



Communication with Stakeholders

We use a variety of channels to maintain open communication with all our stakeholders, including passengers, suppliers, manufacturers, the Government, and political and community groups.

*Download
our Publications*



PASSENGER LIAISON GROUP MEETINGS

KMB and LWB have held Passenger Liaison Group ("PLG") meetings since 1993 and 2000 respectively to gather the views of passengers and better understand their expectations. In 2011, KMB held six PLG meetings, with wide-ranging discussion of frontline services, bus services and model passengers. Our bus operations have been enhanced and adjusted in a number of ways as a result of the suggestions we received. KMB's 2011 PLG Report is available for browsing on the KMB website. LWB similarly held six PLG meetings in 2011, adopting many of the suggestions made by participants in line with its goal of continuous improvement of its quality service provision.

CORPORATE SOCIAL RESPONSIBILITY CHARTER

In 2011, we once again published the KMB Corporate Social Responsibility ("CSR") Charter with reference to the Global Reporting Initiative ("GRI") G3 Guidelines and the GRI sector supplement for Logistics and Transportation. The CSR Charter details KMB's corporate values, including its care for customers and employees, its connection with the community, its engagement with stakeholders, its commitment to the environment and its promotion of sustainable development.

MEDIA OUTREACH

In 2011, a number of press sessions and briefings were held by KMB to promote various initiatives and increase public awareness of our provision of customer-friendly services. The sessions covered the introduction of the popular KMB iPhone and Android apps, which feature the pioneering "Alight Reminder" function, the promotion of newly-introduced "priority seats" for passengers with special needs, the launch of the new generation of single-deck buses for better deployment of resources, and the addition of award-winning apprentice graduates to our maintenance and repair team.

KMB also held press sessions to showcase its initiatives in the provision of safe and high quality bus services. These included the "Most Professional Bus Captain" election, the "Bus Captain of the Year" competition, the launch of the "Route-based Safety Team" scheme, and the presentation of the Safe Driving Award and the Outstanding Service Award. The focus of other press briefings included KMB's Lost Property Management System, service enhancements for the first day of the school year and the latest environmental achievements of the KMB bus fleet.

KMB's CSR Charter provides details of our corporate values, including care for customers and employees, connection with the community, engagement with stakeholders, commitment to the environment and promotion of sustainable development.



TIH Managing Director addresses the media



KMB and LWB's Passenger Liaison Group meetings give passengers the chance to share their views on bus services for service improvement

The popularity of KMB's Civic Education Campaign was demonstrated when it picked up the Info-service category award in the Most Popular TV Commercial Awards 2011 organised by Television Broadcasts Limited.

INFORMATION PUBLICATIONS

"KMB's Efforts in Environmental Protection" was again published in 2011, highlighting the environment-friendly measures and policies the company has adopted in the areas of emission reduction, energy and resource management, recycling, and waste management. Additional features focus on KMB's corporate governance and its contributions to the economic and social development of Hong Kong.

In 2011, LWB continued to distribute various information leaflets, including the "LWB Bus Services for North Lantau and the Airport" leaflet and the Airbus Card, which provides route and departure information for LWB's Airport routes. Leaflets targeting the

tourist market, giving details of hotels and relevant transport information, have been distributed since June 2010.

CIVIC EDUCATION CAMPAIGNS

A campaign aimed at raising awareness of how KMB has grown with the city and its people was launched in early 2011. Using bus body decorations and bus shelter posters, as well as year planners and calendar posters, the "KMB, With a Hong Kong Heart" campaign was successful in reaching out to the whole community. The ongoing popularity of KMB's Civic Education Campaign was demonstrated when it picked up the Info-service category award in the Most Popular TV Commercial Awards 2011, organised by Television Broadcasts Limited.

CORPORATE WEBSITES

The TIH website (www.tih.hk) keeps investors up to date on the activities of the Group and its various businesses. The design of KMB's award-winning website (www.kmb.hk) takes into account the needs of special groups in addition to the capabilities and limitations of the most popular browsers. The website features Hong Kong's first map-based point-to-point bus route search function for a public bus company, giving details of relevant routes in a couple of clicks. It also offers a "Street View" feature on its point-to-point route search function, which gives

passengers a 360-degree photo tour of the street near their chosen bus stop, allowing them to familiarise themselves with the surroundings in advance.

The KMB website won the Diamond Prize in the Web Care Award organised by the Internet Professional Association, the Meritorious Website Award in the Meritorious Websites Contest, organised by the Television and Entertainment Licensing Authority, and the Merit Prize for Corporate Group in the Top 10 .hk Website Competition, organised by the Hong Kong Internet Registration Corporation Limited.

The KMB website's map-based point-to-point route search function gives details of relevant routes in a couple of clicks, allowing users to make fast and accurate searches for bus route information.



The KMB Website's Brand-new "Street View" Feature



The KMB website's "Street View" feature gives passengers a 360-degree photo tour of the street near their chosen bus stop.

