



# 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:

- Distinctive customer service
- Reliable performance
- Innovation
- Value for money
- Environmental responsibility
- Sustainable business practice

By listening to our customers, identifying their expectations and developing our people to meet those expectations, 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 in which we conduct our business.

