



JUNGFRAUBAHN HOLDING AG

OUR RESPONSIBILITY 2016

Part 1: For the region



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FOR THE REGION

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JUNGFRAU RAILWAYS AS AN EMPLOYER

Jungfrau Railways (an alliance of Jungfraubahn Holding AG and Berner Oberland-Bahnen AG) is one of the largest employers in the Jungfrau region. At the end of 2016, the alliance companies had a total staff of 782, divided into 593 full-time and 189 part-time positions. 536 employees (full-time and part-time) were employed by Jungfraubahn Holding AG (Jungfraubahn Group).

Jungfrau Railways attaches great importance to the education and training of employees. A total of 34 apprentices are being trained in various areas. The company is a firm believer in further training of employees and, depending on feasibility and type of further training, this is partly or fully financially supported. Internal training is offered free of charge and includes office or language courses as well as leadership seminars.

Employees and apprentices of Jungfrau Railways



Leadership seminar Griesalp 2016

For the region

JUNGFRAU RAILWAYS AS A TAXPAYER

The success of Jungfraubahn Holding AG (Jungfrau Railways Group) also means annual tax revenues for the Jungfrau Region. In the financial year 2016, taxes amounted to CHF 7.9 million. Some CHF 2 million of this was comprised of communal and church taxes from the canton of Berne and over CHF 400,000 from the canton of Valais. The Jungfrau Railways Group makes annual tax payments to the following municipalities: Grindelwald, Gündlischwand, Interlaken, Lauterbrunnen, Lütschental, Unterseen, Wilderswil and Fieschertal (Valais canton).

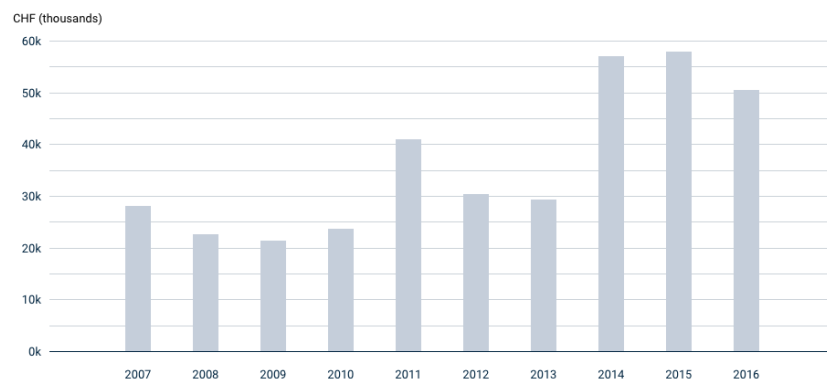
Federal taxes	in CHF	%
Berne canton taxes	2,386,406	30.2%
Berne canton municipal and church taxes	3,032,499	38.3%
Valais canton and municipal taxes	2,050,225	25.9%
Total	443,870	5.6%
Gesamttotal	7,913,000	100.0%

For the region

JUNGFRAU RAILWAYS AS AN INVESTOR

Over the last ten years, Jungfrau Railways has invested CHF 362,187 million in infrastructure and projects in the Jungfrau Region, generating work for local and regional companies. One of the major ongoing projects in 2016 was the renovation of the Lauterbrunnen station with a total investment volume of approximately CHF 10 million. In all its projects, Jungfrau Railways attaches importance to assigning work to local companies whenever possible.

Cash flow from investment



For the region

JUNGFRAU RAILWAYS AS A SPONSOR

Jungfrau Railways pursues a clear sponsoring strategy in order to continuously strengthen its brand awareness as well as its image, while at the same time taking its responsibilities seriously as the region's economic engine. Jungfrau Railways is a major or main sponsor of many events, and as a railway company it takes on transport services to a great extent. This means not only financial but also personnel effort, which is only possible thanks to the great performance of the staff.

«We have been able to rely on a successful partnership with Jungfrau Railways as the main sponsor for 25 years. Together, we have been able to steadily expand the global success of the Jungfrau Marathon. Every year, thousands of happy runners can enjoy the most beautiful marathon in the world.»

Toni Alpinice, President of the Organising Committee, Jungfrau Marathon

For the region



Toni Alpinice, President of the Organising Committee, Jungfrau Marathon

Jungfrau Railways is a major or main sponsor of the following events (list not complete):

Event	Sponsorship category
Eiger Bike Challenge	Main sponsor
Eiger Ultra Trail	A-Sponsor/Carrier Partner
Freestyle.ch 2017	Main sponsor
Top of Europe Ice Magic	Presenting Partner
International Inferno Ski Races	Silver sponsor
International Lauberhorn Ski Races* (explanations below)	Partner
Jungfrau Marathon	Main sponsor
Oberländisches Schwingfest [Highland Wrestling Festival] Grindelwald 2017	Main sponsor
OL World Cup Grindelwald 2017	Main sponsor
Top of Europe Trophy	Title sponsor
Unspunnen Festival 2017	Main sponsor
Interlaken Classics	Concert sponsor

*For the region***Sponsor of the Jungfrau Marathon & presenting partner of Top of Europe Ice Magic**

Jungfrau Railways' sponsorship of the Jungfrau Marathon

***Jungfrau Railways as official partner of the International Lauberhorn Ski Races**

Jungfrau Railways is the official partner of the International Lauberhorn Ski Races. A new cooperation agreement was signed in 2014 between Lauberhorn Organising Committee, Jungfrau Railways and the Jungfrau Ski Region. The contractually assured mutual benefits in kind amount to CHF 1.8 million and are offset to the same extent. They mainly concern the areas of transport and advertising. Worldwide broadcasting has given the Lauberhorn Ski Races an important value for winter sports in the Jungfrau region. Regarding the transport services provided, the International Lauberhorn Ski Races are the biggest event for Jungfrau Railways. Some 1,946 tonnes of material were transported by the Wengernalp Railway for the Lauberhorn Ski Races in 2016.

«Jungfrau Railways is our most important regional partner. Its services for all rail transport and for the preparation of slopes are of vital importance for the Lauberhorn Ski Races.»

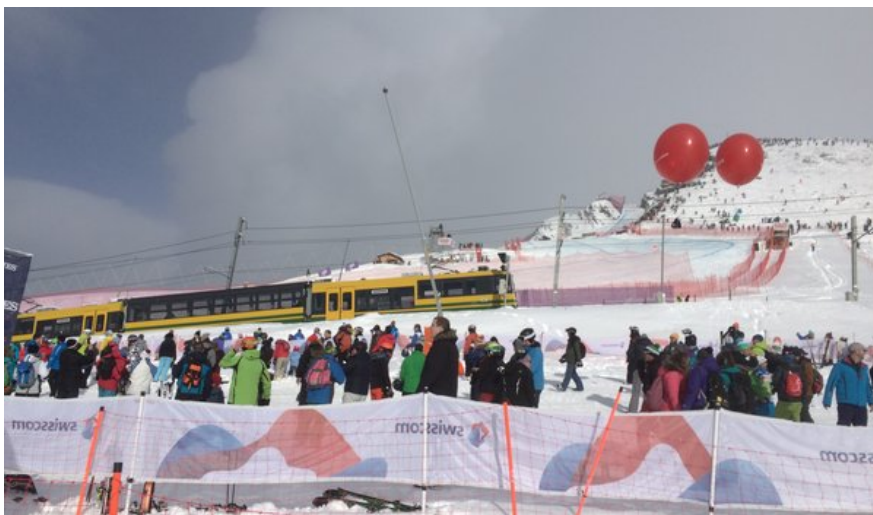
Urs Näpflin, President of the Organising Committee, International Lauberhorn Ski Races

For the region



President of the Organising Committee, International Lauberhorn Ski Races

The railway not only transports materials but also the spectators. A Lauberhorn ticket on race days includes unlimited travel on the railway lines from Interlaken Ost via Lauterbrunnen and Grindelwald to Kleine Scheidegg as well as on the Innerwengen chairlift. Skiers can buy combi ski passes for one or two days. Holders of a Sportpass for the Jungfrau Ski Region will receive admission to the Lauberhorn race at a special rate. For children up to 15 years, a visit to the event is free when accompanied by a paying adult. They will also receive a free ski pass.



WAB in use at the International Lauberhorn Ski Races 2016

Local initiatives and projects

In addition to the sponsorship of major events, Jungfrau Railways attaches great importance to supporting local and regional institutions, initiatives and projects. These include cultural and sporting clubs, ski clubs or projects

For the region

and events related to the activities of Jungfrau Railways or the region. The support takes the form of advertisements in newsletters, raffle prizes or competitions and/or monetary contributions. Through this support, Jungfrau Railways wants the local population to share in its success, secure the survival of these associations and enable the creation of local initiatives and projects.

With annual contributions for memberships in associations/organisations in the areas of tourism, winter sports, nature, the environment, the economy and public transport, Jungfrau Railways seeks to promote the attractiveness of the entire region.

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