

Engaging Stakeholders



Comprehensive stakeholder engagement enables us to embrace the broadest spectrum of opinion.

GOVERNMENT AND CIVIL SOCIETY

Members of the management team met with stakeholders from a variety of governmental and civic organisations, including legislators, district councillors and members of green groups, to further mutual understanding, promote support for environmental initiatives and advance the route reorganisation programme.

At the district level, KMB collaborated with district councillors on a number of initiatives, including the introduction of a new bus interchange at the Tsing Sha Highway in January 2015, the launch of Routes 290 and 290A in March, and facility upgrade at the bus stops on Lung Cheung Road in Wong Tai Sin in June.

MEDIA AND ONLINE COMMUNICATION

In 2015, the media received regular invitations to attend briefings and events to strengthen communication and increase public awareness of our innovations and customer-driven initiatives. Social media such as Facebook and YouTube are also used to publicise KMB's initiatives and achievements, as well as for gathering useful feedback from the public. In December, the KMB Instagram account "KMBHONGKONG" was launched, providing Instagram users with a platform to communicate and share photos on topics related to KMB.

The TIH website (www.tih.hk) keeps investors and interested members of the general public abreast of the activities of the Group and its various businesses. KMB's award-winning



KMB's Customer Service Centres offer a broad range of services

website (www.kmb.hk) serves the needs of the travelling public via a number of features, including Hong Kong's first map-based point-to-point bus route search function for a public bus company and the "Street View" function, which gives passengers a 360-degree photo tour of the street near their chosen bus stop. In 2015, a new activity guide "Popular places to visit", was developed to promote leisure spots accessible via the KMB network, while the Bus-Bus Interchange enquiry page was upgraded to provide more detailed information on the interchange network. In April, the KMB website was granted Triple Gold Award (Gold Award for 3 consecutive years) and Most Favourite Website Award by the Office of the Government Chief Information Officer and Equal Opportunities Commission in the Web Accessibility Recognition Scheme.

REACHING OUT TO CUSTOMERS

In line with our aim to be recognised as a leader in the global public transport sector, we seek to meet or exceed our customers' expectations in terms of quality services. To this end, we have established a number of means to optimise engagement with our customers.

Customer Service Centres

KMB's eight customer service centres provide passengers with a one-stop service offering KMB souvenirs, Octopus Card add-value services and the provision of bus route information, while the Tai Lam Interchange customer service kiosk similarly provides a wide range of services. The kiosk provides cash withdrawal and free Wi-Fi services, as well as a range of convenience goods, providing a handy one-stop service for those changing



KMB uses a variety of channels to obtain feedback from its valued customers

buses at the Interchange. To meet the needs of cross-boundary passengers, KMB operates a ticketing office at Lok Ma Chau to provide Octopus services and sell the "Five Route Day Pass". LWB's customer service and ticketing office at the airport provides a one-stop centre for ticketing, customer enquiries and lost property handling.

Customer Service Hotlines

The award-winning KMB customer service hotline (2745 4466) handled more than 2.1 million calls in 2015, an average of around 178,000 calls a month. Our hotline operator service, available daily from 7:00 a.m. to 11:00 p.m., is complemented by a 24-hour

hotline system. In 2015, LWB's customer service helpline (2261 2791) dealt with a total of 17,048 calls, an average of 1,421 calls a month. In addition to responding to passengers' enquiries, comments and suggestions, the helpline handles lost property enquiries.

Passenger Liaison Group Meetings

Since 1993 and 2000 respectively, KMB and LWB have held Passenger Liaison Group ("PLG") meetings, during which comments and suggestions are obtained from passengers. In 2015, KMB held six PLG meetings in different districts to obtain feedback

on bus services and help identify service improvement opportunities. LWB also held six PLG meetings in 2015, enabling it to make a number of changes to its services as a result of the suggestions received.

Corporate Visits

To increase our stakeholders' understanding of bus depot's daily operations, including maintenance and bus cleaning procedures, we received visitors from 70 organisations in 2015. The visitors comprised 60 local groups and 10 delegations from Mainland China and overseas.

FRIENDS OF KMB

KMB's volunteer club FRIENDS OF KMB ("FRN") has promoted environmental protection, civic education and social service activities since its establishment in 1995. In 2015, FRN's 4,700 volunteers contributed more than 15,800 hours of their time to community service. Thus, in partnership with Tung Wah Group of Hospitals, Prince of Wales Hospital, Suicide Prevention Services and Po Leung Kuk, FRN volunteers visited elderly people and people in need living in Choi Wan, Sau Mau Ping, Chuk Yuen, Ngau Tau Kok, Sha Tin, Shau Kei Wan and Lam Tin.

Showing Care

In November, KMB and LWB offered free rides on all its bus routes (including airport routes) for all people aged 65 and over. This was the 12th consecutive year that KMB has supported the Senior Citizen's Day. In the same month, KMB and LWB offered free rides for people with disabilities and one accompanying carer in support of the "International Day of Disabled Persons". Both events were organised by the Hong Kong Council of Social Service.

COMMUNITY SPONSORSHIP

KMB sponsors and participates in a variety of local community programmes, including the Standard Chartered Hong Kong Marathon Corporate Challenge, the Green Power Hike, Friends of the Earth (HK)'s Earth Partner Programme and International Day of Disabled Persons, as well as the Hong Kong Council of Social Service Caring Company Patron's

Club. In 2015, KMB provided some 40 non-governmental organisations with sponsorship, including bus-body advertising on KMB buses and airtime on KMB's Multi-media On-board broadcasting system.

WORKING WITH SUPPLIERS

Corporate Code of Conduct

Our suppliers and their sub-contractors are expected to show their dedication to environmental preservation and a healthy and safe workplace by adopting the following measures:

- Boosting employee awareness of environmental issues;
- Encouraging energy conservation;
- Promoting reduction of waste by appropriate measures and finding alternative uses for waste;
- Providing and maintaining a safe and risk-free operating environment by adopting good systems and equipment;
- Enforcing appropriate procedures for the use, handling, storage and transport of materials; and
- Complying with all relevant legislation.

Supply Chain Management

We believe in upstream integrated supply chain management with the emphasis on quality and logistics control. We work closely with our business partners to develop new buses and services that suit the local climatic and operational environment. We encourage fair and open

competition and aim to develop long-term relationships with suppliers and sub-contractors based on mutual trust. Our supply chain activities are guided by company policies and procedures that aim to ensure the ethical procurement of supplies and services as well as high quality end products in which our customers may be confident.

To ensure the compliance of our suppliers and sub-contractors with our guidelines on social and environmental requirements, we require tenderers to submit information on their performance in the following key aspects, which will be evaluated when we award contracts: environmental care, health and safety, and the prevention of use of forced and child labour.