

Corporate Milestones 2012

JAN



KMB website selected as Top Ten.hk Website for second consecutive year

KMB website won the Bronze Prize in the 2011 Top Ten.hk Website Competition organised by the Hong Kong Internet Registration Corporation Limited, recognising the website's innovation, business marketing, web care design and contribution to society.

MAY

Farewell to KMB non air-conditioned buses

Non air-conditioned buses have been progressively replaced since the introduction of air-conditioned buses in 1988. Following the retirement of the last batch of non air-conditioned double-deck buses on 8 May 2012, all KMB bus routes provide a full air-conditioned service.



FEB



KMB hotline representative won customer service excellence award

A KMB Customer Service Hotline representative won silver in the "Contact Centre Service Individual Award" of the 2011 Customer Service Excellence Award organised by the Hong Kong Association for Customer Service Excellence.

KMB recognised as good corporate citizen

KMB won the "Total Caring Award" in the Caring Company Scheme 2011/12, organized by the Hong Kong Council of Social Service, for its outstanding performance in caring for the community, for employees and for the environment.



MAR

Priority seats launched by KMB

Following a "Priority Seats" trial scheme in May 2011, KMB launched the scheme fleet-wide to promote a culture of caring for passengers.



JUN

KMB received President's Award from The Community Chest

KMB received the President's Award from The Community Chest of Hong Kong in recognition of the company's strong commitment to fulfilling corporate social responsibility.



APR

Trial of next generation supercapacitor bus "gBus2"

KMB began the trial of the next generation zero-emission "gBus2", which has a higher electricity storage capacity and achieves twice the driving range of the previous generation.



JUL

KMB's gBus promotion won silver award

KMB's gBus promotion won Silver in the "Environmental Protection" category of the 10th China Best Public Relations Case Competition organised by The China International Public Relations Association.

KMB "Corporate Social Responsibility Charter" won international award

"KMB's Corporate Social Responsibility Charter 2011" won the Award of Excellence in the US-based 2012 Apex Awards for Publication Excellence.

AUG

KMB became the first local bus company to receive OHSAS 18001 certification

KMB's Operations Division was awarded the Occupational Health and Safety Assessment Series ("OHSAS") 18001 Certificate by the Hong Kong Quality Assurance Agency, becoming the first franchised bus company in Hong Kong to receive the certification.

**KMB and LWB rolled out the HKSAR Government's HK\$2 Public Transport Fare Concession Scheme for the elderly and eligible persons with disabilities**

Starting from 5 August 2012, KMB and LWB launched the Government's fare concession scheme to encourage the elderly and the disabled's further engagement with the community. These passengers enjoy a flat fare of HK\$2.00 or the current applicable fare, whichever is lower, for each passenger trip on every day of the week. The concessionary fare applies to all KMB routes (except racecourse routes) and all LWB routes (except Airport "A" routes).

**KMB won Yahoo! Emotive Brand Award for third consecutive year**

KMB won in the Logistics/Transportation category of the 2011-2012 Yahoo! Emotive Brand Awards in a poll conducted by Yahoo! Hong Kong.

SEP

KMB and LWB launched Smartphone App Version 2

Following KMB's launch as first mover of its Smartphone App in March 2011, KMB and LWB rolled out the Smartphone App Version 2, which allows passengers to access real-time traffic information, conduct route searches by map or major landmark and select the most competitive bus routes in each district.



OCT

TIH's 2011 annual report won local and international awards

TIH's 2011 annual report received a Bronze Award in the Hong Kong Management Association Best Annual Reports Awards. It also won two awards in the International ARC Awards: Silver for Cover Photo/Design and Bronze for Financial Data.



NOV

LWB obtained ISO 9001:2008 accreditation

In pursuit of service excellence, LWB obtained ISO 9001:2008 quality management system certification, a milestone for the company in its provision of high quality bus services.

Submission of application for fare increase by KMB

On 29 November 2012, KMB submitted an application to the Transport Department of the HKSAR Government for a fare increase of 8.5%. On 19 February 2013, the HKSAR Government announced that an approved average rate of increase of 4.9% would take effect on 17 March 2013.

DEC

KMB won prestigious corporate brand award

KMB won the Grand Jury Prize in the Public Transport Category of the Prestigious Corporate Brand Awards 2012, jointly organised by The Chinese University of Hong Kong and Ming Pao.

**TIH won Corporate Governance Excellence Award**

TIH won the Hong Kong Corporate Governance Excellence Award 2012, jointly organised by the Chamber of Hong Kong Listed Companies and the Centre for Corporate Governance and Financial Policy, Hong Kong Baptist University, for the excellence of its comprehensive corporate social responsibility strategy and for providing an example to follow in applying best corporate governance practices.

**KMB launched Tuen Mun Road Bus-Bus Interchange Scheme**

Phase 1 of the Tuen Mun Road Bus-Bus Interchange was launched on 26 December 2012, providing Tuen Mun residents with time- and money-saving services. KMB also introduced the pioneering Estimated Time of Arrival System to notify passengers of the next bus arrival time.

KMB and Alexander Dennis Limited ("ADL") co-developed new generation of E500 Bus

KMB and the bus manufacturer, ADL, co-developed the new generation E500 Euro V air-conditioned double-deck bus, which can further reduce carbon emissions and is compatible with future Euro VI engine development and hybrid technology.