

CORPORATE STRATEGY



Our Vision

We aim to be an internationally-recognised company that connects and grows communities with caring, innovative and sustainable services.



Our Purpose

Keep Cities Moving



Our Values

- Excellent Service
- Value Creation
- Mutual Respect
- Enterprising Spirit



Our Cultural Focus Area

- Participative Communication
- Collaboration
- Effectiveness & Innovation
- Agility to Change

**TRANSFORMING
THE FUTURE**

OUR CORPORATE STRATEGY

We will embed sustainability, Environmental, Social and Governance principles into our businesses and operations with the aim of creating value for all our stakeholders.



Hong Kong Core

Attain full potential of Hong Kong Core Business and advance our social objectives



Mainland China and International Business

Expand into new hubs and new products across Mainland China and International Business, maintaining a steady growth

3 STRATEGIC PILLARS



New Growth Engine

Invest in new technologies and mobility services to reinforce our core for long-term growth

5 ENABLERS



Transformation Management Office

- Dedicated to enable and deliver the strategic transformation
- Engage MTR stakeholders for trust, commitment & results



Organisation & Processes

- Clearer accountabilities and more effective decision-making
- Simplify and streamline processes



Technology

- Utilise data and analytics for decisions and opportunities
- Invest in focus areas & systems to improve effectiveness and efficiency



Finance

- Redefine accountability and profit/loss ownership of business units
- Establish & track long-term financial goals for financial sustainability



People

- Build new capabilities for staff development
- Work smarter with innovative methods and technology