

Sustainability Report

Engaging Stakeholders



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We are committed to supporting various initiatives to enhance the well-being of the community and engaging our stakeholders through effective communication channels.



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Engaging the Public

In 2019, a number of events were organised to interact with the public we serve:

- From 30 January to 5 February, KMB operated six stalls at Lunar New Year Fairs in Victoria Park, Fa Hui Park, Morse Park, Sha Tin and Yuen Long;
- From January to December, KMB ran pop-up stores at different shopping malls in Hong Kong, including Tuen Mun Chelsea Heights (January), Yuen Long YOHO Mall (April), Tuen Mun V city (May), San Po Kong Mikiki (June), Tai Kok Tsui Olympic City (July-August), Yuen Long Plaza (October), Tsuen Wan Citywalk (November) and Tseung Kwan O East Point City (December). The stores allowed the public to understand more about the KMB's services, showcasing bus models and providing various games and activities related to bus services;
- On 27 April, KMB organised a "Road Safety Carnival" in Tsim Sha Tsui to promote road safety to the public;

- Between 14 and 16 June, KMB organised a booth at the Hong Kong Toy Festival and between 17 and 23 July, KMB organised a booth at the Hong Kong Book Fair at the Hong Kong Convention and Exhibition Centre in Wan Chai; and
- KMB and LWB held a total of 12 Passenger Liaison Group meetings at bus termini across their operating areas to collect customer views on a variety of issues, including interchange schemes, environment-friendly buses, passenger facilities and network connectivity.

Media and Online Communication

In 2019, we invited the media to our events to strengthen communications and made increasing use of social media platforms such as Facebook and Instagram to publicise KMB and LWB-related information. Our interaction with netizens included a number of cross-media activities. These activities proved popular, as the number of fans of our Facebook page grew from over 81,000 in January exceeded to over 151,000 at the

end of December. Likewise, the KMB Instagram account had reached more than 200,000 netizens by the end of 2019.

Firm in the belief that social media platforms constitute a major communication means between the public and the Group, we will continue to make good use of online communication platforms to strengthen its ties with the public.

The following activities were organised via online social media platforms:

- Throughout the year, KMB Facebook has promoted different events with images, GIFs and videos, especially safety promotions and recruitment;
- In February and April, KMB Facebook page organised give-away events to KMB fans;
- In March, KMB Facebook introduced the brand new Volvo B8TL bus model; and
- From June, KMB Facebook page was an effective channel for special bus service announcements.



KMB hosted pop-up stores at different sites to interact with the public

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The Customer Service Centre at the Tuen Mun Road Bus-Bus Interchange provides passengers waiting for buses with caring services

App1933

To respond to the needs of our communities, we used App1933 to help find missing people, especially the elderly who may have dementia. Some passengers were found after appeals on App1933.

Websites

The KMB and LWB websites (www.kmb.hk and www.lwb.hk), as corporate information portals, provide corporate news, promotion information and a customer enquiry service. The websites also serve our passengers by providing a map-based point-to-point bus route search function with 360-degree photo "Street View", LiveChat and "Octopus Refund Enquiry" functions.

Customer Service Centres

Our Customer Service Centres provide passengers with a one-stop service offering KMB and LWB souvenirs, Octopus Card add-value services and the provision of bus route information, while the Tai Lam Interchange Customer Service Kiosk similarly provides a wide range of services. The kiosk provides cash withdrawal and free Wi-Fi services, as well as a range of convenience goods, providing a handy one-stop service. Tuen Mun Road Bus-Bus Interchange Customer Service Centre provides an air-conditioned waiting area for passengers to enjoy a comfortable environment. The customer service kiosk at Hong Kong International Airport's Ground Transportation Centre provides a passenger enquiry service and Airbus ticket sales.

Customer Service Hotline

The KMB customer service hotline (2745 4466) and LWB customer service hotline (2261 2791) handled about 1.59 million and 55,223 calls in 2019 respectively, an average of 132,266 and 4,602 calls a month, with a hotline operator service available daily from 7:00 a.m. to 11:00 p.m. being complemented by a 24-hour hotline system.

LiveChat for Enquiries

To provide more channels for passenger enquiries, KMB and LWB have set up a LiveChat channel on their websites and App1933 to provide instant responses to customer enquiries, offering a daily service from 7:00 a.m. to 11:00 p.m.

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Customer Feedback

KMB and LWB place great emphasis on providing quality services to customers and welcomes customers who wish to express views on our bus service. All customer feedback is handled with due care. KMB and LWB treat substantive feedback as a reference for continuous service improvement and future service development.

Hosting Visits

To increase our stakeholders' understanding of the daily operations at our bus depots, we received visitors from 44 organisations in the reporting period, including social service organisations, government organisations, professional and academic institutions and overseas delegations. Schools and non-government organisations participated in the Summer Visit Programme to visit KMB depots. We hosted 36 such delegations in 2019.

Membership of Associations and Advocacy

During the reporting period, we further strengthened the connection with stakeholders via participation in the following organisations:

- Business Environment Council;
- Employers' Federation of Hong Kong;
- Federation of Hong Kong Industries;
- The Chartered Institute of Logistics and Transport in Hong Kong; and
- The Hong Kong General Chamber of Commerce.

Serving the Community

We take steps to understand the needs of our community and actively support various initiatives in society. We leverage the Group's business strengths and resources to optimise positive social impacts, mainly through engagement with elderly people and nurturing youth development.

To support the elderly and passengers in need, each year KMB and LWB

participate in the International Day of Disabled Persons event organised by The Hong Kong Council of Social Service offering free rides on all its bus routes to people with disabilities and one accompanying carer. KMB and LWB also supported the annual Senior Citizens Day, by offering free rides to people aged 65 and over. To share festive joy with the elderly, we distributed red packets, Chinese sausages, rice dumplings, and mooncakes during the traditional festivals.

We sponsor and participate in a variety of local community programmes, including the Dress Casual Day and the Corporate Challenge Half Marathon, both organised by The Community Chest of Hong Kong, as well as taking part in The Hong Kong Council of Social Service Caring Company Patron's Club. In 2019, KMB provided bus-body advertisements for 13 non-governmental organisations ("NGOs") on 15 buses. We took steps to utilise our resources by supporting a charity run held at KMB's Tseung Kwan O Depot. Around 6,000 runners took part in the run and donated one million calories of food.

- KMB and LWB care about the community, organising events for the elderly



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○ The Donation of Used and Retired Bus Programme is well received by teachers and students

Donation of Used and Retired Bus Programme

To nurture the next generation and show our support for sustainability and recycling, KMB launched the Donation of Used and Retired Bus Programme in 2016 to donate used and retired buses to schools and non-profit organisations. The buses can be regenerated specifically to meet the creative learning needs of the schools or non-profit organisations. By the end of 2019, 29 retired buses had been donated.

The list of beneficiary schools/non-profit organisations that received donated bus in 2019 is as follows:

- Buddhist Wing Yan School
- Tai Po Old Market Public School (Plover Cove)
- Cumberland Presbyterian Church Yao Dao Primary School
- Tin Shui Wai Methodist College
- The H.K.C.W.C. Hioe Tjo Yoeng Primary School

- TWGHs Ma Kam Chan Memorial Primary School
- Hong Kong And Macau Lutheran Church Ming Tao Primary School
- Kam Tsin Village Ho Tung School
- Caritas Ma On Shan Secondary School
- Rhenish Church Grace School
- Yuen Long Public Middle School Alumni Association Tang Ying Yip Primary School
- Chinese YMCA Primary School
- TWGHs Leo Tung-hai Lee Primary School
- The Yuen Yuen Institute MFBM Nei Ming Chan Lui Chung Tak Memorial College
- Kowloon Bay St. John The Baptist Catholic Primary School

FRIENDS OF KMB

KMB's volunteer club FRIENDS OF KMB ("FRN") has promoted environmental protection, civic education and social service activities since it was formed in 1995. In the reporting period, FRN comprised

5,700 members, including passengers and KMB and LWB staff and their dependents.

During the reporting period, FRN volunteers participated in regular home visits to elderly people who are suffering from depression. The programme was organised by the Suicide Prevention Service, with whom FRN has built up a partnership since 2013. FRN also made care visits to paediatric patients of Prince of Wales Hospital and partnered with Hong Kong Central Library and Hapi Reading Club to arrange a reading tour on a KMB bus for 30 families. In recognition of our contributions to the community, FRN received the Award of 10,000 Hours for Volunteer Service, Second Runner-up in the Highest Service Hour Award (Private Organisations – Best Customers Participation) and Merit in the Highest Service Hour Award (Private Organisations – Best Staff Participation) from the Social Welfare Department.

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Care for the Underprivileged Embracing Social Inclusion

Business-School Partnership Café1933 provides placements for students

Committed to corporate social responsibility and bringing about an inclusive working environment, KMB leverages its resources to help the community. To further its Business-School Partnership, Café1933, a staff coffee shop, has joined hands with Hong Chi Association (HCA) to offer food and beverage for patrons and retail placement for students from four HCA Special Schools to unleash their potential. Students prepare ingredients, make coffee and handle orders and cash transactions under the guidance of their teachers, which improves their communication and work skills, and helps equip them to integrate into the community with an independent approach. In addition to helping those with disabilities and special educational needs, KMB also uses its resources to benefit the youth, including donating used buses under the Donation of Used and Retired Bus Programme.



○ KMB Café1933, a staff coffee shop, offers food and beverage for patrons and retail placement for students from four Hong Chi Association Special Schools.



○ Students prepare ingredients, make coffee and handle orders and cash transactions under the guidance of their teachers.



“ Our school wants to help students equip themselves to enter the job market after graduating. Thank KMB for providing a comfortable and authentic environment for their social inclusion training. Complementing the teacher-student interaction they receive at school, working at Café 1933 students allows them to engage with a range of customers, which boosts their confidence and motivation to get a job. KMB gives us the flexibility to run Café 1933 as a relatively simple operation, which reduces the administrative workload of teachers and allows students to enjoy the moment. I must give a special mention to KMB staff, who provide great support and encouragement for our students. We hope more companies will follow KMB by providing placements for students. ”

Mr Yuen Hok Sum

Principal, Hong Chi Morninghope School, Tuen Mun