in blue ink, appearing to be "R. ten Brinke".

Remko ten Brinke
Manager Marketing and Sales Syntus

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