

Caring for the Community



KMB continues to champion community well-being by leveraging our network, people, and assets to support vulnerable groups, promote inclusion and diversity, and nurture the next generation.



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Good Health and Well-Being

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Industry, Innovation and Infrastructure

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Partnerships for the Goals

Serving the Community

We focus on evolving community needs and act where our strengths make a difference, especially for seniors, people with disabilities, and families in need.

Missing Elderly Assistance Programme

KMB and LWB operate a dedicated programme to help locate missing seniors, particularly those with dementia. The system integrates the Customer Service Hotline, on-bus warning signals, and alerts to KMB's 24-hour Radio Control Section to help reunite families swiftly and safely.

In 2025:



291 requests received



19 lost seniors located on board successfully



Others reunited through other channels

Donating Retired Bus Parts

KMB promotes sustainability and social inclusion by repurposing retired buses, bus stop poles and bus parts for educational and community use, both locally and overseas, giving them a second life.

Donation of Used and Retired Bus Programme

Since 2016, KMB has donated buses to schools and non-profit organisations for creative learning spaces.

🔹 **HKFEW Wong Cho Bau School transformed a retired bus into "Beidou Pavilion," featuring VR pods and flight simulator, emotional wellness and a simulated science lab, showcasing innovation with sustainability.**



Caring Bus Stop Pole Donation Programme

We extend dementia-friendly bus stop poles to elderly care facilities across Hong Kong and overseas, helping to prevent seniors with dementia from wandering or going missing, and supporting their treatment and care.

🔹 **In 2025, KMB donated poles to facilities in Hong Kong and Australia, including CASS Asquith Residential Aged Care Facility in Sydney, which is the fourth bus stop pole in Australia. This pole features bilingual signage and iconic Hong Kong destinations to foster comfort, cultural connection, and a sense of belonging for residents.**



🔹 **Beneficiary schools and non-profit organisations that received bus stop poles in 2025**

- CCC Kei Shun Special School
- CFSC Kwun Tong Day Care Centre for the Elderly
- CSFC Choi Ying Day Care Centre for the Elderly
- ELCHK Lutheran Secondary School
- HKTA The Yuen Yuen Institute No. 1 Secondary School
- Macle hose Medical Rehabilitation Centre
- The Church of Christ in China Kei Heep Secondary School
- Yan Oi Tong Tin Ka Ping Care and Attention Home
- Y.C.H. Ho Sik Nam Primary School
- CASS Asquith Residential Aged Care Facility (Australia)



📌 **KMB collaborated with the Hong Kong Society for the Blind and Hong Kong Polytechnic University to integrate authentic bus components into therapeutic environments, supporting cognitive stimulation for seniors with dementia and visual impairment.**



Repurposing Retired Bus Parts for Education

KMB donated four bus stop poles and 14 passenger seats from retired buses to Kei Shun Special School to create a simulated bus stop and bus compartment, forming the “KMB Classroom” for students with mild intellectual disabilities. This immersive environment teaches riding on buses, traffic rules, and etiquette while promoting inclusion and life skills.

Retired Bus Handrail Donation

The Caring Bus Handrail Donation cooperate with community care partners to install retired bus handrails at homes of high-risk patients, improving safety and independence.

📌 **Partnered with Richmond Fellowship of Hong Kong to install retired bus handrails in the home of a high-risk patient living in Wong Tai Sin. In 2025, two handrails were donated under this programme.**



Pet Bus Tour for the Community

Launched in 2024, the Pet Bus Tour has enabled over 20,000 owners and their pets to enjoy bus journeys together, promoting a pet-inclusive society.

📌 **Partnered with “House of Joy and Mercy” to give 20 senior rescued dogs a memorable ride to the Art Park in the West Kowloon Cultural District, supported by FRIENDS OF KMB. This outing provided these older dogs with an opportunity to explore new sights and create joyful memories in their later years.**



📌 **Invited elderly persons, children with special educational needs and low-income families to join the Pet Bus Tours, promoting joyful interaction with pets and fostering social inclusion. For example, students from Yan Chai Hospital Ho Sik Nam Primary Schools were invited to bring their school pets aboard a pet bus for a visit to The Mills in Tsuen Wan.**



Donations from Pet Bus Tour

A portion of proceeds from the Pet Bus Tour is regularly donated to animal welfare organisations, including Society for the Prevention of Cruelty to Animals, Hong Kong Saving Cat and Dog Association, and Big Tree Animal Sanctuary and Adoption Centre, providing practical support for rescued and abandoned animals. In December 2025, all proceeds were dedicated to supporting medical treatment for animals injured or affected by the Tai Po fire.

club1933 Matching Fund Scheme

KMB and LWB strengthened community engagement through the club1933 Matching Fund Scheme, which enables members to convert earned points into eCoins for charitable donations. For every three eCoins donated, KMB contributes HK\$2 to the selected NGO, thereby amplifying individual contributions.

Since its launch, the scheme has recorded nearly 30,000 member participations and benefited 14 charitable organisations supporting underprivileged groups, persons

with disabilities, cancer patients, and stray animals. This scheme reflects KMB's commitment to fostering a culture of empathy and shared responsibility, while driving positive social impact across Hong Kong.

- Beneficiary NGOs supported in 2025
 - Cancer Fund;
 - Children's Heart Foundation;
 - Helping Hand;
 - Hong Kong Alzheimer's Disease Association;
 - Hong Kong Blind Union;
 - House of Joy & Mercy;
 - Little Life Warrior Society;
 - Orbis Hong Kong;
 - Silence Limited;
 - SPCA;
 - Suicide Prevention Service;
 - The Fred Hollows Foundation;
 - The Hong Kong Society for Rehabilitation; and
 - The Hong Kong Society for the Blind.

● KMB organised the "Joyful Bus Carnival" for Helping Hand and 13 seniors care homes and day centres, welcoming more than 170 seniors to the Kowloon Bay depot for a nostalgic weekend. Activities included interactive games, health talks, and musical performances, alongside a highlight exhibition of two vintage buses featuring iconic models from the 1950s to 1980s. Participants also toured the depot aboard an electric double-deck bus, blending heritage appreciation with modern transport experiences.

This initiative enriched lives, promoted intergenerational understanding, and reinforced KMB's commitment to caring for the community.



Emergency Support for Wang Fuk Court Residents

Following the tragic fire at Wang Fuk Court in Tai Po, KMB and LWB expressed their deep condolences to the affected families, and paid tribute to the fallen firefighter for his bravery. We pledged HK\$2 million and, together with an internal employee donation campaign, raised more than HK\$280,000 to provide financial assistance to victims and their families. These efforts underscore our unwavering commitment to safety, inclusion, solidarity and community care.

Nurturing Talents

KMB actively collaborates with schools and educational institutions to create learning opportunities that foster skills, creativity, and social inclusion. Through STEM workshops, bus body design competitions, and experiential learning programmes, students gain hands-on exposure to sustainability, technology, and problem-solving skills in the real world.

School Visits

Under the Business-School Partnership Programme of the Education Bureau (EDB), KMB organised visits to the Kowloon Bay Depot for secondary students. These visits enabled the participants to gain a better understanding of KMB's history, organisational structure, daily operations, and safety practices, while introducing career opportunities in the transport industry.

STEM Workshops

The KMB Academy delivers STEM workshops and life planning sessions for secondary students, featuring projects like building solar-powered mini buses and interactive career planning discussions. These initiatives promote creativity, practical skills, and environmental awareness among youth.



"I Want to Be a Bus Captain" Programme

🔴 This immersive experience allows students to experience the role of a bus captain through hands-on activities and safety training. It broadens career perspectives, fosters a good sense of responsibility, and inspires interest in sustainable mobility.

Community Participation

We leverage our resources to give back to the community through sponsorships, voluntary services, and advocacy.

Free Ride Days and Inclusive Mobility

In 2025, we reaffirmed our commitment to equitable transport by offering free rides on Senior Citizen Day and the International Day of Persons with Disabilities (IDPD), enabling seniors and persons with disabilities to access social activities and essential services.

Sponsorship & Fundraising

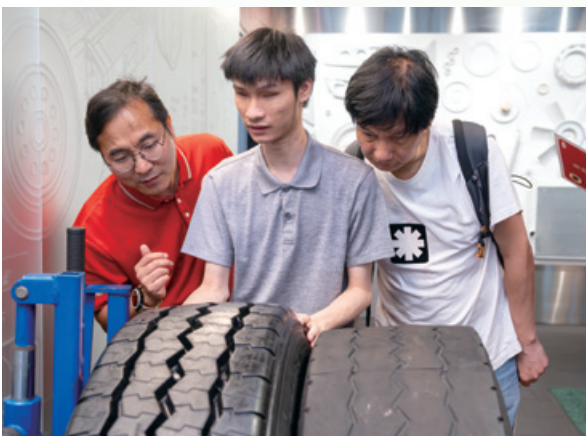
KMB supported NGOs through cash donations and bus body advertisement sponsorship, benefiting 37 NGOs through donations and 52 NGOs through advertising placements. We also participated in charity runs, walks, and sports events to promote health, wellness, and community engagement.



- KMB's volunteer organisation, FRIENDS OF KMB (FRN), marked its 30th Anniversary with a commemorative and volunteer appreciation ceremony, continuing to uphold its mission of "FRN – Enthusiastic in Helping Others, Caring for the Environment, Serving the Community" and passing on the spirit of volunteerism. The ceremony was officiated by Ms. Winnie Ng, Director of KMB and Founding President of FRN (eighth from left, second row), Mr. Chris Sun Yuk Han, Secretary for Labour and Welfare (eighth from right, second row), and Ms. Melissa Kaye Pang, Chairman of the Agency for Volunteer Service (seventh from left, second row), who joined representatives from social welfare organisations and volunteers in reflecting on the organisation's achievements and contributions over the past 30 years

FRIENDS OF KMB

Since its establishment in 1995, FRIENDS OF KMB ("FRN") has grown into one of Hong Kong's leading corporate volunteer networks. To date, it has contributed 430,000 volunteer hours, benefiting nearly 1.9 million individuals, and partnered with 429 social service organisations through activities such as charity walks, tree planting, and outreach programmes for seniors, children, and people with disabilities.



Depot Tour for the Blind

- In collaboration with the Hong Kong Society for the Blind, KMB hosted its first inclusive depot tour designed for visually impaired participants, reinforcing our commitment to accessibility and equal opportunities. The experience incorporated tactile and auditory elements, including hands-on interaction with bus components, feeling the vibrations during the automated bus washing process, and the use of Braille-guided manuals complemented by audio narration. This tour reflects KMB's dedication to creating barrier-free experiences and promoting social inclusion for all passengers.

Membership and Advocacy

We strengthened stakeholder engagement by joining key organisations, including:

- Business Environment Council Ltd;
- Employer's 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.