Agenda Item 4b Attachment A

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#### Clipper® Operations and Performance Update

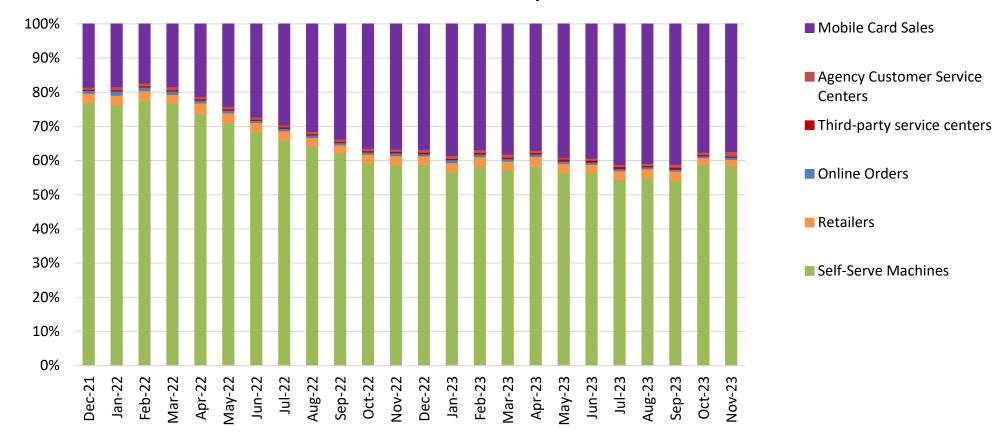
Charts and Figures Clipper Executive Board January 22, 2024

### Mobile sales have overtaken Autoload/Website Orders in Clipper sales

-Autoload and Website Orders - Ticket Machines - Retailers - Customer Service Centers - Mobile \$16,000,000 \$14,000,000 \$12,000,000 \$10,000,000 \$8,000,000 \$6,000,000 \$4,000,000 \$2,000,000 \$0 Dec-21 Mar-22 Jun-22 Sep-22 Dec-22 Mar-23 Jun-23 Sep-23 Dec-23



## Mobile cards are increasingly a major source of adult Clipper cards



Adult Card Distribution by Channel

### Clipper® Fact of the Month

# +300%

Increase in Mobile Value Sold 2021 to 2023

