

# Corporate Milestones 2011

## JAN

### KMB Website Won Diamond Award

The KMB website won the top prize, the Diamond Award, in the Web Care Award organised by the Internet Professional Association, recognising the Company's ongoing commitment to building a barrier free internet environment.



## APR

### KMB Frontline Staff Changed into New Summer Uniform

All KMB frontline staff, including inspectors, terminus supervisors and bus captains, changed into a new summer uniform for the delivery of a professional and quality bus service.

### KMB Named Smiling Service Enterprise

KMB was named a Smiling Service Enterprise in the field of transportation services for the quality customer services delivered by its frontline staff.



### KMB Honoured as Manpower Developer

KMB was honoured as a Manpower Developer for its outstanding achievements in training and development in the Employees Retraining Board Manpower Developer Award Scheme.



## FEB

### KMB Won Customer Service Awards

KMB's customer-oriented service was recognised with the Silver Award in the Hong Kong Association for Customer Service Excellence's 2010 Customer Service Excellence Grand Award, while KMB's Special Assistance Team won Bronze in the Field and Special Service Team Award, and a KMB Customer Hotline Centre operator won Gold in the Contact Centre Service Individual Award.



## JUN

### New Generation Single-deck Buses Introduced by KMB

KMB launched new generation single-deck buses to operate on routes with lower passenger demand in replacement of retired single-deckers for better deployment of bus resources.

## MAR

### KMB Launched iPhone App

The KMB iPhone app was launched, offering "point-to-point", "route number" and "nearby bus stop searches", and the "alight reminder" function.

## MAY

### Fare Increase Applications of KMB and LWB Came into Effect

KMB and LWB's fare increases of 3.6% and 3.2% respectively took effect from 15 May 2011.

### KMB Recognised as Responsible Corporate Citizen

KMB was named a "Caring Company" by the Hong Kong Council of Social Service for the tenth consecutive year.

## JUL

### KMB Civic Education Campaign Won International Award

KMB's Brother Bus civic education campaign won the Award of Excellence in the 2011 Apex Awards for Publication Excellence.



### KMB Civic Education Campaign Won Most Popular TV Commercial Award



KMB's civic education campaign, "Travelling Hand in Hand", won the Most Popular TV Commercial Award in the Info-service category of the 2011 TVB Most Popular TV Commercial Awards.

## AUG

### KMB Received Award of Merit from Community Chest

KMB received an Award of Merit from The Community Chest of Hong Kong in recognition of its enthusiastic participation in various fund-raising activities organised by the Chest in 2010/2011.



### KMB Won Yahoo! Emotive Brand Award for Second Consecutive Year

KMB won in the Logistics/Transportation category of the 2010-2011 Yahoo! Emotive Brand Awards in a poll organised by Yahoo! Hong Kong among internet users.



## SEP

### KMB iPhone App Won Two Awards

KMB received the "Best 10" Award in the 2011 Most Popular Marketing Smartphone Apps Awards and won in the Social Wellness category of the Best Marketing Smartphone Apps Award in the 2011 Hong Kong Marketing Smartphone Apps Popularity Contest, recognising the popularity and positive social impact of KMB's smartphone app.



## NOV

### TIH Won Gold Award for Corporate Governance Disclosure



TIH's 2010 annual report won the Gold Award in the Non-Hang Seng Index (Large Market Capitalisation) category of the 2011 Best Corporate Governance Disclosure Awards organised by the Hong Kong Institute of Certified Public Accountants.

### TIH's 2010 Annual Report Won Local and International Awards

TIH's 2010 annual report received an Honourable Mention in the Hong Kong Management Association Best Annual Reports Awards. It also won four awards in the International ARC Awards: Gold for Interior Design and Bronze for Chairman's Letter, Financial Data and Written Text.

### KMB Won Hong Kong Most Admired Knowledge Enterprise (MAKE) Award

KMB was named a Hong Kong MAKE Award winner in recognition of its outstanding achievements in Knowledge Management.

### KMB Launched Android App

The KMB smartphone app was released on the Android platform.

## DEC

### FRIENDS OF KMB Recognised by Social Welfare Department

FRIENDS OF KMB was named first runner-up in the 2010 Highest Service Hour Award (Private Organisation – Customer Participation) organised by the Social Welfare Department of the HKSAR Government.

