

**MTR Corporation named Asia Pacific Digital Transformer of the Year by IDC**

The MTR Corporation's consistent efforts to utilise digital technologies to enhance customer experience and railway service have once again been recognised. Having been selected as the "Hong Kong Digital Transformer of the Year" 2017 by IDC in October, the Corporation stood out among winners from various Asia Pacific countries and was presented with the regional title of "Asia Pacific Digital Transformer of the Year" in Singapore on 28 November 2017 along with Changi Airport Group.

The IDC's inaugural Digital Transformation Awards (DX Awards) recognise institutions that have significantly transformed markets using digital and disruptive technologies across the Asia Pacific region.

MTR launched a new series of digital initiatives, including the enhancement of the MTR Mobile app, under the Rail Gen 2.0 programme in September this year to leverage on disruptive digital technologies and strategically integrate them into the Corporation's established business processes, in order to provide more personalised services to customers while facilitating smooth railway operations.

The award also acknowledges the Corporation for promoting and driving continuous digital transformation across business functions through promotion and sharing of successful technology cases that are transforming the business.

"We are highly honoured to receive the regional award. It is a resounding recognition of our efforts in making MTR journeys more personalised and convenient through our digital initiatives. We will continue to strive for innovations in our MTR Mobile app upgrades to further enhance the customer experience with the use of more cutting-edge digital technologies," said Ms Jeny Yeung, Commercial Director of MTR Corporation.

"As digital experience plays an important role in defining customer experience, we are pleased to see that our latest digital initiatives are facilitating our delivery of a smoother and more convenient railway service. We will continue to explore different emerging technologies and opportunities to take leap forward in our digital transformation," said Mr Ted Suen, Head of Information Technology of MTR Corporation.

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## About MTR Corporation

MTR Corporation is regarded as one of the world's leading railway operators for safety, reliability, customer service and cost efficiency. In its home base of Hong Kong, the Corporation operates ten commuter railway lines, a Light Rail network and a high-speed Airport Express link on which about 5.6 million passenger trips are made on a normal week day. Another 5.6 million passenger trips are made on the rail services it operates outside Hong Kong in the Mainland of China, the United Kingdom, Sweden and Australia. In addition, the Corporation is involved in a range of railway construction projects as well as railway consultancy and contracting services around the world. Leveraging on its railway expertise, the Corporation is involved in the development of transit-related residential and commercial property projects, property management, shopping malls leasing and management, advertising media and telecommunication services.

For more information about MTR Corporation, please visit [www.mtr.com.hk](http://www.mtr.com.hk).

## Photo caption:

Ms Annie Leung, General Manager – Customer Experience Development (middle) and Mr Ted Suen, Head of Information Technology (2<sup>nd</sup> right) of MTR Corporation join colleagues to represent the Corporation to receive the “Asia Pacific Digital Transformer of the Year” award at the Asia/Pacific DX Summit in Singapore.

