

# Caring for Customers

As a public transport provider, we are dedicated to delivering an 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



Industry, Innovation and Infrastructure



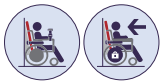
Sustainable Cities and Communities

## Building an Accessible and Inclusive Bus Community

Access to transportation is essential for independent living, and an accessible transport system forms the cornerstone of an inclusive society.

### Accessible Bus Fleet

The entire bus fleets of KMB, LWB and NHKB, along with eleven buses from Sun Bus, are equipped with super-low floors, wide entrances, and exit doors to facilitate easy boarding and alighting, ensuring accessibility for elderly people and wheelchair users.



#### Wheelchair-Friendly Design

- 342 KMB buses with two wheelchair spaces, mainly serving hospital routes.
- 198 KMB and LWB buses feature foldable armrests in wheelchair areas for added comfort and helping to prevent wheelchairs from overturning or skidding on the gangway. This design has now become a standard feature on all new buses.



#### Priority Seats

- Strategically placed near doors on both KMB and LWB single- and double-deck buses for the convenience of passengers in need. KMB actively promotes public awareness to foster a culture of care and support.

### Upgrades to Termini and Bus Stops

KMB and LWB continue to enhance facilities at Bus-Bus Interchanges (BBIs), termini and bus stops to improve passenger comfort and convenience. Key initiatives include:

- **Bus Stop Numbering:** All KMB and LWB stops now feature prominently displayed stop numbers and QR codes, enabling passengers and visitors to easily identify the correct bus stop and access route information online;
- **Improved Navigation at BBIs:** 31 BBIs are equipped with clear signage and platform numbers, along with ventilation fans to enhance passenger comfort, particularly during the summer months;

- The bus fleets of KMB, LWB and NHKB feature super-low floor designs and wheelchair ramps, enabling easy boarding and alighting for wheelchair users

- **Audio Bus Stops:** Wireless radio frequency identification systems (RFID) have been installed at selected bus stops to assist visually impaired customers. These systems emit audio signals and announce bus route information, enabling users to locate the correct bus stops with greater ease;



#### AED Installation

- KMB has strengthened its commitment to public health by partnering with the Fire Services Department to install 40 Automated External Defibrillators (AEDs) at high-traffic bus termini, BBIs and depots, ensuring timely access to life-saving equipment during emergencies;
- **Additional Seating:** more seats have been installed at bus shelters, termini and BBIs to better serve the elderly, people with disabilities and children;
- **Real-time Information Panels:** Display panels showing estimated bus arrival times have been added across shelters, termini and BBIs to help passenger plan their journeys more efficiently. A pilot project featuring a new design layout has also been launched to provide more detailed bus route information;
- **Solar-powered Lighting:** Solar lamps have been installed at selected bus stop locations to provide illumination at night;



#### QR Codes on Information Sheets

- QR codes have been added to bus-stop information displays, offering quick access to bus frequency and route details; and
- **New and Upgraded Shelters:** In 2025, two new or upgraded bus shelters were completed, bringing the total number to 2,667, thereby providing better weather protection and a more pleasant waiting environment.



## Upgrades to Bus Facilities

- **Seat Availability Display:** Lower-deck screens on KMB buses display the availability of seats on the upper deck, helping passengers locate seats on the upper deck more easily, promoting a more even distribution of passengers, and enhancing the overall passenger experience;
- **Free 5G Wi-Fi:** 2,520 KMB and LWB buses offer complimentary 5G Wi-Fi with ultra-fast, stable and smooth 5G network connectivity for an enhanced travel experience;
- **Real-Time Information:** 4,095 KMB and LWB buses feature the Bus Information Panel System, displaying real-time stop details on both decks and via APP1933;
- **Improved Air Quality:** Electrostatic air filters installed on all KMB and LWB buses enhance air quality, with CO<sub>2</sub> levels monitored during peak hours for passenger health; and
- **Energy-Efficient Air Conditioning:** A total of 3,959 KMB and 313 LWB buses are equipped with variable-capacity compressors, enabling adaptive and fuel-efficient climate control. The systems also refresh cabin air through a double-layer filtration process.

## Pet-Inclusive Service – Pet Bus Tours

KMB recognises pets as valued members of the family, and is committed to fostering a pet-friendly society. In view of restrictions on the carriage of animals on public transport, KMB launched Pet Bus Tours to provide a safe and enjoyable travel option for pet owners and their companions.

Operating every Saturday, Sunday, and Public Holiday, the service enables pets owners and their companions to explore scenic spots across Hong Kong Island, Kowloon and the New Territories. Since its launch, the tours have carried approximately 20,000 owners and pets, creating joyful and memorable travel experiences.



- “Pet Bus” welcomes pets of all breeds, with a dedicated “Cat Zone” at the rear of both the upper and lower decks, catering to the needs of sensitive or easily stressed cats

Special Initiatives include:

- Christmas Night Routes serving Tsim Sha Tsui East and Central, allowing passengers to enjoy Christmas light displays; and
- Complimentary rides for pets aged ten or above on the first Saturday of each month from November onwards.

## Customer Educational Campaign – SEE EVERY NEED

KMB partnered with Hong Kong Christian Service to launch the “SEE EVERY NEED”, promoting community inclusion for children with special educational needs (SEN), seniors, caregivers, and individuals from diverse cultural backgrounds.

Three themed buses showcased 88 artworks by SEN children, transforming their creativity into mobile engagement platforms. These buses, featuring interactive and educational content, travelled across Kowloon and the New Territories to foster empathy and understanding.

To complement the campaign, short videos highlighted inclusive facilities in local communities, reinforcing values of care, acceptance, and social harmony. Through these initiatives, KMB demonstrated its commitment to building an inclusive society and reducing barriers for vulnerable groups.

Three bus routes with inclusive facilities:

- Route 85 [Fo Tan (Chun Yeung Estate) ⇌ Kowloon City Ferry Pier]
- Route 260X [Tuen Mun (Po Tin Estate) ⇌ Hung Hom Station]
- Route 296C [Sheung Tak ⇌ Cheung Sha Wan (Hoi Ying Estate)]



- Three “SEE EVERY NEED” themed buses, featuring artworks created by SEN children both inside and out, helped passengers better understand SEN children, fostering empathy and inclusion

## 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 2025, a number of events were organised to engage with the public we serve:

- KMB joined the Lunar New Year Fair Stalls at Victoria Park, Fa Hui and Yuen Long from 23 to 28 January 2025, and hosted pop-up stores at Tai Po Mega Mall, Nam Cheong V Walk, Yuen Long Plaza and Tuen Mun V city throughout the year to stay in close connection with customers;
- Participated in the Hong Kong Book Fair at the Hong Kong Convention and Exhibition Centre;
- Summer Free Ride Days for Kids were organised for the third consecutive year, children under twelve enjoyed free rides on over 440 KMB and LWB routes across ten Sundays and public holidays in July and August, encouraging family outings and city forays;

- In August, over 500 participants, mainly children, teenagers and their parents joined a citywide bus adventure, KMB GO! event, using bus-bus interchanges to reach designated stops and collect game points, promoting a green, convenient, safe and comfortable journey together; and
- KMB and LWB held a total of twelve Passenger Liaison Group meetings at bus termini to gather feedback on interchange schemes, environmentally friendly buses, passenger facilities and network connectivity.

### Media and Social Media Platforms

In 2025, we enhanced public engagement by inviting media coverage of key events and expanding our presence on social platforms, including Facebook, Instagram and RedNote. Our Facebook page reached over 1.2 million users, Instagram followers grew to 26,000, and RedNote attracted over 2,700 followers, leveraging its lifestyle focus to connect with younger and broader audience.

Recognising the pivotal role of social media, we remain committed to leveraging these platforms to strengthen engagement with the public. Throughout the year, KMB shared event highlights, images, GIFs and videos, while actively promoting bus safety and etiquette across all channels.



- KMB hosted pop-up stores at various shopping malls during the year, offering a wide range of KMB and LWB bus models and merchandise

- KMB organised its first bus stop orienteering challenge, "KMB GO!", during the summer holidays, attracting over 500 participants to travel across bus stops throughout Kowloon, Hong Kong Island, and the New Territories, completing tasks to earn the title of "KMB Expert"



## APP1933

With one million unique daily users and seven million downloads, APP1933, the mobile application operated by KMB and LWB, provides convenient and personalised services for passengers.

The new version, launched in June 2025, introduced enhanced features for easier and more accurate access to bus information. Key features include:



Real-Time Estimated Time of Arrival (ETA) and Traffic Alerts: Provides arrival times based on live traffic conditions for KMB, LWB, and other franchised bus companies.



AI Route Search: Instantly suggests the fastest and most convenient route combinations.



Boarding Alerts: Allows passengers to set reminders for specific routes and boarding times for stress-free commuting.



club1933 loyalty programme: Enables members to earn points redeemable for gifts or donations, as well as eCoins for fare payment.

## club1933

By the end of 2025, club1933 had recorded over 620,000 registered members. Members can earn club points and convert them into eCoins to pay for bus fare payment, charity donation, or gift redemption.

## Websites

The KMB and LWB website ([www.kmb.hk](http://www.kmb.hk)) and the Sun Bus website ([www.sunbus.com.hk](http://www.sunbus.com.hk)) offer a user-friendly experience with integrated service information, enabling users to access relevant details quickly and conveniently.

## Excellent Customer Service

With a firm commitment to delivering quality services, KMB and LWB value customer feedback as a key driver for continuous improvement and future development.

- **Chatbot – bot1933:** Available on the websites and APP1933, this AI-powered chatbot provides instant, round-the-clock responses and facilitates the collection of user feedback;
- **Customer Service Hotlines:** KMB (2745-4466), LWB (2261-2791) and Sun Bus (2372-0638) offer daily manned hotlines, supported by a 24-hour automated system with shortcut keys for prompt assistance, including “Tourist Day Pass” inquiries and support in locating elderly individuals who have gone missing;
- **Customer Service Centres:** Located in Tsim Sha Tsui and at Hong Kong International Airport, the Centres offer one-stop services, including souvenirs sales, Octopus card value-adding service, and bus route information. In addition, convenience stores at Tai Lam Tunnel BBI and Tuen Mun Road BBI cater to customers’ daily needs while they wait;



- KMB's Mei Foo Customer Service Centre was upgraded into a 24-hour self-service facility, featuring smart self-service lockers for parcel pick-up and drop-off, alongside KMB and LWB route ETA information, online live-chat customer support, and charging facilities, enabling passengers to make better use of their waiting time
- **24-hour Self-Service Facilities:** Round-the-clock self-service facilities are available at Mei Foo and Sha Tin Central Bus Termini, offering, for the first time, parcel drop-off service, along with parcel pick-up service, ETA information, chatbot access, and mobile device charging, enabling passengers to make more productive and convenient use of waiting time;
- **Smart Lockers:** Installed at 37 bus termini, the smart lockers facilitate convenient parcel collection and the retrieval of lost property; and
- **Lost and Found:** Passengers can report and track lost items via APP1933 and schedule collection. In addition to in-person retrieval of items at KMB, passengers may also collect items through self-service smart lockers located at 37 bus termini, providing a quick and hassle-free retrieval option.

## Customer Privacy Protection

As the public relies on our transport services on a daily basis, we recognise the crucial responsibility we bear in safeguarding our customers' privacy and are committed to maintaining our position as a trusted bus company.

Placing great importance on personal data protection, the Group has established clear working instruction guidelines to prevent inappropriate disclosure of personal data, and we make every effort to adhere to the Personal Data (Privacy) Ordinance (Chapter 486).

CCTV cameras, including those monitoring road and saloon conditions, have been standard features on all new buses since 2015. CCTV systems are installed on KMB and LWB buses for security and incident investigation purposes. Clear notices are displayed inside all buses equipped with CCTV systems to inform passengers and bus captains of their presence and purposes. Access to CCTV recordings is strictly restricted to authorised personnel access and limited to security and incident investigation purposes. All recorded data are controlled by the Management and may be accessed, copied or viewed only with prior approval of the Management and in accordance with governing procedures and guidelines.

Further, we also 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. For example, we have established guidelines on safeguarding sensitive data and encrypting information.