

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

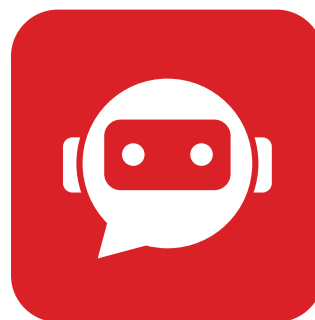
The KMB customer service hotline (2745 4466) and LWB customer service hotline (2261 2791) with a hotline operator service available daily, complemented by a 24-hour hotline system. Shortcut keys to get through to a live operator are available for prompt reporting of illegal parking that affects bus service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

SUSTAINABILITY REPORT

Community Participation

- ✔ KMB and LWB participate in the International Day of Disabled Persons event organised by The Hong Kong Council of Social Service, offering free rides on all bus routes to people with disabilities and one accompanying carer every year;
- ✔ KMB and LWB supported the annual Senior Citizens Day by offering free rides to people aged 65 and over;
- ✔ KMB offers Free Ride Days (Cross-Harbour Routes and Recreational Routes) for the elderly on Saturdays, Sundays and Christmas Holidays in November and December. Through the “Rebate-after-ride” arrangement, the elderly can automatically get the fare rebate using the same Elder Octopus card to take a bus trip, make a consumption or reload after ten working days;
- ✔ KMB has invited medical specialists to shoot a video for broadcast via the bus information panels at bus stops and on buses, sharing health precautions with the elderly; and
- ✔ We sponsor a variety of local community programmes, including The Community Chest of Hong Kong’s Dress Casual Day and the University of Hong Kong’s Distinguished Transport Lecture Series and take part in The Hong Kong Council of Social Service Caring Company Patron’s Club. In 2021, KMB provided bus body

advertisements for 20 non-governmental organisations (“NGOs”) on 31 buses.

FRIENDS OF KMB

KMB’s volunteer club FRIENDS OF KMB (“FRN”) has been promoting environmental protection, civic education and social service activities since it was formed in 1995. In the reporting period, FRN comprised 2,170 members, including passengers and KMB and LWB staff and their dependents.

During the reporting period, FRN volunteers participated in regular home visits and made care calls to the elderly who suffered from depression. The programme was organised by the Suicide Prevention Service, with whom FRN has built a partnership since 2013. FRN also assisted Food for Good Community Kitchen in packing hot meals and the People Service Centre’s “Food Friend Action” in collecting food from markets and bakery shops for the elderly and underprivileged families every week. In recognition of our contributions to the community, FRN received the Award of 10,000 Hours for Volunteer Service, Honour Award in the Highest Service Hour Award (Private Organisations – Best Customers Participation) and Merit in the Highest Service Hour Award (Private Organisations) from the Social Welfare Department.



FRN has continued its voluntary work amid the pandemic



CASE STUDY



Joining Hands to Embrace Social Inclusion

KMB and Hong Chi Association (HCA) have joined hands to foster a business-school partnership to take students out of the classroom. Students are given more opportunities to showcase their talents, which helps them integrate into society and equips themselves to enter the job market after graduation. Through KMB's Customer Service Centre at the Tuen Mun Road Bus Interchange (Tuen Mun-bound), students are able to show their art installations and sell their handmade decorations and accessories to the public. We have also provided on-the-job training courses for students on cleaning, cashier and shopkeeping services. The Café1933, a staff coffee shop, offers retail placements

as well as food and beverages for students. Under the partnership, KMB has also recruited graduates to clean bus compartments at depots and help with office gardening and greening. KMB is using its resources in many different ways to benefit and nurture the youth, including donating retired buses under the Donation of Used and Retired Bus Programme.



Mr Yuen Hok Sum
Principal, Hong Chi Morninghope School, Tuen Mun

“ Students' placements and training opportunities are fewer under the pandemic. KMB has provided a multi-platform and placements for students to participant in animation production, show their artistic creations and improve their retail skills. Students are satisfied to have a chance to show their creations to the public. The interactive process helps students develop and unleash their potential. It is good for them to have pre-work experience. ”

Performance Highlights



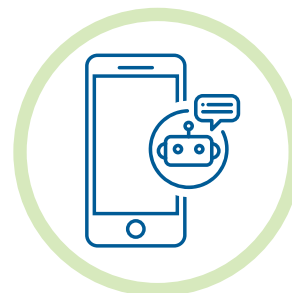
Safety

Over 80% of bus captains received excellent results in GreenRoad Outstanding Award on Safety and Eco-driving Performance



Environment

Diesel oil consumption intensity
↓ 0.69%



Customer

AI Chatbot channel, bot1933 provided a 24-hour service



Employee

16% of total workforce with non-Chinese, people with disabilities and retirees



Community

Over 36,000 voluntary hours



Supply Chain

Set up Green and Sustainable Procurement Policy

Reporting Governance

SUSTAINABLE DEVELOPMENT GOALS

TCFD

TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES

Performance Statistics

	Unit	FY 2020	FY 2021	Year-On-Year Change
Environmental				
Emissions				
GHG Emissions of Bus (Scope I)	tCO ₂ e	506,459 ¹	516,326	+1.95%
GHG Emissions of Bus (Scope I) Intensity	tCO ₂ e per million km	1,769 ¹	1,756	-0.73%
GHG Emissions of Electricity (Scope II) ²	tCO ₂ e	12,852	6,920	-46.16%
GHG Emissions of Electricity (Scope II) Intensity ²	tCO ₂ e per m ²	0.033	0.017	-48.48%
Nitrogen Oxides (NOx) ³	tonnes	1,635	1,675	+2.45%
Sulphur Oxides (SOx) ³	tonnes	3.09	3.16	+2.27%
Particulate Matter (PM) ³	tonnes	118	121	+2.54%
Waste				
<i>Hazardous Waste</i>				
Solid Chemical Waste	kilograms (kg)	1,453,020	1,411,945	-2.83%
Solid Chemical Waste Intensity	kilograms (kg) per million km	5,075	4,803	-5.36%
Tyres	kilograms (kg)	1,063,800	989,520	-6.98%
Fluorescent Tubes	kilograms (kg)	900	400	-55.56%
Waste Oil	kilograms (kg)	583,060	535,080	-8.23%
Battery ⁴	kilograms (kg)	166,000	230,400	+38.80%
<i>Non-hazardous Waste</i>				
Metal	kilograms (kg)	829,449	811,556	-2.16%
Metal Intensity	kilograms (kg) per million km	2,897	2,472	-14.67%
Use of Resources				
Diesel Oil Consumption	gigajoules (GJ)	7,402,297 ⁵	7,549,120	+1.98%
Diesel Oil Consumption Intensity	GJ per million km	25,855 ⁵	25,677	-0.69%
Water Consumption ⁶	m ³	339,724	241,882	-28.80%
Water Consumption Intensity ⁶	m ³ per bus	80	57	-28.75%
Electricity Consumption ⁶	kWh	25,703,619	18,702,653	-27.24%
Electricity Consumption Intensity ⁶	kWh per m ²	66	45	-31.82%

¹ The 2020 greenhouse gas emissions (Scope I) figures have been re-stated to use the Global Warming Potential provided on p.4 of the "Appendix 2: Reporting Guidance on Environmental KPIs" published by the Stock Exchange."

² The emission factors of greenhouse gas emissions due to electricity consumption were obtained from the Sustainability Report of CLP Power: 0.51 CO₂e/kWh in 2019, 0.50 CO₂e/kWh in 2020 and 0.37 CO₂e/kWh in 2021.

³ The emission factors were taken from "Appendix 2: Reporting Guidance on Environmental KPIs" published by the Stock Exchange.

⁴ In enhancing the travelling experience, additional customer service features on buses were installed, leading to a shorter lifecycle of the battery.

⁵ The 2020 diesel figures have been re-stated to use the conversion factors provided on p.13 of the "Appendix 2: Reporting Guidance on Environmental KPIs" published by the Stock Exchange.

⁶ The water consumption and electricity consumption on all KMB and LWB premises, excluding tenants, were taken into account.

SUSTAINABILITY REPORT

	Unit	FY 2020	FY 2021	Year-On-Year Change
Social				
Employment				
Total Workforce	no. of employees	13,582	13,069	-3.78%
<i>By Gender</i>				
Female	no. of employees	1,172	981	-16.30%
Male	no. of employees	12,410	12,088	-2.59%
<i>By Age Group</i>				
Below 40 Years Old	no. of employees	3,027	2,959	-2.25%
40-50 Years Old	no. of employees	4,011	3,886	-3.12%
Over 50 Years Old	no. of employees	6,544	6,224	-4.89%
<i>By Employment Category</i>				
Senior Level	no. of employees	30	23	-23.33%
Middle Level	no. of employees	285	260	-8.77%
Entry Level	no. of employees	13,267	12,786	-3.63%
<i>By Employment Type by Gender</i>				
Full Time Female	no. of employees	1,039	914	-12.03%
Full Time Male	no. of employees	11,807	11,503	-2.57%
Non Full Time Female	no. of employees	133	67	-49.62%
Non Full Time Male	no. of employees	603	585	-2.99%
<i>By Employment Contract by Region</i>				
Permanent in Hong Kong	no. of employees	12,452	12,145	-2.47%
Permanent in Other Region	no. of employees	0	0	0
Temporary in Hong Kong	no. of employees	1,130	924	-18.23%
Temporary in Other Region	no. of employees	0	0	0
<i>By Employment Contract by Gender</i>				
Permanent Female	no. of employees	1,025	902	-12.00%
Permanent Male	no. of employees	11,427	11,244	-1.60%
Temporary Female	no. of employees	147	79	-46.26%
Temporary Male	no. of employees	983	845	-14.04%
Turnover Rate				
<i>By Gender</i>				
Female	no. of employees	N.A.	352	N.A.
Male	no. of employees	N.A.	2,158	N.A.
<i>By Age Group</i>				
Below 40 Years Old	no. of employees	N.A.	674	N.A.
40-50 Years Old	no. of employees	N.A.	478	N.A.
Over 50 Years Old	no. of employees	N.A.	1,358	N.A.

	Unit	FY 2020	FY 2021	Year-On-Year Change
Social				
<i>By Geographical Region</i>				
Hong Kong	no. of employees	N.A.	2,510	N.A.
Other Region	no. of employees	N.A.	0	N.A.
Health and Safety				
Total Number of Work-related Fatalities Occurred ⁷	no. of employees	0	0	0
	rate (no. of employees/ total workforce)	0	0	0
Lost Days Due to Work Injury ⁸	days	N.A.	22,428	N.A.
Development and Training				
<i>By Gender</i>				
Female	% of employees trained	N.A.	49.24	N.A.
Male	% of employees trained	N.A.	65.07	N.A.
<i>By Employment Category</i>				
Senior Level	% of employees trained	N.A.	8.70	N.A.
Middle Level	% of employees trained	N.A.	22.69	N.A.
Entry Level	% of employees trained	N.A.	64.82	N.A.
<i>Training Hours</i>				
Total Training Hours	no. of hours	232,024	324,511	+39.86%
<i>Average Training Hours By Gender</i>				
Female	no. of hours	11	23	+109.09%
Male	no. of hours	18	25	+38.89%
<i>Average Training Hours By Employment Category</i>				
Senior Level	no. of hours	1	4	+300.00%
Middle Level	no. of hours	6	7	+16.67%
Entry Level	no. of hours	17	25	+47.06%
Supply Chain Management				
<i>By Region</i>				
Hong Kong	no. of suppliers	405	400	-1.23%
Other Region	no. of suppliers	48	38	-20.83%
Product Responsibility				
Service Related Complaints Received	no. of complaints received per million passenger trips	N.A.	1.70	N.A.
Anti-corruption				
Concluded Legal Cases	no. of cases	0	0	0

⁷ In 2019, the total number of work-related fatalities occurred: 1; Rate (no. of employees/total workforce): 0.0074%.

⁸ The data was generated on 14 January 2022.