

BUSINESS REVIEW

Hong Kong Non-Franchised Transport Operations

Sun Bus Holdings Limited and its Subsidiaries (the “SBH Group”)

As a leading non-franchised bus operator in Hong Kong, the SBH Group provides premium, safe, reliable and cost-effective transport services for customers.





▲ Sun Bus leverages opportunities in the tourism development and enhances services to meet sector needs

Led by its flagship subsidiary, Sun Bus Limited (“Sun Bus”), the SBH Group offers a range of shuttle transport services tailored to specific market segments including corporations, shopping malls, residential estates, travel agencies and schools, as well as chartered hire services for organisations and the general public.

In 2024, all sectors of society made concerted efforts to boost the tourism industry. Seizing this business opportunity, the SBH Group focused on strengthening its services for the tourism sector, meeting the demand for transportation connecting various attractions. The Group also maintained its market-leading position by introducing new coaches to its fleet, upgrading overall service quality. To further strengthen its competitiveness, the SBH Group planned to purchase more electric vehicles and promote broader adoption of technology. In 2024, the Company launched 22 new Euro VI buses

equipped with seatbelts, speed limiters and tachographs (commonly known as “black boxes”) as part of its fleet upgrade initiative.

Hong Kong’s aging population has led to a continued decline in the labour force, resulting in a severe shortage of drivers in the public transport industry. In response to this, the SBH Group has engaged imported labour from the Mainland through the Hong Kong SAR Government’s Labour Importation Scheme. Additionally, recruitment and retention practices have been optimised to attract new talent and retain experienced staff.

The SBH Group is committed to continuously developing its elite management and operations teams to deliver a reputable service to its customers.



Corporations



Shopping Malls



Residential Estates



Travel Agencies



Schools

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New Hong Kong Bus Company Limited (“NHKB”)

NHKB operates a direct, value-for-money, 24-hour cross-boundary shuttle bus service, the “Lok Ma Chau – Huanggang Cross-boundary Shuttle Bus” (commonly known as the “Huang Bus”), catering to regular commuters, leisure travellers and tourists between Lok Ma Chau, Hong Kong and Huanggang, Shenzhen.





▲ NHKB has enhanced its Huang Bus service to meet the growing travel demand between Hong Kong and Shenzhen, maintaining its position as the top choice for Lok Ma Chau/Huanggang cross-border passengers

In 2024, there was a remarkable upsurge in demand for the Huang Bus at the Lok Ma Chau Port. The Huang Bus efficiently accommodated the surge by ensuring regular maintenance of its fleet and facilities.

During the year, the Huang Bus's patronage grew by 27.6% compared to the previous year, indicating a deepening connection between Hong Kong and the Mainland on both social and economic fronts. In October 2024, NHKB increased the frequency of the Huang Bus to every 5 to 10 minutes and collaborated with KMB to offer an interchange fare discount, allowing passengers to save up to HK\$10, which was equivalent to a free ride on the Huang Bus. Additionally, NHKB implemented an electronic payment system compatible with 15 popular e-payment methods, including UnionPay, Alipay, and WeChat Pay, which are widely used in China Mainland, to enhance passenger convenience.

Looking ahead to 2025, the anticipated implementation of the multiple-entry Individual Visit Scheme is expected to drive a surge in cross-boundary travel demand. This policy will enable a significant number of Shenzhen residents to visit Hong Kong more frequently, spurring growth in the tourism, retail, and catering industries while creating substantial opportunities for NHKB. The Company remains committed to improving the service frequency of the Huang Bus, despite facing rigorous competition from alternative ports, with the aim of ensuring consistent, high-quality service for passengers.

