

BUSINESS REVIEW

Hong Kong Non-franchised Transport Operations



The Group's non-franchised transport operations offer a variety of transport services to business commuters, tourists, shoppers, students and residents of large residential developments, as well as providing chartered hire services and cross-boundary shuttle bus services.



SBL provides door-to-door services for the busy urbanite

SUN BUS HOLDINGS LIMITED AND ITS SUBSIDIARIES (THE “SBH GROUP”)

The SBH Group is a leading non-franchised bus operator in Hong Kong, providing premium, safe, reliable, and value-for-money transport services.

Led by its flagship subsidiary, Sun Bus Limited (“SBL”), the SBH Group offers a range of bus services designed for specific markets, including large housing estates, shopping malls, major employers, theme parks, travel agents and schools, as well as providing the general public with chartered hire services.

The SBH Group continues to modernise its fleet by acquiring the latest environment-friendly buses. In 2015, 47 Euro V buses were added to the fleet for bus replacement. At the end of

2015, the SBH Group had a fleet of 386 buses. The SBH Group will continue to introduce more Euro V/VI buses as part of its fleet upgrade programme and currently has 12 Euro V buses on order for delivery in 2016.

In 2008, SBL was ISO 9001:2000 certified for its quality management systems – the first commercial non-franchised bus company in Hong Kong to achieve this accreditation. SBL has since been upgraded by the Hong Kong Quality Assurance Agency to ISO 9001:2008 certification.



Shopping Malls



Major Employers



Schools



Large Residential Estates



Travel Agents



Theme Parks

Hong Kong Non-franchised Transport Operations



NHKB jointly operates with its Shenzhen counterpart a direct, economical, 24-hour cross-boundary bus service, known as the “Huang Bus”, serving regular commuters and leisure travellers between Lok Ma Chau in Hong Kong and Huanggang in Shenzhen.



NHKB takes the strain out of cross-boundary travel

NEW HONG KONG BUS COMPANY LIMITED ("NHKB")

In 2015, NHKB operated a fleet of 15 air-conditioned super-low floor single-deck buses on its shuttle bus service between Lok Ma Chau and Huanggang, with five new Euro V buses replacing five older buses. NHKB's terminus at the San Tin Public Transport Interchange features four comfortable air-conditioned waiting lounges and an integrated information display system.

With the infrastructure provided by the Lok Ma Chau Spur Line, the Lok Ma Chau Public Transport Interchange and the Hong Kong-Shenzhen Western Corridor,

the Huang Bus faces intense competition from rail and public minibus services. Further pressure is placed on NHKB's patronage growth by the relocation of the Control Point Office in Huanggang, which requires passengers to walk further before gaining immigration clearance, and by the limit of one visit a week placed on multiple-entry permit holding Shenzhen permanent residents. As a result, 2015 saw a slight drop in demand for NHKB's cross-boundary bus services, as patronage fell from 4.83 million in 2014 to 4.81 million.

Notwithstanding a decline in patronage, the demand for cross-boundary bus services is expected to pick up in line with the stronger social and economic ties between Hong Kong and the Mainland. NHKB will continue to work hard to ensure its convenient shuttle bus service remains one of the preferred means of transport for cross-boundary travellers.

