

Speech for Chairman Seah Moon Ming
MOU Signing with MCCY (29 May 2026)
Staytion Lifestyle Centre @ Dhoby Ghaut MRT

Good morning,

Acting Minister for Culture, Community and Youth & Senior
Minister of State for Education, Mr David Neo

Permanent Secretary of MCCY, Ms Teoh Zsin Woon,

Chairman of National Gallery Singapore, Mr Peter Ho

CEO and Director of National Gallery Singapore, Dr Eugene Tan
Group CEO, Hoon Ping,

Friends from National Arts Council

Colleagues, and friends from the media.

1. Thank you for joining us at this MOU signing ceremony. It is always a pleasure to gather for a good cause. We are also grateful to have like-minded partners, like MCCY, working with us to support the community. Today, SMRT will pledge to sponsor up to one million dollars of advertising space in our transport network to support the charity sector in Singapore.

2. This is a first-of-its-kind partnership with MCCY. It is a meaningful way to use our network and reach to do good

together. We will work with charities that have Institutions of a Public Character (IPCs) status on fund-raising and outreach campaigns, and these campaigns will run on advertising spaces managed by Stellar Ace, which is SMRT's advertising arm. This will help raise awareness of the causes championed by IPCs and encourage more people to come forward to support them – whether through donations or voluntary work.

3. Over the next three years, we will work with MCCY who will help amplify this opportunity among IPCs. In Singapore, there are currently about 700 IPCs. This gives us many opportunities to make a positive difference together.
4. At SMRT, we live by a simple principle – "Do Right, Do Good and Do Well". The order is important. 'Doing good' comes before 'doing well'. When we serve our communities well and contribute back to society, we would have done well as an organisation.
5. So, while this is the first time that we formally ink our commitment to support IPCs, our journey with them did not begin today.
6. Since 2021, we've organised Tap for Hope – an annual fundraising campaign held at our MRT stations. Through

convenient tap-to-donate points, commuters can contribute directly to IPCs supported under the President's Challenge. Last year was our fifth edition.

7. The one million dollars set aside for this new IPC campaign is made possible with our Kaizen savings — the productivity gains achieved by our people through continuous improvement. These are hard-earned savings. We put these savings to good use when it's channelled back to improve our engineering and maintenance capabilities. We also believe they should be shared — with our people, and with the community. I am sure our SMRT employees are happy to give the company the capital to do good.
8. Those who watched this year's May Day Rally would have heard Prime Minister Lawrence Wong talk about a \$1,600 special Kaizen bonus for all SMRT employees.
9. In addition, we set aside a portion of our Kaizen savings for CSR, to support a specific group of people every year.
10. In 2023, we gave away EZ-Link cards to polytechnic and ITE students. In 2024, in conjunction with Nurses' Day, SMRT distributed 46,000 EZ-Link cards to nurses in Singapore. And last year, we provided 18,000 NETS FlashPay cards to support Persons with Disabilities

(PWDs) and their caregivers. For every one of these annual works of social good, SMRT committed close to \$1million.

11. This year, besides sponsoring up to one million advertising dollars for IPCs, SMRT will continue to explore new ways to make a more meaningful and lasting impact for the community.
12. There is a Chinese saying “以行见心”, which means our actions reflect our values. The way we use our Kaizen savings each year shows what matters to us as an organisation.
13. This MOU today is undertaken in the same spirit: People and community are at the heart of what we do. Together with MCCY and our IPC partners, we hope to encourage a stronger culture of giving back and serving the community.
14. On that note, thank you very much once again for joining us here today.

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