

MISSION

Our mission is to enhance shareholder value and contribute to the social and economic development of Greater China. This mission drives our business operations:

- D** istinctive customer service
- R** eliable performance
- I** nnovation
- V** alue for money
- E** nvironmental responsibility
- S**ustainable business practice

By listening to our customers, identifying their expectations and developing innovative solutions, we raise the quality of our service in all areas of our operations.

VISION

Our vision to be a global leader in public transport is based on three pillars: understanding our customers' needs, introducing innovative and proven technologies that further environmental preservation, and setting new standards for safety, service and efficiency.



CORPORATE VALUES

In line with our commitment to sustainable business excellence, our corporate values are based on delivering service standards that meet customer needs, operating with a consistent record of profitability for shareholders, and supporting the overall development of the communities where we conduct our business.

