



Community Outreach

The Group's commitment to community service and charity sponsorship gained recognition once again in 2012, with KMB and RoadShow being granted an extension to the "10 Consecutive Years Caring Company Logo" in the Caring Company Award, organised by the Hong Kong Council of Social Service, and also winning the Total Caring Award, organised by the same body. In addition, KMB received the President's Award from The Community Chest of Hong Kong.

COMMUNITY SPONSORSHIP

The Group regularly sponsors and participates in different community programmes, including the New Territories Walk for Millions, Dress Casual Day and the Corporate Challenge Half Marathon, which are organised by The Community Chest of Hong Kong, and the Friends of the Earth's (HK) Earth Partner programme. It also takes part in other events and activities organised by the HKSAR Government, charities and professional and environmental groups.

In addition to industry-improvement campaigns and social awareness initiatives, the Group also sponsored various sporting and cultural events in 2012. The Hong Kong Management Association Quality Award, the Hong Kong Awards for Industries, The University of Hong Kong's Distinguished Transport Lecture Series, the Hong Kong Sports Stars Awards, the Outward Bound Hong Kong Corporate Challenge, the Green Power Hike and the Volunteer Movement of the Social Welfare Department were all beneficiaries during the year.

KMB's efforts in responsible corporate citizenship were once again recognised with the Tai Po District Civic Education Outstanding Enterprise Award for 2011-2012.

In 2012, RoadShow continued to support a wide range of charities by broadcasting community service messages and charity appeals on the Multi-media On-board ("Bus-TV") systems installed on KMB buses.

FRIENDS OF KMB

FRIENDS OF KMB, KMB's volunteer club, has been promoting environmental protection, civic education and other social service activities since its establishment in 1995. In 2012, 3,650 members volunteered more than 16,000 hours of their time to community service, volunteering at children's homes and old people's centres and participating in a number of charity and environmental protection events. Two new volunteer campaigns were rolled out in 2012. In collaboration with Tung Wah Group of Hospitals, KMB launched the "KMB Elderly Safety Programme" to help foster a caring culture for senior citizens and spread bus trip safety tips. Passengers aged 65 and over from Hong

Kong's 18 districts who have demonstrated exemplary safety behaviour on buses were selected as Elderly Safety Ambassadors. Together with members of FRIENDS OF KMB, the Elderly Safety Ambassadors helped to promote the safety of elderly people riding on buses. A new programme, "Healthy Family Tips", was run in partnership with International Social Service – Hong Kong Branch ("ISS-HK") to help families in need. Single-parent and low income families from ISS-HK's Tin Shui Wai Integrated Family Service Centre attended briefing sessions on positive thinking, green living and family harmony. Over the past 16 years, FRIENDS OF KMB has amassed more than 132,000 hours of voluntary service. The club's work was honoured with the award of first runner-up in the Highest Service Hour Award (Private Organisation – Best Customer Participation) and the award of merit in the Highest Service Hour Award (Private Organisation – Category 1) organised by the Social Welfare Department.

REACHING OUT TO PASSENGERS WITH SPECIAL NEEDS

The Group continues to provide regular support for events organised for passengers with special needs. To mark International Day of Persons with Disabilities, KMB and LWB provided free bus services for disabled people and their escorts on 11 November 2012. KMB and LWB also offered free rides to passengers aged 65 and over on Senior Citizens' Day, 18 November 2012.

The Group continues to invest in equipment that makes travel easier for passengers with special needs. At the front of buses, large characters and numbers are displayed on the liquid crystal display ("LCD") destination panels for passengers waiting at bus stops. The entire KMB fleet is equipped with the Electronic Bus Stop Announcement System, which provides voice announcements in Cantonese, English and Putonghua, as well as displaying the name of the next bus stop in Chinese and English. All new buses are equipped with a super-low floor step-free entrance, a wheelchair space and a non-slip handrail near the entrance.

KMB and LWB participate in the Working Group on Access to Public Transport by People with Disabilities alongside representatives from other public bus operators, organisations for the disabled and the Transport Department.