

# Key Events in 2010

## JANUARY

The Company commenced construction works for the Express Rail Link.



## FEBRUARY

The Company was named a Sustainability Leader within the global travel and tourism industry sector, and won a Gold Class award from Sustainable Asset Management. The Company was also the only Hong Kong company included in the Global 100 list of the world's 100 most sustainable companies.



The Middle Road Subway Extension connecting Tsim Sha Tsui Station and East Tsim Sha Tsui Station with the Canton Road area opened for service.

## MARCH

The Company introduced new multi-purpose smart tickets equipped with memory chips for the Airport Express to replace the magnetic tickets.



Tender for Austin Station Sites C and D was awarded to Fast New Limited, a consortium formed by New World Development Company Limited and Wheelock Properties Limited on 2 Mar 2010.

Pre-sales of the 1,360 units of Phase 1 of Festival City at Tai Wai Maintenance Centre were launched on 26 Mar 2010 with good results.

MTR's Tourist Ambassador Programme started its trial in March 2010 at selected MTR stations that have a large number of tourists. The Programme aims to render assistance to tourist passengers and to provide participating ambassadors who are tertiary education students an internship opportunity to earn study credits.

## APRIL

The Company launched a new TV Campaign "MTR – Connecting You to Your Future Destinations" to highlight the convenience of rail transport. The Company also joined hands with the Central and Western District Council to organise "Our Memories of the Western District Photographic Competition", to encourage public support and involvement for the West Island Line project.



MTR HONG KONG Race Walking 2010 attracted over 1,400 participants to promote healthy living and raised over HK\$1.13 million for the Hospital Authority Health InfoWorld to support its work on disease prevention and health education.

## MAY

The "MTR Mobile" iPhone app was launched as a free download, enabling users to browse routes, make travel plans and check station information across the MTR network.

Elderly Ambassadors aged between 55 and 65 were recruited from the local community to provide assistance and show care to passengers, especially elderly passengers.



The Company was awarded five top honours by *FinanceAsia* Magazine, including Hong Kong's "Best Managed Company", "Best Corporate Governance", "Best CEO", "Best CFO" and "Best Investor Relations".

## JUNE

The Company adjusted individual MTR, Light Rail and MTR Bus fares in accordance with the Fare Adjustment Mechanism – the first such adjustment in 13 years.

An amendment to the South Island Line (East) project was gazetted under the Railways Ordinance.



## JULY

Wholly owned subsidiary MTR Corporation (Shenzhen) Limited, took over operation of the five-station, 4.5-km Shenzhen Metro Longhua Line Phase 1, preparing for the integrated full line services in mid 2011.

The Company was included as one of 30 Hong Kong-listed companies in the new Hang Seng Corporate Sustainability Index, recognising its achievement in corporate governance, environmental, social and workplace practices.



## AUGUST

The Company commenced major modification works including installation of new tracks, overhead lines, signalling and other railway operation systems at Sheung Wan Station as part of the West Island Line project.

The Company organised roving exhibitions to gauge public views on the Shatin to Central Link. A new website [www.mtr-shatincentrallink.hk](http://www.mtr-shatincentrallink.hk) was launched to provide information on the project.



## SEPTEMBER

The Company's two teams of six talented young people won the Grand Award and First Runner-up Award at the International Association of Public Transport's (UITP) "Solutions for Our Future Award" competition, beating entries from Canada, the Netherlands, India, the Mainland of China, Taiwan and other countries.



The Company launched a limited edition "Railway 100th Anniversary Commemorative Ticket Set" to celebrate the centenary of railway operation in Hong Kong.

## OCTOBER

The Company launched the "Please excuse us" advertising campaign to thank the communities, who will be affected by construction of the new rail lines, for their patience and understanding.



Cheung Lai Street Pedestrian Subway was opened, with new entrances to Lai Chi Kok Station.

As part of a trial scheme, staff in ten stations received specialised training on the use of automated external defibrillators to help passengers suffering from cardiac arrest.

## NOVEMBER

The Shatin-to-Central Link was gazetted under the Railways Ordinance.



The Chief Executive in Council authorised the schemes for the South Island Line (East) and Kwun Tong Line Extension projects under the Railways Ordinance.

Pre-sales of the 1,368 units of Festival City II, Phase 2 of Festival City, was launched in mid November.

## DECEMBER

The Daxing Line, a 22-km extension of Beijing Metro Line 4, commenced service. The new line is operated by Beijing MTR Corporation Limited, the joint venture company comprising MTR Corporation, Beijing Infrastructure Investment Co. Ltd. and Beijing Capital Group.

The "MTR Mobile" iPhone app won international recognition for its excellence in mobile marketing and digital creativity, receiving the "Best Use of Mobile Marketing Award" in the relationship building category of the 2010 Mobile Marketing Association Global Awards (MMA Awards) and the Leisure/Travel sector "Bronze Award" at the 2010 Digital Media Awards (DMA).



A record 5 million passengers rode on the MTR network during the overnight service on Christmas Eve. This is the highest number of passenger trips the railway has recorded on a 24-hour service day.