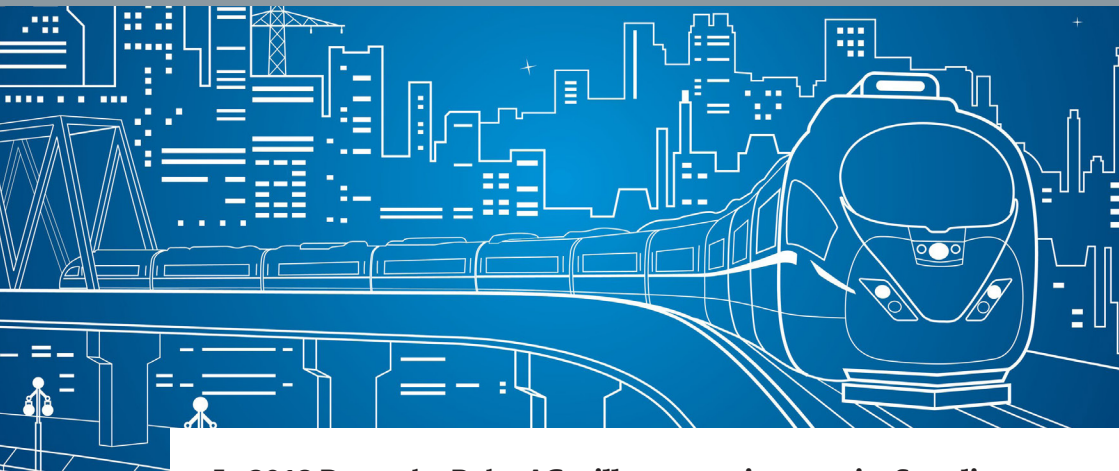




For people. For markets. For tomorrow.



Deutsche Bahn AG Supplier Innovation Award 2018



In 2018 Deutsche Bahn AG will once again grant its Supplier Innovation Award to its most innovative partner company.

Is your company one of Deutsche Bahn's Top innovative suppliers? If so, take this chance to convince us that your product or service makes our offer future-proof.

Submit your application for the Supplier Innovation Award now!

Applications can be submitted from November 1, 2017 to March 1, 2018.

Full information about the award and the eligibility conditions is available at www.deutschebahn.com/supplierinnovation



Deutsche Bahn's Supplier Innovation Award

Dear Sir or Madam,
Dear partner company,

In 2018 Deutsche Bahn AG will once again grant its **Supplier Innovation Award** to its most innovative supplier.

Convince us that you are one of Deutsche Bahn's Top innovative suppliers and tell us how your product, your service and your portfolio help us improve the attractiveness and competitiveness of our offer to our customers.

Who is eligible for the Supplier Innovation Award?

All DB suppliers, regardless of the size of their company, can apply for the Supplier Innovation Award provided that they already supply an innovative product or an innovative service in the course of regular supply contracts, test deliveries or joint development projects (e.g. prototypes, models).

For the first time, application is also open to companies which are not yet part of DB's supplier portfolio and with whom we have not yet carried out any joint projects. (Applications from these companies close on February 1, 2018.)

What innovation proposals can be submitted?

New technologies, techniques, procedures, processes, products, services and marketing solutions.

How are the applications assessed?

The assessment process will be scientifically monitored by the Fraunhofer Institute for Systems and Innovation Research ISI. All submitted applications will be evaluated by an in-house jury of experts on the basis of the following criteria.

- **Degree of innovativeness and uniqueness:** The submitted proposal is new in terms of its kind, implementation or application or has led to a significant improvement to the solutions in use at DB.
- **Added Value and Profit Contribution:** The submitted proposal enables DB to offer its customers products or services with significantly superior performance characteristics (e.g. quality, compliance with deadlines, flexibility, efficiency, costs, convenience, new experience) and therefore improve its competitiveness.
- **Application potential and integrability:** The submitted proposal fits in with or can easily be connected to DB's existing interfaces, structures and processes making its implementation and application possible at reasonable costs and within a foreseeable timeframe.
- **Sustainability and environmental protection:** The submitted proposal help DB's products and services to contribute to an even greater extent to the sustainable and responsible use of our natural resources.

All proposals will be evaluated on the basis of the application form to be completed by each applicant. Applications can be submitted by e-mail or post. Participation in the Supplier Innovation Award is free of charge for the applicants.

To apply for the award, please use the official DB application form, which can be downloaded from www.deutschebahn.com/supplierinnovation. To give the jury a better idea of your proposal, you can underline its outstanding features and submit proof of the feasibility and/or functionality of your solution by sending us additional videos, graphics, audio recordings and/or written documents.

NB: All claims made in your application must be stated objectively and substantiated by facts. Statements of a purely advertising nature should be avoided. The best 10 applicants will additionally be asked to complete a standardized written questionnaire on their innovative capacity in general. All information will be treated in strict confidence. The applicants will be consulted prior to any publications about outstanding projects.

A jury of high-ranking DB experts will choose the winner from the three finalists in spring 2018. The finalists will be invited to the Supplier Innovation Award ceremony and presented to the public at the InnoTrans 2018 in Berlin. All finalists will receive a certificate. The winner will also receive the Supplier Innovation Award from Dr. Richard Lutz, Chairman of the Management Board and CEO of Deutsche Bahn Group, and other members of the Management Board.

Please do not send in your application in duplicate. You will receive an e-mail confirming that we have received your application. The submitted documents cannot be returned to the applicants. After the selection procedure, all innovation ideas will be examined to assess their potential for integration in specific DB projects.

Application period: November 1, 2017 – March 1, 2018

Applications can be submitted as follows:

By e-mail to: dbsupplierinnovationaward@isi.fraunhofer.de

By post to:
Fraunhofer-Institut für System- und Innovationsforschung
ISI, (marked "DB Supplier Innovation Award")
Breslauer Strasse 48, 76139 Karlsruhe, Germany

If you have any questions, please do not hesitate to contact the Fraunhofer ISI at +49 (0) 721/ 6809 138 between 10 am and 12 noon, Mondays to Fridays.