

## Caring for Customers



As a public transport provider, we are dedicated to delivering excellent bus travel experience for all. We work to identify and understand customer needs and expectations to ensure our bus services are safe, smart, efficient, comfortable and good value-for-money.





## Industry, Innovation and Infrastructure



## Sustainable Cities and Communities

### Innovation and Convenience

We believe that innovation and technology are the key to benefitting the industry and communities by facilitating a convenient, diversified and sustainable travel environment.

### Electronic Payment System

LWB has become the first franchised bus company in Hong Kong to install a diversified electronic payment system in its fleet. The e-payment system, which supports all existing routes under the KMB Regional Two-way Section Fare Schemes, has become applicable to all KMB routes since 2022. With the new accepted BoC Pay "transit code", the number of electronic payment methods supported by the KMB and LWB e-payment systems increased to 11 in 2022, making KMB and LWB the industry players that accept the most diverse electronic payment methods among public transport operators. The 11 contactless payment options available include credit cards, digital wallets on mobile devices, smart watches, and QR codes for an easy, fast and convenient bus fare payment.

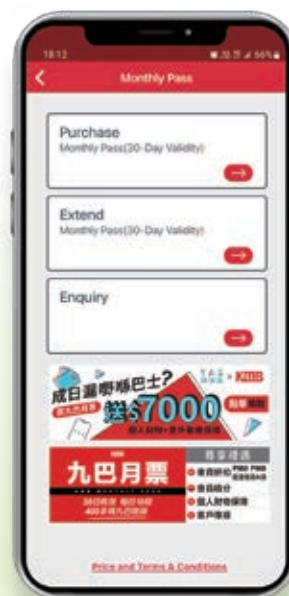
### App1933

With one million daily unique users and around six million downloads, the KMB and LWB mobile app, App1933, elevates customer experience with a more convenient and personalised service offering.

App1933 allows users to check bus route information and the estimated time of bus arrivals. Highlighted functions are as follows:

- ✔ The "Reminder function" was upgraded with boarding reminders in 2022. Passengers can create a reminder by selecting bus routes and boarding time, providing a stress-free solution for everyday commuting;
- ✔ The Estimated Travelling Time and the Bus Estimated Time of Arrival ("ETA") services enable users to plan their trips more easily and check the ETAs provided not only by KMB and LWB but also by other franchised bus companies;
- ✔ The built-in location-based function, with which users can check real-time traffic conditions, weather information, flight schedules and ferry information under the new "KMB Info" feature, enables a seamless and efficient travel experience across different transportation modes;

- ✔ Passengers can make enquiries and comments on the artificial intelligence Chatbot channel, bot1933, at any time of the day or night; and
- ✔ Further engaging with passengers with an exclusive loyalty programme, the membership scheme club1933 allows passengers to enjoy bus rides while earning points for gifts.



Bluetooth Beacon Signal



Estimated Travelling Time



Real-time Traffic Conditions & Weather Information



Estimated Bus Arrival Time



Chatbot



▲ KMB caters to the travel needs of residents in Queen's Hill, Fanling by repeatedly enhancing its bus services and setting up a "KMB Fare Saver" kiosk to provide fare discounts in 2022

### New Bus Services

We have implemented a number of enhancements to our bus service over the past few years to deliver a more pleasant and comfortable journey for our passengers.

- ✔ To tie in with the completion of residential areas in Tuen Mun Area 54, KMB introduced Route 67A in July 2022, the only whole-day route to the city in the new development area, to facilitate the intake of the public housing estates in the vicinity – Wo Tin Estate and Ching Tin Estate;
- ✔ KMB has enhanced its bus service in the Queen's Hill Estate throughout the year as more residents are moving into the area. These enhancements include extending Routes 78A and 278A to the Queen's Hill Bus Terminus, implementing the HK\$1.0 Bus-rail Interchange concession scheme for Route 78A, advancing the first departure time and increasing bus frequency during peak hours for Route 78A, adding an express service to Route 78A and extending its service to late night, extending the service hours of Route 278A, and commencing the all-new Route 78B to provide express service between Queen's Hill and Sheung Shui during the morning peak hours;
- ✔ KMB has enhanced its services in Tseung Kwan O with an all-new peak hour special Route 93P that has come into operation since August 2022, offering residents along Po Lam Road a direct ride to Kowloon Bay Commercial Area, Jordan and Mong Kok. Route 90 and Route 97, which commenced service in October 2022, provide a direct ride to Sha Tin and Ma On Shan respectively for residents in Tseung Kwan O;
- ✔ In view of the opening of Tseung Lam Highway in December 2022, KMB started operating three Tseung Lam Highway Express Routes 96, 290E and 298X the day after the commencement of the new road. While Route 96 provides a direct and convenient bus service for passengers travelling between Tseung Kwan O and Science Park, Tai Po, making it the best choice for commuting, Routes 290E and 298X offer an express service for residents in LOHAS Park, Pak Shing Kok and Hang Hau for Wong Tai Sin, Kwai Chung and Tsuen Wan, or Mong Kok and Lai Chi Kok Business Area;
- ✔ New bus Route 69, which was put into service in December 2022, provides an all-day service for residents of Yuen Long Tung Tau, United Court, Twin Regency, One Regent Place to travel between Yuen Long city centre and Northern Tin Shui Wai, demonstrating KMB's commitment to allocating resources to provide bus services for residents in transitional residential areas and newly built residential estates;
- ✔ The new recreational Routes 33R and 74R commenced service, providing direct bus services to Pak Tam Chung from Tsuen Wan and Tai Po; and
- ✔ The third phase of route diversion, which involved the LWB Route E43 from North District, was implemented in August 2022. The revamped service has shortened the journey time between North District and North Lantau. Apart from this, Route R33 linking up Tuen Mun and Hong Kong Disneyland was also rerouted via Tuen Mun – Chek Lap Kok Tunnel starting July 2022, resulting in a shorter journey time.

### Facility Upgrades

- ✔ In 2022, KMB successfully designed wind curtains for buses to prevent loss of cooled air and started to retrofit its fleet with lower-powered LED strips, enhancing passenger experience with improved thermal comfort;
- ✔ KMB formally launched an upgrading work of 5G services in 2022. The entire bus fleet will be gradually upgraded to 5G buses, providing free 5G Wi-Fi service. Passengers can enjoy 5G Wi-Fi service for free with unlimited sessions, elevating their travelling experience with an ultra-fast, stable and smooth 5G network;



- ✔ As of the end of 2022, KMB has retrofitted around 600 buses with horizontal ventilation windows to provide natural ventilation and offer passengers a comfortable journey;
- ✔ The Solar-powered Bus Shelter Campaign promotes green energy by installing solar panels to power lighting. To date, 2,000 bus stops have been equipped with solar power equipment;
- ✔ 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 bus stops for bus frequency and other bus route information;
- ✔ KMB and LWB have installed the Bus Information Panel System on 4,065 buses. Passengers can obtain real-time bus stop information through the display screens on the upper and lower decks and the alighting reminder function on App1933;
- ✔ 1,260 bus stop locations are equipped with display panels showing the estimated time of bus arrivals;
- ✔ The air quality in bus compartments has been improved with electrostatic air filters installed on KMB and LWB buses; and
- ✔ 3,790 KMB and 257 LWB buses 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 that extracts fresh air outside the compartment and purifies it using a double-layer filter system.

## Accessibility

Access to transportation is vital for independent living. An accessible transport system is the building block of an inclusive society.

### Accessible Bus Fleet

The entire KMB and LWB fleets deploy super-low floor buses for easy boarding and alighting, as well as wide entrances and exit doors for better passenger access, which means all KMB and LWB buses are easily accessible to the elderly and wheelchair users. In addition, KMB has retrofitted around 260 buses to accommodate two wheelchair passengers, which run mainly on routes travelling to and from hospitals. KMB introduced two designs of foldable armrest in the wheelchair areas on over 90 buses in 2022. The new armrests not only make wheelchair passengers feel more comfortable on board but can also help prevent wheelchairs from overturning or skidding on the gangway. The new design has become one of the standard features on every newly purchased bus.

## Upgrade of Depots, Termini and Bus Stops

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

- ✔ Renovation on Bus-bus Interchanges started by stages in 2022. There are clearer signage and platform numbers in the interchanges so that passengers can find their way to the interchange platform more easily. Route information is also available in both interchanges and on the mobile application App1933 to facilitate passengers; and
- ✔ Seats for the elderly, the disabled and young children are introduced to bus shelters, bus termini and interchanges. By the end of 2022, a total of 2,250 seats have been installed.

## Affordability

### 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 2022, including the following:

#### KMB

- ✔ After the good response received for the Regional Short-haul Two-way Section Fare Schemes in Tuen Mun, Yuen Long and Tin Shui Wai, and Tseung Kwan O, KMB further implemented the third Scheme in North District in 2022. Under the third Scheme, which covers five routes, passengers can enjoy bus services at a fare range of HK\$3.8-5.0 by tapping an Octopus card, contactless credit card or mobile device or scanning the QR code on any of the 12 one-stop validators at bus stops after alighting in North District. Currently, the total number of routes under the Regional Two-way Section Fare Scheme and the number of card readers have increased to 55 and 92, respectively;
- ✔ The KMB Fare Saver Scheme offered a fare discount of up to HK\$4.0, covering some campuses of educational institutions, shopping malls and residential areas. On top of the existing Fare Saver Kiosks in Kwun Tong, Mei Foo, Queen's Hill in Fanling and Tseung Kwan O, KMB has further expanded the Fare Saver Scheme to Tsim Sha Tsui, Yuen Long and Tin Shui Wai. The new Fare Saver Kiosks are located at Kowloon Mosque, United Court and two private housing estates in Tin Shui Wai;
- ✔ An interchange discount scheme for passengers interchanging designated bus routes between Ma Wan and Tsuen Wan, and vice versa;
- ✔ ICBC/KMB UnionPay Dual Currency Cardholders enjoyed a maximum 20% bus fare rebate when they paid for KMB and LWB rides; while Citibank cardholders enjoyed a 15% bus fare rebate year-round under another fare rebate scheme;

## SUSTAINABILITY REPORT

- Partnering with Hong Kong Tramways Limited and some Green Minibus operators, KMB provided 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
- New Bus-bus Interchange Concession Schemes were offered along with the introduction of the new Routes 69, 90, 96 and 97.

### LWB

- ICBC/KMB UnionPay Dual Currency Cardholders enjoyed a maximum of 20% bus fare rebate when they paid for KMB and LWB rides;
- Citibank cardholders enjoyed a 15% bus fare rebate year-round through a fare rebate scheme; and
- A new Bus-bus Interchange Concession Scheme with New Lantau Bus offering passenger rides to leisure spots in Mui Wo, Tai O and Ngong Ping.

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

KMB and LWB offer fare discounts to passengers on the second leg of journeys and broaden the network coverage under their BBI Schemes. As of the end of 2022, KMB operated a total of 23 BBIs covering a large scale of KMB-operated routes, while LWB operated two BBIs covering 29 routes. The all-new Ma On Shan Interchange Bus Network features a BBI in Shek Mun that covers 14 routes to and from Sai Kung, Ma On Shan and Tai Shui Hang, with a maximum interchange concession of HK\$10 offered. Besides, KMB started its BBI renovations in 2022 to provide clearer signage and platform numbers in the interchanges for easy wayfinding. Through their respective websites, KMB and LWB also provide detailed and comprehensive route-to-route BBI information for passengers.

### KMB Monthly Pass

The KMB Monthly Pass Scheme, under which passengers can take up to ten rides per day on KMB buses for HK\$780 (and two additional trips on Route B1), covers over 400 KMB routes, including regular routes, overnight routes, racecourse routes and jointly operated Cross-Harbour Routes operated by KMB.

KMB Monthly Pass holders can unlock some exclusive privileges, which include the following:

- With each purchase of a Monthly Pass, passengers can earn 780 points under the KMB membership scheme, club1933. Along with 200 welcoming points, passholders can earn 980 points on their first registration. Earned points are redeemable for KMB Masks and special gifts;



▲ The KMB Monthly Pass Scheme has launched a number of privileges for passengers, including a “Buy-2-Get-1-Free” promotion exclusively for students to reach out to young customers

- Enjoy seamless protection from the Bus Passenger MicroInsurance “BUS RYDE” during a KMB journey;
- Enquiries via the KMB Monthly Pass Exclusive Hotline (3947 7888) will be handled by assigned operators;
- Free travel on LWB routes;
- Experience a comfortable bus journey on Routes P960 and P968 by paying a “Fare for Upgraded Journey”;
- KMB launched the Buy-3-Get-1-Free promotion scheme in 2022. Passengers purchasing an KMB Monthly Pass for four consecutive months will be entitled to a HK\$780 Octopus dollar rebate (equivalent to the price of one KMB Monthly Pass). The scheme is welcomed by the community and our passengers, and has been extended in the second half of 2022; and
- Further to the success of the Buy-3-Get-1-Free promotion, KMB further launched the Student Buy-2-Get-1-Free promotion, allowing holders of Student Identity Octopus cards to enjoy the HK\$780 Octopus dollar rebate with the purchase of an KMB Monthly Pass for only three months.

### Customer Privacy Protection

As the public uses our transport services on a daily basis, we recognise the vital role we play in protecting our customers’ privacy and strive to remain as a trusted bus company.

Attaching great importance to personal data protection, the Group has established working instruction guidelines to prevent inappropriate disclosure of personal data. Stickers are posted on all buses equipped with a CCTV system to inform bus passengers and bus captains of its presence and purpose. Authorised personnel will access recordings from CCTV cameras solely for security and incident investigation purposes. The recorded data is controlled by the Management and will only be accessed, copied or viewed with prior approval of the Management and in accordance with the governing procedures.

CCTV cameras, including forward-looking cameras, to monitor road and saloon conditions have been standard features on all new buses since 2015. CCTV cameras are installed on all KMB and LWB buses to protect the interests of bus captains in the event of police investigations or legal proceedings.



## Maximising Bus System for a Complete Riding Experience

### BBI to Reach Further, Faster, and Easier

While KMB is devoted to building a comprehensive bus network to connect communities and facilitating rapid development in the city outskirts by increasing bus routes and frequencies, the major obstacle not to be neglected lies in the limited road space in Hong Kong. In light of the limitation, KMB introduced 23 Bus-bus Interchanges (“BBIs”) in 2022 to enhance bus network efficiency and reduce traffic congestion and roadside pollution.

BBIs allow passengers from different communities to transfer from short-haul buses to interregional buses to other districts with interchange concessions offered, greatly reducing the overlap of routes on main roads and traffic flow in busy districts. As a result, the bus network can be simplified, with route planning made more direct under the BBI schemes. Passengers are encouraged to utilise our extensive bus network with more valuable and convenient options for a more flexible travel plan.

To elevate passengers’ interchange experience, KMB launched a large-scale BBI renovation project by adding clearer signage at bus stops so that passengers can locate the platform for transfer more easily. In addition, KMB’s mobile app, App1933, can serve as a trip planner. Using the Nearby Bus Routes function, passengers can check the estimated arrival time of the interchange routes for easy interchange.



“In the past, we thought point-to-point bus services would be more convenient. However, with the heavy traffic flow in Hong Kong, a single route does not necessarily mean a faster trip, especially during rush hour. Now with the BBI schemes, I am offered more commuting options with different route combinations, so I can make suitable adjustments to reduce travel time and reach more districts with fare discounts.”

Ms. Ho, Passenger