



## 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 and identifying and meeting their expectations, we are able to drive value for the communities we serve as we raise the quality of our service in all 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 value, 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.

# Fostering Social and Economic Development

