



Communications with Stakeholders

Frequent communications are maintained with all our stakeholders, including passengers, suppliers, manufacturers, the Government, and political and community groups, through a variety of channels.

The 2012 Corporate Social Responsibility Charter detailed 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.

CORPORATE SOCIAL RESPONSIBILITY CHARTER

In 2012, 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. The excellence of KMB's 2011 Corporate Social Responsibility Charter was recognised with the Award of Excellence in the 2012 Apex Awards for Publication Excellence organised by Communications Concepts.

MEDIA OUTREACH

In 2012, a number of press sessions and briefings were held by KMB to promote various initiatives and increase public awareness of its provision of customer-friendly services. The sessions covered the professional "Bus Captain Training Programme", the "KMBuddy Programme" aimed at helping new bus captains deliver excellent service, the launch of KMB and LWB's "Smartphone App V2" which provides mobile access to KMB and LWB route information, and the introduction of the "Tuen Mun Road Bus-Bus Interchange", an initiative that expands the bus network coverage for Tuen Mun passengers.

KMB also held press sessions to showcase its initiatives in the provision of safe and high quality bus services. These included "KMB Creates a Caring Culture for the Elderly", "KMB Bus Captains Achieved a 'Zero Accident' Record of 30 Years", "Recruitment and Professional Development

of KMB Apprentices", "KMB Operations Division receives Occupational Health and Safety Assessment Series (OHSAS) 18001 Certification" and the "KMB Elderly Safety Programme".

Another major focus of KMB's press briefings was the latest environmental achievements of the KMB bus fleet, which included sessions on KMB's green bus fleet, the trial of the supercapacitor "gBus²" and the introduction of the new generation E500 double-deck buses.

KMB also conducted regular gatherings with the media for enhanced partnership relations.



KMB Managing Director, Mr Edmond Ho, briefs the media at a press session introducing KMB's environmental initiatives



Our Passenger Liaison Group Meetings bring together passengers and management to discuss ideas for service improvement

PASSENGER LIAISON GROUP MEETINGS

Since 1993 and 2000 respectively, KMB and LWB have held Passenger Liaison Group ("PLG") meetings to collect the opinions of passengers and better understand their expectations. In 2012, KMB held six PLG meetings, with wide-ranging discussion of frontline services, bus services and model passengers. Its bus operations have been enhanced and adjusted in a number of ways as a result of the suggestions received over the years.

KMB's 2012 PLG Report is available for browsing on the KMB website. LWB similarly held six PLG meetings in 2012, adopting a number of suggestions made by participants in line with its goal of continuous improvement of its service provision.

INFORMATION PUBLICATIONS

"KMB's Efforts in Environmental Protection" was again published in 2012 to highlight the green measures and policies the company has adopted in the areas of emissions reduction, energy and resource management, reuse and recycling, and waste management. There are also sections which focus on KMB's corporate governance and its contribution to the economic and social development of Hong Kong.

In 2012, LWB distributed various information leaflets providing bus route and departure information for LWB's Airport routes, including the "LWB Bus Services for North Lantau and the Airport" leaflet, the Airbus Card and



KMB's award-winning 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 at a couple of clicks.



individual route leaflets, as well as location maps for hotels and Hong Kong Disneyland. Leaflets for tourists and Hong Kong Tourism Board giving hotel and transport information have been distributed since June 2010.

CORPORATE WEBSITES

The TIH website (www.tih.hk) keeps investors informed of the activities of the Group and its various businesses. KMB's award-winning website (www.kmb.hk) caters for the needs of special groups while taking into consideration 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 at a couple of clicks. The

"Street View" feature on its point-to-point route search function gives passengers a 360-degree photo tour of the street near their chosen bus stop, helping them to orientate themselves with their surroundings in advance.

The KMB website won the Bronze Prize in the Top 10.hk Website Competition, organised by the Hong Kong Internet Registration Corporation Limited and once again the Diamond Award in the 2012 Web Care Award, organised by the Internet Professional Association, for being a barrier-free website.