

# STAKEHOLDER ENGAGEMENT

## 2023 Stakeholder Engagement Actions and Achievements

- Provided on-going fare concessions to reduce economic hardship and promote accessibility and inclusivity
- Launched numerous smart mobility initiatives on the MTR Mobile app to enhance the customer experience; introduced the generative AI-enabled Virtual Service Ambassador at Quarry Bay Station
- Rolled out Phase 2 of the MTR • Care app with new features such as a portable ramp booking trial service and real-time lift status information to assist passengers with special needs
- Provided a more seamless way to shop for goods and services in station shops and connecting shopping malls
- Upgraded Automatic Fare Collection System ticket gates to enable more e-payment options for greater convenience; commissioned new trains for greater comfort

- Conducted approximately 200 meetings with investors to provide information on our various businesses
- Issued updates of key figures on our website and in financial reports
- Informed investors of all key announcements and updates
- Hosted the Annual General Meeting to provide an opportunity for shareholders to communicate face to face with Directors about the Company's performance and operations

- Worked closely with Government on Railway Development Strategy 2014 projects and signed various project agreements with Government
- Supported Government on the reopening of boundary control points and gradual resumption of cross-boundary train services in early 2023
- Celebrated the 26<sup>th</sup> anniversary of the establishment of the Hong Kong SAR by giving away free rides and supporting Government promotional campaigns
- Donated retired "Fly Head" train cars to the Development Bureau for display along the Wan Chai Harbourfront
- Hosted the Union Internationale des Transports Publics (UITP) Asia Annual Meeting, attended by public transport authorities and policy decision-makers

### Customers



### Investors



### Government and Regulators



## Actions for 2024 and Beyond

- Continue to provide on-going fare concessions and other promotions
- Develop new smart mobility initiatives to facilitate seamless travel; continue developing the MTR • Care app
- Continue to optimise our retail trade mix according to the latest trends and customer preferences
- Leverage advanced data platforms through the enriched MTR Mobile customer profile to enable data-driven personalisation and engagement applications for different passenger and customer segments
- Launch the quarterly "Hear Your Voice" campaign with online surveys and booths at selected stations to gauge customer feedback on railway services and facilities

- Continue to keep investors informed of all key announcements and updates via various channels
- Conduct physical meetings and roadshows
- Provide updates on progress of new railway projects

- Continue to support Government's policy of using railways as the backbone of Hong Kong's public transportation system, including the development of strategic railways under the "Hong Kong Major Transport Infrastructure Development Blueprint"
- Work with Government to implement future railway projects
- Maintain close communication with relevant bureaux and stakeholders on cross-boundary service enhancement and support Government policies
- Arrange station visits and engagement luncheons with the 18 District Councils
- Continue other on-going engagement initiatives

## 2023 Stakeholder Engagement Actions and Achievements

- Held educational, career and life planning events for students to provide unique developmental experiences for students and promote railway safety
- Provided sponsorships and volunteer services to NGOs and ethnic minorities
- Leased station shops to NGOs at nominal rent and provided free advertising space to NGOs
- Launched “Caring for Elderly Month” to promote railway safety and offered free rides for seniors on Senior Citizens Day
- Arranged a series of “Art in MTR” community exhibitions and art performances to engage local and international artists and promote station art
- Reopened the revamped MTR Gallery to showcase the Company’s history and its connection with the community through entertaining exhibits, interactive multimedia games and attractive photo spots

- Enhanced the list of current suppliers to manage them more efficiently and effectively, including increasing the number of SMEs on the list
- Organised exchange and training sessions regarding our environmental, social and governance initiatives and best practices for related supplier categories
- Established a long-term strategy and engagement plans for focus categories and suppliers
- Conducted supplier audits and suggested areas for improvement on supply chain and procurement
- Conducted Supplier Management Meetings with key suppliers to strengthen business relations and understand the latest innovations and technologies for workload and process enhancements

- Enhanced work-related allowances, such as those for working in adverse weather and during overnight shifts
- Implemented action plans for improvement based on 2022 pulse survey results; conducted Employee Engagement Survey in the fourth quarter of 2023
- Bestowed Special Recognition Awards to recognise colleagues’ efforts during the extreme rainstorms of September 2023
- Held MTR Wellness Month in October 2023 to promote financial, physical and mental well-being for more than 6,500 participating headcount
- Partnered with Government departments and NGOs to promote diversity and inclusion in the workplace
- Introduced half-time jobs under a Pilot Job Sharing Scheme, offering employees greater work-life flexibility

### Communities



### Contractors and Suppliers



### Employees



## Actions for 2024 and Beyond

- Provide updates on our environmental and social engagement strategies to ensure that our programmes suit the needs of different segments of society
- Expand the railway network to connect more communities with safe, environmentally friendly, affordable and accessible mass transit while actively communicating with and offering support to local communities regarding railway project development
- Establish several joint collaborations on innovative intelligence with various academic institutes
- Continue other on-going engagement initiatives

- Continue enhancing current supplier lists to ensure sound management
- Conduct a preliminary survey on carbon emissions resulting from our use of supplier services and products
- Continue to rationalise our long-term strategy for focus categories and suppliers
- Enhance the supplier audit scheme and extend supplier audits to global MTR suppliers
- Continue to conduct Supplier Management Meetings with key suppliers

- Communicate the results of the Employee Engagement Survey to staff in the first quarter of 2024 and develop a follow-up action plan for implementation
- Celebrate MTR’s 45<sup>th</sup> anniversary together with all staff
- Continue maintaining a two-tiered Staff Consultation Mechanism; maintain rapport through open dialogue and regular communications with the eight staff unions
- Continue other on-going engagement and employee wellness initiatives, such as the Work From Home policy, Metro Recreation Club, “More Time Reaching Community” staff volunteering scheme and 24-hour counselling service hotline, and launch the enhanced Wellness Platform