

BUSINESS REVIEW

Hong Kong Non-franchised Transport Operations

Sun Bus Holdings Limited and its Subsidiaries (the "SBH Group")



newly deployed

50 Euro VI buses

As a leading non-franchised bus operator in Hong Kong, the SBH Group provides premium, safe, reliable and economical transport services for different customers.





Ⓐ The bus fleet of Sun Bus is equipped with double-deckers to meet the travel needs of customers



Corporations



Shopping Malls



Residential Estates



Travel Agents



Schools

Led by its flagship subsidiary, Sun Bus Limited ("Sun Bus"), the SBH Group offers a range of shuttle transport services designed for specific market segments (including corporations, shopping malls, residential estates, travel agents and schools), as well as chartered hire services for organisations and the general public.

In 2023, in pace with the gradual resumption of the normal operation of private companies, Government departments and schools, the SBH Group maintained its market-leading position by introducing new coaches to its fleet. To further strengthen its competitiveness, the SBH Group will purchase more electric vehicles and promote wider application of technology. During 2023, 50 new Euro VI buses equipped with seatbelts, speed limiters and tachographs (commonly known as "black boxes") have been deployed.

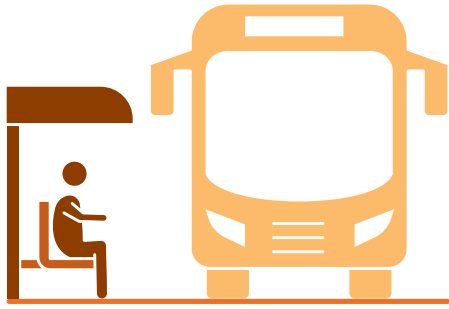
Hong Kong's aging population has resulted in a continued decline in the labour force, and the public transport industry has witnessed a severe shortage of drivers. In view of this, SBH Group has applied for imported labour from the Mainland through the Government's Labour Importation Scheme. Besides, the optimisation of recruitment and retaining practices have been in place to recruit more drivers and retain experienced staff.

The SBH Group is committed to continuously cultivating its elite management and operation teams so as to establish a reputable service for its customers.

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New Hong Kong Bus Company Limited (“NHKB”)



24-hour

cross-boundary shuttle bus service

NHKB operates a direct, value-for-money, 24-hour cross-boundary shuttle bus service known as the “Huang Bus” to cater for the needs of regular commuters, leisure travellers and tourists between Lok Ma Chau, Hong Kong and Huanggang, Shenzhen.





📍 NHKB provides 24-hour cross-boundary shuttle bus services for travellers

The Lok Ma Chau Port has been re-opened since 6 February 2023 when the COVID-19 pandemic started to ebb away. On the same day as the reopening of the port, our Huang Bus was able to resume service simultaneously. This was possible thanks to regular checks and assessments on our fleet and facilities, maintaining our operational and safety performance throughout the service suspension period.

Though patronage of Huang Bus has been on a steady rise since February 2023, it has not yet returned to the pre-pandemic level. Tourists are drawn to the newly opened Liangtang/Heung Yuen Wai Port, commissioned in February 2023, where collaborative inspection and joint clearance are available. In the summer of 2023, the Huang Bus service was impacted by adverse weather conditions. Despite the challenges, the service persevered and stood out as the sole cross-boundary connection between Hong Kong and Shenzhen during an extreme weather event in early September 2023.

Looking ahead in 2024, the advantage of the Lok Ma Chau/Huanggang port as the only one open 24 hours each day could diminish if the service hours of other ports are extended to meet community demands. Despite the challenges ahead, NHKB is devoted to improving the service frequency of Huang Bus, so as to ensure reliable and quality service for passengers under any circumstances.

