

STAKEHOLDER ENGAGEMENT



Fare Concessions
Digital Marketing

CUSTOMERS



Online Meetings
Annual General Meeting

Financial Reports

INVESTORS

STAKEHOLDER GROUP

HONG KONG BUSINESSES 2021 ENGAGEMENT ACTIONS AND ACHIEVEMENTS



CUSTOMERS

- Provided on-going fare concessions and additional fare rebates to help people ride out the difficulties of the pandemic
- Conducted personalisation and engagement activities on MTR Mobile app
- Launched smart mobility initiatives to tackle pain points and needs in the customer journey from start to finish
- Provided seamless experience enabling passengers to enjoy a wide variety of goods and services in station shops and connecting shopping malls
- Conducted targeted digital marketing campaigns via MTR Mobile app and launched “eVouchers” to engage customers



INVESTORS

- Conducted more than 180 online meetings with investors to provide guidance on the unprecedented effects of the pandemic on our various businesses
- Issued regular updates of key figures on website and in financial reports
- Hosted Annual General Meeting to communicate face to face with Directors about the Company's performance and operations



GOVERNMENT AND
REGULATORS

- Worked closely with Government on railway projects under Railway Development Strategy 2014 (“RDS 2014”) and supported Government’s Northern Metropolis Development Strategy
- Supported community work of LegCo and District Councils by arranging various activities and providing sponsorships
- Welcomed participation of Government officials and departments in events including test drills and opening ceremonies



COMMUNITIES

COVID-19 Care Initiatives

- Donated masks to local and ethnic minority families
- Distributed free Airport Express tickets for on-duty healthcare workers
- Provided rental concessions to station shops and shopping mall tenants
- Collaborated with social enterprises and charitable organisations to serve food and daily necessities to those in need

On-going Initiatives

- Held career and life planning events for students (e.g., “Train’ for Life’s Journeys” programme)
- Provided sponsorships and volunteer services to NGOs and ethnic minorities
- Held annual collaboration with RTHK Radio 5 to raise safety awareness among the elderly



CONTRACTORS AND
SUPPLIERS

- Ensured the health and safety of suppliers by providing support and assistance during the COVID-19 pandemic
- Provided performance feedback to suppliers using the Supplier Appraisal System for their continuous improvement
- Conducted Supplier Management Meetings with key suppliers to strengthen business relations



EMPLOYEES

COVID-19 Care Initiatives

- Provided protective equipment; piloted a work-from-home arrangement, introduced staggered working hours and allowed casual wear for office staff; launched an emotional wellness learning portal, health talks, and a 24-hour medical and counselling hotline; arranged COVID-19 vaccination outreach services; and provided well-being leave for vaccinated staff

Employee Engagement Survey

- Employee Engagement Survey launched in December 2021 for all full-time staff in Hong Kong and managers in wholly owned subsidiaries outside Hong Kong; overall response rate at nearly 80%

On-going Initiatives

- Two-tiered Staff Consultative Council (SCC) at corporate level and Joint Consultative Committees (JCCs) at departmental/sectional levels
- Grand Awards and Long Service Awards
- Metro Recreation Club



GOVERNMENT AND REGULATORS

COVID-19 Caring Initiatives On-going Initiatives
Employee Engagement Survey



EMPLOYEES

MTR Mobile app
Station Shops Smart Mobility



COVID-19 Caring Initiatives
On-going initiatives

COMMUNITIES

Health and Safety Supplier Appraisal System
Supplier Management Meetings



CONTRACTORS AND SUPPLIERS

ACTIONS FOR 2022 AND BEYOND

- Continue to provide on-going fare concessions and other promotions
 - Continue to build and enrich MTR Mobile's customer profile to enhance personalisation and engagement, including via digital marketing campaigns
 - Engage various passenger groups to develop smart mobility initiatives throughout the entire MTR network, along with applications that enhance the customer experience across all touchpoints
 - Leverage advanced data platforms to enable data-driven personalisation and applications for general passengers and specific customer segments
 - Continue to diversify and optimise trade mix according to the latest trends and customer preferences
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- Continue to keep investors informed of all key announcements and updates via various channels
 - Plan for physical meetings and roadshows when the pandemic situation allows
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- Continue to support Government's policy of using railways as the backbone of Hong Kong's public transportation system
 - Acknowledge and engage the proposed Railways Department and new bureau
 - Continue other on-going engagement initiatives
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- Organise initiatives to support the community during the pandemic, including station shop and shopping mall tenants as well as healthcare workers
 - Provide updates on social and environmental engagement strategy in accordance with social and environmental objectives to ensure that MTR programmes suit the needs of different groups in society
 - Expand the railway network to connect more communities with safe, environmentally friendly, affordable and accessible mass transit
 - Continue other on-going engagement initiatives
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- Conduct survey for key suppliers to understand challenges and potential improvements regarding service support to MTR Corporation
 - Organise exchange and training sessions regarding ESG initiatives and best practices for related supplier categories
 - Establish long-term strategy for focus categories and suppliers
 - Formalise Supplier Review Meeting scheme and supplier audit plan for MTR Corporation
 - Commence procurement activities for the major new railway extension projects
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- Enhance COVID-19 care initiatives with new measures
 - Communicate survey results to staff in February/March 2022, followed by action planning to address staff feedback. Conduct pulse survey by end of 2022 to track progress action planning effort. Hold next survey in 2024
 - Continue other on-going engagement initiatives