

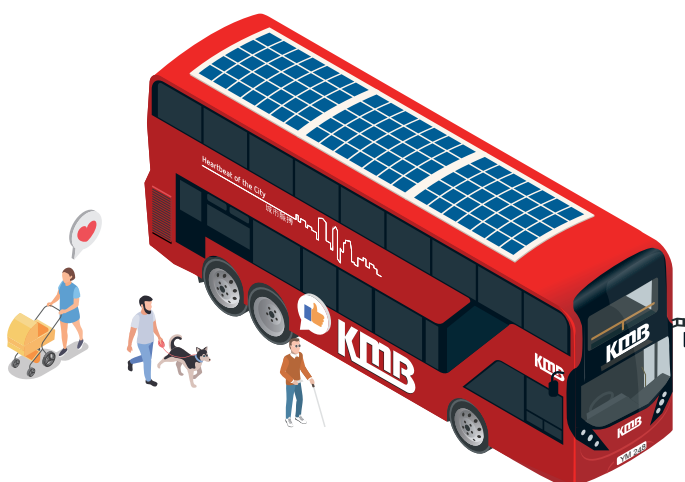
## SUSTAINABILITY REPORT

## Caring for Customers

As a public transport provider, we are dedicated to delivering excellent bus travel experience for all. We strive to identify and understand customer needs and expectations to ensure that our bus services are safe, smart, efficient, comfortable and offer added value for money.



## SUSTAINABLE DEVELOPMENT GOALS

9 INDUSTRY, INNOVATION  
AND INFRASTRUCTUREIndustry, Innovation  
and Infrastructure11 SUSTAINABLE CITIES  
AND COMMUNITIESSustainable Cities  
and Communities

## Innovation and Convenience

We believe that innovation and technology are key to benefitting the industry and communities by enabling a convenient, diverse and sustainable travel environment.

### Electronic Payment System

LWB was the first franchised bus company in Hong Kong to install a diverse electronic payment system across its fleet in 2020. The e-payment system has been applicable to all KMB routes since 2022 and supports all existing routes under the Regional Short-haul Two-way Section Fare Schemes. The KMB and LWB e-payment systems support sixteen electronic payment methods, establishing KMB and LWB as the industry leaders offering the most diverse electronic payment options among local public transport operators. The sixteen contactless payment options include credit cards, digital wallets on mobile devices, smartwatches, and QR codes, providing an easy, fast and convenient way to pay bus fares. Additionally, Sun Bus customers can make booking payments through bank transfers and FPS.

### App1933

With one million unique daily users and approximately seven million downloads, the KMB and LWB mobile app, App1933, elevates customer experience with more convenient and personalised service offerings.

App1933 allows users to check bus route information and estimated bus arrival times. Key features include:



▲ KMB and LWB's electronic payment system leads the industry by supporting 16 electronic payment methods



- The Estimated Travelling Time and the Bus Estimated Time of Arrival ("ETA") services, which help users plan their trips more easily by providing ETAs not only for KMB and LWB but also for other franchised bus companies;
- Real-time occupancy level displays for upcoming buses, enabling passengers to better plan their journeys;
- A reminder function with boarding alerts that allows passengers to set reminders by selecting bus routes and boarding times, ensuring a stress-free daily commuting experience;
- An exclusive loyalty programme, the membership scheme club1933, designed to further engage customers by allowing passengers to earn points for gifts and donations, or eCoins that can be used to pay for bus fares while enjoying their rides; and
- An AI chatbot, bot1933, enabling passengers to make enquiries and provide feedback anytime, day or night.



## SUSTAINABILITY REPORT



▲ KMB has introduced Route 230R, the first regular franchised bus route serving Ma Wan, to provide transportation to Ma Wan Park, a new tourist attraction on the island

### New Bus Services

The reopening of boundary control points and the resumption of multiple-entry endorsements for Shenzhen residents have led to an increase in visitors, while population intake has also generated greater travel demand. We have implemented a number of enhancements to our bus service to deliver a more pleasant and comfortable journey to our customers.

#### Recreational Bus Service

- In January 2024, the previously restricted area of Sha Tau Kok was further opened to the public. To enhance accessibility to the area, KMB has introduced a new express Route 78S, operating from Sheung Shui to Sha Tau Kok, to facilitate weekend and holiday travel for visitors. Since then, it has become easier for passengers to explore the area's mystic surroundings, enjoy its scenic beauty and appreciate the historical buildings of Sha Tau Kok;
- Ma Wan Park, a new recreational spot in Ma Wan, opened in 2024. In January 2024, KMB introduced Route 230R [Ma Wan Park ⇌ Kowloon Station] on weekends to provide visitors with direct service from Yau Tsim Mong District to Ma Wan. The route was subsequently extended to a whole-day service in December 2024 to coincide with the second phase of Ma Wan Park's opening. This is the first franchised bus route serving Ma Wan;
- To complement the opening of GO PARK Sai Sha, KMB introduced Route 287 [University Station - GO PARK Sai Sha (Circular)] to provide a whole-day bus service connecting Sai Sha with University Station and Ma On Shan. It also facilitates passenger access to the recreational and sports complex, "GO PARK Sai Sha". KMB deployed electric double-deckers on Route 287 to provide a comfortable, quiet and

zero-emission travel experience for passengers. The route also connects Kam Chun Court, where passengers can transfer to other KMB routes heading to the urban area;

- With more recreational demand in Sai Kung, KMB introduced express departures on Route 92 [Sai Kung ⇌ Diamond Hill Station] on weekends. The new Route 92 (Express) only stops at a few major bus stops, allowing passengers to enjoy a faster journey when travelling to Sai Kung for a picnic or returning to the city after visiting "Hong Kong's backyard"; and
- To offer a new and immersive travel experience to visitors, KMB launched Route HK1, "Tour @Kowloon", which operates between Star Ferry and Wong Tai Sin, connecting key local attractions. With a Tourist Day Pass, visitors can enjoy the "hop on, hop off" service along the route.

#### Bus Service for Population Intake

- KMB was granted the operating rights for new bus route packages at Fu Tip Estate, Tai Po. To align with the population intake in 2024, KMB introduced Routes 72K [Fu Tip - Tai Wo (Circular)], 74 [Fu Tip ⇌ Yau Tong], 271A [Fu Tip ⇌ Tsim Sha Tsui], 272P (special trip) [Fu Tip ⇌ Kwai Hing] and two cross-harbour routes to Hong Kong Island. To further enhance connectivity to urban areas, Route 72X (Fu Tip ⇌ Mong Kok) was extended from Tai Po Central to Fu Tip;
- To provide better connectivity between Causeway Bay and Tuen Mun, KMB extended the service hours of Route 961 [Tuen Mun (Shan King Estate) ⇌ Wan Chai], with additional service to Causeway Bay. After the service upgrade, passengers in Tuen Mun can now travel directly to and from Causeway Bay in just one trip;



▲ In line with the intake progress of Fu Tip Estate in Tai Po, KMB has made several enhancements to the service level of Route 72K to better meet residents' needs

- Population intake at LOHAS Park is ongoing, and KMB has enhanced its bus service connecting Tseung Kwan O and Kowloon with more convenient travel options. The 'LOHAS Express' Route 298X, now extended to Mei Foo, has significantly increased its service frequency during peak hours on weekdays, with extended service hours on Saturdays; and
- To accommodate the growing population in the residential areas of Tsing Yi, KMB introduced Routes 49 and 49M in 2023, connecting Ching Fu Court to Tsing Yi Station and Tseung Kwan O. In addition, a new Route 49A was introduced in November 2024 to ply between Ching Fu Court and Tsuen Wan.

### Boundary Bus Service

- To support the growing usage of Heung Yuen Wai Control Point, KMB introduced Route B9A to operate between the control point and Yuen Long West. Along with the existing Routes B9 and 79K, which have Bus-bus Interchange ("BBI") arrangements with other KMB routes, passengers can transfer between multiple KMB routes to reach urban areas in Yuen Long and the Fanling Station BBI;
- To facilitate late-night boundary travel, KMB launched Route N276 [San Tin Public Transport Interchange ⇌ Tin Tsz] in August 2024, providing a late-night connection between Huang Bus and Yuen Long District; and

- Following the network improvements made in 2023, the LWB A-route bus network has become more mature. To respond to the increasing trend of outbound travel, LWB has increased the service level of A-routes, particularly during peak travel seasons.

### Upgrades to Bus Facilities

- Display screens have been installed on the lower deck of KMB buses to show the number of available seats on the upper deck. This helps passengers find vacant seats on the upper deck, contributing to a more even distribution of passengers and enhancing the overall passenger experience;
- KMB has launched a comprehensive upgrade of its 5G services and plans to upgrade its entire bus fleet to 5G-enabled buses, offering free 5G Wi-Fi service on board. For an elevated travel experience, passengers can now enjoy unlimited sessions of complimentary 5G Wi-Fi service with ultra-fast, stable and smooth 5G network connectivity;
- A total of four horizontal ventilation windows, located on both the upper and lower decks, are designed to facilitate natural ventilation and ensure a comfortable journey for passengers;
- KMB and LWB have installed the Bus Information Panel System on 4,123 buses. Real-time bus stop information is displayed on screens on both the upper and lower decks and is also available on App1933, featuring the alighting reminder function;
- The air quality in bus compartments has been improved with the installation of electrostatic air filters in KMB and LWB buses; and
- 4,010 KMB and 283 LWB buses are equipped with power-saving variable capacity air-conditioning compressors, providing more adaptive and refined thermal control in the most fuel-efficient manner under all weather conditions. The air-conditioning systems also feature a fresh air function that extracts outside air and purifies it through a double-layer filter system.



▲ KMB plans to upgrade its entire bus fleet with free 5G Wi-Fi service, allowing passengers to enjoy ultra-fast, stable and seamless internet access during their journeys



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### Accessibility

Access to transportation is essential for independent living, and an accessible transport system serves as the foundation of an inclusive society.

#### Accessible Bus Fleet

The entire KMB, LWB and NHKB bus fleets, along with nine buses from Sun Bus, deploy super-low floor buses for easy boarding and alighting, featuring wide entrances and exit doors for better passenger access. These features have made buses highly accessible to the elderly and wheelchair users. KMB has also equipped 331 buses with two wheelchair spaces, which primarily operate on routes to and from hospitals. Besides, KMB has introduced foldable armrests in the wheelchair areas of 160 buses. These new armrests not only enhance comfort for wheelchair users on board but also help prevent wheelchairs from overturning or skidding on the gangway. This design has now become a standard feature on every newly purchased bus.

KMB has been a pioneer in introducing “priority seats” on buses. These seats are strategically located near the bus doors to ensure easy access for passengers in need. KMB actively promotes to the public that these seats are intended for anyone requiring assistance, fostering a culture of support for those in need. To further encourage the spirit, KMB has added two additional priority seats on 500 buses, bringing the total number of newly added priority seats to 1,000. These buses will be identified by a “Priority Seats x6” label on the windscreen, and will primarily serve routes frequented by seniors.

### Upgrades to Termini and Bus Stops

KMB and LWB’s commitment to upgrading their facilities at BBLs, termini and bus stops is demonstrated through a series of initiatives designed to enhance passenger comfort and convenience, as detailed below:

- 31 BBLs are designated with clear signage and platform numbers, making it easier for passengers to locate their interchange platforms. All BBLs are equipped with ventilation fans to enhance the comfort of waiting passengers, particularly during the summer months;
- To cater to the needs of the elderly, people with disabilities and children, additional seats have been installed at bus shelters, bus termini and BBLs. In 2024, a total of 2,546 seats were put in place across the territory;
- Display panels have been installed at 1,230 bus shelters, bus termini and interchanges to show estimated bus arrival times. This real-time information helps waiting passengers to better plan their journeys, providing more efficient and user-friendly travel information;
- Solar-powered lamps have been introduced at bus stop locations to provide lighting to customers waiting buses at night. To date, a total of 1,907 bus stops have been equipped with these eco-friendly lamps;
- Two-dimensional QR codes have been added to the information sheets posted at bus stops, allowing customers to easily access details about bus frequencies and other route information;
- In 2024, a total of 35 smart lockers were introduced at bus termini, providing convenient pick-up points for passengers and enhancing the overall commuting experience;



▲ All 31 BBLs enable passengers to access KMB’s comprehensive bus network to travel across the city, elevating their travel experience while fully utilising bus resources

- A total of 18 Automated External Defibrillators (“AED”) have been installed at bus termini, ensuring that the golden window for timely rescue can be seized to assist individuals who suddenly collapse or experience cardiac arrest;
- In 2024, a total of 14 new bus shelters were constructed or upgraded to enhance customer comfort and convenience, bringing the total number of shelters to 2,665. These bus shelters offer protection from inclement weather and create a more pleasant waiting environment for commuters.

## 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 2024, including the following:

#### KMB

- KMB launched the Monthly Pass Scheme, the first of its kind for franchised buses in Hong Kong. The scheme allows passengers to take up to ten rides per day on KMB and LWB buses, with an additional two trips permitted on Route B1. Pass holders can use the Pass on over 400 KMB routes, including regular, overnight and racecourse routes, and LWB E-, N-, S-, R- and X- routes and enjoy a 73% off fare discount on KMB Recreation Route HK1, LWB A- and NA- routes;



▲ KMB and LWB offer various fare concessions, allowing passengers to enjoy high-quality and efficient bus services at affordable fares



▲ The KMB Fare Saver at Wong Tai Sin Temple offers fare discounts to both locals and tourists

- KMB rolled out the Regional Short-haul Two-way Section Fare Schemes in Tuen Mun, Yuen Long, Tin Shui Wai, Tseung Kwan O and North District. Passengers can enjoy the concessions by tapping an Octopus card, contactless bank card or mobile device, or by scanning the QR code on the designated one-stop validators at bus stops when alighting;
- The KMB Fare Saver Scheme offered a fare discount of up to HK\$4.0, covering certain campuses of educational institutions, shopping malls and residential areas. On top of the existing Fare Saver Kiosks in Mei Foo, Kowloon Mosque, United Court in Yuen Long and two private housing estates in Tin Shui Wai and Tseung Kwan O, KMB has further expanded the scheme to include West Kowloon Cultural Area and Yuen Long. The new Fare Saver Kiosks are located at M+, Hong Kong Palace Museum and Kong Ha Wai Transitional Housing;
- Citibank cardholders enjoyed a 15% bus fare rebate year-round through a fare rebate scheme;
- Partnering with Hong Kong Tramways Limited and some Green Minibus operators, KMB provided inter-modal interchange fare concessions covering routes on Hong Kong Island and in the New Territories;
- A KMB-MTR interchange discount was offered to passengers transferring from designated routes solely operated by KMB to designated MTR stations, and vice versa;
- New Bus-bus Interchange Concession Schemes were introduced alongside the launch of new Routes 72K, 74, 230R, 271A, and B9A;



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- In response to the northward consumption patterns observed among locals, KMB introduced Border Routes B1 and B9 interchange discounts. Passengers could enjoy a free ride after completing two designated trips, with fare discounts of up to nearly 50%;
- To encourage families to participate in activities across Hong Kong during National Day, KMB organised a free ride day for children on 1 October 2024. In addition, to promote travel across different areas of the city during the summer holiday, child passengers were offered free rides on more than 450 KMB and LWB routes on Sundays and Public Holidays throughout the summer of 2024;
- A summer promotion offering students a half-fare discount on 30 selected cross-harbour routes was implemented from mid-July to early August 2024; and
- KMB launched the “Early Bird, Night Owl” Reward Programme for members of its membership scheme, club1933. Members can earn 10 times more membership points when travelling within specific times of the day.

### LWB

- Citibank cardholders enjoyed a 15% bus fare rebate year-round through a fare rebate scheme;
- A Bus-bus Interchange Concession Scheme was launched in collaboration with New Lantau Bus, offering passenger rides to leisure spots in Mui Wo, Tai O, Ngong Ping and Disneyland;
- Passengers were entitled to a maximum of 50% fare discount when transferring between designated KMB routes to and from the Airport and HZMB under the “Ride 2 Journeys, Get 1 Journey Free” campaign; and
- To encourage families to participate in activities across Hong Kong during National Day, LWB organised a free ride day for children on 1 October 2024. In addition, to promote travel across different areas of the city during the summer holiday, child passengers were offered free rides on more than 450 KMB and LWB routes on Sundays and Public Holidays throughout the summer of 2024.



- ▲ LWB continues to expand its service coverage. In line with the residential developments in Pak Shek Kok, LWB has extended the operating hours of Route A47X departures serving Pak Shek Kok, providing residents with direct bus services to the airport and the Hong Kong-Zhuhai-Macao Bridge Hong Kong Port

## Bus-bus Interchange (“BBI”) Schemes

Committed to enhancing their Bus-bus interchange (“BBI”) networks, KMB and LWB offer fare concessions to ensure value-for-money, convenient, and environmentally friendly bus services, aiming to provide passengers with better quality of life and an experience where “Interchange is so simple” becomes a reality.

- KMB and LWB offer fare discounts to passengers on the second leg of their journeys and expand the network coverage under the BBI Schemes. In 2024, KMB established 31 BBIs in key locations across all 18 districts of Hong Kong. These BBI hubs provide passengers with more route options and the added benefit of new interchange discounts; and
- KMB and Sun Bus offer up to HK\$4.0 fare discounts to customers using Octopus cards when transferring from designated KMB routes to Sun Bus Route NR331 [Ma Wan (Pak Yan Road) ⇌ Tsuen Wan] and Route NR331S [Ma Wan (Pak Yan Road) ⇌ Tsuen Wan West Station (near Nina Tower)] to Ma Wan, or vice versa.

## KMB Monthly Pass

The KMB Monthly Pass Scheme allows passengers to take up to ten rides per day on KMB and LWB buses, with an additional two trips on Route B1. The scheme covers 450 KMB and LWB routes, including regular, overnight and racecourse routes, as well as the jointly operated Cross-Harbour Routes.

KMB Monthly Pass holders are entitled to exclusive privileges, which include the following:

- With each purchase of the Pass, passengers earn points that can be redeemed for KMB gifts and eCoins under the KMB membership scheme, club1933;
- Enquiries made via the KMB Monthly Pass Exclusive Hotline (3974 7888) will be handled by assigned operators;
- Pass holders can use the Pass on LWB E-, N-, S-, R- and X routes and enjoy a 73% off fare discount on LWB A- and NA- routes, benefitting from a bus network that connects different boundary control points;
- Enjoy a comfortable bus ride on Routes P960, P968 and HK1 by paying the “Fare for an Upgraded Journey”; and
- KMB has launched a “Buy-2-Get-1-Free” promotion, offering Student Identity Octopus cardholders an HK\$800 Octopus dollar rebate with the purchase of a KMB Monthly Pass for only three consecutive months.

## Customer Privacy Protection

As the public relies on our transport services daily, we recognise the crucial role we play in safeguarding our customers’ privacy and are determined to maintain our status as a trusted bus company.

Placing great importance on personal data protection, the Group has established working instruction guidelines to prevent inappropriate disclosure of personal data. Stickers are posted inside all buses equipped with CCTV systems to notify passengers and bus captains of its presence and purpose. Authorised personnel access recordings from CCTV cameras solely for security and incident investigation purposes. All recorded data are controlled by Management and will only be accessed, copied or viewed with prior approval of Management and in accordance with governing procedures.

CCTV cameras, including forward-looking cameras to monitor road and saloon conditions, have become standard features on all new buses since 2015. CCTV cameras are installed in all KMB, LWB and Sun Bus buses to protect the interests of bus captains in the event of police investigations or legal proceedings.

In addition to CCTV, we provide regular training and circulate internal emails to our staff on cybersecurity protection and monitoring, while keeping our software and systems up-to-date to minimise the risk of cyberattacks.



▲ Equipped with an on-board CCTV system, LWB buses display real-time footage of the luggage racks, allowing passengers to keep an eye on their belongings while seated and enjoy a comfortable, worry-free journey



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## Case Study



## Adapting to Modern Needs with Innovative Customised Services

As a major public transportation service operator in Hong Kong, KMB strives to cater to the diverse travel needs of its customers. While many pet owners regard their pets as family members, they are often limited to taking their beloved pets to nearby areas unless they use private cars. For longer trips, renting a light goods vehicle or taking a taxi may seem like the only option, which can undoubtedly be a burden for many pet owners, as existing laws and regulations prohibit animals from boarding most public transport services. Many overseas regions have already relaxed their regulations, making it common for animals to be allowed on board public transport. Serving as the “Heartbeat of the City”, KMB takes pride in its pivotal role and responsibility in pioneering societal progress and promoting pet-friendly services. Determined to make the first leap, KMB launched the “Pet Bus Tour”, allowing pets and their owners to ride together and create memorable moments.

The collaboration between KMB and Hoi Tai Tours on “Pet Bus Tour” has been a resounding success, receiving strong support and participation from pet owners, as well as commendation from the public. Several regular routes operate on weekends and public holidays, connecting the east and west of the New Territories, West Kowloon Cultural District, Tseung Kwan O and Hong Kong Island, such as Central Harbourfront. Most boarding and alighting points are situated at pet-friendly locations, such as harbourfronts, parks and malls. KMB provides flexible options for owners, allowing them to choose between the “one owner, one pet” or “two owners, one pet” combinations. Pet owners can book a full-day ride either on a single route or across multiple routes based on their needs,

enabling them and their beloved pets to enjoy bus rides together and create unforgettable memories. In addition to helping pet owners explore the city and leave their footprints with their pets, KMB has also launched the “Special Pet Bus Tour – One-Day Trip to Lantau Island” to meet the enthusiastic public demand. With this dedicated bus service, pet owners can now easily explore South Lantau’s Ngong Ping or Tai O with their pets and savour a tranquil ambiance far from the urban hustle and bustle.

Changes have been observed in visitors’ travel patterns, with many now opting for “city strolls” over the traditional “eat, shop, play” routines, and exploring Hong Kong from eco-tourism and immersive cultural perspectives. Capitalising on this trend, KMB has unveiled an electronic “Tourist Day Pass”, allowing international tourists to roam Hong Kong within 24 hours at an affordable price. With this Pass, they can take unlimited rides across over 450 KMB and LWB bus routes, discovering Hong Kong’s urban culture aboard double-decker buses.

The “Tourist Day Pass” caters to the latest travel preferences of tourists, allowing them to “hop on, hop off” across various bus routes with complete freedom in planning their itinerary, so they can unwind and fully savour every corner of Hong Kong. In addition, with the support of KMB’s mobile application, App1933, passengers can easily access route information and bus estimated time of arrival.

For travellers, Hong Kong is an international metropolis where Eastern and Western cultures seamlessly converge,



imbued with a unique and diverse way of life, as reflected in its dynamic evolution of food, language and architecture. Kowloon, in particular, is home to many renowned local attractions. In light of this, KMB has unveiled the “Tour @Kowloon” Recreation Route HK1, which connects to a variety of unique landmarks and attractions in Kowloon, including the Hong Kong Palace Museum, M+, Wong Tai Sin Temple, and more. With this new bus route, travellers can explore various sights along a single route, immersing themselves in the multifaceted vibrancy of Kowloon.

KMB has also designed a themed bus in a vibrant peach pink colour to make it easily recognisable from afar. Recognising that a comfortable journey enhances the passenger experience, buses primarily serving this route are equipped with spacious seats, curtains, free Wi-Fi, and USB charging ports. On-board announcements, custom-designed in Putonghua, English and Cantonese, remind passengers when to alight and highlight scenic spots along the route, enabling travellers to fully immerse themselves in the distinct “Tour @Kowloon” experience both visually and audibly.

“As a leading public transport operator serving Hong Kong residents and travellers from around the world, KMB consistently strives to provide top-notch bus services. The Company remains attentive to fast-evolving customer needs, enhancing services and embracing innovation to keep pace with the times. Through these efforts, passengers receive attentive care throughout every aspect of their journey, encouraging more individuals to choose KMB for travel.

Deeply ingrained in the diverse communities we serve, KMB recognised the growing demand for pet-friendly travel and responded by offering the ‘Pet Bus Tour’ service. While planning the ‘Pet Bus Tour’, we often put ourselves in the shoes of pet owners and asked questions such as ‘How can we expand the travel range for pet owners and their pets beyond their residences?’, ‘What destinations would we be eager to explore with our pets?’ and ‘Which local pet-friendly spots would we want to experience together?’ Through dedicated efforts, several regular routes have gained popularity. Notably, themed tours such as the ‘Special Pet Bus Tour – One-Day Trip to Lantau Island’ earned widespread acclaim from the public. This success underscores KMB’s commitment to truly understanding and engaging with its customers.

Meanwhile, KMB spares no effort in promoting exploratory tourism in Hong Kong. The ‘Tourist Day

Pass’ and ‘Tour @Kowloon’ Recreation Route HK1 work in synergy to make city discovery more accessible and convenient for travellers, offering fresh perspectives on Hong Kong. These services have not only captivated visitors with the vibrant energy of the city, but also contributed to the growth of local tourism and economic development. We are confident that KMB creates value for customers while remaining steadfastly committed to sustainability. Its efforts serve as a fundamental driving force for societal progress and economic development, motivating us to push even further.”

**Emily Cheung, KMB Commercial Director**

