

Hong Kong Non-Franchised Transport Operations

The Kowloon Motor Bus Company (1933) Limited – “Pet Bus Tour”



KMB pioneered the “Pet Bus Tour”, introducing a first-of-its-kind service and becoming the first public transport operator to provide regular pet-friendly journeys on double-deck buses. Widely appreciated by the community, the service enables passengers to enjoy bus travel with their pets, contributing to the city’s development as a pet-friendly city.



Enhanced Service Network and Added Appeal through Special Festive Tour

KMB recognised the growing number of pet lovers and the challenges they faced when travelling with their pets. As Hong Kong's leading public transport operator, KMB pioneered the removal of barriers to pet-friendly travel. Since the launch of the "Pet Bus Tour" at the end of 2024, routes have been curated around popular pet-friendly destinations, enabling pet owners and their furry companions to explore more of Hong Kong. In its inaugural year, the service carried nearly 20,000 passenger-trips. KMB remained attentive to passenger feedback and extended services previously available only at weekends to Thursdays and Fridays, providing greater flexibility. Special festive services, including the "One-Day Trip to Lantau Island" and the "Christmas and New Year Night Pet Bus Tour", took passengers and their pets to Ngong Ping and Tai O, as well as to Causeway Bay, the Central Harbourfront and Tsim Sha Tsui East to enjoy seasonal illuminations. Passengers were able to purchase tickets through the KMB mobile application, APP1933, while club1933 members automatically earned points that could be redeemed as eCoins for travel, gifts, or charitable donations.

In 2025, "Pet Bus Tour" offered a range of fare concessions, providing greater convenience for pet owners:

- The "Pet Bus Tour" Monthly Pass Scheme was rolled out, offering "one passenger, one pet" and "two passengers, one pet" options for unlimited travel on regular Pet Bus routes for 30 days;
- Concessionary fares for eligible seniors, available as half-price tickets and Monthly Passes; and
- The "Senior Pets Free Ride Day" was launched to offer complimentary rides for pets aged ten or above travelling with their owners on the first Saturday of every month.

Supporting the Community and Celebrating Pet Companionship

Through partnerships with animal welfare organisations, KMB organised pet-friendly initiatives under its "Pet Bus Tour", such as a day trip for abandoned senior dogs from "House of Joy & Mercy", giving them opportunities to explore new places and create joyful memories in their twilight years. Part of the tour fee was donated to organisations including The Hong Kong Society for the Prevention of Cruelty to Animals (SPCA), HK Saving Cat And Dog Association, and Big Tree Ha, to support their advocacy and public education on animal welfare, helping to build a pet-friendly community. To further connect pet lovers, the "Pet Bus Memory Lane" feature was launched on APP1933, allowing passengers to share photos of their journeys with pets, bringing pet lovers together and documenting the harmony between people and animals, while encouraging society to move towards inclusive, pet-friendly travel.



- The regular "Pet Bus Tour" features popular pet-friendly destinations, with special festive tours to further promote pet-inclusivity

- KMB's "Pet Bus Tour" allows pet owners to explore the city with their beloved pets, enabling them to travel together and create shared memories

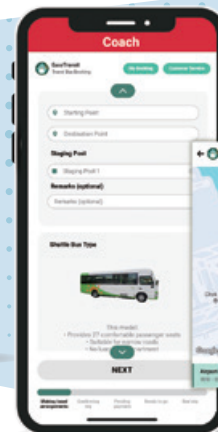


Hong Kong Non-Franchised Transport Operations

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



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





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 centres, residential estates, travel agencies and schools, as well as chartered hire services for organisations and the general public.

In 2025, the SBH Group continued to enhance its service offerings for the tourism sector, addressing growing demand for transport links to major attractions and providing tailored mobility options for passengers travelling to various boundary control points. In August 2025, Sun Bus partnered with KMB and EasyTransit to launch a new feature on APP1933, enabling customers to directly book coaches from urban areas to the Airport, the HZMB Hong Kong Port, or the Heung Yuen Wai Control Point. Same-day bookings were also supported, making the service ideal for group travel for families and friends, as well as organisations such as companies and schools.

The SBH Group also maintained its market-leading position by introducing new coaches to its fleet and upgrading overall service quality. To further strengthen its competitiveness, the SBH Group promoted broader adoption of technology. In 2025, 15 new Euro VI buses were launched and 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 Chinese Mainland through the Hong Kong SAR Government’s Labour Importation Scheme while optimising recruitment and retention practices to attract new talent and retain experienced staff.

The SBH Group has remained committed to strengthening its high-calibre management and operations teams to deliver trusted services to its customers.

Hong Kong Non-Franchised Transport Operations

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 “Huang Bus”), catering to regular commuters, leisure travellers and tourists between Lok Ma Chau, Hong Kong and Huanggang, Shenzhen.



The Huang Bus' cross-boundary services maintained steady passenger growth in 2025. Passenger volume increased notably compared to the prior year, underpinned by the opening of the Kai Tak Sports Park and the regular staging of major events and concerts across Hong Kong. These developments have attracted travellers to make same-day round trips across Chinese Mainland and Hong Kong, supporting the expansion of Huang Bus' service offerings.

Building on the interchange fare discount scheme introduced in collaboration with KMB last year, Huang Bus expanded its new collaborative service offerings with LWB. Passengers travelling on LWB Routes A43P or NA43 between Fanling and the Airport or the HZMB Hong Kong Port, who interchanged to Huang Bus, enjoyed fare reductions of up to HK\$10 on the second leg, equivalent to one complimentary Huang Bus

journey. This made bus services even more affordable for passengers travelling between North Lantau, the Airport, and Chinese Mainland. Additionally, KMB's "Tourist Day Pass" and "Tourist Day Pass Premium" Schemes were introduced for use on Huang Bus. At a competitive price, Pass holders enjoyed unlimited journeys on Huang Bus and across the extensive network of more than 480 routes operated by KMB and LWB within 24 hours, thereby enhancing their travel flexibility and convenience in Hong Kong.

Meanwhile, NHKB implemented electronic payment systems across its fleet, further increasing the adoption of electronic fare transactions. As electronic payment has become a widely adopted practice among Chinese Mainland and Hong Kong passengers, this reflects its continuous commitment to enhancing the customer experience.

Since commencing operations, NHKB has consistently delivered efficient and reliable cross-boundary transport services, garnering strong passenger support and confidence. With the new Huanggang Port expected to be completed and operational in the future, NHKB will continue to enhance service quality and uphold its commitment to providing reliable and high-quality services to all passengers.

- ▼ Huang Bus launched interchange fare discount schemes with KMB and LWB, offering cross-boundary travel to and from Lok Ma Chau/Huanggang Port at more favourable fares

