



Hong Kong Non-franchised Transport Operations

The Group's non-franchised transport operations offer a wide range of transport services to business commuters, shoppers, students and residents of large housing estates, as well as to the general public through chartered hire services.



SUN BUS HOLDINGS LIMITED AND ITS SUBSIDIARIES (THE "SBH GROUP")

As a leading non-franchised bus operator in Hong Kong, the SBH Group provides tailor-made transport services to a variety of customers, both those requiring premium services and those seeking value-for-money services.



Led by its flagship Sun Bus Limited ("SBL"), the SBH Group offers a range of bus services made to measure for specific market segments. Its fleet of 388 buses serves large residential estates, shopping malls, major employers, theme parks, deluxe hotels, travel agents and schools, as well as the general public through chartered hire services.

In line with the SBH Group's aim of strengthening its services by purchasing the latest environment-friendly buses available on the market, in 2011, 25 Euro V buses were added to its fleet in replacement of older buses. More new Euro V buses will be introduced as part of the SBH Group's ongoing fleet upgrade programme.

In pursuit of service excellence, SBL obtained ISO 9001:2000 certification from the Hong Kong Quality Assurance Agency ("HKQAA") in November 2008 – the first commercial non-franchised bus company in Hong Kong to receive such accreditation. In 2009, following successful completion

of an upgrade audit, ISO 9001:2008 certification was awarded to SBL by HKQAA – an endorsement of SBL's quality management systems. SBL remains committed to strengthening all aspects of its management and operations.



Sun Bus serves students and other customers across Hong Kong

NEW HONG KONG BUS COMPANY LIMITED (“NHKB”)

In conjunction with its Shenzhen counterpart, NHKB operates the cross-boundary shuttle bus service, commonly known as the “Huang Bus” service, which takes business and leisure travellers between Lok Ma Chau in Hong Kong and Huanggang in Shenzhen.





NHKB's new buses offer green services to and from Shenzhen

The demand for cross-boundary bus services is set to grow as social and economic ties between Hong Kong and the Mainland become closer.

In 2011, NHKB ran a total of 15 air-conditioned super-low floor single-deck buses on its 24-hour cross-boundary shuttle bus service between Lok Ma Chau and Huanggang. For passenger comfort, NHKB's terminus at the San Tin Public Transport Interchange is well equipped with four air-conditioned waiting lounges and an integrated information display system.

With the opening of the Lok Ma Chau Spur Line and the Lok Ma Chau Public Transport Interchange, as well as the increasing number of transport options for passengers wishing to cross the boundary, such as the Hong Kong - Shenzhen Western Corridor, NHKB has faced keen competition from railway and public minibuses. Additionally, the Control

Point Office in Huanggang was relocated in July 2011, requiring passengers to walk further for immigration clearance. As a result, the demand for its cross-boundary bus services has declined, with a fall in patronage from 5.6 million passenger trips in 2010 to 5.2 million passenger trips in 2011.

Notwithstanding this short-term decrease in demand, arrivals from China Mainland registered considerable growth in 2011, surpassing 28 million, representing a year-on-year increase of about 24%. The demand for cross-boundary bus services is set to grow as social and economic ties between Hong Kong and the Mainland become closer and more residents from other major cities on the Mainland are expected

to become eligible for the Individual Visit Scheme. In response, NHKB will continue to make its shuttle bus service an attractive option for cross-boundary travellers.



■ NHKB's bus termini