

Hong Kong Non-franchised Transport Operations

The Group's non-franchised transport operations offer a wide range of transport services to business commuters, tourists, shoppers, students and residents of large residential developments, as well as providing cross-boundary shuttle bus services and 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 premium and value-for-money tailor-made transport services to different customers.

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

During the year, the SBH Group continued to strengthen its services by buying the latest environment-friendly buses available on the market. In 2013, 33 Euro V buses were added to its fleet to replace older buses. At the end of 2013, the SBH Group had a fleet of 386 buses. To be a first mover in trials of the latest generation of engines, the SBH Group has ordered two Euro VI buses for delivery in 2014. It will continue to introduce more new Euro V/VI buses as part of its fleet upgrade programme.

SBL is committed to continuously strengthening all aspects of its management and operations. SBL was ISO 9001:2000 certified in 2008, making it the first commercial non-franchised bus company in Hong Kong to achieve ISO 9001:2000 certification. SBL has subsequently been upgraded by the Hong Kong Quality Assurance Agency to ISO 9001:2008 certification – an endorsement of SBL's quality management systems.

SBL's ISO 9001:2008 certification is a ringing endorsement of its quality management systems.



SBL provides premium, value-for-money services to a wide range of customers

QUALITY SERVICES

Travel Agents



Theme Parks



Schools



Major Employers

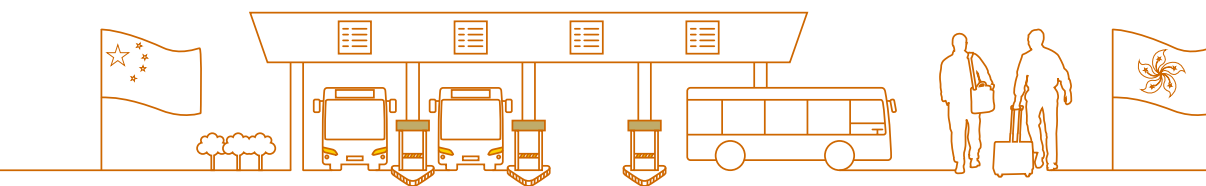


Shopping Malls



Large Residential Estates





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



NEW HONG KONG BUS COMPANY LIMITED ("NHKB")

In 2013, NHKB operated a fleet 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. To enhance passenger comfort and convenience, NHKB's terminus at the San Tin Public Transport Interchanges is equipped with four comfortable air-conditioned waiting lounges and an integrated information display system.

The competition from rail and public minibus services has intensified since the opening of the Lok Ma Chau Spur Line, the Lok Ma Chau Public Transport Interchange and the Hong Kong-Shenzhen Western Corridor. The

relocation of the Control Point Office in Huanggang, which requires passengers to walk further for immigration clearance, has also had an impact on NHKB's patronage growth. As a result, the demand for NHKB's cross-boundary bus services has declined, with a fall in patronage from 4.9 million passenger trips in 2012 to 4.7 million passenger trips in 2013.

Notwithstanding the decline in patronage, the demand for cross-boundary bus services is expected to grow in line with the stronger social and economic ties between Hong Kong and China Mainland, and the likely growth in visitor numbers as residents from more major Mainland cities become eligible for the Individual Visit Scheme. NHKB



● NHKB's bus termini

is geared up to maintain its shuttle bus service as a preferred means of transport for cross-boundary travellers through the provision of convenient and quality services.

To enhance passenger comfort and convenience, NHKB's terminus at San Tin is equipped with four comfortable air-conditioned waiting lounges and an integrated information display system.



NHKB's shuttle bus services are well received by cross-boundary travellers and commuters