

SUSTAINABILITY REPORT

Stakeholder Engagement

We support various initiatives to enhance community well-being and engage with our stakeholders through effective communication channels.



SUSTAINABLE DEVELOPMENT GOALS



**Good Health
and Well-Being**



**Sustainable Cities
and Communities**



**Industry, Innovation
and Infrastructure**



**Partnerships
for the Goals**



Engaging the Public

With a close connection to the community, we actively engage the public to gather feedback and foster a strong community, creating shared values for all.

Events

In 2024, a number of events were organised to interact with the public we serve:

- KMB participated in the 2024 Lunar New Year Fair Stalls at Victoria Park, Fa Hui, Shatin and Yuen Long from 4 to 10 February 2024. Pop-up stores were held at Tuen Mun V city, Nam Cheong V Walk in April, May and September, respectively, to maintain a close connection with customers;
- In July, KMB participated in the Hong Kong Book Fair, which was held at the Hong Kong Convention and Exhibition Centre;
- To support and encourage the Hong Kong delegation to the Paris 2024 Olympic Games, KMB and LWB have offered one-year free rides and bus naming rights to all delegation members. A bus themed “Support Team Hong Kong” was deployed to various districts to show support for all Hong Kong delegates by cheering “Proud of You” together with the people of Hong Kong;
- In August, KMB and SPCA collaborated on a “Pet Bus Tour”, taking pet owners and their pets from Tsuen Wan to Tsing Yi on a KMB double-deck bus. Since October, the “Pet Bus Tour” has become a regular route, travelling across Hong Kong Island, Kowloon and the New Territories. It has gained popularity and received a lot of positive feedback from the public;
- KMB and LWB offered free rides on all buses for children on Sundays and Public Holidays during the summer. In addition, a carnival with vintage bus exhibitions and game booths was organised, attracting thousands of club1933 members to join; and
- In October, KMB participated in the Bus Parade cum Exhibition, organised by the Transport Department, to celebrate the 75th Anniversary of the Founding of the People’s Republic of China. KMB arranged three vintage buses including a Daimler E double-decker for the parade, and five buses for the exhibition, featuring the oldest buses in Hong Kong — a Daimler A double-decker — along with vintage exhibits and bus models showcasing buses from the past and present in Victoria Park;
- In December, KMB organised three pet bus tours to Lantau Island and a night pet bus tour to encourage pet owners to enjoy quality time with their pets and promote a pet-friendly environment; and
- KMB and LWB held a total of twelve Passenger Liaison Group meetings at bus termini across their operating areas to gather customer feedback on various issues, including interchange schemes, environmentally friendly buses, passenger facilities and network connectivity.



◀ The “Free Ride Days for Kids” campaign included a carnival showcasing KMB’s antique buses, bringing joy to everyone



▲ To celebrate Lunar New Year with the public, KMB set up booths at various Lunar New Year fairs to sell a wide range of KMB-themed merchandise



▲ To commend the outstanding performance of Hong Kong athletes in the Paris Olympics and Paralympics, KMB and LWB have awarded them bus naming rights and free bus passes, joining the entire Hong Kong community in supporting these remarkable athletes

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Media and Social Media Platforms

In 2024, we strengthened our public communication by inviting the media to cover our events and promoting the greater use of social media platforms such as Facebook and Instagram to share information related to KMB and LWB. Our interaction with netizens included a number of cross-media activities, which proved popular, with our Facebook page reaching over 1.3 million netizens in 2024. Similarly, the number of followers on our Instagram account surpassed 24,400 by the end of December.

Firmly believing that social media platforms play a pivotal role in communication between the public and the Group, we are committed to continuously leveraging online communication platforms to strengthen our ties with the public.

Throughout the year, the KMB Facebook page has showcased various events through images, GIFs and videos. In particular, bus safety and etiquette have been actively promoted on this platform and other social media channels.

App1933

KMB's smartphone application has been continually updated with new features, such as the "Estimated Alighting Time", to better cater to passengers' trip planning needs. The application calculates passenger alighting times at different bus stops based on real-time traffic conditions to facilitate trip planning.

More mini-games have been introduced to the "Game Room" on App1933, allowing users to earn extra club1933 points that can be converted into eCoins for bus rides.

club1933

At the end of 2024, club1933 had over 520,000 registered members. Members can accumulate club points and convert them into eCoins to pay for bus fares, donate to charity organisations, and redeem gifts. Lucky draw entries can also be earned by taking bus rides, encouraging members to travel more around town. In December, club1933 held a lucky draw campaign offering flight tickets.

Websites

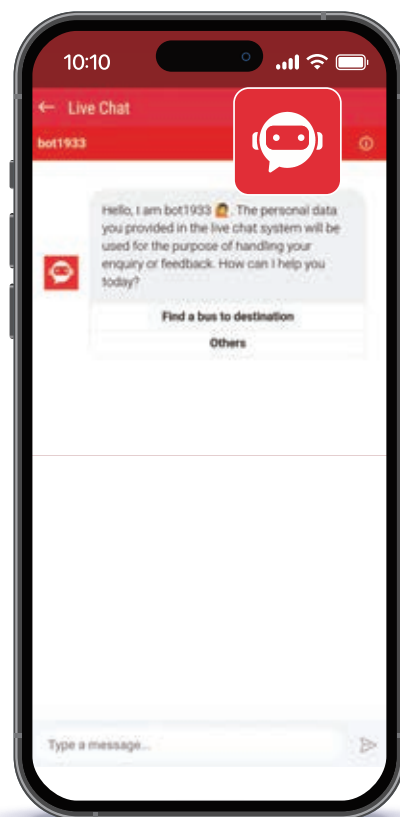
The KMB and LWB website (www.kmb.hk) and the Sun Bus website (www.sunbus.com.hk) provide a user-friendly experience with enhanced information integration, making it easy for users to access service details.

Excellent Customer Service

KMB and LWB place great emphasis on delivering quality services to customers and welcome their feedback on our bus services. At KMB and LWB, we consider substantive feedback as a valuable reference for continuous service improvement and future development.

Chatbot for Enquires

KMB and LWB offer an artificial intelligence chatbot, bot1933, on their websites and App1933, allowing customers to receive instant year-round responses to enquiries and provide feedback on bus services. Since its launch, the chatbot has been continually upgraded to handle customer enquiries and has received positive feedback.



Customer Service Hotline

KMB, LWB and Sun Bus offer a manned customer service hotline (2745 4466, 2261 2791, and 2372 0638, respectively) with human operators available for enquiries daily. The service is complemented by a 24-hour hotline system, featuring shortcut keys that quickly connect callers to a live operator for prompt assistance with the “Tourist Day Pass” and locating lost elderly individuals.

Customer Service Centres

Our Customer Service Centres, located at Tsim Sha Tsui and Hong Kong International Airport, provide customers with a one-stop service, including KMB and LWB souvenirs, Octopus card add-value services and bus route information. Additionally, at Tai Lam Tunnel BBI and Tuen Mun Road BBI, convenience stores are available for food and beverages, catering to customers’ daily needs and indulgences while they wait.

Smart Lockers

KMB has installed self-service lockers at 35 bus termini to provide customers with the convenience of picking up parcels easily at bus termini, elevating customers’ riding experience to a new level. To provide additional assistance for passengers retrieving their lost items, these smart lockers at bus termini also serve as collection points for lost property.



▲ KMB has installed smart lockers at bus termini to facilitate parcel collection and lost item retrieval, enhancing the passenger experience

Membership of Associations and Advocacy

During the reporting period, we further strengthened our connection with stakeholders by joining the following organisations:

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

Serving the Community

We make continuous efforts to understand the evolving needs of our community and proactively contribute to various societal initiatives. Leveraging the Group’s business strengths and resources, we are committed to creating a positive social impact by engaging the elderly and fostering youth development.

Missing Elderly Assistance Programme

KMB and LWB provide assistance in locating lost seniors, especially those with dementia. A quick-dial option has been added to the KMB Customer Service Hotline, allowing callers to promptly report missing persons and provide relevant information. Upon receiving a request for assistance, KMB will enter details, such as the missing person’s name, characteristics and Octopus card number, into a central system. When a lost elderly person boards our bus, the bus captain is alerted by a warning signal and a red light. The system also notifies KMB’s 24-hour Radio Control Section and Hotline, allowing us to provide immediate assistance. In 2024, we received 300 requests and successfully located 28 lost seniors, while the others were reunited with their families through other channels.



▲ The LWB Customer Service Centre at the airport offers one-stop services for residents and travellers, including route inquiries, and the sale of Tourist Day Passes and bus tickets

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Donating Retired Bus and Bus Stop Pole

As part of our commitment to sustainability, recycling, and support for those in need, we 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. These buses can be repurposed to meet the creative learning needs of these institutions. Through our Donation of Caring Bus Stop Pole Programme, we donated tailor-made bus stop poles to elderly homes to help prevent seniors with dementia from wandering and going missing, supporting their treatment and care.

Below is a list of beneficiary schools/non-profit organisations that received a donated bus or bus stop pole in 2024, listed in alphabetical order:

Retired Bus Donation

- Hong Kong St. John Ambulance;
- Mu Kuang English School; and
- Yew Chung International School.

Bus Stop Pole Donation

- Chung Sing Benevolent Society Lau Mui Hin Home for The Elderly;
- HKFYG Lee Shau Kee Primary School;
- Hong Kong Baptist Mr. & Mrs. Au Shue Hung Rehabilitation & Healthcare Home;
- Hong Kong Children & Youth Services Jubilant Day Care Centre for the Elderly;
- Laguna Elderly House;
- Po Leung Kuk Chu Lee Yuet Wah Day Care Centre for the Elderly;
- Po Leung Kuk Comfort Court for the Senior;
- Prime Garden Mont Albert North (Australia);
- Sino Kwu Tung Nursing Home cum Day Care Centre; and
- Wai Ji Christian Service.



▲ Through the "Old and Retired Bus Donation Programme", Hong Kong St. John Ambulance received a retired bus from KMB, repurposed as St. John's Cycle Response Unit First Aid Base at Nam Sang Wai

Donating Retired Bus Handrails

In collaboration with occupational therapists from Haven of Hope Christian Service Wong Tai Sin Enhanced Home and Community Care Services, KMB donated and installed retired bus handrails for patients identified as having a high risk of falling at home. In 2024, we installed six pairs of handrails for residents in Wong Tai Sin District.



▲ KMB's Caring Bus Handrails serve as support points in the homes of stroke recovery patients, the elderly, and other individuals in need, helping to reduce the risk of falls

Collaboration with Hong Kong Society for the Blind and Polytechnic University

As part of its collaboration with The Hong Kong Society for the Blind ("HKSB"), the Department of Rehabilitation Sciences and the Department of Chinese & Bilingual Studies, the Hong Kong Polytechnic University ("PolyU"), KMB has assisted in installing a caring bus stop at the Yuen Long Home for the Aged Blind, HKSB. The bus stop features a retired bus stop pole, a seating bench with queueing rails, a soundtrack providing bus route information for Route 64K, and a pair of priority seats, creating a simulated environment that allows elderly residents to experience waiting for a bus indoors. This initiative, together with the cognitive stimulation therapy developed by PolyU and HKSB, enhances the effectiveness of assessing and treating visually impaired elderly individuals with cognitive problems.



▲ In 2024, a total of 10 elderly care homes benefitted from the Donation of Caring Bus Stop Pole Programme

Nurturing Talents

KMB is committed to cultivating young people and nurturing talents for the transportation industry in Hong Kong. The following activities were carried out throughout the year:

- In collaboration with Hong Chi Association, KMB offered students with Special Educational Needs ("SEN") the chance to showcase their talents beyond the classroom through multiple platforms and placements. For example, our staff coffee shop, Café1933, provided retail placements for students, along with food and beverage services. Through the partnership, KMB has also recruited SEN graduates for roles such as bus cleaning workers, office assistants, customer experience assistants, and gardening assistants;
- KMB organised a career-oriented seminar for secondary school students, featuring a depot tour and a career talk session to help students explore various job roles and work environments while gaining insight into KMB's organisational structure. The activity aimed to broaden students' horizons and inspire them to plan for their future studies and career paths; and
- KMB partnered with the Vocational Training Council's Diploma programme and invited students studying Foundation Studies (Design) to participate in the "Sustainable Get Set • Go" bus body advertisement competition, where the winning designs were transformed into bus decals. These buses then travelled across the New Territories, Kowloon, and Hong Kong Island, spreading environmental messages to the community.

Community Participation

- KMB and LWB offer free rides on all bus routes for people with disabilities, along with one accompanying caregiver, in support of the International Day of Persons with Disabilities every year;

- KMB and LWB support the annual Senior Citizens Day by offering free rides to people aged 65 and over; and
- KMB has long supported the activities of The Community Chest. In 2024, a group of KMB, LWB and Sun Bus staff participated in The Community Chest New Territories Walk for Millions.

FRIENDS OF KMB

KMB's volunteer club, FRIENDS OF KMB ("FRN"), has been promoting environmental protection, civic education and social service activities since its formation in 1995. In the reporting period, FRN comprised over 1,100 members, including customers, KMB, LWB and Sun Bus staff and their dependents.

During the reporting period, FRN organised bus model art workshops, inviting SEN students and their family members to design bus body artwork on recycled bus miniatures. It provided an opportunity for students with drawing talent to create unique bus models for themselves while also promoting environmental protection.

FRN participated in regular home visits and made care calls to elderly individuals experiencing depression. The programme was organised by Suicide Prevention Services, with which FRN has maintained a partnership since 2013. FRN also launched a civic education programme, "Being a Good Passenger", to raise awareness of road safety, bus safety and bus etiquette among primary school students through various interactive games.

In October 2024, KMB held an appreciation ceremony to commend FRN volunteers who contributed 50, 100, 200, 500 and 1,000 hours of service.



◀ FRN Volunteers actively support various charitable activities, including regular visits to the elderly and those in need, thereby contributing to community service

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Case Study



Ride with KMB for a Good Cause: Helping those in need for positive community impact

Relentlessly serving the community for years, KMB has extended its care beyond passengers to support those in need. In addition to providing top-notch bus services, KMB demonstrates its care by attentively listening to community needs and fostering a spirit of mutual support across all sectors. To encourage individuals to actively extend a helping hand to those in need, KMB introduced a new option within its KMB and LWB membership scheme, club1933, in 2023. Members can donate their eCoins, which are redeemable using their membership points, to charities through the mobile application App1933. For every three eCoins donated by members, KMB will donate HK\$2.0 to their selected organisations on their behalf, offering adequate assistance to the charities' service recipients. This initiative has made every bus ride more meaningful by directing resources to the right beneficiary organisations, making a significant impact on society and driving positive change.

In August 2024, KMB took a step further with the launch of the innovative "Donation Matching Scheme". For every three eCoins donated by club1933 members to an organisation, KMB will not only contribute HK\$2.0 on their behalf but also

organise additional activities or donate supplies to the groups supported by these organisations, such as the underprivileged, people with disabilities, and stray animals, ensuring they receive appropriate assistance. Under the Matching Scheme, KMB collaborates with different charitable organisations every two weeks. To date, it has partnered with more than 10 organisations, including The Society for Community Organisation, and Heep Hong Society. As of the end of 2024, the number of donors had increased by 16% compared to the previous year, with over 25,500 individuals participating. The Scheme has donated over 400 smart cooling and heating fans to low-income families, improving ventilation and overheating conditions in their homes. Additionally, activities such as the "Bus Model Art Workshop" and "Being a Good Passenger" have been organised for children with special education needs and those from low-income families, benefiting multiple groups. KMB is grateful for the selfless contributions of all members, which bring community stakeholders closer through the Matching Scheme and foster a network of mutual assistance.



"It is estimated that there are over 100,000 people with dementia in Hong Kong. Dementia patients suffer from a progressive decline in cognitive functions, such as memory, thinking, orientation, understanding and self-care ability, placing a heavy burden on their caregivers. Through KMB's 'Donation Matching Scheme', I am delighted to see KMB proactively leveraging the power of the community to generously support those in need.

Operating on a break-even, non-profit basis, the Association provides specialised and professional services for cognitive impairments. As the saying goes, 'prevention is better than cure', early identification of cognitive impairments and timely treatment are crucial. Through KMB's Matching Scheme, each donation from its members helps alleviate the Association's daily operational pressures. In addition, KMB arranges initial cognitive screenings for elderly individuals to help

identify symptoms early and slow the progression of deterioration. KMB's initiative aligns seamlessly with our mission and has benefitted numerous seniors.

We are pleased to see KMB fully leveraging its extensive community network to encourage donations to those in need, making a direct contribution to society. These efforts foster an atmosphere of mutual support, creating a lasting and profound positive impact on the community."

Maggie Lee, Executive Director of Hong Kong Alzheimer's Disease Association

