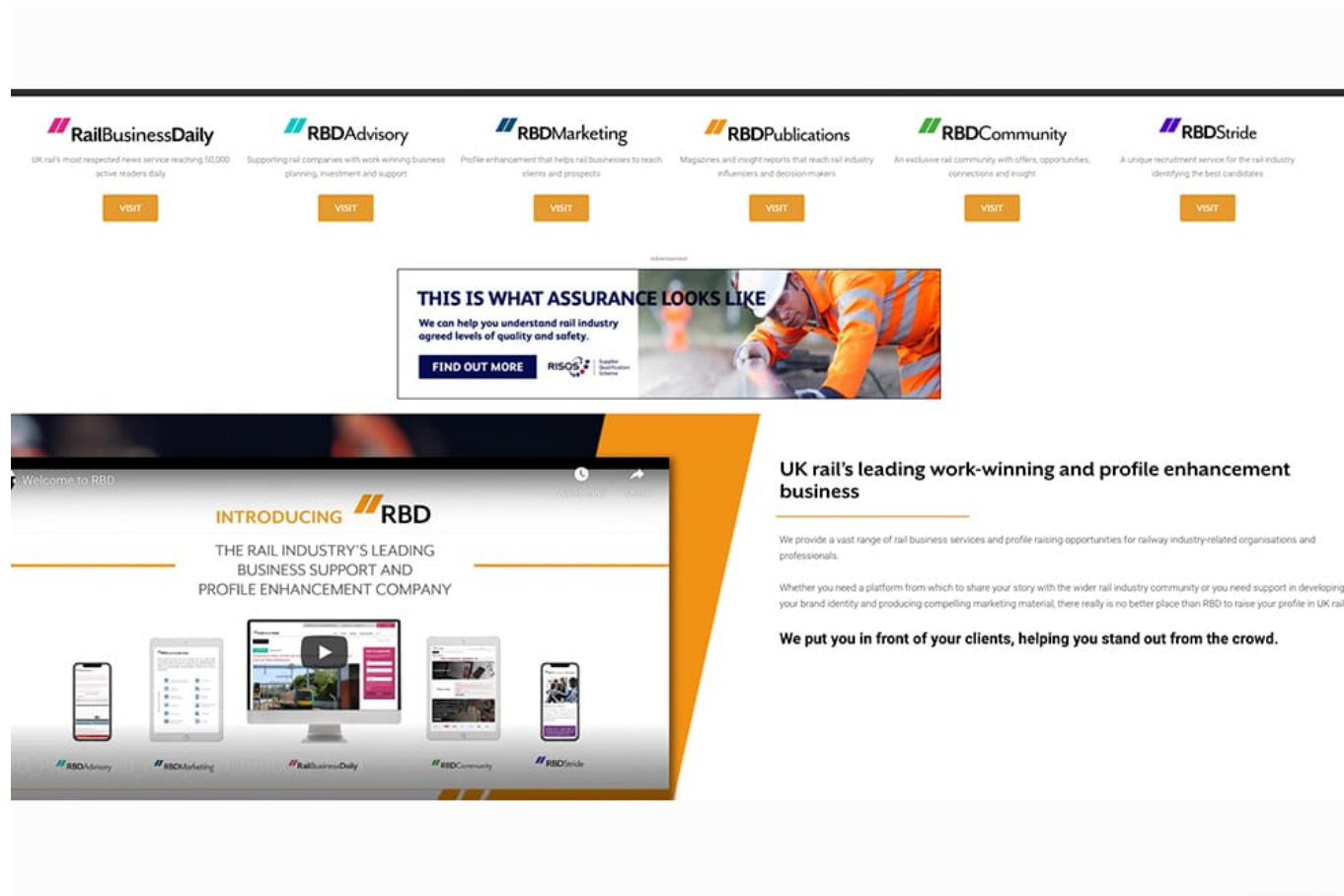


The new platform transforming RBD's services

February 2, 2021



The screenshot displays the new RBD website platform. At the top, a navigation bar features six service categories, each with a logo, a brief description, and a 'VISIT' button:

- RailBusinessDaily**: UK rail's most respected news service reaching 50,000 active readers daily.
- RBDAdvisory**: Supporting rail companies with work winning business planning, investment and support.
- RBDMarketing**: Profile enhancement that helps rail businesses to reach clients and prospects.
- RBDPublications**: Magazines and insight reports that reach rail industry influencers and decisionmakers.
- RBDCommunity**: An exclusive rail community with offers, opportunities, connections and insight.
- RBDStride**: A unique recruitment service for the rail industry identifying the best candidates.

Below the navigation bar is a banner for RISQS (Rail Industry Safety Quality Standard) with the headline 'THIS IS WHAT ASSURANCE LOOKS LIKE'. It includes the text 'We can help you understand rail industry agreed levels of quality and safety.' and a 'FIND OUT MORE' button, accompanied by an image of a worker in high-visibility gear.

The main content area is divided into two sections. On the left, a large graphic titled 'INTRODUCING RBD' describes it as 'THE RAIL INDUSTRY'S LEADING BUSINESS SUPPORT AND PROFILE ENHANCEMENT COMPANY'. It features images of various devices (phone, tablet, laptop, desktop monitor) displaying RBD services, with icons for RBDAdvisory, RBDMarketing, RailBusinessDaily, RBDCommunity, and RBDStride at the bottom.

On the right, a section titled 'UK rail's leading work-winning and profile enhancement business' states: 'We provide a vast range of rail business services and profile raising opportunities for railway industry-related organisations and professionals. Whether you need a platform from which to share your story with the wider rail industry community or you need support in developing your brand identity and producing compelling marketing material, there really is no better place than RBD to raise your profile in UK rail. We put you in front of your clients, helping you stand out from the crowd.'

A new year, and a fantastic new look has been revealed to showcase our vast array of services for rail businesses.

The new RBD website follows the successful launch of our new-look news website showcasing the latest rail industry news and insights in an improved more accessible format. You can view the website [here](#).

It has been designed from the ground up to showcase the entire RBD family, with a better look and with much easier navigation, including:

- **Railbusinessdaily** – UK rail’s leading news service reaching 50,000 readers daily
- **RBDAdvisory** – Supporting rail companies with work-winning business planning, investment and financial support
- **RBDMarketing** – Profile enhancement that helps rail businesses to reach clients and prospects
- **RBDPublications** – Magazines such as RailDirector and insight reports that reach thousands of rail industry influencers and decision-makers
- **RBDCommunity** – An exclusive rail community with the industry’s best directory, offers, opportunities, connections and insight
- **RBDStride** – A unique recruitment service for the rail industry identifying the best candidates

David McLoughlin, CEO Business Daily Group, said: “We pride ourselves on providing a vast range of business services and profile-raising opportunities for railway industry-related organisations and professionals.

“This amazing new website showcases our offering, whether you need a platform from which to share your story with the wider rail industry community, support in developing your brand identity, or producing compelling marketing material.

“Being a work winning and profile enhancement business we felt it was time for a change to our own website to showcase the qualities we can offer to businesses in the railways who work with us.”

The new look comes as the RBD family goes from strength to strength:

- An incredible 50,000 rail professionals receive our daily email
- Our website is visited more than 4 million times a year.
- over 2,000 receive a hard copy of the RailDirector magazine with thousands more reading it online.
- RBD continues to help rail business win billions of pounds worth of work.
- Our LinkedIn has some of the industries best engagement rates.

Mr McLoughlin continued: “We are on a real exciting journey at RBD with some massive plans to expand our offering further in 2021.

“The website is just the start with high-profile appointments and the expansion of our services to further benefit the rail industry, all that whilst retaining our current offerings which continue to go from strength to strength.”

Business Daily Group will move into a new HQ purchased by fellow directors, David McLoughlin and Simon Taylor, in Wakefield in February. The 5,500sq ft building will complement the organisations five other office locations UK-wide.