

COMFORTDELGRO APPOINTS NEW GROUP CHIEF DIGITAL OFFICER **AS IT SHORES UP BENCH STRENGTH TO TACKLE NEW ECONOMY**

17 February 2020 – ComfortDelGro Corporation has been putting pedal to metal and shoring up its bench strength as it embarks on its next phase of growth. This includes creating a new key position which will oversee all future ventures in the technology-related arena.

The newly-created post of Group Chief Digital Officer will be held by Ms Siew Yim Cheng who will be responsible for the Group's transformation roadmap and products, and oversees the digital transformation initiatives of the Group. Before joining the Group, Ms Siew was the Global VP Smart City with Envision Digital, where she was responsible for leading the development of AI-IOT and smart city products and solutions that will create smarter cities for a better future. She was also the Chief Digital Officer for JTC Corporation prior.

Ms Siew is one of 20-odd C-suite executives who have joined ComfortDelGro in the last two years alone. That recruitment drive represents a six-fold increase of top talent over the preceding corresponding period and accounts for about 35% of senior bench strength in the entire Group.

The new recruits come from a variety of industries and disciplines, bringing with them skills in traditional areas like finance and information technology, as well as expertise in new fields like artificial intelligence and data analytics. New appointees also come armed with experiences gleaned from the banking sector, the oil and gas sector, the military, the computing and software industries as well as the entrepreneurial sector.

Newly-created positions and departments in the last two years include Group Risk and Sustainability as well as Group Transformation. The Group has also expanded into a new adjacent business of non-emergency patient transportation services.

ComfortDelGro Chairman, Mr Lim Jit Poh, in an annual address to senior staff in January, said: “Of our key or newly created positions and new requirements under the expansion plans, we may, sometimes, not be able to find existing internal staff suitable or appropriate. In which case, external recruitment is necessary. Other advantages of bringing outsiders are to shake up the state of complacency. There will be exchanges of experience. There is no inbreeding. One pipeline which I have advocated is to explore the retired senior military personnel who have been drilled in discipline and responsibility and have certain skill-sets.”

ComfortDelGro Managing Director/Group CEO, Mr Yang Ban Seng, reinforced the view that the acquisition of skills was critical in the fast-paced environment.

“As we expand and look at new avenues of growth, we have to ensure that we are well-equipped with the right skill sets. It doesn’t matter where our talent come from, so long as they bring with them the right attitude and the right discipline to help grow the Group,” he said.

Mr Yang added that change was necessary to keep the Group relevant in the fast-moving environment.

“ComfortDelGro is not a technology company dabbling in transportation. Rather, I see ComfortDelGro as a multi-modal mobility operator that boldly, creatively and persistently experiments, adopts and leverages on innovative technologies to provide us with the competitive edge and new capabilities. We can learn from others to leapfrog where technology is concerned. We do not need to be first mover here.

“More importantly, as a global mobility operator, we have built up deep knowledge in fleet operations and maintenance, in both public and private transportation. We have a strong ecosystem of vehicle fleet operations, automotive engineering, advertising, testing and inspection and insurance businesses. Daily, we serve millions of commuters and customers. This is our strength and our comparative advantage. What we need is to boldly and extensively leverage on technology to further strengthen our operations, improve our maintainability, enhance our customers’ service and experience, and provide us insights into new trends and business possibilities. We need to double-down on our digitalisation effort to keep up with the game. There

is no choice. We live in a digital age today, and we can expect technology to move at accelerating pace.

“To do all this, we will need to make sure we have the necessary skills and talent to supplement the already strong bench strength that we have. New skills in new areas that we want to explore, areas like artificial intelligence and autonomous driving.”

Background

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of over 41,600 buses, taxis and rental vehicles. We also run 83km of light and heavy rail networks in Singapore. Our global operations span seven countries – Singapore, Australia, China, the United Kingdom, Ireland, Vietnam and Malaysia.

For further clarification, please call:

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