

# LONG-TERM DEVELOPMENT STRATEGY



Over our long history we have consistently supported Hong Kong's economic journey by offering safe, reliable and affordable electricity while minimising the impact of our operation on the environment as we strive to deliver sustainable growth in long-term value to our investors.

To achieve our vision to excel in the power business in Hong Kong and continue our outstanding tradition of efficiency and sustainability performance going forward, we are guided by the following long-term strategies:

## SERVE HONG KONG THROUGH WORLD-CLASS POWER PROVISION

A fail-safe supply of electricity is critical for Hong Kong's economic success. Our priority is maintaining world-class supply reliability, delivered with unrivalled customer service standards. We invest in Hong Kong's future by steadily increasing the proportion of green energy we generate. To conserve the environment, we deploy equipment and technology including renewables that allow us to minimise emissions.

## SUSTAIN STEADY GROWTH IN OUR ASSET BASE

Pragmatic and long-term principles guide our investment in power generation, transmission and distribution facilities. All expenditure must support our goals of maintaining reliability, improving efficiency and customer service while minimising emissions. These investments will enable steady growth in our asset base which in turn generates stable and growing returns to our long-term investors.

## RUN OUR BUSINESS ON PRUDENT FINANCIAL AND EFFICIENT PRINCIPLES

We embrace the values of prudent financial management and maintain an optimal capital structure with strong liquidity. We strive for operational efficiency and effectiveness and rigorously manage operating costs, including fuel costs. These principles enable us to deliver sustainable returns to our investors while allowing us to provide electricity to our customers at affordable prices.