

## »»» Care for Customers

Safety, efficiency, value-for-money and comfort underpin our customer service philosophy.



## New Bus Fleet and Facilities

KMB has committed to introducing innovative and eco-friendly bus service. The latest Euro VI double-decker features a glass window that shows the staircase leading to the upper deck. Sunlight is directed onto the stairs, thus enhancing safety and passengers' experience.

KMB and LWB's latest double-deck buses are equipped with upgraded passenger facilities, including a free Wi-Fi service and a number of USB charging points on both the upper and lower decks, a straight staircase for easy access to the upper deck, additional space for 2+2 seating, priority seats for passengers in need, a designated area for wheelchair users near the entrance/exit, colour contrasted handrails and easy-reach bell-pushes. In addition, the provision of the continuous railing and hand poles on the lower deck ensures a smooth passenger flow in the space between the entrance and exit doors. All seats on the upper deck of LWB's Airbus are equipped with an armrest to provide a more comfortable bus journey. As of the end of 2020, 3,306 buses meeting Euro V standard or above were licensed in the KMB fleet, while 213 buses of Euro V standard or above were licensed in the LWB fleet. The majority of these buses have been deployed on routes passing through low-emission zones to improve the air quality in busy districts.

The entire KMB and LWB fleets deploy super-low floor buses for easy boarding and alighting, as well as wide entrance and exit doors for better passenger access, which means that all KMB and LWB buses are accessible to the elderly and wheelchair users. In addition, KMB has retrofitted around 200 buses to accommodate two wheelchair passengers, to run mainly on routes travelling to hospitals.

LWB has become the first franchised bus company in Hong Kong to install diversified e-payment system in its fleet, and support contactless payment method by using a credit card, e-wallet on mobile devices and smart watches, or scanning the QR code for easy, fast and convenient bus fare payment. It proves the commitment to LWB's passengers by providing a better travelling experience with more choices for payment means and promoting smart city development. In 2021, the diversified electronic payment system will be extended to KMB.

KMB and LWB have installed the Bus Information Panel System on 3,468 buses. With the Bus Stop Announcement System, passengers can easily and clearly obtain bus stop information through the display screens on the upper and lower decks.

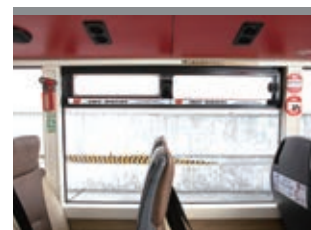
## Upgraded Compartments

The air quality in bus compartments benefits from electrostatic air filters installed on all KMB and LWB buses, which are able to remove up to 80% of fine particles. As at the end of 2020, electrostatic air filters were installed on 3,860 KMB buses and 237 LWB buses. In addition, all KMB and LWB buses ordered after 2008 are equipped with power-saving variable capacity air-conditioning compressors, which provide more adaptive and refined thermal control in the most fuel-efficient manner in all weather conditions. The air-conditioning systems have a fresh air function which extracts fresh air outside the compartment and purifies it using a double-layer filter system.

KMB has retrofitted 192 new licensed Euro VI buses with four ventilation windows, two on each deck, to provide natural ventilation and to bring passengers a comfortable journey.



LWB introduces a diversified e-payment system in its fleet supporting contactless payment method



Ventilation windows are installed on some KMB buses to bring fresh air to passengers



We, partnering with some Green Minibus operators, provide inter-modal interchange fare concessions



Passengers of Route 98 can enjoy an interchange discount on more than 50 routes at Kwun Tong Road Interchange to Kowloon and the New Territories

## Fare Concession Schemes

KMB and LWB are committed to providing efficient bus services for the public. A number of fare concession schemes were introduced in 2020, including the following:

### KMB

- KMB introduced the first Regional Two-way Sectional Fare Scheme on 17 routes serving Tuen Mun, Yuen Long and Tin Shui Wai, in which the number of card reader has increased to 35;
- KMB Fare Saver Scheme offered a fare discount of up to HK\$4. To extend the coverage of this scheme, the number of Fare Saver Kiosks installed at the campus of educational institutions and at shopping malls was increased to 19 and two respectively;
- A 4-week lucky draw promotion campaign was held for KMB Cross-harbour Routes;
- A gift reward scheme was offered to monthly pass holders starting from March 2020. The gifts include KMB limited Octopus card, KMB face masks and bus tickets of LWB A-Routes and KMB Route B1;
- New Reward Scheme, “KMB x LWB FUN Redemption Scheme”, was introduced to let passengers earn points by registering via App1933 and taking bus rides;
- ICBC/KMB UnionPay Dual Currency Cardholders enjoyed a maximum of 20% bus fare rebate when they paid for KMB and LWB rides;
- A fare rebate scheme for Citibank cardholders to enjoy a 15% bus fare rebate year round;
- Partnering with Hong Kong Tramways Limited and some Green Minibus operators, KMB provides inter-modal interchange fare concessions covering routes on Hong Kong Island and in the New Territories;
- A KMB-MTR interchange discount for passengers interchanging from designated routes solely operated by KMB to designated MTR stations, and vice versa; and
- Six new Bus-Bus Interchange concession schemes covering more than 124 routes.



KMB Fare Saver Scheme and KMB x LWB FUN Redemption Scheme give back to passengers



The opening of the Tuen Mun-Chek Lap Kok Tunnel Interchange allows passengers to travel flexibly

## LWB

- › ICBC/KMB UnionPay Dual Currency Cardholders enjoyed a maximum of 20% bus fare rebate when they paid for KMB and LWB rides;
- › A fare rebate scheme for Citibank cardholders to enjoy a 15% bus fare rebate year round;
- › New Reward Scheme, “KMB x LWB FUN Redemption Scheme”, was introduced to let passengers earn points by registering via App1933 and taking bus rides; and
- › A new Bus-Bus Interchange concession scheme covering five routes.

## Bus-Bus Interchange (“BBI”) Schemes

KMB and LWB’s BBI Schemes offer fare discounts to passengers on the second leg of journeys and broaden the network coverage. The schemes contribute to a greener environment by improving bus usage and reducing congestion on busy roads. As of the end of 2020, KMB operated a total of 164 BBI Schemes covering all KMB operated routes, while LWB operated 28 Octopus BBI Schemes covering 29 routes. The opening of the bus interchanges at the Tseung Kwan O Tunnel (Tseung Kwan O-bound) and the Tuen Mun-Chek Lap Kok Tunnel allows passengers to travel with a flexible journey plan. The KMB and LWB websites provide more detailed and comprehensive route-to-route BBI information for passengers.

## Upgrade of Depots, Termini and Bus Stops

The four major KMB depots at Lai Chi Kok, Kowloon Bay, Sha Tin and Tuen Mun, as well as the LWB depot at Siu Ho Wan, provide the KMB and LWB fleets with maintenance and repair services. The KMB Overhaul Centre in Tuen Mun provides major overhaul services, while twelve smaller depots offer parking and minor maintenance services.



KMB continues to upgrade the bus stop facilities for passengers’ better traveling experiences



Platform Numbering System is introduced to KMB Kwun Tong Road Interchange for the convenience of passengers



KMB and LWB have set up alcohol-based hand-rub dispensers at interchanges and other bus termini

KMB and LWB's commitment to upgrading the facilities at their termini and bus stops is reflected in the following measures:

- KMB Kwun Tong Road Interchange Platform Numbering System is launched to facilitate passenger with greater convenience to enjoy Bus-Bus Interchange concession and have more choices.
- Seats for the elderly, the disabled and young children are being introduced at bus shelters, bus termini and interchanges. At the end of 2020, 1,775 seats had been installed;
- The Solar-powered Bus Shelter Campaign promotes green energy by installing solar panels to power up lighting, mosquito repelling devices and ventilation fans. 150 bus stops have been equipped with solar power equipment;
- Alcohol-based hand-rub dispensers have been installed at the airport, the Hong Kong Port of the Hong Kong-Zhuhai-Macao Bridge, Lok Ma Chau Station Bus Terminus, interchanges and other bus termini for passengers and frontline staff members;
- 869 bus stop locations are equipped with display panels showing the estimated time of bus arrivals;
- The enhancement of the bus route information sheets has been completed. Passengers can now scan the two-dimensional QR code on the new layout information sheets posted at the bus stop for further bus route information, including bus frequencies; and
- In 2020, 20 new bus shelters were constructed, bringing the total to 2,609.

### Smartphone App

The KMB and LWB mobile app, App1933, has one million daily active users making around five million downloads. Through the app, passengers can check information on bus routes and the estimated time of bus arrivals. App1933 received a number of upgrades during the year, including an upgrade on the Bus Estimated Time of Arrival ("ETA") service, so that passengers can also check the Estimated Arrival Time of KMB, LWB and other franchised bus companies. Besides receiving nearby route information at the bus stops through Bluetooth Beacon signal, App1933 has enhanced its intrinsic location-based function to provide the relevant traffic conditions, weather information and bus route suggestion based on a passenger's current location through the new "myFavourite" feature. In addition, KMB and LWB introduced the new rewards scheme "KMB x LWB FUN Redemption Scheme", under which passengers enjoyed bus rides while earning points for gifts at the same time. The app also offers the LiveChat function so that passengers can directly communicate with our customer service representatives.

A new feature, "myFavourite", has been added on App1933. It offers the relevant traffic conditions, weather information, and "KMB x LWB FUN Redemption Scheme" reward scheme as well



# Caring for Customers by Enhancing Their Experience

## Embracing Innovation

## The First Regional Two-way Sectional Fare Scheme in Hong Kong

Innovation and caring services underpin KMB's service philosophy. We have launched multiple fare discount plans to give back to passengers and enhanced services to meet the daily needs of the public. We noticed that there were insufficient regional bus routes across Tuen Mun, Yuen Long, and Tin Shui Wai. In this light, we leveraged on our bus network to provide more transportation choices, more comfortable journeys and cheaper options for passengers. Tailor-made card readers were installed at 35 bus stops for 17 KMB routes. After leaving the bus, passengers can tap their Octopus card to obtain a fare discount. The Scheme has been well received since its launch. Moreover, two KMB Fare Saver kiosks were made available at two shopping malls, Manhattan Mid-Town in Mei Foo and PopWalk in Tseung Kwan O, as an extension of our discount network. By tapping the Octopus card at the kiosk, passengers can enjoy a fare discount of HK\$2 for their KMB bus ride.



“ Sometimes I have gatherings with my friends in Yuen Long on holidays. Options were once very limited if I wanted to travel from Tuen Mun to Yuen Long. Since the launch of the Two-way Sectional Fare Scheme, Route 269D has become my first choice. I just need to use the App1933 to check the estimated arrival time before getting to the bus stop nearby for a direct journey to Yuen Long. It is very convenient. I also find it more flexible to choose which stop to board. ”

Mr. Kwok, Passenger