

# Key Events in 2008

## January

The Company won the Bronze Award in The Hong Kong Association for Customer Service Excellence Limited's "Customer Service Excellence Award 2007".

## February

The Company donated HK\$1 million to provide warm clothing and other emergency supplies via the Hong Kong Red Cross for the victims of the snowstorm in the Mainland of China.



The Company was recognized as a Sustainability Leader within the global travel and tourism industry sector, and won a Silver Class Award from SAM (Sustainable Asset Management).

Pre-sales of all the 2,096 units at The Capitol, Package 1 of the LOHAS Park development.

## March

The Government requested the Company to proceed with the further planning and design for the Shatin to Central Link and Kwun Tong Line Extension to Whampoa, marking an important milestone for railway development in Hong Kong.



The Company was awarded the Hong Kong Service Awards 2008 – Transportation Category and Corporate Social Responsibility Award by East Week Magazine in recognition of its excellence service and contribution to sustainable development of Hong Kong. The Company was for the second year awarded the Sing Tao Daily Excellent Services Brand Award – Public Transportation Category.

## April

The Company announced the award of the Che Kung Temple Station Development project to Deluxe Sign Limited, a subsidiary of New World Development Company Limited.

The Company was selected as the best metro in Asia Pacific at "The MetroRail 2008 Awards" held in Copenhagen, Denmark.

Co-organised by the Company and the Hong Kong Amateur Athletic Association, the 4th annual "MTR HONG KONG Race Walking" event took place on 20 April 2008 with record number of participants and donations for health education.



The Government requested the Company to proceed with further planning and design for the Hong Kong section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link, which will enhance the strategic position of Hong Kong as the southern gateway of China.

Austin Station on the new Kowloon Southern Link was topped out in April.

## May

Pre-sales of about 80% of the 1,375 units at The Palazzo, a property development in Shatin.

The Company donated HK\$1 million to help Sichuan earthquake victims through the Liaison Office of the Central People's Government in the Hong Kong SAR.

## June

Following an initial donation of HK\$1 million by the Company to help the Sichuan earthquake victims to buy essential supplies, our staff raised another HK\$5.6 million, which was "dollar matched" in donation by the Company, bringing total donations to HK\$11.27 million.



The Company once again won the Next Magazine's "Top Service Award – Transportation Category" for the 10th consecutive year.

## July

Elements, our flagship shopping centre in Hong Kong, won the Urban Land Institute's 2008 Award for Excellence: Asia Pacific.

To celebrate the 10th Anniversary of the Airport Express on 6 July, the Company launched souvenir tickets and the THOMAS & FRIENDS Live! On Stage Theme Train activity.

## August

As a Beijing 2008 Olympic Games Equestrian Events Railway Passenger Services Associate, the Company provided safe, reliable and convenient train services to local and overseas guests visiting the HK Olympic venues in Shatin and Sheung Shui.

Wi-Fi service become first available on Airport Express in-train to provide value-added services and conveniences to frequent travelers.

The Company launched the Digital Escalator Crown Bank at Causeway Bay Station, which is the first of its kind in Asia's metro.

## September

As agent of Tsuen Wan West TW7 Property Development Limited, the Company announced that Queensway Investments Limited, a subsidiary of Cheung Kong (Holdings) Limited, won the tender for the West Rail Tsuen Wan West Station TW7 Property Development.

The Company launched the trial of the integrated single journey fare system for the entire network, thus enabling single journey ticket holders to enjoy fare discounts of 9% to 30%.



The Company won the Prime Magazine's "Prime Awards for Brand Excellence 2008 – Transportation Category" for the third consecutive year. The award reconfirmed our outstanding performance in corporate culture, image and brand development.

## October

The MTR Annual Report 2007 received the "Best of Hong Kong" Award in the 22nd International ARC Awards, the largest annual report design competition in the world.

The Company won three awards at the legal "Oscars" – the "ALB Hong Kong Law Awards 2008" – in recognition of outstanding professional achievement and major deals in the Hong Kong legal industry.

## November

The Company's commitment to continuous learning and improvement was recognised by the "Best Practice Award-Training & People Development" from the Hong Kong Best Practice Management Group.

The Company's 2007 Sustainability Report, *Building Capability* won the "Commendation for Excellent Communication Using the Internet" by the Association of Chartered Certified Accountants (ACCA) Hong Kong. It was the sixth consecutive year that the Company received an ACCA award.



The removal of 100 interchange ticket gates at Kowloon Tong, Mei Foo and Nam Cheong stations was completed on 10 November, marking the final milestone in the Rail Merger integration process.

The Company signed an Agreement in Principle with Shenyang Municipal Government and Shenyang Metro Group Company Limited for the operation and maintenance of Shenyang Metro Lines 1 & 2 for a term of 30 years.

The Company together with our joint venture partners in Beijing, Beijing Infrastructure Investment Company Limited and Beijing Capital Group Company Limited signed a Memorandum of Understanding with Beijing Municipal Government for the operation and maintenance of the Daxing Line of the Beijing Metro Network.



The Company won the "Hong Kong Corporate Branding Awards 2008 – Consumers' Choice Grand Prize (Transportation & Logistics)" organized by Ming Pao Daily News and MSC Marketing Programme of The Chinese University of Hong Kong for the second year.

On 24 November, the Company entered into Entrustment Agreements with the Government entrusting the Company to design the Shatin to Central Link and the Express Rail Link with costs to be borne by Government.

## December

After having a six-month evaluation on the share of market, brand loyalty and global leadership of more than 1,000 well-known Hong Kong brands by the World Brand Laboratory ("WBL"), the Company has been awarded as one of the "Hong Kong's 100 Most Influential Brands" in December.

More than 100 senior citizens took a special train on the West Rail Line on 3 December on the first anniversary of the Rail Merger. It formed part of the annual Elderly Programme jointly organised by the Company and RTHK Radio 5 to promote railway safety awareness to elderly passengers.

