

Care for Customers

As a public transport provider, we are dedicated to delivering an excellent bus travel experience for all. We work to identify and understand customer needs and expectations to ensure our bus services are safe, smart, efficient, comfort and value-for-money.





Industry, Innovation and Infrastructure



Sustainable Cities and Communities

Innovation and Convenience

We believe that innovation and technology are key to benefiting the industry and communities with a convenient, diversified and sustainable travel environment.

Electronic Payment System

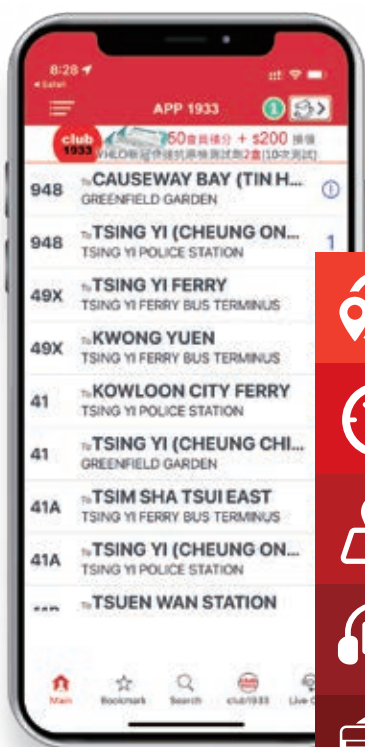
LWB has become the first franchised bus company in Hong Kong to install a diversified electronic payment system in its fleet. The system supports ten contactless payment methods, including credit cards, digital wallets on mobile devices, smart watches, and QR code for easy, fast and convenient bus fare payment options. It demonstrates our commitment to providing a better travelling experience and contributes to Hong Kong’s smart city vision. In 2021, the diversified electronic payment system has been extended to KMB.






App1933

With one million daily unique users and around six million downloads, the KMB and LWB mobile app, App1933, elevates customer experience with a more convenient and personalised service offering.

App1933 allows users to check bus route information and the estimated time of bus arrivals. App1933 had a number of upgrades during the year, including:

- ✔ The introduction of Estimated Travelling Time and upgrade of the Bus Estimated Time of Arrival (“ETA”) service, to enable users to plan their trips more easily and check the ETAs provided by KMB and LWB as well as other franchised bus companies;
- ✔ The enhancement of the built-in location-based function, with which users can check real-time traffic conditions, weather information, flights schedule, anti-epidemic information and bus route suggestions based on their current location through the new “Relax Corner” feature;
- ✔ The introduction of the new membership scheme club1933, under which passengers can enjoy bus rides while earning points for gifts; and
- ✔ The development of the Artificial Intelligence Chatbot function, through which users can obtain information directly and precisely.



-  Estimated Travelling Time
-  Estimated Bus Arrival Time
-  Bluetooth Beacon Signal
-  Chatbot
-  Real-time Traffic Conditions & Weather Information

App1933 has been further enhanced with a series of innovative caring functions to take better care of passengers’ needs

SUSTAINABILITY REPORT



Buses under the “New Long-haul Bus Service” are equipped with free 5G Wi-Fi to elevate passengers’ travelling experience

New Bus Services

We have implemented a number of enhancements to our bus service over the past few years to deliver a more pleasant and comfortable journey to our passengers.

- ✔ Our “New Long-haul Bus Service” mainly provides free 5G Wi-Fi service, the latest safety features, comfortable seats and allows no standee, offering a brand-new travelling experience to passengers; and
- ✔ An introduction of “5G Bus” with an ultra-fast free 5G Wi-Fi service. Passengers can enjoy 5G Wi-Fi service for free with unlimited sessions, elevating their travelling experience with an ultra-fast, stable and smooth 5G network.

Facilities Upgrade

- ✔ Since the outbreak of pandemic in 2020, KMB has retrofitted more than 600 new licensed Euro VI buses with horizontal ventilation windows to provide natural ventilation and to bring passengers a comfortable journey;
- ✔ The Solar-powered Bus Shelter Campaign promotes green energy by installing solar panels to power lighting or mosquito repelling devices. 1,950 bus stops have been equipped with solar power equipment;
- ✔ The enhancement of the bus route information sheets has been completed. Passengers can now scan the two-dimensional QR code on the new layout information sheets posted at bus stops for further bus route information, including bus frequencies;

- ✔ KMB and LWB have installed the Bus Information Panel System on more than 3,900 buses. With the alighting reminder function on App1933, passengers can obtain real-time bus stop information through the display screens on the upper and lower decks;
- ✔ 1,100 bus stop locations are equipped with display panels showing the estimated time of bus arrivals;
- ✔ The air quality in bus compartments benefits from electrostatic air filters installed on KMB and LWB buses; and
- ✔ All KMB and LWB buses are equipped with power-saving variable capacity air-conditioning compressors, which provide more adaptive and refined thermal control in the most fuel-efficient manner in all weather conditions. The air-conditioning systems have a fresh air function that extracts fresh air outside the compartment and purifies it using a double-layer filter system.

Accessibility

Access to transportation is vital for independent living. An accessible transport system is the building block of an inclusive society.

Accessible Bus Fleet

The entire KMB and LWB fleets deploy super-low floor buses for easy boarding and alighting, as well as wide entrance and exit doors for better passenger access, which means all KMB and LWB buses are accessible to the elderly and wheelchair users. In addition, KMB has retrofitted around 200 buses to accommodate two wheelchair passengers, to run mainly on routes travelling to and from hospitals.

Upgrade of Depots, Termini and Bus Stops

KMB and LWB's commitment to upgrading the facilities at their termini and bus stops is reflected in the following measures:

- ✔ Bus Interchange Platform Numbering System is launched to facilitate passengers with greater convenience to enjoy Bus-Bus Interchange concession and have more choices; and
- ✔ Seats for the elderly, the disabled and young children are being introduced at bus shelters, bus termini and interchanges. By the end of 2021, 2,205 seats had been installed.

Affordability

Fare Concession Schemes

KMB and LWB are committed to providing efficient bus services for the public. A number of fare concession schemes were introduced in 2021, including the following:

KMB

- ✔ KMB extended the Regional Short-haul Two-way Section Fare Scheme in Tuen Mun, Yuen Long and Tin Shui Wai to a total of 34 routes, in which the number of card readers increased to 53. The second Scheme was extended to Tseung Kwan O covering 16 routes with 27 card readers. Passengers of 15 selected routes can enjoy intra-district rides with a single fare as low as HK\$5.4 by tapping an Octopus card over any of the 27 Octopus card validators at bus stops after alighting;
- ✔ KMB Fare Saver Scheme offered a fare discount of up to HK\$4.0, covering some campuses of educational institutions and shopping malls;

- ✔ Partnering with Wilson Parking to encourage Park-and-Ride on KMB buses from Admiralty to Central, Wan Chai and Causeway Bay;
- ✔ A new interchange discount scheme for passengers interchanging designated bus routes between Ma Wan and Tsuen Wan, and vice versa;
- ✔ A senior passengers' special fare rebate scheme launched on weekends and public holidays in November and December 2021;
- ✔ ICBC/KMB UnionPay Dual Currency Cardholders enjoyed a maximum of 20% bus fare rebate when they paid for KMB and LWB rides;
- ✔ A fare rebate scheme for Citibank cardholders who enjoyed a 15% bus fare rebate year-round;
- ✔ Partnering with Hong Kong Tramways Limited and some Green Minibus operators, KMB provides inter-modal interchange fare concessions covering routes on Hong Kong Island and in the New Territories;
- ✔ A KMB-MTR interchange discount for passengers interchanging from designated routes solely operated by KMB to designated MTR stations, and vice versa; and
- ✔ Four new Bus-Bus Interchange concession schemes covering new services in New Territories East and West.

LWB

- ✔ ICBC/KMB UnionPay Dual Currency Cardholders enjoyed a maximum of 20% bus fare rebate when they paid for KMB and LWB rides;
- ✔ A fare rebate scheme for Citibank cardholders who enjoyed a 15% bus fare rebate year-round; and
- ✔ A new Bus-Bus Interchange concession scheme with New Lantau Bus was offered for passengers to leisure spots in Mui Wo, Tai O and Ngong Ping.



Platforms at interchanges and along trunk roads are now numbered so that a bus stop can be more easily located and more transfer options be provided



KMB Monthly Pass holders can enjoy exclusive privileges including the Bus Passenger MicroInsurance

Bus-Bus Interchange (“BBI”) Schemes

KMB and LWB’s BBI Schemes offer fare discounts to passengers on the second leg of journeys and broaden the network coverage. As of the end of 2021, KMB operated a total of 157 BBI Schemes covering all KMB operated routes, while LWB operated 28 Octopus BBI Schemes covering 29 routes. The opening of the bus interchanges at the Tseung Kwan O Tunnel (Kowloon-bound) allows passengers to travel with a flexible journey plan. The KMB and LWB websites provide more detailed and comprehensive route-to-route BBI information for passengers.

KMB Monthly Pass

The KMB Monthly Pass Scheme, whereby passengers can take up to ten rides per day on KMB buses for HK\$780 (and two additional trips on Route B1). The Pass covers over 400 KMB routes, including regular routes, overnight routes, racecourse routes and jointly operated Cross-Harbour Routes operated by KMB. The price of the Pass remains unchanged even the fare increment was launched in April 2021.

The KMB Monthly Pass holders can unlock some exclusive privileges, including the following:

- Each purchase of Monthly Pass can earn 780 points of the KMB membership scheme, club1933. Along with 200 welcoming points, the Pass holders can earn 980 points during the first registration, and the points are redeemable for KMB Masks and special gifts;

- Enjoy seamless protection from the Bus Passenger MicroInsurance “BUS RYDE” during a KMB journey;
- Enquiries via the KMB Monthly Pass Exclusive Hotline (3947 7888) will be handled by assigned operators; and
- Experience a comfortable bus journey on LWB “A” Routes, Routes P960 and P968 by paying a “Fare for Upgraded Journey.”

Customer Privacy Protection

As the public uses our transport services on a daily basis, we recognise the vital role we play in protecting our customers’ privacy and strive to be a trusted bus company.

Attaching great importance to personal data protection, the Group has established working instruction guidelines to prevent inappropriate disclosure of personal data. Stickers are posted on all buses equipped with a CCTV system to inform bus passengers and bus captains of their presence and purpose. Authorised personnel will access recordings from CCTV cameras solely for security and incident investigation purposes. The recorded data is controlled by the management and will only be accessed, copied or viewed following management approval in accordance with the governing procedures.

CCTV cameras, including forward-looking cameras, to monitor road and saloon conditions, have been standard features on all new buses since 2015. At the end of 2021, CCTV cameras were installed on all KMB and LWB buses. The cameras protect the interests of bus captains in the event of police investigations or legal proceedings.

CASE STUDY

Enhancing their Experience through Innovative Initiatives

Innovation and caring services underpin KMB and LWB's philosophy. We have launched numerous fare concession plans to give back to customers and enhanced services to meet the daily needs of the public. KMB and LWB have launched a new membership programme, club1933. Passengers can register through the mobile application App1933 and earn points by taking buses to redeem exclusive gifts besides KMB Masks and hand sanitisers, which is an all-new travelling experience offered to passengers while we fight against the pandemic together with the community.



Mr Li, Passenger

In view of the demand for weekend entertainment, we have published Recreational Routes Recommendation eBooks to share with passengers many different leisure hot spots and themed tours across the city. Whether you are a lover of the indoors or a great outdoorsman, and no matter if you enjoy the urban bustle or countryside serenity, you can still fully enjoy your weekends and holidays on the recommended routes.

“ There were fewer choices of transport in the past. Now with more Octopus card validators installed for regional short-haul two-way section fare scheme at bus stops and bus interchanges, I can have more options to choose from when I go out. What's more, I can join club1933 to earn points and redeem gifts by travelling by bus. I love using App1933 to look for different bus interchange combinations that best fit my needs and get route recommendations for weekend leisure. I start to think that taking buses is a pleasure rather than just a habit. ”

Care for Employees

We are committed to building a community where our employees can thrive, be respected and empowered. We maintain our focus on advancing employee welfare and the working environment to promote a healthy and positive work culture across TIH.

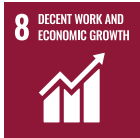




Quality Education



Gender Equality



Decent Work and Economic Growth



Reduced Inequalities

Human Resources Policy

We take care of our employees by maintaining a safe, respectful and harmonious work environment. We adopt a set of comprehensive human resources policies promoting gender equality, offering protection against sexual harassment, occupational health and safety, preventing bribery, and protecting personal privacy. These and other policies are published on the staff website. We observe Hong Kong's labour and anti-discrimination laws and ensure that all our suppliers respect labour rights with regard to employment and respect employees' rights to join trade unions.

As an equal opportunity employer, we are committed to ensuring that no job applicant or employee is discriminated against on the grounds of race, gender, marital status, family status, pregnancy or disability. In collecting personal data from job applicants and existing staff members, we

comply with the requirements of the Personal Data (Privacy) Ordinance, respecting the privacy of personal data while taking all reasonable steps to ensure that the personal data of job applicants and staff members are securely held and used only for the purposes stated in our personal data collection statement. As public bodies included in the Schedule of the Prevention of Bribery Ordinance, KMB and LWB remind staff members that they should not use their position to solicit or receive any advantage from the public.

We remind our employees to comply with our Human Resources Policies at all times. In addition, we have a complete complaints handling mechanism in place. In case we receive complaints, we would thoroughly investigate all complaints on breach of the above policies and take appropriate action. Depending on the degree of seriousness of the complaint, an ad-hoc committee may be set up to investigate the complaint. Severe disciplinary action, including summary dismissal, will be instigated in case of any violation.



For better protection of staff and their families, the Government's outreach COVID-19 vaccination team has been invited to administer vaccines in KMB and LWB depots

SUSTAINABILITY REPORT



The scholarship programme set up by KMB and LWB has benefitted more than 370 children of our staff members

Staff Benefits and Wellbeing

To attract and retain talented staff, competitive benefits packages are offered, including annual leave, medical benefits, hospitalisation insurance, accident insurance and free bus travel for staff and dependents. In the reporting period, KMB and LWB strengthened the benefits package for full-time employees by:

- ✔ Increasing the annual leave entitlement of frontline and clerical staff;
- ✔ Upgrading the staff medical benefits by reallocating the staff clinics to more convenient locations; and
- ✔ Enhancing the staff dental benefits by providing more choices of service vendors and convenient locations at corporate discount rates.

We are committed to fostering a caring culture which covers both our staff members and their families. Since 2015, we have been providing a scholarship programme for the children of staff with satisfactory academic performance to support their tertiary education. As at 31 December 2021, more than 370 children of KMB and LWB staff members had received scholarships. We further launched an 8-week summer internship programme for our staff's children this year, allowing students to understand their strengths and potentials and have a better future career plan.

Festive joys were brought to our staff at different festivals as well. At the Lunar New Year, we distributed Chinese New Year gifts to our staff, while at Christmas, we organised a Christmas Lucky Draw live broadcast to celebrate the festive season. Senior corporate executives and managerial staff joined the gatherings and shared the festive joy with colleagues. During the year, several initiatives were implemented with overwhelming feedback. Online concerts also attracted those who were fond of talent shows.

In 2021, KMB and LWB launched a series of health-related activities, including health talks, free health books distribution, healthy meal menu available in staff canteens, a sports competition including jump rope and hula hoop, to promote a healthy lifestyle. To safeguard the health of our employees and passengers, we arranged the Government's outreach vaccination service and group booking service for our staff and their family members.

KMB and LWB continue to renovate and upgrade the working environment, especially for frontline staff, to provide better rest facilities for staff to take rest breaks. Our staff leisure areas, Club 1933, at Kowloon Bay Depot and Lai Chi Kok Depot, where a pool table, air hockey table and table football, are available.

To promote work-life balance, KMB and LWB staff members are encouraged to participate in sports and leisure activities as well as voluntary work. As at the end of 2021, ten interest clubs were available for staff interested in singing, hiking, photography, basketball, table tennis, badminton, soccer, running, chess and dragon boat racing. Various activities, training, and competitions were organised to promote a healthy work-life balance and boost team spirit.

In the most uncertain of times like during the COVID-19 pandemic, supporting employees' mental health is as important as other initiatives. KMB and LWB have engaged the Christian Family Service Centre to provide a counselling hotline service for staff members, including bus captains who need psychological assistance. The hotline offers service 24 hours a day, 7 days a week, and covers family members.

Occupational Safety and Health

To promote and develop a strong safety culture among the Company, Safety Quiz, incorporating occupational safety and health issues and operations safety with both online and physical arrangements, was held successfully in 2021. KMB and LWB staff members are encouraged to suggest improvement measures to enhance health and safety. We have adopted staff suggestions at the regular meetings of the Working Committee for Safety, a series of safety control measures have been introduced.

TIH Retiree Association

The TIH Retiree Association was formed to maintain close contact with retired colleagues through various activities. Owing to the outbreak of COVID-19, regular activities such as afternoon tea gatherings and festive gift distribution have been suspended. We have thus utilised the Facebook page and set up a KMB retiree website to share activity photos, so as to enhance our communication channel with the retirees and promote mutual support.

Staff Development and Training

In 2021, KMB Technical Training School run 212 in-house training sessions for 1,020 skilled workers, while ten training sessions were organised in collaboration with our manufacturers for 171 senior maintenance staff. In addition, 28 apprentices were enrolled in the Apprentice Training Programme. The quality of our apprentice training was once again recognised in 2021 when a KMB apprentice was awarded the third Runner-up in the Vocational Training Council's Best Apprentice in the Automobile Trade Competition.

To nurture young people who aspire to a career in bus maintenance, the School runs a four-year apprenticeship training programme and a two-year technical trainee programme, in which the technical trainee programme was accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications and recognised at level two under the qualification framework in Hong Kong, marking a new professional standard for the bus industry. The technical trainees who complete the programme will receive the "Certificate in Bus Maintenance" and a Completion Certificate recognised by two European bus manufacturing giants, Alexander Dennis Limited and Volvo Buses.

The total number of graduates since the School was established in 1973 stands at 2,549. KMB Academy is established in early 2022 to demonstrate our determination to strive for continuous service improvements and staff training, as well as to ensure a stable team providing maintenance service for the KMB, LWB and the transport industry.

Continuous Learning

Our diversified learning channels provide self-learning opportunities, including internal classroom training and e-learning programmes. Job rotation and secondment opportunities are also available so that our employees may broaden their understanding of the industry. We regularly organise customised training and learning activities for all staff levels to keep them abreast of the latest industry trends, knowledge and work skills. For instance, we arranged a training course for Inspectors under Operations Section to enhance their knowledge and skills on handling emergency traffic incidents.



KMB and LWB have organised sport competition and parent-child activities to promote a healthy work-life balance

SUSTAINABILITY REPORT

Recognition for Service Excellence

In 2021, 264 Star Bus Captains were recognised for their outstanding performance in safe driving and customer care. Long service awards were presented to staff in recognition of their loyal service. A total of 36 employees received the 35-year award and a gold medal, 71 and 326 employees received the 30-year and 20-year awards, respectively, with a plaque and a pin, and 269 employees with ten years' service received a certificate of appreciation.

Besides, a total of 105 Bus Captains were granted the Annual GreenRoad Outstanding Awards, which was newly introduced in 2021. The top ten Gold Awardees were presented a HK\$10,000 cash prize and a certificate of appreciation. Including the Retirement Awards, over 1,500 employees were awarded in appreciation of their loyal and outstanding service.

Staff Communication

To strengthen bilateral communication and employee wellbeing, the Joint Consultative Committees, comprising the management and staff representatives representing around 90% of total workforce, holds meetings regularly. The meetings are to review issues including safety, operations, work environment and staff welfare.

Staff members are kept informed through the staff website of useful information, including KMB and LWB announcements, safe driving tips, snapshots of KMB and LWB activities and notices of forthcoming events. Staff can check duty roster information and make annual leave arrangements through the internal application, OPS1933, and internal portal, as well as using an e-learning training platform. The bi-monthly corporate magazine, *KMB Today*, provides another means of keeping employees up to date on KMB and LWB news and industry developments.

We make use of media and online platforms to share information with our staff to cope with the onset of the COVID-19 and various infection control measures. Several online activities and programmes, including an online staff music concert and the Christmas Lucky Draw, were held on the KMB Staff Facebook page to maintain the connection with staff members.

Senior Management Visits

KMB and LWB senior management members visited bus termini, depots and offices during the year to support our colleagues and listen to their opinions. These visits provided an excellent opportunity for staff to share their views about operational matters and workplace-related issues with the management team members.



Training courses are provided for operation inspectors to enhance their knowledge and skills in handling emergency traffic incidents

CASE STUDY

Embrace Meritocracy and Equality

KMB is committed to creating an inclusive society by promoting equal job opportunities and constructing a harmonious working environment. For years, KMB has initiated a flexible employment mode to hire people with disabilities, non-Chinese and retirees. Their jobs and work hours are arranged based on their talents and education levels. They enjoy the same benefits as other full-time staff members do, including annual leave, medical and body check benefits, a bus pass for their dependents, a discounted price for haircuts, shopping discounts, etc.

The Coin Box Operations Section has hired people with hearing-impairment to help collect coin boxes on buses on a routine basis, and sort and count the coins by putting them into the sorting machine. KMB has also hired graduates from Hong Chi Association to assist in bus cleaning.

Besides jobs at workshops, KMB also offers back-end clerical positions for people with disabilities to discover their talents. This not only allows them to realise their full potential but also gains more practical experience that can be applied in daily life. The Customer Service Centre in Tuen Mun Road Interchange also offers internships for disabled people, where their retail and customer services skills are trained.

KMB also hires non-Chinese and retirees to work in different positions, including bus captains, maintenance workers and clerks, to let them utilise their skills and integrate into the big family of KMB.



16.0%

of the total workforce are non-Chinese, people with disabilities or retirees.



Chan O-shun, Worker at Coin Box Operations Section

“ KMB is my first employer. I have joined the Company for more than three years and got along well with my colleagues. They have offered me a lot of help, and we’re just like a family. Besides the Coin Box Operations Section, KMB also lets me work at the Legal Department, where I can learn more computing skills including word processing. All these have enhanced my interpersonal skills. It is beyond my expectation that I would work in an office, and I really treasure such an opportunity. ”

Stakeholders Engagement

We support various initiatives to advance the well-being of the community and engaging our stakeholders through effective communication channels.





Athletes participated in the Tokyo 2020 Olympic Games and Paralympic Games were awarded Bus Naming Rights and free ride passes as a commendation for their efforts

Engaging the Public

With a close relation with the community, we actively engage the public to connect and solicit feedback. This helps us build a strong community to create shared values for all.

Events

In 2021, a number of events were organised to interact with the public we serve:

- ✔ KMB and LWB held a total of 12 Passenger Liaison Group meetings at bus termini across their operating areas to collect customer views on a variety of issues, including interchange schemes, environment-friendly buses, passenger facilities and network connectivity;
- ✔ In April and October, KMB ran pop-up stores at Tuen Mun V city and Sham Shui Po V walk. The stores allowed the public to understand more about KMB's services, showcasing bus models and providing various games and photo opportunities related to bus services;
- ✔ In July, KMB joined the Hong Kong Book Fair in Hong Kong Convention and Exhibition Centre; and
- ✔ In December, as a commendation for the can-do spirit of Hong Kong elite athletes and their outstanding achievements at the Tokyo 2020 Olympic Games and Paralympic Games, KMB held an appreciation ceremony to offer "Bus Naming Rights" and free ride passes to all athlete representatives of the Hong Kong Delegation.

Media and Social Media Platforms

In 2021, we invited the media to our events to strengthen communication and made increasing use of social media platforms such as Facebook and Instagram to publicise KMB and LWB-related information. Our interaction with netizens included a number of cross-media activities. These activities proved popular, as the number of fans of our Facebook page grew from over 170,000 in January to over 181,000 at the end of December. Likewise, the KMB Instagram account had reached more than 762,000 netizens in 2021.

Firm in the belief that social media platforms constitute a major communication means between the public and the Group, we will continue to make good use of online communication platforms to strengthen our ties with the public.

The following activities were organised via online social media platforms:

- ✔ Throughout the year, KMB Facebook promoted different events with images, GIFs and videos, especially for safety measures against COVID-19 and bus services; and
- ✔ In December, KMB organised Christmas give-away events to KMB fans through Facebook and Instagram.

App1933

KMB has further launched the "Relax Corner" on App1933 to strengthen passenger information and interaction. Mini-games, bus fans blog, anti-epidemic measures and other updated route information are available in this corner.

SUSTAINABILITY REPORT

club1933

A new membership scheme, club1933, was launched bringing a brand new travelling experience to passengers. Passengers can register on App1933 and travel by bus to earn redeemable points on exclusive privileges.

Websites

The KMB and LWB websites (www.kmb.hk and www.lwb.hk), as corporate information portals, provide corporate news, promotion information and a customer enquiry service. The websites also serve our passengers by providing a map-based point-to-point bus route search function with 360-degree photo “Street View” and “Octopus Refund Enquiry” functions.

Depot Visits

To increase our stakeholders’ understanding of the daily operations at our bus depots, we received visitors from seven organisations in the reporting period, including social service organisations, Government departments and higher education institutes. We also engaged schools and non-government organisations through a depot visit programme to promote good manners and safety awareness on the bus, especially for students and families. We hosted 18 delegations in 2021.

Excellent Customer Service

KMB and LWB place great emphasis on providing quality services for customers and welcome customers who wish to express their views on bus service. At KMB and LWB, we treat substantive feedback as a reference for continuous service improvement and future service development.

Introduction of Chatbot

To provide more channels for passenger enquiries, KMB and LWB have set up an artificial intelligence Chatbot channel, bot1933, on their websites and App1933 to provide instant and year-round responses to customer enquiries. Since its launch in October, the capability of Chatbot channel to handle passenger enquiries was being enhanced and received positive feedback.

Customer Service Hotline

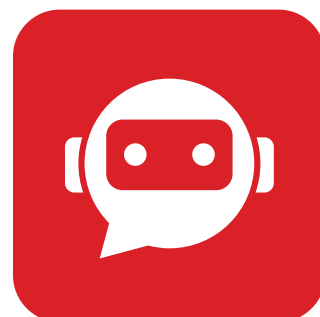
The KMB customer service hotline (2745 4466) and LWB customer service hotline (2261 2791) with a hotline operator service available daily, complemented by a 24-hour hotline system. Shortcut keys to get through to a live operator are available for prompt reporting of illegal parking that affects bus service and for providing assistance in finding lost elderly people.

Customer Service Centres

Our Customer Service Centres provide passengers with a one-stop service offering KMB and LWB souvenirs, Octopus card add-value services and the provision of bus route information, while the Tai Lam Interchange Customer Service Kiosk similarly provides a wide range of services. The kiosk provides cash withdrawal and free Wi-Fi services, as well as a range of convenience goods, providing a handy one-stop service. Tuen Mun Road Bus-Bus Interchange Customer Service Centre provides an air-conditioned waiting area for passengers to enjoy a comfortable environment.



KMB and LWB has launched a Chatbot channel, bot1933, to provide instant and year-round response to customer enquiries





The Donation of Used and Retired Bus Programme has received positive feedback from schools and students

Membership of Associations and Advocacy

During the reporting period, we further strengthened our connection with stakeholders via participation in the following organisations:

- ✔ Business Environment Council;
- ✔ Employers' Federation of Hong Kong;
- ✔ Federation of Hong Kong Industries;
- ✔ Hong Kong Association for Customer Service Excellence;
- ✔ The Chartered Institute of Logistics and Transport in Hong Kong; and
- ✔ The Hong Kong General Chamber of Commerce.

Serving the Community

We take steps to understand the needs of our community and actively support various initiatives in society. We leverage the Group's business strengths and resources to optimise positive social impacts, mainly through engagement with the elderly and nurturing youth development.

Donation of Retired Bus and Bus Stop Pole

To support sustainability and recycling and help the people in need, we have donated retired buses and bus stop poles to schools and elderly homes. KMB launched the Donation of Used and Retired Bus Programme in 2016 to donate used and retired buses to schools and non-profit organisations. The buses can be regenerated explicitly to meet the creative learning needs of the schools or non-profit organisations. For the Donation of Bus Stop Pole Programme, we donated tailor-made bus stop poles to the elderly homes to help prevent seniors with dementia from wandering and missing and assist them in receiving treatment.

The list of beneficiary schools/non-profit organisations that received a donated bus/bus stop pole in 2021 is as follows:

Retired bus donation

- ✔ Tsang Pik Shan (Sung Lan) Secondary School;
- ✔ Creative Kindergarten; and
- ✔ Tung Wan Mok Law Shui Wah School.

Bus stop pole donation

- ✔ Lok Sin Tong Biu Chun Day Care Centre for the Elderly;
- ✔ TWGHs Jockey Club Blissful Villa; and
- ✔ Heung Hoi Ching Kok Lin Association Buddhist Po Ching Care And Attention Home for the Aged Women.



Bus stop poles are donated to elderly homes to help prevent seniors with dementia from getting lost