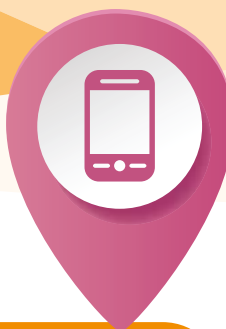


OCTOPUS PRESS

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22

八達通快訊





Creating Extra Mileage 共創新里程

As 2015 has come to a close, we can look back on another fruitful year for Octopus Group. We attained several key milestones, with Octopus' acceptance increasingly expanded to cover more facets of people's everyday lives – the Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities using Octopus payment offered by the Government was smoothly extended to the Green Mini Buses. We have introduced Octopus payment to more wet markets lately, bringing greater convenience to both the stalls and the customers. We further expanded our global footprint through the global partnership with Scheidt & Bachmann to offer market leading ID-based and card-based ticketing solutions, following recent successful collaboration in securing the Automatic Fare Collection (AFC) system project in Budapest.

Today, over 30 million Octopus cards are in circulation – four times the HKSAR's population, reached almost full penetration rate in Hong Kong. On behalf of the management team, I would like to thank all employees for their dedication and efforts, which have made these achievements possible.

New Octopus services and products come in tandem with our growth from offline to online and mobile payment arenas. Usage of our online payment jumped by eight times on 11 November 2015 the Singles' Day. We are bringing greater convenience and payment choices to our customers while ingraining sustainability in our corporate culture.

We continue living our mission by making our customers' lives even easier through continued service enhancement. The Octopus Service Point for the Octopus Card Replacement Programme launched in August 2015 has been increased to 29 in designated MTR stations and Link shopping malls, enabling customers to replace the First Generation On-loan Octopus at their convenient locations, to enjoy the latest Octopus services and make online payments.

With climate change as a pressing global issue that tops each Government's agenda, we are setting long term carbon footprint reduction goals through sustainability and green initiatives in support of fighting global warming as well as contributing to a greener Hong Kong. Such efforts have recently been recognised by green

authorities through the Hong Kong Awards for Environmental Excellence organised by the Business Environmental Council, and the Green Office Awards Labelling Scheme organised by the World Green Organisation.

We are taking Hong Kong a step closer to becoming a coinless society through the launch of a new "Top Up with Change Service" in collaboration with 759 Store. We shall expand this service to encompass other merchants in the near future to help reduce the social cost of cash handling while providing customers hassle free purchase experience without having to carry coins or banknotes from change.

Nowadays, Octopus is beyond just a card, with a diverse range of trend setting Octopus ornaments introduced and "Octopus" App considered one of the most popular free applications in Hong Kong for mobile and online payment, we are providing more choices to meet customers' needs.

Importantly, too, we remain committed



to corporate social responsibility. We continue giving back to the community, such as through the well-received Octopus Rehabilitation Transportation Subsidy Scheme tailored for low income wheelchair users, and the Octopus Kids Nurturing programme as well as volunteer and charity activities.

OCL has come a long way since our bricks and mortar stage, expanding from public transport, retail to multi aspects of people's lives with online and mobile payment service available utilising the NFC technology. We will continue our journey of innovation towards our vision to become the company most recognised for making Hong Kong closer to a cashless society.

In closing, I would like to wish you every success in the New Year!

Sunny Cheung
Chief Executive Officer
Octopus Holdings Limited

2015對八達通集團來說是饒有成果的一年，在業務領域開創了新的里程，把八達通的應用拓展到更多的生活層面。用八達通付費的「政府長者及合資格殘疾人士公共交通票價優惠計劃」已順利在本港的綠色專線小巴實施，我們也將八達通付費引進更多街市，令檔主和顧客均享有更大的方便。此外，集團的國際業務也有新的發展，繼近期成功取得布達佩斯自動收費系統發展項目後，我

們與Scheidt & Bachmann結成全球業務夥伴，提供市場頂尖的、以身份驗證及智能卡為基礎的票務方案。

今天，市面流通的八達通卡已逾3千萬張，是本港人口的4倍，滲透率接近百分之百。在此，我謹代表管理層感謝公司全人，集團有今天的成果，全賴大家的努力和貢獻。

隨著公司業務由線下發展到網上和流動支付的新領域，公司也不斷推出新的產品和服務。八達通網上支付服務的使用量於2015年11月11日的光棍節錄得8倍的增長。在為客戶提供更多也更方便的支付選擇之餘，我們也將可持續發展的要素融入企業文化當中。

八達通不斷提升服務水平，以實踐其品牌承諾，務求令顧客的生活更輕鬆。為八達通卡更換計劃而設的「八達通服務站」，自2015年8月推出至今已分別於港鐵站和領展商場增加至29部，令顧客可選擇自己方便的地點換卡，從而享用八達通最新的服務及進行網上支付。

對抗氣候變化已成為各國政府的當務之急。為此，八達通亦定立長遠的減碳目標，並透過可持續發展和環保措施，對抗全球暖化，為綠化香港而努力。我們參加了由商界環保協會協辦的香港環保卓越計劃和世界綠色組織籌辦的綠色辦公室獎勵計劃，積極支持環保，而在這方面的努力也獲得環保界的肯定。

八達通為促進香港成為無輔幣的社會的發展，與759阿信屋合作推出嶄新的「找續增值」服務，方便顧客以現金購物時，將找續之餘額悉數增值至八達通。我們將陸續把這項「找續增值」服務拓展至其他商戶，減低因處理現金所帶來的社會成本，同時減少顧客攜帶零錢的煩惱，令他們購物時更輕鬆。

今天，八達通已經不僅是一張卡。還有走在潮流尖端的多元化八達通配飾，以及深受歡迎的「八達通」app，讓顧客盡享手機及網上支付之便。我們不斷帶給顧客更多八達通支付選擇，以滿足他們的支付需要。

此外，八達通恪守企業公民的責任，致力回饋社會。推動廣受低收入輪椅人士歡迎的「八達通復康交通資助計劃」及「八達通育苗展才計劃」等企業公益項目，並舉辦及贊助多項義工及慈善活動。

八達通不斷再接再厲，由實體卡的階段持續發展，不但廣泛應用於公共交通、零售和多元化的生活領域，更充分利用NFC（近場通訊）技術，推出網上及手機支付服務。集團將繼續其創新之旅，朝著使香港成為無現金社會的願景而努力。

最後，祝願大家新年進步！

八達通控股有限公司
行政總裁
張耀堂



More Octopus Service Points for Customers to Replace their First Generation On-loan Octopus

現有更多「八達通服務站」讓客戶更換第一代租用版八達通

Octopus Cards Limited (OCL) introduced the Octopus Card Replacement Programme in August 2015, allowing customers to voluntarily replace their First Generation On-loan Octopus via any Octopus Service Point (OSP) free of charge. The replaced Octopus will provide customers with enhanced features enabled by advanced technological setting to enjoy Octopus' latest online and mobile payment products and services.

To facilitate the replacement programme, new OSPs are installed since its launch, making it a total of 29 OSPs available for customers' use. In addition to the designated MTR stations, OSPs can be found in several Link shopping malls. Customers are also welcome to check their Octopus' remaining value, Reward\$ balance, the latest transaction records, and activate their Rewards membership and download Reward\$ at the OSPs.

八達通卡有限公司（八達通）於2015年8月推出八達通卡更換計劃，讓顧客以自願形式透過「八達通服務站」免費更換第一代租用版八達通。

為進一步方便顧客換卡，「八達通服務站」從推出至今已增設至29部，除指定港鐵站外，亦設置於多個領展商場內。顧客亦可使用「八達通服務站」查閱八達通餘額、日日賞\$結餘及最近的交易紀錄，並啟動日日賞會籍及下載日日賞功能。新更換的八達通為顧客提供更新的功能，透過先進的技術設定，令顧客盡享八達通最新的網上及流動支付產品及服務。



For details and the latest updates, please visit the OCL website at www.octopus.com.hk/cardreplacement or call the Octopus Customer Hotline on 2266 2222.

想知道更多八達通卡更換計劃的詳情及最新消息，市民可瀏覽八達通網站www.octopus.com.hk/cardreplacement或致電八達通顧客服務熱線2266 2222查詢。

OSP's are now available in the following locations

「八達通服務站」設於下列地點

MTR Stations:

Sham Shui Po, Tseung Kwan O, Tai Wo Hau, Sheung Wan, Lok Fu, Choi Hung, Prince Edward, Tuen Mun, Kwai Fong, Olympic, Hong Kong, Austin, Admiralty, Fortress Hill, Tai Po Market, Lai Chi Kok, Lam Tin, Cheung Sha Wan

港鐵站：

深水埗站、將軍澳站、大窩口站、上環站、樂富站、彩虹站、太子站、屯門站、葵芳站、奧運站、香港站、柯士甸站、金鐘站、炮台山站、大埔站、荔枝角站、藍田站、長沙灣站

Link Shopping Malls:

Lei Tung Commercial Centre, Oi Tung Shopping Centre, Wo Che Plaza, Mei Lam Commercial Centre, Kwai Fong Plaza, Choi Yuen Plaza, Tai Wo Plaza, Chung On Shopping Centre, Tsz Wan Shan Shopping Centre, Hau Tak Shopping Centre and Temple Mall South

領展商場：

利東商場、愛東商場、禾輦廣場、美林商場、葵芳廣場、彩園廣場、太和廣場、頌安商場、慈雲山中心、厚德商場、黃大仙中心南館



OCL becomes Greener and Greener 八達通越來越綠化

OCL's core corporate value is "Make it Right, Make it Smart, and Make a Difference". We believe that each responsible corporate citizen has the duty to protect our environment, and each one of us can contribute to improving our planet.

OCL has been running a number of green initiatives to promote a green culture and lifestyle within our company and amongst our colleagues.

八達通的企業核心價值是「守正不移」、「精明睿智」、以及「與眾不同」。我們相信每個有承擔的企業公民，對保護環境都責無旁貸，而我們每個人都能為改善地球環境出一分力。

八達通一向致力推行環保活動，提倡公司環保的企業文化，並向同事們推廣綠色的生活方式。



Green Audit 環保審核計劃

OCL participated in two green audits in October 2015: the Hong Kong Awards for Environmental Excellence and Green Office Awards Labelling Scheme, organised by the Business Environmental Council and World Green Organisation respectively. Green measures and efforts in the OCL office were presented to the green auditors, and they toured the office to assess measures on the spot. Riding on our existing green measures such as light zoning, green labels, recycling bins and use of electronic platforms for internal communications, the green auditors gave practical suggestions on further strengthening our green efforts.

八達通於2015年10月參加了兩個環保審核計劃，包括商界環保協會協辦的香港環保卓越計劃和世界綠色組織籌辦的綠色辦公室獎勵計劃。我們向綠色審計專員介紹了辦公室現行的環保措施和活動，並帶他們在辦公室進行實地考核。綠色審計專員在我們的區域照明設計、綠色標示、回收箱設施、和內部通訊電子化等已實施的措施上，給予我們更多的環保建議，令我們進一步加強公司的環保工作。



Walk for Nature 步走大自然



OCL supported the Walk For Nature 2015 as a corporate sponsor to promote the importance of conservation. OCL corporate team explored the natural beauty of Mai Po, experienced the joy of bird watching, learned about wetlands and took part in fun-filled game stands through this fundraising activity. What a great chance to learn more about conservation!

八達通是「步走大自然2015」的贊助企業之一，藉此宣揚保育的重要。企業團隊透過這項籌款活動，欣賞了米埔的自然迷人景致、體驗了觀鳥的喜悅，並參與了有趣的攤位活動，加深對米埔濕地的了解。這真是學習保育知識的大好機會！



Organic Farm Day 有機耕作日

Organic food is not only better for health, it is also an environmental-friendly product, grown with less soil and water pollution. OCL sponsored a group of grassroots families and children from North District to visit an organic farm. The group together with Octopus volunteers had fun experiencing organic farming and understanding the key elements for a green life, promoting sustainable development among our corporate volunteers as well as the community.

有機食品不但有益健康，同時也是一種環保農作物，其生長過程能減少對泥土和水的污染。八達通最近贊助了來自北區的基層家庭和學童參觀有機農場，與八達通義工隊一起體驗有機耕作的樂趣，並學習綠色生活的重要元素。公司也藉着這個綠色活動，向企業義工和社區宣揚可持續發展的重要。



Lunch Beyond Cuisine

「午飯時間，豈止於食」

Green initiatives are not necessarily held outdoors! During lunch hours, Octopus volunteers created recycled paper bookmarks using old newspapers and unwanted pieces of paper, transforming waste into useful and delicate handcraft items.

綠色活動未必要在室外進行！八達通義工們利用午飯時間，把舊報紙和廢紙製成再造紙書籤，將廢物變成實用且精緻的手工作品。





OCL Welcomes Overseas Delegates 八達通歡迎海外代表

OCL has recently received groups of delegates from all around the world, including Beijing Municipal Administration Traffic Card Company (Yikatong), social welfare representatives from an Indonesian Government Agency, and Business and Computing students from the Hong Kong Baptist University. The meetings were well received by all parties.

八達通最近接待了多個海外代表團。當中包括北京市政交通一卡通公司、印尼政府的勞工社會福利代表，以及香港浸會大學國際學院的商科及電腦系學生，會議圓滿而順利。



OCL Shares Success Story with Industry Fellows 八達通與業界分享經驗

As a pioneer in contactless smart card payment applications, OCL frequently meets with overseas counterparts to foster exchanges and understanding amongst industry practitioners. In Q4 2015, our CEO Mr Sunny Cheung and other members of the senior management team were invited to share Octopus' successful stories and market insights at a wide range of events and seminars.

These events included the 4th FST Media Annual Technology & Innovation – the Future of Banking & Financial Services Conference, the 16th Hong Kong Forum 2015, and the CEO Lunch Roundtable Session held by Hong Kong Institute of Marketing. OCL also addressed a group of mainland delegates organised by the Hong Kong Institute for Public Administration and the students from Hong Kong University of Science and Technology and The University of Hong Kong.

作為非接觸式智能卡支付應用的先驅，八達通經常與海外的行業代表會面。於2015年第四季，公司行政總裁張耀堂先生及其他管理層成員獲多個機構邀請，在不同的場合和活動中，分享八達通的成功故事，促進行業的互相了解。這些包括FST Media第四屆科技及創新論壇、第16屆香港論壇、香港市務學會CEO圓桌會議、香港公共行政學院舉辦的內地政府科技考察團、香港科技大學及香港大學工程學院的講座。





OCL Launches “Top Up with Change Service” to Ease Customers’ Burden of Carrying Loose Coins

八達通推出全新「找續增值服務」減省顧客攜帶零錢的不便

OCL introduced a brand new “Top Up with Change Service” that enables customers to put the change into Octopus even when they are paying in cash. It saves customers’ time on queuing up to add value and eases their burden of carrying loose banknotes and coins. 759 Store has been the first authorised Top Up with Change service provider of OCL to roll out this new service in its 270-odds outlets starting from 7 December 2015, allowing customers to enjoy a more seamless and joyful shopping experience with electronic payments. “Please put the change into my Octopus” will become the new trend!

八達通推出全新「找續增值服務」，即使顧客以現金付款，都可以將所剩餘款「找落八達通」，節省顧客排隊增值的時間，同時減少攜帶零錢的不便。759 阿信屋由2015年12月7日起，於全線270多間門市推出此嶄新服務，成為首個與八達通合作的認可找續增值服務供應商，讓顧客從電子支付中，感受更簡便愉快的購物體驗。「找落八達通，唔該」將成為新趨勢！



Octopus Payment Service Expands 八達通拓展業務網絡

Octopus service network is expanding to the following merchants, making Hong Kong people’s everyday life easier:

八達通在港的使用範圍進一步擴展至以下商戶，令市民生活更輕鬆。





Unique Octopus Products Enliven Customers' Days 八達通產品令顧客生活倍添樂趣

OCL continuously offers customers a wide variety of new products. The SmileyWorld x Octopus Customised Shape Ornament and Little Twin Stars & MINNA NO TĀBŌ Luminous 3D Octopus Ornament were launched, and have proven tremendously successful, eagerly sought by fans.

Visit the Octopus website for more information about these trend-setting products.

八達通經常推出不同產品，配以別具特色的設計，為顧客帶來全新體驗。我們近月推出了SmileyWorld x 八達通造型配飾，及Little Twin Stars & MINNA NO TĀBŌ 夜光3D八達通配飾，均深受用戶歡迎。

欲知更多有關這些潮流產品的詳情，請瀏覽八達通網站。





DBS Octopus ATM Card with Pre-activated AAVS Provides Greater Customer Convenience

星展八達通提款卡預先啟動自動增值服務 更加方便顧客

To give greater convenience and flexibility to customers, two new features have been introduced to the DBS Octopus ATM Card recently. The AAVS function is now pre-activated for new DBS co-brand cards, so cardholders can enjoy ultimate shopping convenience instantly by simply acknowledging receipt of the new card. Another auto-reload option of HK\$500 is offered in addition to the HK\$250 amount, making Octopus payment even more flexible.

星展八達通提款卡最近增加兩個新特點，令顧客使用時更方便靈活。新的星展八達通提款卡已預先啟動八達通自動增值服務，顧客只需簡單確認新卡，即可享有份外輕鬆的購物體驗。顧客除港幣250元增值額之外，還可選擇港幣500元作為該卡的自動增值金額，令八達通付款變得更靈活。



OCL Offers Sweet Surprises

八達通為您送上甜蜜驚喜

OCL offered sweet surprises this autumn! From 12 October to 1 November 2015, upon purchasing a double scoop takeaway from Häagen-Dazs and settling payment with Octopus, customers could get another double scoop for free.

八達通為您送上秋季驚喜。Häagen-Dazs 於2015年10月12日至11月1日期間，推出滋味優惠，顧客凡外賣惠顧指定味道的雙球雪糕，並以八達通付款，皆可享用買一送一優惠，與摯愛或好友共享甜蜜驚喜！



Win Fabulous Prizes Using Octopus for Online Shopping

用八達通網上付款 網購兼贏豐富獎品

OCL launched the "Octopus Online Payment Instant Win Lucky Draw Promotion" with exciting prizes worth over HK\$500,000. From 5 November till 31 December 2015, online shoppers spending HK\$200 or more in a single online purchase transaction at any Octopus online merchants using Octopus Online Payment Service for settlement, could register for and enter the Instant Win Lucky Draw to win a host of fabulous prizes.

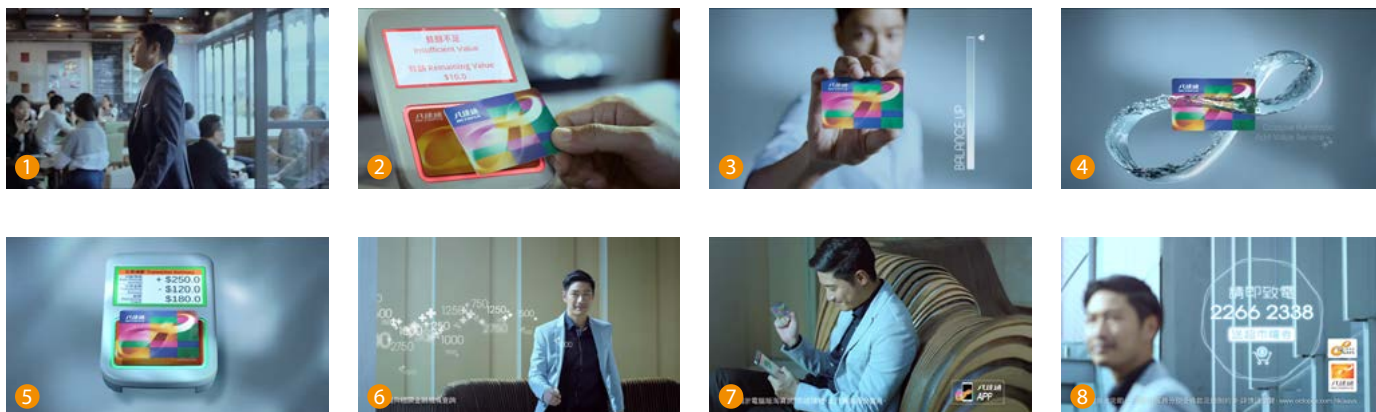
八達通於2015年11月5日至12月31日推出「八達通網上付款即抽即中大抽獎」活動，送出總值超過50萬港元的精選禮品！於推廣期內，網上購物的用戶於任何八達通網上商戶使用八達通網上付款服務，該單次網上購物交易金額達港幣200元或以上，並完成登記程序，即可參加即抽即中大抽獎，贏取豐富獎品！





Register Octopus Automatic Add Value Service to Receive a Welcome Gift

申請「八達通自動增值服務」即賞迎新禮品



OCL has launched another wave of promotion for the Octopus Automatic Add Value Service (AAVS). From 16 November 2015 to 31 January 2016, any Octopus cardholder who successfully applies for the AAVS for the first time with an Eligible Octopus* and register for the promotion via the AAVS Hotline 2266 2338 or Octopus' website at www.octopus.com.hk/aavs, and complete at least one auto-reload by 31 January 2016, will be entitled to receive supermarket coupons as a welcome gift**.

OCL has also launched a new TV Commercial featuring Gregory Wong to highlight the benefits of enjoying credit card bonus points with AAVS, conduct online payments with ease and promote the AAVS application hotline.

八達通推出「八達通自動增值服務」迎新優惠，於 2015 年 11 月 16 日至 2016 年 1 月 31 日期間，任何八達通持卡人透過致電「八達通自動增值服務」熱線 2266 2338 或登入八達通網頁 www.octopus.com.hk/aavs 完成推廣登記，以合資格八達通*首次成功申請「八達通自動增值服務」，並於 2016 年 1 月 31 日或之前為其合資格八達通最少進行一次自動增值，即可獲贈超市禮券作為迎新禮品**！

八達通更推出新的電視廣告，邀來王宗堯演出，宣傳以「八達通自動增值服務」來賺取信用卡額外積分的好處、用八達通進行網上交易的便利和「八達通自動增值服務」申請熱線。

* An Eligible Octopus refers to a valid Octopus card or product, which includes a Bank Issued Octopus but excludes any renewal or replacement Octopus, that has never been enabled with AAVS as of 15 November 2015. Any application for reactivation of AAVS for an Octopus following suspension or cancellation shall not be regarded as an Eligible Octopus for the purpose of this promotion.

**The welcome gift will be sent by ordinary mail to the AAVS Account holder's Hong Kong address registered with OCL no later than 15 March 2016.

*「合資格八達通」指任何於2015年11月15日或之前從未附設自動增值之有效八達通卡或產品（包括銀行發行版八達通，但不包括任何八達通的續期新卡或補發卡）。任何暫停或取消服務後申請重新啟動自動增值功能之八達通，均非合資格八達通，因此不能參加上述推廣活動。

**有關推廣優惠禮品將於2016年3月15日或之前以平郵方式郵寄至自動增值賬戶持有人向本公司登記之香港地址。



OCL to Rollout Updated Firmware 八達通將推出升級軟件程式

OCL has upgraded the Octopus library and firmware for all service providers, to further enhance their operational efficiency in processing Octopus transactions and service.

To facilitate the rollout to different service points, the Octopus' Professional Services team and Technical teams are working with various parties to conduct tests verifying seamless integration with local applications.

八達通提升了查詢系統和軟件程式，以進一步提高八達通付款交易和服務的效率。為了盡快在不同服務點推出新的查詢系統和軟件程式，八達通的商戶服務和技術部團隊會與相關夥伴緊密合作，進行一系列測試，以確保新系統和軟件程式可與本地應用程序無縫兼容。



How to Handle Customer Data with Care 如何謹慎處理顧客資料

Complaint cases relating to violation of Personal Data Privacy Ordinance (PDPO) are not uncommon these days, which will pose company's reputation at risk and may even amount to criminal offences. How could we, as the data users, establish sound practices to ensure our duly compliance with the six data protection principles (DPPs) under the PDPO?

Whenever it is necessary to request customers to provide personal data, they must be, at the first place, supplied with a Personal Information Collection Statement (PICS), with the purpose of such collection, the classes of persons to whom the data may be transferred and other prescribed information clearly stated in an easily

readable manner. Under no circumstances should excessive data be collected – Kinds of data obtained should be adequate, but not more than necessary for the purpose of collection.

There are complaint cases where customer data was inadvertently disclosed to third parties without customers' prior consent. This already constitutes to violation of DPP3. Think twice on whether it is necessary to disclose particular types of data to third parties, and make sure prior prescribed consent of customers have been obtained before you do so.

現時違反《個人資料（私隱）條例》的投訴個案比比皆是，不但危害公司聲譽，還可能要負上刑事責任。究竟我們

作為資料使用者，可怎樣建立完善的機制，以確保我們能恪守條例核心的六項保障資料原則？

在收集顧客的個人資料時，公司應向顧客提供一份《收集個人資料聲明》，清晰告知資料當事人收集其個人資料的目的，資料可能會被轉移給哪些人，以及其他相關資訊。在任何情況下都不能過度收集個人資料 — 只收集有實際需要的資料，切勿過度收集。

在投訴個案中，曾發現顧客的個人資料在未得到顧客正式允許之前，被不慎洩露給第三者。此舉已構成違反條例核心的第三原則。我們應慎重考慮是否需要將客戶資料轉交第三者，並且確保在任何資料轉遞前，獲得資料當事人的同意。



Daily Transaction Upload and Settlement Verification

每日上載交易資料及核對結算

Merchants are reminded to upload all transaction records in Octopus readers every day, or within the period specified in the services agreement. Upon receipt of settlement reports, merchants should immediately verify the report details, and report to their first-line technical support team should there be data or financial discrepancies.

八達通提醒商戶需每日或按照服務協議書上列明的指定期限內，上載八達通讀寫器的所有交易資料。商戶收到結算報表後，應即核對報表內的資料，若發現數據或財務上的誤差，可向前線技術支援部門報告。

Long Holiday Reminder for Merchants

給商戶的長假期溫馨提示

To help our merchants avoid overdue settlements during long holiday seasons, such as Christmas and Chinese New Year, OCL will email notifications to schools and copier/printer service providers one to two weeks ahead of these long holidays, to remind them about uploading their Octopus transaction data on time.

為了協助商戶於節日假期內，例如聖誕及新年期間，避免出現逾時交易的情況，八達通會提前一至兩個星期，向學校以及影印機的八達通服務供應商夥伴發出長假期提示，建議他們及時上載交易數據。





OCL Receives Accolades Recognising Exceptional Performance 八達通的傑出表現再獲肯定

OCL is honoured to have received three awards in Q4 2015, further recognising our customer service excellence, sustainability efforts and care for the retirement protection of our employees. The three awards include Hong Kong Call Centre Association Customer Service Award - Bronze Award of the Inbound Contact Centre of the Year (Below 20 seats); World Green Organisation's Green Office Awards Labelling Scheme Certification; and 2014/15 Good MPF Employer Award presented by the Mandatory Provident Fund Schemes Authority.

八達通很榮幸於2015年第四季再獲頒三項殊榮，以表揚公司優質的顧客服務、在可持續發展方面的努力、以及對員工的退休保障。獎項包括香港客戶中心協會「Inbound Contact Centre of the Year (Below 20 seats) 銅獎」、世界綠色組織「綠色辦公室獎勵計劃」認證和強制性公積金計劃管理局（積金局）2014/15年度「積金好僱主」的嘉許。





Promoting Social Inclusion to Our Next Generations 八達通向下一代宣揚社會共融

An inclusive society allows all individuals to enjoy equality and respect in different areas of life, and it is important to educate younger generations on this when they are young. The opening ceremony of 2015/16 academic year's Octopus Kids' Nurturing Programme, which was held on 24 October 2015, introduced a variety of orienteering games to let students understand the daily hardships faced by disabled people and the importance of mutual respect in creating a barrier-free environment for all.



和諧共融的社會讓每個人在不同的生活範疇都享有平等和尊重。因此，我們應該趁早讓年青一代了解社會共融的重要。於2015年10月24日舉行的「八達通育苗展才計劃」啟動禮，透過別出心裁的定向活動，讓學童體驗傷殘人士在生活中所遇到的障礙，喚醒大家對弱勢社群的關注，宣揚傷健共融的訊息。



Appreciation Dinner for Octopus Volunteers 八達通義工晚宴



OCL organised an appreciation dinner for Octopus Volunteers as a token of appreciation for their contribution to community services. The event was graced by our CEO and attended by some forty corporate volunteers.

八達通舉辦了企業義工晚宴，以感謝公司的義工同事對社會服務的貢獻。公司的行政總裁和四十多名義工同事一起出席了晚宴。



Octopus Participates in Oxfam Trailwalker 2015 八達通支持樂施會毅行者2015



Two Octopus corporate teams, formed by eight energetic staff members, took part in the Oxfam Trailwalker 2015 from 20 to 22 November 2015, marking the 14th year of OCL participation in this annual fundraising event. The two teams finished the challenging 100km walk in 28 hours 41 minutes, and 40 hours 40 minutes respectively, aided by a volunteer support team of over 50 colleagues. Congratulations to our teams for completing this endurance event, and for showing great determination and team spirit in overcoming all the obstacles along the trail!

八達通第14年支持樂施會毅行者慈善籌款活動！八達通派出兩隊由八位同事組成的企業團隊，參與於2015年11月20至22日的樂施毅行者，在超過50位同事的支援下，兩隊分別以28小時41分鐘及40小時40分鐘完成了100公里的路程。在整個過程中，八達通健兒發揮了團隊精神和毅力，衝破障礙抵達終點，可喜可賀。



ORTSS Makes Low-income Wheelchair Users' Life Easier 「八達通復康交通資助計劃」 令低收入輪椅人士生活更輕鬆



From its launch in April 2014, the Octopus Rehabilitation Transportation Subsidy Scheme (ORTSS) has been well received by the community and wheelchair users. By December 2015, the Octopus Rehabilitation Transportation Subsidy Scheme (ORTSS) had subsidised over 12,900 point-to-point trips for 5,400 low-income wheelchair users. The programme has helped make the daily life of this community easier when taking part in social activities and attending medical appointments.

「八達通復康交通資助計劃」自2014年4月推出以來，深受社會歡迎，至2015年12月已為5,400位低收入輪椅使用者提供了超過12,900次無障礙點對點交通接送服務。該計劃令這個群體在參加社交活動及覆診時都更輕鬆。



Caring for the Community 八達通關懷社群

OCL proactively shows its care for the community. Octopus Volunteers took part in a variety of charity events in the past few months, through sports, music and more.

八達通一向熱心公益，八達通義工透過音樂表演及體育運動，支持及參與了多個慈善活動，身體力行關懷社群。

Dress Casual Day 2015 公益金便服日 2015

OCL participated in the Community Chest's Dress Casual Day, raising funds for underprivileged groups in our local community.

八達通參與公益金便服日，同事們踴躍捐款支持本地弱勢社群。



Stargaze Camp 2015 盲人觀星營 2015

OCL participated in Stargaze Camp for All & the Blind, promoting inclusion in the society. Octopus RubberTyre, our corporate band also supported this meaningful cause with live music performance.

八達通支持盲人觀星營活動，宣揚傷健共融。八達通樂隊 RubberTyre 也為盲人觀星傷健營現場表演音樂。



CyberRun for Rehab 2015 健康萬步數碼港 2015

OCL sponsored the CyberRun for Rehab charity walk. Our corporate team enjoyed the beautiful scenery alongside Aberdeen Harbour as they ran to raise funds for a good cause!

八達通贊助健康萬步數碼港活動，並派出企業義工參與慈善籌款。八達通義工隊為慈善出力之餘，也欣賞了香港仔的港灣風光，別具意義。



St. James' Settlement Kinball Charity Tournament 2015 聖雅各健球慈善賽 2015

OCL sponsored St James' Settlement's charity kinball tournament, to raise funds for its flagship programme, "Grant-in-aid" Brightens Children's Lives charity project.

八達通贊助了聖雅各福群會的健球比賽，為聖雅各的「助學改變未來」慈善計劃作慈善籌款。





OCTOPRESS

八達通快訊

