



SUSTAINABILITY REPORT

可持續發展報告

2023



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About KMB 關於九巴



The Kowloon Motor Bus Company (1933) Limited ("KMB"), a wholly-owned subsidiary of Transport International Holdings Limited ("TIH"), is the largest franchised bus operator in Hong Kong, serving more than 2.5 million passenger-trips each day. A workforce of more than 11,000 employees, of which around 9,000 are bus captains, ensures that customers enjoy high-quality services on a fleet of around 4,000 buses operating on 438 routes.

九龍巴士（一九三三）有限公司（「九巴」）是載通國際有限公司（「載通國際」）全資擁有的附屬公司。九巴的車隊包括約4,000部巴士，行走438條路線，每天為超過250萬人次的乘客服務，是全港最大的專營巴士服務營運商。九巴的工作團隊有超過11,000名員工，當中約9,000名車長，確保顧客享受到優質的運輸服務。

Vision 目標

Our vision of becoming a global leader in our field is grounded in a thorough understanding of the needs of the people we serve, the introduction of innovative technological and environmental solutions, and the attainment of new standards for safety, service, and efficiency.

我們銳意成為在所屬領域的世界級領袖，而支持達至此目標的基礎因素為：用心了解服務對象的需要、引進創新技術及環保方案，並實現安全表現、服務質素和營運效率的新標準。

Mission 方針

Our mission to enhance shareholder value while contributing to the social and economic development of Greater China can be optimizing as follows:

我們的方針是提升對股東的價值，同時為大中華區的社會及經濟發展作出貢獻。這方針概述如下：

| | |
|-------------------------------|------|
| Distinctive customer service | 卓越服務 |
| Reliable performance | 可靠表現 |
| Innovation | 不斷創新 |
| Value for money | 創優增值 |
| Environmental responsibility | 保護環境 |
| Sustainable business practice | 運行不息 |

Through engagement with stakeholders, we aim to meet and exceed their expectations by providing high-quality services and solutions.

我們透過與持份者的承諾，致力提供優質服務及解決方案，從而滿足甚至超越他們的期望。

Culture and Values 文化及價值觀

Our culture is underpinned by a governance framework and embedded across our business. Our corporate values are centred on the delivery of service standards that meet or exceed customer needs, a consistent record of operational profitability and support for the communities we serve. Building on these core values we also abide the following principles:

- **Accountability** – Be accountable for our decisions and actions.
- **Caring** – Be caring for our employees, customers, and the community with continual empowerment and engagement.
- **Teamwork and Mutual Respect** – Be harmonious and synergetic in the workplace.
- **Integrity** – Be fair, honest and ethical.
- **Originality and**
- **Novelty** – Be creative in finding solutions for a greener and better place.
- **Safety and Self-discipline** – Be mindful of safety in achieving our vision.

我們的企業文化以管治框架為基礎，植根於業務中。企業價值觀乃建基於履行切合甚至超越顧客需要的服務標準、爭取穩定的盈利，以及支持我們業務所在地的社區。按照這些核心價值，我們遵守以下的原則：

- **承擔問責** – 對所作的一切決定及行為負責。
- **熱誠關懷** – 持續與我們的員工、顧客和社區聯繫，加強彼此參與。
- **團結互信** – 建構和諧及協同的工作環境。
- **誠信為本** – 處事公平、誠實，秉持高尚操守。
- **原創新穎** – 以創意及科技建設更環保及美好的地方。
- **安全守規** – 落實以安全為己任。

About the Report

關於本報告

The 2023 Sustainability Report (the "Report") of KMB provides descriptions and highlights of the environmental and corporate social responsibility performance and sustainability achievements of the Hong Kong franchised public bus company. The Report covers the reporting period from 1 January to 31 December 2023.

九巴發表《可持續發展報告2023》（「本報告」），重點闡述九巴的環保及企業社會責任表現，以及可持續發展的績效。本報告涵蓋的期限為2023年1月1日至12月31日。

Sustainability Governance

可持續發展管治

We adhere to the recommended best corporate governance practices to achieve sustainable business development. We ensure compliance with applicable legal and regulatory requirements while considering the interests of our stakeholders. The Company has adopted an integrated management approach to guide the sustainable development of KMB based on the principles of integrity, equity and transparency. This integrated management approach is strengthened by ongoing staff training and communication with stakeholders. The Board of Directors of KMB (the "Board"), as its highest governance body, is responsible for stewarding the long-term development of the Company and growing shareholder value.

The overall strategic planning and accountability for the Company's sustainable development rest with our Board, which determines the sustainability strategy and oversees its progress. Our ESG Task Force, under the oversight of the Board, implements the Board's ESG strategy and policies to drive sustainable initiatives throughout our operations, including safety, environmental protection, staff welfare, community engagement and volunteering. The ESG Task Force is also responsible for optimizing environmental performance, raising staff awareness on corporate social responsibilities, sharing knowledge and industry best practices and working with the Enterprise Risk Management Task Force of the Company to assess new and emerging ESG-related risks.

The Company's Enterprise Risk Management System adopts a systemic approach and uses a set of consistent risk assessment criteria to identify and manage risks. Accurate risk information is provided for the Management to assist them in decision-making and risk control without compromising cost-effectiveness and efficiency. In addition, with the Enterprise Risk Management System, the Management monitors and reviews risk levels of various issues that might impact the Company, including climate change, to ensure that risk exposure remains at an acceptable level. A Key Risk Indicator Report ("KPI Report") summarises the Company's major risks identified by the Management and is submitted to the Audit and Risk Management Committee three times a year. The KPI Report provides a comprehensive profile of the major risks and the mechanisms established by the Management for monitoring these risks.

我們以最佳的企業管治守則營運業務，考慮各方持份者的利益時，亦會確保全面符合法律及法規，全力推進業務可持續發展。本公司採取綜合管理方式，以誠信、公平和透明的原則督導公司的可持續發展工作。我們持續為員工提供培訓及與各方持份者保持密切溝通，務求進一步完善綜合管理方式。

董事會轄下的委員會專責統籌本公司可持續發展的整體策略和工作，並且監察公司全面實施可持續發展策略的進展。在委員會的督導下，公司的環境、社會及管治工作小組（「ESG工作小組」），促進在業務營運中執行董事會的可持續發展策略和措施，包括安全、環保、員工福利、社區連繫和義工服務。與此同時，ESG工作小組的成員亦致力提升環保表現，加強員工對社會企業責任意識及與業界分享知識和良好作業守則，並與公司的企業風險管理工作小組合作，評估及整合與環境、社會及管治相關的風險。

公司的企業風險管理系統以系統性的方法，採用劃一的風險評估準則，識別和管理風險。管理層在作出決策及風險管理時可參考準確的風險資訊，避免影響成本效益和效率。同時，企業風險管理系統協助管理層不斷監察及評估公司面對的風險水平，包括與氣候變化相關的風險，以確保風險維持於可接受水平。管理層每年三次會向審核及風險管理委員會，提交風險關鍵績效指標報告，概述由管理層識別的公司主要風險，以及訂立的風險監察機制。

Stakeholder Engagement

持份者參與

Our stakeholders include passengers, employees, suppliers, contractors, Legislative Councillors, District Councillors, transport advisory bodies, interest groups and the Government. We have established several engagement programmes to gauge their views on our operations and services. Our dialogue with stakeholders is demonstrated through various channels, including the Chatbot enquiry channel on the KMB website and App1933, the KMB Facebook page, the KMB Instagram account, the KMB YouTube channel and corporate publications such as KMB Today, as well as face-to-face meetings and media networking.

我們的主要持份者包括乘客、員工、供應商、承辦商、立法會議員、區議員、交通諮詢組織、關注團體及政府。我們設立了不同持份者參與項目，評估各方對本公司的營運和服務的意見，並透過不同渠道與持份者保持聯繫，包括九巴網站及手機應用程式App1933的即時對話平台、九巴Facebook專頁、九巴Instagram帳戶、九巴YouTube頻道、《今日九巴》等企業刊物、會面訪談和傳媒聯絡等。

Supply Chain Management

供應鏈管理

We believe an integrated upstream supply chain management is key to quality and logistics control. We work closely with our business partners to develop new buses and services that are adapted to the local climate and operational environment, whilst prioritising energy efficiency and the latest emission standards.

We encourage fair and open competition with the aim of developing long-term relationships with suppliers based on mutual trust. Our supply chain policies and procedures are in place to ensure ethical procurement of supplies and services, which allow us to deliver high-quality end products that our customers can trust.

Our Green and Sustainable Procurement Policy spells out the environmental and social risk considerations that should be taken into account in every purchasing decision. To ensure our suppliers comply with our social and environmental requirements, we require all of them to declare compliance with our guidelines upon supplier registration:

- Environmental care;
- Health and safety;
- The prohibition of forced and child labour; and
- Anti-corruption.

我們相信，上游綜合供應鏈的管理是品質及物流控制的關鍵。一直以來，本公司與業務夥伴緊密合作，共同研發適合本港氣候及營運環境的巴士和服務，並且全力提高能源效益及符合最新排放標準。

我們支持公平及公開競爭，致力與供應商建立長久的互信關係。我們的供應鏈活動遵從公司既定的政策及程序，確保物資和服務的採購符合道德規範，保障產品的品質令顧客安心。

我們的環保及可持續採購政策闡述了每個採購決定中應考慮的環境和社會風險因素。為確保供應商遵從我們有關社會責任和環保的要求，我們規定所有供應商登記時必須申報以下範疇的表現：

- 環境保護；
- 健康與安全；
- 禁止使用強迫勞工和童工；及
- 反貪污。

Major Recognition and Awards

主要獎項及殊榮

We aim to deliver excellent public transport services in a sustainable manner, we are pleased to announce that we received a number of prestigious awards in 2023.

我們致力以可持續發展的方針提供優質的公共巴士服務。於2023年，我們獲得多個權威獎項，成績得到認同。

Corporate Social Responsibility

- 2021 Hong Kong Awards for Environmental Excellence (Transport and Logistics) - Gold Award from the Environmental Campaign Committee;
- Best Corporate Governance and ESG Awards 2023 - Special Mention Corporate Governance, Non-Hang Seng Index Category (Small Market Capitalisation) from The Hong Kong Institute of Certified Public Accountants;
- 20 Years Plus Caring Company Logo from The Hong Kong Council of Social Service;
- BOCHK Corporate Environmental Leadership Awards 2022 - Services Sector Silver Award, Low-Carbon Commitment and Eco Challenger from the Federation of Hong Kong Industries;
- People Development Award - Bronze and Environmental, Social and Governance Award - Merit in the Customer Service Excellence Award from the Hong Kong Association for Customer Service Excellence;
- Manpower Developer Award Scheme - Super MD 2023-28 from the Employees Retraining Board;
- The Good MPF Employer Award 2022-23 from the Mandatory Provident Fund Schemes Authority;
- Industry Cares Recognition Scheme (Enterprise Group) - Outstanding Caring Award and The Most Innovative Award from the Federation of Hong Kong Industries;
- Hong Kong Green Organisation Certification - Energywise Certificate (Excellent Level) from the Environmental Campaign Committee;
- Hong Kong Green Organisation Certification - Wastewise Certificate (Excellent Level) from the Environmental Campaign Committee;
- 2022/2023 Annual Presentation of Awards Ceremony - Award of Excellence from The Community Chest of Hong Kong;
- TVB ESG Awards 2023 - ESG Special Recognition Award from the Television Broadcasts Limited;
- Charter on Employment Friendly from The Hong Kong Council of Social Service;
- The 21st Hong Kong Occupational Safety & Health Award - Best OSH Video Performance Award (Gold Award), OSH Strategic Partnership and OSH Enhancement Program Award from Occupational Safety & Health Council;
- ESG Pledge Scheme from The Chinese Manufacturers' Association of Hong Kong;
- Charter on BEC Net-zero Carbon from Business Environment Council;
- Recognition of the Jockey Club Age-friendly City Partnership Scheme 2022 from The Hong Kong Jockey Club Charities Trust;
- The Racial Diversity & Inclusion Charter for Employers from the Equal Opportunities Commission; and
- Sport-Friendly Action Decal from Chinese YMCA of Hong Kong.

企業社會責任

- 環境運動委員會頒發的「2021香港環境卓越大獎 - 金獎（交通及物流業）」；
- 香港會計師公會頒發的「最佳企業管治及ESG大獎2023 - 評判嘉許（非恒指成份股（小市值）組別）」；
- 香港社會服務聯會頒發的「商界展關懷20 Year+」標誌；
- 香港工業總會頒發的「中銀香港企業環保領先大獎2022 - 服務業銀獎、低碳承諾及環保優秀企業」；
- 香港優質顧客服務協會頒發的「優質顧客服務大獎：卓越人才發展獎 - 銅獎」及「優質顧客服務大獎：環境、社會和企業管治獎 - 優異獎」；
- 僱員再培訓局頒發的「人才企業嘉許計劃 - Super MD 2023-28」；
- 強制性公積金計劃管理局頒發的「2022-23積金好僱主」；
- 香港工業總會頒發的「工業獻愛心表揚計劃2023（企業組別） - 最具創意獎及卓越關懷大獎」；
- 環境運動委員會頒發的「香港綠色機構認證」節能證書 - 卓越級別；
- 環境運動委員會頒發的「香港綠色機構認證」減廢證書 - 卓越級別；
- 香港公益金頒發的「2022/2023年度周年頒獎典禮 - 公益卓越獎」；
- 電視廣播有限公司頒發的「環境、社會和管治大獎2023 - ESG特別嘉許獎」；
- 香港社會服務聯會推出的「少數族裔友善就業約章」；
- 職業安全健康局頒發的「第二十一屆香港職安健大獎：最佳職安健短片演繹大獎金獎、職安健策略夥伴、職安健改善項目大獎及職業復康大獎銀獎」；
- 香港中華廠商聯合會推出的「ESG約章」；
- 商界環保協會推出的「零碳約章」；
- 香港賽馬會慈善信託基金頒發的「賽馬會齡活城市全城長者友善計劃2022認證」；
- 平等機會委員會推出的「種族多元共融僱主約章」；及
- 香港中華基督教青年會頒發的「運動友善計劃」標誌。

Brand

- Silver Award for Hong Kong ICT Awards 2023 - Smart Mobility (Smart Transport) from the GS1 Hong Kong;
- Reader's Digest Trusted Brands 2023 Gold Award - Public Transport category from the Reader's Digest;
- Smart Living Partnership Awards 2022 - Outstanding All Man Kind Inclusive Bus App from ET Net;
- Eco-Brand Awards 2022 from East Week magazine; and
- Excellence in Living Smart Award 2023 - Chill Out from Ming Pao.

品牌

- GS1 Hong Kong頒發的「2023香港資訊及通訊科技獎：智慧出行（智慧交通）銀獎」；
- 《讀者文摘》頒發的「信譽品牌2023公共交通服務組別金獎」；
- 《經濟通》頒發的「2022智慧生活夥伴大獎 - 傑出全人共融巴士應用程式」；
- 《東周刊》頒發的「環保品牌大獎2023」；及
- 《明報》頒發的「智慧品牌卓越大獎2023 - 逍遙出遊」。



Safety First 安全至上



Safety is in everything we do. It is our highest priority and an integral part of our business strategy. We strive to raise our safety standards and performance and continue to invest heavily in improving the safety of our bus operations.

我們所有業務都與安全息息相關。這是我們首要考慮，亦是公司業務策略不可或缺的一環。我們致力提升安全標準和表現，同時繼續投放大量資源以確保巴士營運安全。



Safety Policy 安全政策

The KMB Safety Policy ensures that injury and health risks are minimised to provide a safe and healthy environment for our employees and the public. All our employees are required to comply with all legal requirements applicable to our operations, and we regularly consult employees to identify opportunities for improvement in our safety management system.

九巴的《安全政策》確保我們的員工和公眾有一個安全健康的環境，令傷亡風險減到最低。我們要求全體員工確保工作活動符合相關法例要求，亦會定期諮詢員工，找出公司的安全管理系統中可作改善的地方。

Safety Committees 安全委員會

Safety Committees oversee internal communication on occupational safety and health information, including risks, trends and policies. All Safety Committees meet regularly to discuss safety issues at different levels across the Company.

At the corporate level, there is the Working Committee for Safety that oversees safety issues. The Departmental Safety Committees, Maintenance Safety Committees and Operations Safety Committees are responsible for safety issues relating to departments and sections. Departmental Safety Committees may vary the frequency of meetings depending on the scale of departmental safety risks.

安全委員會負責監督有關職業安全與健康資訊的內部溝通，包括相關風險、趨勢及政策等。各個委員會定期舉行會議，商討公司不同層面的安全議題。

安全工作小組負責監督公司整體的安全議題，而各部門的安全委員會、維修安全委員會及車務安全委員會亦會舉行會議，負責相關部門及組別的安全事宜。各部門的安全委員會會按照相關安全風險規模而調整舉行會議的次數。

Safety Management 安全管理

We are dedicated to advancing occupational health and safety. We fully comply with the Occupational Safety and Health Ordinance and the Factories and Industrial Undertakings Ordinance (Chapter 509 and 59, Laws of Hong Kong, respectively). The KMB Occupational Health and Safety Management System adopted to ISO 45001:2018 which promotes continuous improvement of safety performance across all aspects of our business, including bus maintenance and design upgrades.

The key benchmarks of our operational performance are mechanical reliability¹ and operational capability². In 2023, the mechanical reliability of KMB's bus fleet was 150,249 km: 1, while KMB attained an operational capability of 96.78% in the same year.

我們致力加強職業健康與安全，並遵守《職業安全與健康條例》和《工廠及工業經營條例》（香港法例第509及59章）。九巴採用「職業健康及安全管理體系」ISO 45001:2018標準，旨在全面優化所有業務範疇的安全表現，包括巴士維修和設計提升。

我們的車務表現，主要以機械可靠性¹及車隊運作能力²作指標。於2023年，九巴車隊的機械可靠性150,249公里：1；至於車隊運作能力達至96.78%。

¹ Mechanical reliability refers to the average number of kilometres a bus operates before it experiences one mechanical breakdown on the road with passengers on board.
¹ 機械可靠性指標是指每部巴士平均行走多少公里後才會在載客途中發生機械故障。

² Operational capability refers to the ratio of actual to scheduled departures in the peak direction during the peak hours of 7:00 a.m. to 9:00 a.m. across the bus network.
² 車隊運作能力指標是指整個巴士服務網絡在早上7時至9時的繁忙時段內，向繁忙方向開出之實際班次與預定班次的比例。

Operational Excellence

卓越營運

KMB is certified to the ISO 9001:2015 Quality Management Systems ("QMS") Standard, demonstrating our commitment to achieving up-to-date operational and service standards through the implementation of robust processes and practices.

九巴已獲得「品質管理體系」認證ISO 9001:2015，足以證明我們致力通過實施可靠的流程和做法，以達到最新的營運及服務標準。

Job Hazard Analysis

工作危害分析

With an aim to ensure that both the working environment and staff performance comply with legal requirements, in-house safety rules, and industry best practices; job hazard analysis is conducted by managerial staff together with the relevant workers to assess the risk for a work task. Based on the assessment result, appropriate safety measures will be formulated and implemented to minimise the risk of a work activity.

Regular safety inspections and audits will be performed to ensure that these safety measures are properly implemented and to identify whether there are any improvement opportunities. The inspection result and audit result serve as a basis for reviewing our job hazard analysis. This Plan-Do-Check-Act management approach is employed to sustain a cycle of continuous improvement in safety performance.

為確保工作環境和員工工作表現符合法例要求、內部安全指引和業界最佳範例，管理人員與相關工人會在工作開始前進行「工作危害分析」，評估工作任務的風險。適當的安全措施會根據評估結果來制定和實施，務求降低工作的風險。

我們採用「策劃、執行、檢查、行動」的循環管理模式，定期檢查和審核現有的安全措施，以協助持續改進安全表現，而相關檢查和審核結果將作為審核「工作危害分析」成效的依據。



Bus Safety Facilities and Maintenance

巴士安全設施及維修保養

A number of technological devices, including speed limiting devices and telematics systems, have been installed on buses to improve safety and record operational data. All KMB buses undergo an ISO-certified maintenance regime, comprising daily and monthly servicing, a semi-annual minor dock and an annual road-worthiness inspection, as well as spot checks from the Transport Department of the Hong Kong SAR Government.

我們的巴士安裝了多種科技設備，包括車速限制裝置和無線遠程訊息系統，以加強安全性能及記錄操作數據。除了香港特區政府運輸署抽查外，所有九巴的巴士均經由ISO 認證的計劃保養，包括日檢、月驗、每半年的小型維修，以及每年進行的巴士性能檢查。

Latest Bus Safety Measures

巴士上最新安全裝備

GST Safe & Eco Driving System ("GST System")

GST安全及環保駕駛系統 (GST系統)

GST System is a safety and eco-driving system. It replaced the GreenRoad System on the whole KMB fleets in July 2023. GST System helps evaluate the driving performance and calculate the engine idling time of each and every bus trip, as well as encourage the bus captain to enhance their driving skills and pattern. The driver feedback unit at the dashboard provides real-time audio and visual alerts to the bus captain behind the wheel immediately after he/she has committed a driving behaviour that needs attention or instant rectification in five key driving aspects, including cornering, braking, acceleration, pedal control and speeding.



In addition to receiving instant feedback on his/her driving behaviour, the bus captain can also review his/her performance via the "GST Driver" app, which clearly shows the time, date and location of his/her improper driving behaviour as well as the duration and location where he/she let the engine idle.

Since 2020, KMB has introduced a reward scheme to demonstrate our appreciation to bus captains with good performance in the safety and eco-driving system. The reward scheme is well received by bus captains, who compete among themselves in their respective depots and share knowledge with one another regarding techniques for achieving greater driving safety.

The GST System is conducive to identifying bus captains who need further training and monitoring. With the implementation of such safety and eco-driving system, KMB is further equipped for providing safe and environmentally friendly service to the public.

GST系統是一種安全和節能的駕駛表現反饋系統。九巴在2023年7月以GST系統全面取代GreenRoad系統。GST系統主要是用作評估車長於每程車的駕駛表現及計算引擎空轉時間，同時鼓勵車長提升駕駛技能和模式。在巴士儀表板上的駕駛反饋裝置能夠向車長提供實時的聲音和視覺提示，以提示車長駕駛時需要注意的事項，或需要立即糾正的駕駛行為。這些警示共涵蓋五個主要的駕駛範疇，包括轉彎、剎車、加速、油門控制和超速。

車長除了可即時獲得駕駛行為的反饋，還可以通過「GST Driver」應用程式回顧自己的駕駛表現，該應用程式清楚記錄車長不正確駕駛行為的時間、日期和位置，以及引擎持續空轉的時間和位置。

九巴於2020年開始引入一項獎勵計劃，以表揚車長在安全和節能駕駛系統中的優秀表現。這項獎勵計劃深受車長歡迎，促進車長於所屬車廠的良性競爭，並透過互相分享技術和知識來提升駕駛安全。

GST系統有助識別需要進一步培訓和監察的車長，通過使用這套系統，讓九巴能更有效地為市民提供安全和環保的服務。

Driving Monitoring System ("DMS")

車長倦意提示系統

This monitoring device, mounted on the dashboard, uses image processing and advanced facial recognition technology to detect the level of alertness of a driver. Early audio alerts and vibration warnings through the bus captain seat will be activated when it is suspected that the driver is showing signs of fatigue or abnormality.

設於儀表板上的車長倦意提示系統採用影像處理技術和先進的人面識別技術，偵察車長的警覺性。如發現車長出現駕駛疲勞等異常情況，系統便會即時發出響聲和震動駕駛座椅，以作提醒。

Advanced Driver Assistance System ("ADAS")

駕駛輔助系統

The device is installed on the lower saloon windscreen and uses image-processing technology to detect obstacles on the road and calculate the obstacle distance. Early audio alerts and vibration warnings will be activated when "unsafe" conditions are detected.

駕駛輔助系統安裝於巴士下層擋風玻璃，利用影像處理技術探測道路上不同的物件與巴士的距離，如出現潛在風險，會即時發出響聲和震動駕駛座椅，作出提醒。

Electronic Stability Programme ("ESP")

電子穩定系統

The ESP is an important safety feature to prevent a bus from skidding or overturning when cornering or operating on a slippery road surface.

電子穩定系統是巴士的重要安全設備，可以顯著減低巴士轉彎或行經濕滑路面時翻車或打滑的風險。

Speed Limiting Retarder ("SLR")

車速限制器

SLR enhances the speed limiters of our fleets. The current speed limiters cut off the fuel supply to the engine when the speed limit is reached. The SLR automatically activates the brakes or retarder to prevent speeding when travelling downhill.



車速限制器提升了車隊的車速限制裝置的表現。現時當車速達到限制標準時，裝置會切斷燃料供應，而車速限制器更配備自動剎車功能，防止巴士落斜時超速。

Safety Belts

安全帶

KMB has requested bus manufacturers to install 3-point safety belts on all seats as a standard feature for new buses. Meanwhile, KMB has been working on retrofitting existing buses with safety belts in order to provide better protection to passengers.

九巴已要求巴士製造商，於新訂購巴士的每個座椅上安裝安全帶，並以此作為巴士的標準裝置。同時，九巴為現役巴士加裝座椅安全帶，以提升對乘客的保護。



KMB Academy 九巴學院



KMB established the KMB Academy ("the Academy") in January 2022, aiming to nurture talents for the bus industry. The Academy provides professional and comprehensive training programmes for franchised bus maintenance personnel and all bus captains. In 2023, two training programmes, the "Certificate in Continuing Development for In-service Bus Captains" and the "Professional Certificate for Instructors in Franchised Bus Industry" were recognised at Level Three and Level Four respectively under the Qualifications Framework ("HKQF") by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications. The number of HKQF programmes in the Academy now totals four.

The "Certificate in Bus Maintenance" at HKQF Level Two for franchised bus maintenance personnel offers knowledge of mechanical operation and industrial safety. Students will also undergo basic technical training, including engine, drivetrain, chassis, electrical appliances, and air-conditioning, with on-the-job training available in KMB depots. In addition to the HKQF Level Two accreditation, graduates will also receive professional bus maintenance certificates recognised by two European bus manufacturing giants, Alexander Dennis Ltd and Volvo Buses, making them semi-skilled workers with a clear progression ladder through further training.

The "Certificate in Public Bus (Franchised) Driving training" at HKQF Level Three is planned around building safety consciousness, bus maneuvering skills, and bus route and bus type knowledge. In addition to driving, students will also be trained in customer service and emotional management to further enhance their service standards. Before graduation, assessments are conducted by instructors to ensure student performance meets the standards of KMB.

九巴於2022年1月成立九巴學院，為巴士業界孕育人才。九巴學院為專營巴士維修人員及所有車長提供專業及全面的培訓課程。2023年，九巴學院新增兩個證書課程，分別是「在職車長駕駛進修證書」及「專利巴士業導師專業證書」。兩項課程已通過香港學術及職業資歷評審局的評審，分別獲「資歷架構」認可為第三及第四級別。計及以上兩個課程，九巴學院已有四個課程獲資歷架構認可。

「巴士維修證書」為專營巴士維修人員提供機械操作和工業安全知識，已獲資歷架構認可為第二級別。學員須進行基本技術訓練，包括引擎、傳動、底盤、電器和空調，再於九巴車廠進行在職訓練。修畢課程的學員不僅取得資歷架構第二級別的認可資歷，更可獲得歐洲兩大巴士製造商亞歷山丹尼士（亞太）有限公司及富豪巴士香港有限公司的巴士專業維修認證。他們會獲受聘為具明確晉升階梯的半熟練技工及繼續接受相關培訓。

「專利公共巴士駕駛證書」獲資歷架構認可為第三級別，其課程內容圍繞培養安全駕駛態度、巴士操控技巧及巴士路線及車型知識。除了駕駛訓練，學員亦須接受顧客服務及情緒管理課程，以進一步提升服務水平。導師會在學員畢業前進行評核，以確保他們的表現符合九巴的標準。

The "Certificate in Continuing Development for In-service Bus Captains" is at HKQF Level Three; the training aims at enhancing our in-service bus captains on road safety awareness, driving skills and attitude, including defensive driving techniques.

The "Professional Certificate for Instructors in Franchised Bus Industry" at HKQF Level Four is set to provide our instructors (both Driving Instructors and Technical Instructors) with a better understanding of the role of an instructor at the Academy in terms of enhancing teaching skills, improving teaching quality and fostering professional development whilst taking into consideration their teaching performance, professional behaviour and attitude.

Other than taking care of the training needs of bus maintenance staff and bus captains, the Academy also provides short-term courses and workshops for tertiary institutions covering various topics, aiming to widen students' understanding of the bus industry, business operations and public institutions. For primary and secondary schools, the Academy offers a variety of on-campus STEM education courses and activities in which students can apply interdisciplinary knowledge and cultivate innovative thinking through "hands-on" and "minds-on" activities.

「在職車長駕駛進修證書」獲資歷架構認可為第三級別，其課程內容旨在提高現職車長的道路安全意識、駕駛技巧和態度，當中包括防衛性駕駛技術。

「專利巴士業導師專業證書」獲資歷架構認可為第四級別，旨在加深九巴學院的導師（包括駕駛導師和維修導師）對其職責的了解，透過評核其教學表現、專業操守及態度，從而提升教學技巧、改善教學質素和促進專業發展。

除了照顧巴士維修人員及車長的培訓需要，九巴學院為專上學生開辦短期課程及工作坊，內容及範疇廣泛，旨在加深學生對巴士行業、商業運作及公共交通服務機構的了解。九巴學院亦為中小學生提供多元化的STEM到校課程及活動，通過「動手」及「動腦」活動，讓學生運用跨學科知識及培養創新思維。



Public Safety Awareness Programme 推廣公眾安全意識

Ensuring passenger safety is of utmost importance in our bus operations. Through the use of different channels, we are able to raise public awareness of passenger safety. A series of safety messages are broadcast on the Bus Stop Announcement System in Cantonese, English and Putonghua to remind passengers to hold the handrail at all times. Safety stickers such as "Hold the handrail" and "Fasten the seatbelt" were placed in bus compartments. We also periodically communicate educational messages to the public through our mobile app, App1933, and KMB's Facebook page.



乘客安全與巴士運作同樣至關重要。我們利用各種渠道提高公眾的道路及乘車安全意識，透過車廂內的電子報站系統，分別以廣東話、英語及普通話，廣播一系列安全訊息，提醒乘客在車廂內要時刻緊握扶手。車廂亦設有告示，如緊握扶手及扣上安全帶，提醒乘客注意安全。智能手機應用程式App1933和社交平台KMB九巴專頁亦定期向公眾宣傳道路安全訊息。

Safety Bus 安全巴士

KMB is dedicated to promoting road and passenger safety. We modified a single-deck bus into a "Safety Bus" with the theme of "Stop, Look, Listen and Give Way" to reach out to the community. Combining learning with playing through motion-sensing games and virtual reality activities inside the compartment, the Safety Bus allows participating students to learn public transport etiquette, such as fastening the seatbelt, holding the handrail, and learning about blind spots of buses. In order to raise awareness of the participants, staff members from the Safety Department are also present to play quiz games and give short talks on road and passenger safety.

Apart from safety promotion for school kids, KMB has also worked together with the Hong Kong Police Force to organise safety seminars for the elderly. Our staff deliver road safety messages via various interactions with the elderly so as to promote their safety awareness.

九巴致力推廣道路及乘車安全，我們改裝了一部單層巴士作「安全巴士」，以「停、看、聽、讓」為主題，並駛入社區，透過車廂內的體感和虛擬實境遊戲，向參加者灌輸正確乘車安全意識，包括乘搭巴士時要佩戴安全帶、緊握扶手和認識巴士盲點等，寓學習於娛樂。車上亦有九巴安全部員工與參加者進行問答遊戲和講解，提高參加者的道路和乘車安全意識。

除了向學童推廣安全訊息外，九巴亦與香港警務處合作，為長者舉辦安全講座。我們的員工透過與長者進行各種互動，傳遞道路安全的訊息，以提高他們的安全意識。



Mobile Classroom 流動教室

The first Mobile Classroom activity was launched by the KMB Academy and the Safety Department in 2023 to promote road and driving safety especially when bicycles and buses are on the road concurrently. More than 200 bus captains and public members were engaged in the activity. They welcomed and appreciated our efforts in engaging different road users (bus captains, cyclists, pedestrians and also bus passengers) while promoting road safety messages.

2023年，九巴學院和安全部首次舉辦「流動教室」的活動，旨在推廣道路和駕駛安全。活動以單車和巴士在同路段行駛作主題，吸引了200多名車長和市民參與。參加者對於我們在推廣道路安全訊息的同時，又能與不同的道路使用者（巴士車長、騎單車人士、行人和巴士乘客）進行互動而作出的努力表示歡迎和讚賞。



Caring for the Environment 愛護環境

We are driving into a new and green era with our eco-friendly bus fleets and many other sustainable innovations and technologies. We strive to become a carbon-neutral bus operator to set a new industry standard in Hong Kong.

我們的環保巴士車隊及多項可持續的創新科技推動公司邁向綠色新時代。我們銳意成為碳中和的巴士營運商，帶領業界達致新標準。



Environmental Policy 環保政策

We recognise the inherent environmental impacts of our bus services and we are committed to mitigating and minimising these impacts in the following ways:

- Preventing pollution and continually improving our environmental performance by establishing and achieving objectives and targets;
- Conserving resources by reducing waste at source, and recycling and reusing resources;
- Minimising and controlling emissions from buses by adopting control measures and providing professional bus repair and maintenance services;
- Reducing our environmental footprint and combating climate change;
- Enhancing staff environmental awareness by providing training in line with our environmental policy, objectives and targets, as well as in relation to the potential environmental impacts arising from our operations;
- Communicating our environmental policy and requirements to our suppliers and making the policy available to the public;
- Responding to environmental enquiries promptly and ensuring effective internal communication on environmental issues; and
- Ensuring compliance with all applicable local environmental legislation and other relevant requirements.

九巴深明巴士服務對環境的影響，因而採取以下措施，盡力將影響減至最低：

- 訂立及實現目標與指標，力求避免污染環境，並持續提升環保工作的表現；
- 透過源頭減廢、循環再造和再用，保護資源；
- 推行多種管理措施，提供專業的巴士維修保養工程服務，控制及減少巴士的廢氣排放；
- 減少營運上的環境足跡，以應對氣候變化；
- 透過培訓，提升員工的環保意識，讓員工了解我們的環保政策、目標和指標，以及巴士服務對環境造成的潛在影響；
- 與供應商就環保政策和相關要求進行交流，並供市民大眾查閱有關政策；
- 迅速回應持份者有關環保的查詢，確保公司內部能有效地就環保事項溝通；及
- 確保遵守本地所有環保法例及相關要求。

Environmental Management 環保管理

KMB has been ISO 14001:2015 certified for the Environmental Management Systems implemented in its two largest depots. KMB's four major depots are subject to quarterly surveillance audits to ensure compliance with a set of stringent environmental management standards. Environmental working groups have been set up to handle environmental issues and ensure the implementation of the ISO systems. Under the guidance of the Senior Management, the Engineering Team is introducing new and innovative technologies applicable to both bus fleets and bus operations.

九巴最大的兩間車廠獲得「環境管理體系」認證 (ISO 14001:2015)；而九巴四間主要車廠每個季度均會進行審核，確保符合嚴格的环境管理標準。各車廠的環保工作小組負責執行環保工作及確保符合ISO的標準，而工程師團隊則在管理層領導下，致力為巴士車隊和營運研發創新的環保技術。



Greenhouse Gas Emissions Reduction 減少溫室氣體排放

KMB seeks to minimise greenhouse gas emissions by judicious application of the latest technologies and interventions.

九巴積極採用最新的科技和相關技術，致力減少溫室氣體排放。

Environmental Bus Fleet 環保巴士車隊

We invest in eco-friendly buses that meet the strict exhaust emission standards of the European Council of Environmental Ministers to create a better environment and minimise climate-related impacts.

At the end of 2023, the KMB fleet comprised 855 Euro VI buses (including three Euro VI diesel-electric hybrid buses), 2,934 Euro V buses, and 56 battery-electric buses, including an addition of 24 new-generation electric buses. The new double-deck electric buses are zero-emission buses that meet the latest standards of KMB, including equipped with solar panel systems, and providing free 5G Wi-Fi internet connection services and featuring ventilation windows. The majority of these buses have been deployed on routes passing through busy corridors to improve the roadside air quality in high-traffic areas.

We have been replacing older bus models with the latest and more energy-efficient bus models to enhance our bus fleet's longevity and environmental performance to achieve zero emissions. The average age of the KMB bus fleet is 7.5 years.

為建造更美好的環境及減少氣候相關的影響，我們致力購置符合歐盟環境部長理事會所訂嚴格廢氣排放標準的環保巴士。

截止2023年年底，九巴車隊擁有855部歐盟六型巴士（包括3部歐盟六型柴油電力混合巴士）、2,934部歐盟五型巴士及56部純電動巴士，其中包括24部新增的新一代電動巴士。最新的雙層電動巴士屬零排放巴士，巴士設施則符合九巴的最新標準，包括設有太陽能發電裝置、免費5G Wi-Fi及通風窗。上述巴士主要行駛繁忙路段，以改善繁忙地區的路邊空氣質素。

為進一步提升車隊環保表現，我們陸續更新車隊，引入最新及節能車型，邁向零排放。九巴車隊平均車齡約7.5年。

Exploring Renewable Energy and Zero-emission Bus Technologies 研發可再生能源及零排放巴士技術

KMB strives to explore renewable energy and zero-emission technologies, demonstrating KMB's determination to introduce green public transport in Hong Kong. Attaching great importance to pursuing the Government policy of achieving carbon neutrality by 2050, KMB has rolled out an electrification roadmap. In the long run, KMB hopes that new energy buses will be deployed in the entire fleet to help make Hong Kong a green city. Currently, KMB has 26 single-deck electric buses. Together with the 52 double-deck electric buses, KMB has over 70 electric buses, forming the largest electric bus fleet in Hong Kong.

九巴積極研究可再生能源及零排放技術，顯示九巴促進本港綠色運輸的決心。為配合政府2050年達致碳中和的政策，九巴定下電動巴士的發展藍圖。長遠而言，九巴期望將全線車隊提升為新能源巴士，帶領香港邁向綠色城市。現時，九巴擁有26輛單層電動巴士，連同52輛雙層電動巴士，九巴共有超過70輛電動巴士，組成全港最大的電動巴士車隊。

Other environmental facilities in KMB's bus fleet:

九巴車隊其他的環保設施：

- KMB has introduced the third-generation solar panels on double-deckers, which reduce the air temperature in the bus compartment and supply power to on-board electronic devices, thereby reducing fuel consumption. The third-generation solar panel bus can save 3-4% of fuel consumption on each bus daily, which is equivalent to reducing about six tonnes of carbon emissions per bus annually. The system has now become a standard feature in newly purchased buses;
- About 30,000 solar panels are installed on buses, at depots and bus stops. Up to 13 million kilowatt-hours (kWh) of electricity will be generated annually, equivalent to the annual electricity consumption of 4,176 households in Hong Kong, reducing about 12,587 tonnes of carbon emissions. As the franchised bus company with the largest solar panel systems in Hong Kong, KMB aims to lead the public transport industry toward the new green era and promote carbon neutrality;
- 九巴引入第三代配備太陽能發電裝置的雙層巴士，裝置有助降低車廂溫度，並會供電子車廂內的電子系統，從而減少油耗。第三代太陽能裝置能為每部巴士每日節省耗油量3-4%，相等於每年每部巴士減少約6噸碳排放。太陽能裝置已成為新車的標準配置；
- 九巴在巴士車廠、巴士站及巴士車頂一共設置大約30,000塊太陽能光伏發電板，預料每年可產生超過1,300萬度的可再生能源，相等於近4,176個香港家庭一年的用電量，可以為香港減少大約12,587噸碳排放。九巴成為全港擁有最大太陽能發電系統的專營巴士公司，帶領香港公共運輸業邁向綠色新時代，同時為推動香港實現碳中和作出貢獻；



- KMB has successfully designed wind curtains that help reduce energy wasted due to the loss of cooled air of buses and obtained patents that were granted by the Intellectual Property Department. The facility, installed at the rear exit of a bus, will be activated when the exit door is opened, creating an airflow to separate the hot air outside from the cooled air inside. According to tests conducted at the ambient temperature of 32°C, the temperature measured in the area near the exit door inside a bus compartment with wind curtains is 4°C lower than that in a bus without. KMB installed the facility on 600 buses; and
- The scheme to retrofit the fleet with lower-powered LED strips, which will create a softer and more comfortable travel environment for passengers compared to the old LED lighting, is completed. This initiative helps reduce the carbon emissions of our buses by 5,600 tonnes of carbon emissions per year. The old LED light strips will be reused across bus depots and bus stops for lighting.
- 九巴成功設計巴士專用的環保風閘，有效減少因空調流失而造成的能源浪費，並已獲知識產權署的專利。風閘安裝於巴士下車車門位置，當車門打開時，風閘同時啟動，透過由風閘吹出的氣流阻隔車外熱空氣與車廂內的冷空氣。在車外氣溫攝氏32度的環境下進行測試，結果顯示，加裝風閘後，下車門附近的溫度，較沒有安裝風閘的巴士低攝氏4度，現時九巴已在600部巴士上安裝風閘；及
- 九巴已完成為車隊更換低瓦數LED燈工程，與舊有LED燈比較，能為乘客創造更柔和舒適的出行環境，每年可以減少5,600噸碳排放，而舊LED燈會重用於巴士廠和巴士站等作照明之用。



CO₂ Concentration Checks 檢查二氧化碳含量

Each year, 80 KMB buses from passenger-intensive bus routes are selected for a data logger measurement of indoor CO₂ concentration. Our buses generally demonstrate compliance with the requirement.

九巴每年抽選80部行駛乘客密集路線的巴士，進行車廂內二氧化碳含量數據記錄測量，大部分巴士均符合標準。

Emissions Reduction 減少廢氣排放

KMB adopts the latest technologies to reduce roadside emissions and maintain good air quality in bus compartments. We have in place a number of measures to meet the high standards of exhaust emission laid down by the European Council of Environmental Ministers, which include using near-zero sulphur diesel, renewing bus models and upgrading older buses by retrofitting exhaust treatment devices such as diesel oxidation catalysts, diesel particulate filters, and selective catalytic reduction units.

As part of our environmental protection commitment, KMB invests regularly to upgrade the environmental performance of its bus fleet and patrol cars. KMB has introduced electric patrol cars as back-up support and set up electricity-recharging facilities at the main depots.

九巴積極採用先進技術減少路邊的廢氣排放，並保持車廂空氣質素良好。為符合歐盟環境部長理事會制定的嚴格廢氣排放標準，我們多管齊下，包括使用含硫量近乎零的柴油，添置最新的低排放巴士車型，並且透過加裝減排裝置為現役巴士進行升級，例如柴油催化器、柴油微粒過濾器和選擇性催化還原器等。

我們貫徹愛護環境的信念，積極投資優化巴士車隊和巡邏車的環保表現。九巴引入電動巡邏車作為後勤支援，並於主要車廠設置充電設施。

Energy Saving 節約能源

KMB takes all practicable measures to reduce resource consumption and streamline waste disposal procedures. We handle and dispose of all materials in compliance with applicable laws and regulations, and in a responsible way without posing risks to human health or the environment.



九巴採取所有可行措施減少耗用資源，與此同時亦精簡廢物處置程序。我們在處理及棄置廢料時符合現行法例和法規，並以負責任的態度處理，不會對人體健康及環境造成任何風險。

Fuel 燃油

To reduce fuel consumption, a number of measures have been adopted throughout the KMB bus fleet and across all operations:

- The aircraft-style "Posilock" fuel filling system is used to refuel buses;
- Ambient sensors are installed on air-conditioned buses to reduce unnecessary cooling;
- The use of synthetic gearbox oil extends oil drain intervals to reduce waste oil by 80%; and
- The mileage-based oil change scheme reduces engine oil consumption and waste oil by 40%.

為減少耗油，我們在車隊及營運方面採取了一系列措施：

- 採用飛機使用的「Posilock」加油系統為巴士補充燃油；
- 於空調巴士安裝溫差調節器，避免不必要的製冷，節省能源；
- 採用合成變速箱機油，減少80%的廢油；及
- 採用以行車里數為基準的機油更換計劃，減少40%的機油消耗量及廢油量。



Electricity 用電量

We continue to explore environmentally friendly initiatives and invest in the latest technologies to minimise energy use and reduce greenhouse gas emissions.

In addition to our one-off LED light replacement and continuous housekeeping measures, we have dynamically adjusted our electricity consumption pattern in accordance with the latest operation scales, including the adjustment of illumination time of parking depots and the optimisation of equipment used to support our facilities' operation duration.

We cooperate with a power company to install solar panels at depots, bus termini, bus shelters and other facilities to extend the application of renewable energy and reduce greenhouse gas emissions.

我們會持續尋求更多環保方案，並投資於最新技術以盡量減低能源消耗和溫室氣體排放。

除了一次性更換二極管及各項內部監管舉措，我們根據最新的營運規模，調整公司的用電模式，包括根據日光程度調整停車場提供照明的時間，並優化各項設備來支援營運。

我們透過與電力公司合作，並在車廠、巴士總站及巴士站上蓋等設施安裝太陽能發電板，加強應用可再生能源，減少溫室氣體排放。

Green Measures in the Office 綠色辦公室措施

The Green Office concept drives both the design and renovation of our premises. We run our air-conditioning system at 25.5°C to align with the Government's Action Blue Sky Campaign and save energy. Operating hours have also been rearranged to reduce energy waste during non-office hours. High-efficiency air conditioning units are installed in all newly renovated offices. Moreover, we have also set up recycling arrangements for used toners, plastic materials and used papers and have regularly promoted good housekeeping practices for energy saving to all staff members.



我們將綠色辦公室的環保概念納入設計項目和翻新工程。為響應政府的《藍天行動》及節約能源，我們將空調的溫度設定在攝氏25.5度，又設定運作時間，減少非辦公時間的能源浪費。此外，我們在翻新辦公室時安裝高能源效益的冷氣部件。在循環回收管理方面，我們安排回收碳粉、塑膠物品及紙張，並定期向全體員工推廣與節能有關的內務管理措施。

Waste Reduction 減少廢物

KMB is committed to good waste management through responsible storage and disposal of waste, recycling and reusing resources whenever feasible. Significant types of waste generated in our operations are reported as follows:

九巴致力執行良好的廢物管理，確保妥善存放及處置所有廢料，並在可行的情況下循環再用資源。日常營運產生的主要廢棄物，包括：

Waste Water 污水

As responsible corporate citizens, KMB is committed to reducing water consumption and properly treating effluents before discharge. Our depots are equipped with automatic wastewater treatment systems. The water used for bus washing was collected and recycled. Newly setup rainwater collection and water recycling systems have been introduced in some of our satellite depots.

九巴克盡企業公民責任，致力減少耗水量，妥善處理污水排放。車廠裝設自動污水處理系統。車廠的水循環系統，將用作清洗巴士的水回收及再用。此外，部份衛星車廠已引入雨水收集系統及水循環再用系統。

Tyres and Metals 輪胎及金屬

Used KMB tyres were retreaded by KMB's appointed contractors, and waste metals were sent to recycling companies.

九巴交由指定承辦商翻新輪胎，並將金屬交予回收公司處理。



Oil and Chemicals 廢油及化學廢料

Solid chemical waste is processed and stored by type in designated areas at bus depots before disposal by a registered chemical waste collector at the Government's Chemical Waste Treatment Centre, while waste oil is recycled or disposed of in accordance with the statutory standards. In the reporting period, KMB has improved the engine oil replacement cycle by changing new engine oil with extended oil drain intervals to reduce solid chemical waste.

Batteries are disposed of by a licensed contractor complying with the instructions of the Environmental Protection Department ("EPD"), with some of them exported to overseas facilities approved by the EPD under the Basel Convention.

固體化學廢料經由車廠內指定區域處理和分類存放後，交予政府化學廢物處理中心註冊的化學廢料回收商。此外，廢油亦按照法規標準回收或處理。報告期內，九巴已透過更換新機油並延長換油的密度，以改善機油更換周期，從而減少固體化學廢料。

我們透過符合環境保護署（「環保署」）要求的持牌承辦商，回收處理廢棄的電池。其中部分運往獲環保署根據《巴塞爾公約》認可的境外設施處理。

Embracing Green Transportation with Double-deck eBuses Entering Service 雙層電巴投入服務 全力推動綠色運輸

Hong Kong has stringent operational requirements for double-deck buses. They must accommodate passenger capacity and load capacity, in addition to dealing with all-weather air conditioning, narrow and winding roads, and steep slopes. KMB recognises the long-term negative impacts of climate change on a global scale and has introduced new energy buses to reduce carbon emissions and improve roadside air quality. The engineering team of KMB closely collaborates with bus manufacturers from the Mainland and overseas to bring in "zero-emission" electric double-deck buses that not only meet daily operational needs but are also well suited for use in Hong Kong.

Among the discussions surrounding various new energy buses, particular concern has been raised about the charging time and the environmental benefits of electric buses. Typically, buses are parked at depots for approximately 4 to 5 hours overnight for cleaning, simple maintenances and repairs. Electric buses take advantage of this period for charging meaning the charging process for electric buses not only has no impact on daily operations but also takes only about two hours. Electric buses are able to travel up to 300 kilometers, which is sufficient to meet the operational needs of nearly 80% of KMB buses for an entire day.

In order to meet the fast-charging needs of electric buses, KMB has installed sufficient direct current (DC) fast charging facilities at bus depots. Each charging facility can accommodate up to three electric buses charging simultaneously every night, reducing the waiting time for buses in need of a charge. KMB is preparing to build two multi-storey electric bus depots in Tuen Mun and Tai Po which will provide 850 bus parking spaces. These depots are expected to be complete and operational within three to five years.

KMB is currently collaborating with two electric bus manufacturers, including China's BYD and the United Kingdom's Alexander Dennis Limited. Recently, the Hong Kong exclusive electric double-deck bus, Alexander Dennis Enviro500EV, participated in the manufacturer's product launch event in the United Kingdom. The manufacturer showcased the latest electric double-deck bus in Hong Kong to 150 bus service operators and suppliers from around the world. The design of the electric bus, combining a sense of modernity, technology and environmental friendliness, has garnered unanimous praise from global bus industry leaders.

香港對於雙層巴士的營運要求相當高，既要滿足載客量及負重量，又要應付全天候冷氣設施、彎多路窄和斜坡路段。九巴深明氣候變化為全球帶來長遠的負面影響，引進新能源巴士能減少碳排放，改善路邊空氣質素，在滿足日常營運需求下，九巴工程團隊與內地及海外巴士生產商緊密合作，帶來適合本港使用的「零排放」電動雙層巴士。

在眾多新能源巴士討論中，外界對電巴充電時間及真正環保效能尤其關注。一般而言，巴士每晚大約有4至5小時停泊在車廠作清潔、簡單保養及維修等工作，電動巴士正好利用這個時段進行充電。換言之，電動巴士充電的工序不僅對日常營運毫無影響，更只需充電約兩小時，即可行駛高達300公里，足以應付九巴近八成巴士全日的營運需要。

為滿足電巴快速充電需要，九巴於車廠設置足夠的直流快速充電設施，而每個充電設施每晚最多可供3部電巴充電，省免電巴需要等候充電的時間。在屯門及大埔，九巴正籌備興建兩座多層電動巴士車廠，提供850個巴士泊位，預計3至5年後落成啟用。至於環保效能方面，九巴電巴本身屬「零排放」，除了巴士零排放外，本港電力生產的過程亦邁向零碳技術，有助九巴對零碳發展作出更大貢獻。

九巴現時主要與兩個電巴生產商合作，包括中國比亞迪，與及英國亞歷山大丹尼士。早前，香港專屬的雙層電動巴士「亞歷山大丹尼士Enviro500EV」參與了生產商在英國的產品發布會，向150名來自世界各地的巴士服務營運商和供應商展示最新香港的雙層電巴，其巴士設計融合時代感、科技和環保，獲全球巴士業界翹楚一致讚賞。



Caring for Customers 關懷顧客



As a public transport provider, we are dedicated to delivering excellent bus travel experience for all. We work to identify and understand customer needs and expectations to ensure our bus services are safe, smart, efficient, comfortable and good value-for-money.

作為公共運輸營辦商，我們竭誠為乘客帶來優質的搭乘體驗。我們致力了解乘客需要及期望，確保提供安全、創新、有效率、舒適及物有所值的巴士服務。



Innovation and Convenience 創新及便捷

We believe that innovation and technology are the key to benefitting the industry and communities by facilitating a convenient, diversified and sustainable travel environment.

我們相信創新思維及先進科技能為業界及社會建造一個方便、多元、可持續的乘車環境。

Electronic Payment System 電子支付系統「e度囉」

The e-payment system has become applicable to all KMB routes since 2022, which also supports all existing routes under the KMB Regional Two-way Section Fare Schemes. With the newly accepted American Express, Discover/ Diners Club, WeChat Pay HK and Weixin Pay, the number of electronic payment methods supported by the KMB e-payment systems increased to sixteen in 2023. This makes KMB the industry player that accepts the most diverse electronic payment methods among local public transport operators. The sixteen contactless payment options available include credit cards, digital wallets on mobile devices, smartwatches, and QR codes for an easy, fast and convenient bus fare payment.

2022年起，所有九巴路線均可透過電子支付系統「e度囉」繳付車資，同時適用於所有提供區域性短途分段收費計劃的路線。連同新加盟的美國運通、Discover/Diners Club、WeChat Pay HK及微信支付，九巴電子支付系統e度囉支援的電子支付方式，已於2023年增至16種，使九巴成為接受最多元化電子支付方式的本地公共交通營辦商。16種非接觸式的付款方式，包括信用卡、附設於手機及智能手錶的電子錢包及二維碼，為乘客提供簡單、快捷及方便的繳付車資選項。



App1933 App1933

With one million daily unique users and approximately seven million downloads, the KMB mobile app, App1933, elevates customer experience with a more convenient and personalised service offering.

App1933 allows users to check bus route information and the estimated time of bus arrivals. Highlighted functions include:

- The Estimated Travelling Time and the Bus Estimated Time of Arrival ("ETA") services enable users to plan their trips more easily and check the ETAs provided not only for KMB but also for other franchised bus companies;
- The built-in location-based function, with which users can check real-time traffic conditions, weather information, flight schedules and ferry information under the "Info Corner" feature, a seamless and efficient travel experience across different transportation modes;
- The function of displaying real-time occupancy levels on upcoming buses has been introduced, enabling passengers to better plan their itinerary;
- The "Reminder function" which has been upgraded with boarding reminders, allowing passengers to create reminders by selecting bus routes and boarding times, offering a stress-free solution for everyday commuting;
- Further engaging with customers through an exclusive loyalty programme, the membership scheme club1933, which allows passengers to enjoy bus rides while earning points for gifts, or eCoins which can be used to settle bus fare payment; and
- Allowing passengers to make enquiries and comments on the artificial intelligence Chatbot channel, bot1933, at any time of the day or night.

九巴的智能手機應用程式App1933，已有700萬次下載及100萬個每日獨立用戶，讓顧客享受方便及個人化的服務，提升客戶體驗。

App1933供乘客方便快捷查閱巴士路線及預計巴士到站時間。重點的功能如下：

- 巴士「實時預計車程」及「巴士預計到站時間」功能，讓用戶可輕鬆計劃行程外，更可查閱九巴及其他專營巴士公司的巴士預計到站時間；
- 定位功能讓用戶可在「資訊站」取得實時交通狀況、天氣訊息、航班及渡輪班次資訊，實現跨界別交通模式帶來無縫接軌及高效率的出行體驗；
- 顯示即將到站的巴士實時載客量，讓乘客可以更容易規劃行程；
- 「上車提示功能」讓乘客可以設定巴士路線和上車時間，以作提醒，為日常通勤提供貼心的解決方案；
- 通過獨家會員計劃club1933與顧客進一步聯繫，乘客可以享受巴士旅程，同時賺取積分換取精美禮物，或以eCoins用於支付巴士車費；及
- 引入人工智能聊天機器人bot1933，讓乘客可以不分晝夜提出查詢和意見。



New Bus Services 全新巴士服務

We have implemented a number of enhancements to our bus service over the past few years to deliver a more pleasant and comfortable journey to our passengers.



- To enhance the connection between the Anderson Road Development area and Hong Kong Island, KMB introduced Route 613A in February 2023. The service is the first solely operated cross-harbour route reaching Chai Wan Area;
- Tying in with the opening of Heung Yuen Wai Control Point, KMB introduced Route B9 to operate between the Control Point and Tuen Mun Station. The route was enhanced to provide an all-day service starting mid-2023. Apart from this, Route 79K also provides an all-day service connecting North District and Heung Yuen Wai Control Point. Passengers of Route 79K can interchange on multiple KMB routes at Fanling Station Bus-bus Interchange ("BBI") to travel to other districts with a discount offered;
- To facilitate residents of North District commuting to and from Hong Kong Island, KMB introduced Route 673A (Sheung Shui & Central) in April 2023. This provides residents of North District, including those who live in Sheung Shui, Wah Ming and Fanling, with an additional choice of bus service travelling to Hong Kong Island. Route 673A travels via Hennessy Road and Des Voeux Road Central, offering passengers who work along these roads a point-to-point bus service;
- To cope with the increase in passenger demand in Queen's Hill area, KMB added a special departure to Route 78B (Queen's Hill & Sheung Shui) in September 2023. This has strengthened bus services in both Queen's Hill and North District, facilitating the commuting of students and the working population;
- To accommodate the growing population in residential areas of Tsing Yi, KMB introduced Route 49 and 49M in 2023, connecting Ching Fu Court to Tsing Yi Station and Tseung Kwan O; and
- Starting January 2024, the once restricted area of Sha Tau Kok has been further opened up to the public. To enhance accessibility to the area, KMB has introduced a new express Route 78S, running from Sheung Shui to Sha Tau Kok, to facilitate weekend and holiday travel for visitors. Since then, it has become easier for passengers to explore the mystic surroundings, enjoy the scenic beauty and appreciate the historical buildings in Sha Tau Kok.

一直以來，九巴不斷提升巴士服務，為乘客提供更優質及舒適的巴士旅程。

- 為加強安達臣道發展區與港島的連繫，九巴於2023年2月開辦路線613A，是九巴首條獨營過海巴士路線直達柴灣區；
- 隨著香園圍管制站啟用，九巴推出路線B9連接管制站和屯門站。在2023年中，該路線更提升至全日服務。此外，路線79K同樣提供連接北區和香園圍管制站的全日服務。乘坐路線79K的乘客可以在粉嶺站轉車站轉乘多條九巴路線前往其他區域，並享受轉乘優惠；
- 為方便北區居民往返香港島，九巴於2023年4月開辦路線673A [上水↔中環]，為北區居民，包括居住於上水、華明及粉嶺的居民提供額外前往香港島的巴士選擇。路線673A途經軒尼詩道及德輔道中，方便在這些地區工作的乘客提供對點巴士服務；
- 因應粉嶺皇后山的乘客需求，九巴於2023年9月增加路線78B [皇后山↔上水]的特別班次，加強皇后山及北區的巴士服務，方便學生及通勤人士；
- 由於青衣住宅區人口不斷增加，九巴於2023年增設路線49及49M，連接青富苑至青衣站及將軍澳；及
- 2024年1月起，沙頭角禁區進一步對外開放。為方便旅客前往該區，九巴開辦由上水前往沙頭角的專線78S，方便旅客於週末及假日出遊，輕鬆探索沙頭角這個神秘地區、欣賞該處美景及歷史建築。

Facilities Upgrade 設備提升

- Display screens have been installed on the lower deck of KMB buses to show the number of remaining seats on the upper deck. This facilitates passengers in finding available seats on the upper deck, contributing to more even distribution of space and elevating the overall passenger experience;
 - KMB has launched a comprehensive upgrade of its 5G services and planned to upgrade the entire bus fleet to 5G-enabled buses with free 5G Wi-Fi service on board. For an elevated travel experience, passengers can now enjoy unlimited sessions of complimentary 5G Wi-Fi service with an ultra-fast, stable and smooth 5G network connectivity;
 - A total of four horizontal ventilation windows, located on both the upper and lower decks, are designed to facilitate natural ventilation and ensure a comfortable journey for passengers;
 - The Solar-powered Bus Shelter Campaign promotes green energy by installing solar panels to power lighting;
 - The enhancement of the bus route information sheets has been completed. Passengers can now scan the two-dimensional QR code on the new layout information sheets posted at bus stops for bus frequency and other bus route information;
 - KMB have installed the Bus Information Panel System on buses. Passengers can obtain real-time bus stop information through the display screens on the upper and lower decks and the alighting reminder function on App1933;
 - Bus stops are equipped with display panels showing the estimated time of bus arrivals;
 - The air quality in bus compartments has been improved with electrostatic air filters installed in KMB buses; and
 - 4,051 KMB buses are equipped with powersaving variable capacity air-conditioning compressors, which provide more adaptive and refined thermal control in the most fuel-efficient manner in all weather conditions. The air-conditioning systems feature a fresh air function that extracts fresh air outside the compartment and purifies it through a double-layer filter system.
- 九巴於巴士下層安裝「上層尚餘座位數目」顯示屏，有助乘客於巴士上層安坐，亦可善用巴士空間，提升乘客的整體搭乘體驗；
 - 九巴推出5G服務升級計劃，期望將整個巴士車隊升級為5G巴士，提供免費5G Wi-Fi服務，相信乘客透過無限次免費使用5G Wi-Fi服務，享受高速、穩定和流暢的5G網路，能提升乘客的出行體驗；
 - 巴士上層及下層設有共四個橫趟式通風窗，加強空氣流通並為乘客帶來舒適的旅程；
 - 「太陽能巴士站計劃」透過在巴士站裝設太陽能發電裝置為照明系統提供電力，推廣綠色能源；
 - 新設計的路線資料表已裝設在巴士站柱，乘客只需掃描二維碼便可獲取巴士班次及其他路線資訊；
 - 九巴為巴士安裝巴士資訊顯示屏，乘客可透過設於巴士上下層的顯示屏及App1933的落車提示功能，獲取實時巴士站資訊；
 - 候車亭設有屏幕，顯示巴士預計到站時間；
 - 九巴巴士裝設靜電子空氣淨化器，令車廂的空氣更潔淨；及
 - 共有4,051部九巴巴士配備節能可變式空調壓縮機，在不同的天氣情況下，都可以最節能的方式，提供合適和細緻的溫度調控。空調系統具有抽新鮮空氣功能，可讓新鮮空氣經雙層過濾系統，潔淨後進入車廂。



Accessibility 暢達

Access to transportation is vital for independent living, and an accessible transport system is the building block of an inclusive society.

暢達的公共交通服務對於市民日常生活至關重要。無障礙的交通系統是建設共融社會的基石。

Accessible Bus Fleet 無障礙車隊



The entire KMB fleet deploys super-low floor buses for easy boarding and alighting, with wide entrances and exit doors for better passenger access. These features have made all KMB buses easily accessible to the elderly and wheelchair users. In addition, KMB has approximately 300 buses fitted with two wheelchair spaces, which run mainly on routes travelling to and from hospitals. Besides, KMB has introduced foldable armrests in the wheelchair areas of over 110 buses. The new armrests not only make wheelchair passengers feel more comfortable on board but can also help prevent wheelchairs from overturning or skidding on the gangway. The new design has become one of the standard features on every newly purchased bus.

KMB has been a pioneer in introducing "priority seats" on buses. These seats are strategically located near the bus doors to ensure easy access for passengers in need. KMB actively promotes to the public that these seats are intended for anyone requiring assistance, fostering a culture of offering assistance to those who need it. To further promote the spirit of assisting those in need, KMB is adding two extra priority seats on 500 buses, bringing the total number of newly added priority seats to 1,000. These buses will be identified by a "Priority Seats x6" label sticker on the windscreen, and will primarily serve routes frequented by seniors.

九巴巴士全面採用超低地台設計，方便乘客上落，並設有寬敞車門，讓長者和輪椅使用者可以輕易出行。此外，九巴已改裝約300部巴士車廂，提供雙輪椅位給使用者，相關巴士主要編配行走途經醫院的路線。此外，九巴已在超過110輛巴士的輪椅區引入活動式輪椅扶手。新扶手不僅讓輪椅乘客在巴士有更舒適的乘車體驗，亦有助防止輪椅在車廂通道上翻倒或打滑。新設計已成為每輛新購買巴士的標準配備。

九巴率先在巴士上引入「關愛座」，設於車廂內較近落車門的位置，方便有需要人士使用。九巴積極向公眾推廣關愛文化，並強調關愛座適用於任何有需要人士，為進一步推廣守望相助的精神，九巴為現役500部巴士額外增設兩個關愛座，涉及1,000個座位。獲增設關愛座的巴士車頭會貼上「關愛座x6」標誌，供乘客識別，並集中行走長者使用量高的路線。

Upgrade of Depots, Termini and Bus Stops

車廠、巴士總站及巴士站設備

The commitment of KMB to upgrading the facilities at termini and bus stops is reflected in the following measures:

- The renovation of BBIs was completed in 2023. There are clearer signage and platform numbers in the interchanges so that passengers can find their way to the interchange platform more easily. Route information is also available in both interchanges and on the mobile application App1933 to facilitate passengers; and
- KMB has upgraded 70 bus stops or termini, which are frequently used by the elderly, to transform them into "Age-friendly Bus Stops". These bus stops, located near public housing estates or hospitals commonly visited by the elderly, now provide extra seating and age-friendly signage to improve the waiting environment for all passengers as a whole.

九巴不斷提升巴士總站及巴士站設施，包括：

- 九巴於2023年完成翻新轉車站工程，提供更清晰的標示及候車月台編號，讓乘客能輕鬆找到轉乘路線的月台，並在站內和手機應用程式App1933加入路線資訊；及
- 九巴已將70個長者經常使用的巴士站或總站提升為「樂齡巴士站」。這些樂齡巴士站位於公共屋邨或醫院附近等長者常到的地方，站內會增設候車座位並張貼關愛長者的標語，以改善整體候車環境。



Affordability

實惠

Fare Concession Schemes

票價優惠計劃

KMB is committed to providing efficient bus services for the public. A number of fare concession schemes were introduced in 2023, including the following:

九巴致力提供高效的巴士服務，2023年先後推出多項票價優惠計劃，包括：

- KMB has launched the Monthly Pass Scheme, the first monthly pass for franchised buses in Hong Kong, under which passengers can take up to ten rides per day on KMB buses, with an additional two trips permitted on Route B1. In May 2023, other than encompassing 400 KMB routes, including regular routes, overnight routes and racecourse routes, the Pass also covers Long Win Bus Company ("LWB") bus routes to reward passengers under the new 10-year LWB franchise. For LWB services, Pass holders are entitled to use the Pass to travel on E-, N-, S-, R- and X- routes and enjoy a 73% off on the bus fare when taking LWB A- and NA- routes;
- KMB rolled out the Regional Short-haul Two-way Section Fare Schemes in Tuen Mun, Yuen Long, Tin Shui Wai, Tseung Kwan O and North District. Passengers can enjoy the concessions by tapping an Octopus card, contactless bank card or mobile device or by scanning the QR code on the designated one-stop validators at bus stops upon alighting;
- The KMB Fare Saver Scheme offered a fare discount of up to HK\$4.0, covering some campuses of educational institutions, shopping malls and residential areas. On top of the existing Fare Saver Kiosks in Mei Foo, Kowloon Mosque, United Court in Yuen Long and two private housing estates in Tin Shui Wai and Tseung Kwan O, KMB has further expanded the Fare Saver Scheme to cover West Kowloon Cultural Area and Yuen Long. The new Fare Saver Kiosks are located at M+, Hong Kong Palace Museum and Kong Ha Wai Transitional Housing;
- 九巴推出全港首個專營巴士月票計劃「九巴月票」。乘客每日可搭10程九巴及兩程路線B1。為回饋龍運巴士有限公司（「龍運」）獲新10年專營權，九巴月票除了包括400條九巴路線（包括常規路線、通宵路線和馬場專線），更於2023年5月新增涵蓋龍運巴士路線。月票持有人可乘搭龍運E線、N線、S線、R線和X線，並在乘搭龍運機場A線及NA線時享有二七折優惠；
- 九巴在屯門、元朗、天水圍、將軍澳及北區推出區域性短途分段收費計劃。乘客下車後，於指定巴士站的一站式感應器，拍八達通卡、非接觸式信用卡或流動裝置，或掃描二維碼，即可享有優惠；
- 「九巴優惠站」提供高達港幣4.0元的車費優惠，並涵蓋多間大專院校校舍、商場及屋苑。除了位於美孚、九龍清真寺、元朗同心村，以及天水圍和將軍澳兩個私人屋苑外，九巴進一步擴大優惠站計劃至西九文化區及元朗。全新的九巴優惠站位於M+、香港故宮文化博物館及江夏圍過渡性房屋；



- ICBC/KMB UnionPay Dual Currency Cardholders enjoyed a maximum of 20% bus fare rebate when paying for KMB rides; while Citibank cardholders enjoyed a 15% bus fare rebate year-round under another fare rebate scheme;
- Partnering with Hong Kong Tramways Limited and some Green Minibus operators, KMB provided inter-modal interchange fare concessions covering routes on Hong Kong Island and in the New Territories;
- A KMB-MTR interchange discount was offered to passengers interchanging from designated routes solely operated by KMB to designated MTR stations, and vice versa;
- New BBI Concession Schemes were offered alongside the introduction of the new Routes 49, 49M, B9 and W4;
- In response to the northward consumption patterns observed among locals, KMB introduced Border Routes B1 and B9 interchange discounts. Passengers were entitled to a free ride after taking two designated trips, with a fare discount of nearly 50% off at maximum;
- To celebrate KMB's 90th anniversary and encourage people to travel to different places in Hong Kong during the summer holiday in 2023, child passengers were offered free rides on more than 400 KMB routes on thirteen consecutive Sundays and public holidays;
- A summer promotion offering students a half-fare discount on 30 selected cross-harbour routes was implemented from mid-July to early August 2023; and
- As part of the "Night Vibes Hong Kong" campaign, some KMB routes were carefully chosen to offer passengers to embark on a nighttime excursion and savour the renowned night vistas of Hong Kong, thereby promoting the evening economy. KMB also offered a 25% off on overnight bus routes from September to November 2023 in support of the "Night Vibes Hong Kong" event.
- 「ICBC-KMB銀聯雙幣卡」持卡人享有九巴巴士車費高達20%回贈，而花旗銀行指定信用卡客戶可享全年15%的車費回贈；
- 與香港電車有限公司及其他專線小巴營辦商合作，推出轉乘優惠計劃，涵蓋港島及新界區路線；
- 與港鐵合作提供轉乘優惠計劃，乘客乘搭指定的九巴路線及於指定的港鐵站出入閘，即可享有折扣優惠；
- 因應開辦全新路線49、49M、B9及W4，推出多個轉乘優惠計劃；
- 就市民北上交通服務需求增加，九巴推出口岸線B1及B9轉乘優惠。乘客乘搭兩程指定巴士可獲免費一程，票價折扣高達半價；
- 為慶祝九巴成立90周年及鼓勵市民在暑假前往香港不同的地方遊玩，九巴舉辦「夏日童遊」活動，小童乘客可連續13個星期日及公眾假期免費乘搭超過400條九巴路線；
- 2023年7月中旬至8月初推出學生暑期優惠，為學生提供30條指定過海路線半價優惠；及
- 為響應「香港夜繽紛」，九巴精心挑選條路線，鼓勵乘客於晚間出行，欣賞香港著名夜景，推動夜間經濟活動。九巴亦於2023年9月至11月期間，提供通宵巴士路線七五折優惠，以支持「香港夜繽紛」活動。

BBI Schemes 巴士轉乘計劃

KMB is dedicated to enhancing their BBI networks, offering fare concessions to ensure value-for-money, convenient, and environmentally friendly bus services. This commitment aims to provide passengers with a better quality of life and the experience that "Interchange is so simple".

- KMB offers fare discounts to passengers on the second leg of their journeys and broaden the network coverage under their BBI Schemes. As of the end of 2023, KMB completed setting up BBIs in major locations across the entire eighteen districts of Hong Kong. Those BBI hubs benefitted passengers as they offered more route choices, along with new interchange discounts offered by the BBIs; and
- KMB completed the renovation for BBIs in 2023 to provide clearer signage and platform numbers in the interchanges for easy wayfinding. Through its website and on App1933, KMB also provides detailed and comprehensive route-to-route BBI information for passengers.

九巴致力擴大轉車站網絡，透過提供票價優惠，讓顧客享受物有所值、方便及環保的巴士服務，藉此提升乘客生活質素和體驗「轉乘就像咁簡單」。

- 九巴的巴士轉乘計劃，為乘客提供第二程巴士的車資折扣優惠，同時亦擴大了巴士路線網絡的覆蓋範圍。截至2023年年底，九巴已在全港十八區的主要地點設有轉車站，轉車站能讓乘客以優惠的車資，享有更多路線選擇；及
- 九巴於2023年完成轉車站翻新工程，提供更清晰的標示及候車月台編號，乘客能輕鬆找到轉乘路線的月台。九巴亦透過網站及App1933，向乘客提供詳細及全面的路線轉乘資訊。



KMB Monthly Pass 九巴月票

The KMB Monthly Pass Scheme, under which passengers can take up to ten rides per day on KMB and LWB buses for HK\$800 and two additional trips on Route B1, covers 450 KMB and LWB routes, including regular routes, overnight routes, racecourse routes and the joint-operated Cross-Harbour Routes.

KMB Monthly Pass holders can unlock some exclusive privileges, which include the following:

- With each purchase of the Pass, passengers can earn 800 points towards redeemable KMB gifts and eCoins under the KMB membership scheme, club1933;
- Enquiries made via the KMB Monthly Pass Exclusive Hotline (3974 7888) will be handled by assigned operators;
- The passenger rewards offered by the KMB Monthly Pass Scheme also covers LWB bus routes. Pass holders are entitled to use the Pass to travel on E-, N-, S-, R- and X-routes operated by LWB and enjoy a 73% off on bus fare when taking LWB A- and NA- routes, benefitting from a bus network that connects different boundary control points;
- Experience a comfortable bus ride on Routes P960 and P968 by paying a "Fare for Upgraded Journey"; and
- KMB has launched a "Buy-2-Get-1-Free" promotion, offering Student Identity Octopus cardholders a HK\$800 Octopus dollar rebate with the purchase of an KMB Monthly Pass for only three consecutive months.

九巴月票適用於超過450條九巴及龍運路線，包括常規線、深宵線、馬場線及聯營線之九巴班次。乘客只需以港幣800元購買月票，便可每日搭10程九巴巴士及兩程路線B1。

持有九巴月票的乘客盡享多個專屬禮遇，包括：

- 登記成為club1933會員，可自動賺取800分積分，換取九巴精美禮品及eCoins；
- 專享九巴月票客戶專線3974 7888，將有專人接聽及處理查詢；
- 九巴月票已涵蓋龍運巴士路線，乘客可以在龍運E線、N線、S線、R線和X線上使用月票，並在乘坐龍運A線和NA線接駁至不同口岸時享有二七折的車資優惠；
- 以升級體驗價享受舒適的P960及P968線服務；及
- 九巴推出「買二送一」優惠，學生八達通卡持有人連續購買三張九巴月票，可獲港幣800元八達通回贈。



Customer Privacy Protection 乘客資料保障

As the public relies on our transport services daily, we acknowledge the crucial role we play in safeguarding our customers' privacy and endeavour to maintain our status as a trusted bus company.

Attaching great importance to personal data protection, the Company has established working instruction guidelines to prevent inappropriate disclosure of personal data. Stickers are posted inside all buses that are equipped with a CCTV system to inform passengers and bus captains of its presence and purpose. Authorised personnel will access recordings from CCTV cameras solely for security and incident investigation purposes. The recorded data is controlled by the Management and will only be accessed, copied or viewed with prior approval of the Management and in accordance with the governing procedures.

CCTV cameras, including forward-looking cameras, to monitor road and saloon conditions, have been standard features on all new buses since 2015. CCTV cameras are installed on all KMB buses to protect the interests of bus captains in the event of police investigations or legal proceedings.

作為每日為普羅大眾提供公共運輸的營辦商，我們以保護乘客資料為己任，竭力成為值得信賴的巴士公司。

本公司非常重視保障乘客的個人資料，並已制訂相關的工作指引防止不當披露個人資料。在所有裝設閉路電視系統的巴士，車廂會貼上告示通知乘客及車長。認可人士會因應保安及意外調查工作，查看閉路電視系統的攝錄影片。所有攝錄資料均由管理層負責管控，如需存取、複製或觀看，必須依照相關的管治程序申請批准。

自2015年起，用作監測路面及車廂情況的閉路電視，包括前視式監控攝錄機已列為所有新購置巴士的標準設備。所有九巴巴士已裝設閉路電視，以保障車長在警方調查或進行法律程序時的權益。



Caring for Employees

關愛員工

We are committed to building a community where our employees can thrive, be respected and feel empowered. We maintain our focus on advancing employee welfare and the working environment to promote a healthy and positive work culture across KMB.

作為公共運輸營辦商，我們竭誠為乘客帶來優質的搭乘體驗。我們致力了解乘客需要及期望，確保提供安全、創新、有效率、舒適及物有所值的巴士服務。



Human Resources Policy

人力資源政策

We take care of our employees by maintaining a safe, respectful and harmonious work environment. We have implemented a set of comprehensive human resources policies to promote gender equality, offer protection against sexual harassment, foster occupational health and safety, prevent bribery, and protect personal privacy. These and other policies are published on the staff website. We observe Hong Kong's labour and anti-discrimination laws and ensure that all our suppliers respect labour rights with regard to employment and respect employees' rights to join trade unions.

As an equal opportunity employer, we are committed to ensuring that no job applicant or employee is discriminated against on the grounds of race, gender, marital status, family status, pregnancy or disability. In collecting personal data from job applicants and existing staff members, we comply with the requirements of the Chapter 486, Personal Data (Privacy) Ordinance, respecting the privacy of personal data while taking all reasonable steps to ensure that the personal data of job applicants and staff members are securely held and used only for the purposes stated in our personal data collection statement. As public bodies included in the Schedule of the Chapter 201, Prevention of Bribery Ordinance, KMB reminds staff members that they should not use their position to solicit or receive any advantage from the public.

We remind our employees to comply with our Human Resources Policies at all times. In addition, we have a complete complaint handling mechanism in place. In case we receive complaints, we thoroughly investigate all complaints in breach of the above policies and take appropriate action. Depending on the severity of the complaint, an ad-hoc committee may be set up to investigate the case. Appropriate disciplinary action, including summary dismissal, will be instigated in the event of any violation.

我們關顧員工，並為其提供一個安全、受尊重及和諧的工作環境。我們實行全面的人力資源政策，包括推廣性別平等、防止性騷擾、職業健康和 safety、防止賄賂和保障個人私隱。這些政策連同其他公司指引已登載於員工網站。我們恪守香港的勞工法例及反歧視法例，並確保所有供應商尊重有關僱傭及結社自由的勞工權益，同時尊重員工加入工會權利。

作為主張平等就業機會的僱主，我們致力保障求職者或僱員不會因種族、性別、婚姻狀況、家庭狀況、懷孕或殘疾而受到歧視。在收集求職者和現職員工的個人資料時，我們遵從第486章《個人資料（私隱）條例》的規定，尊重個人資料的私隱，同時採取一切合理的措施確保每位求職者及員工的個人資料得到保護，而他們的資料僅會於我們個人資料收集聲明中所述的目下使用。作為第201章《防止賄賂條例》附表內的公共事業機構，九巴提醒所有員工不應利用自己的職權索取或接受公眾利益。

我們經常提醒員工要遵守人力資源政策，此外設有完善的投訴處理機制，一旦接獲投訴，會對所有投訴作出全面調查，並採取適當的行動。視乎個案的嚴重程度，可能會成立特設委員會調查有關個案，如有違規會作出嚴肅的紀律處分，包括即時解僱。



Staff Benefits and Wellbeing 員工福利及健康

To attract and retain talent, competitive benefits packages are offered, including annual leave, medical benefits, hospitalisation insurance, accident insurance and free bus travel for staff and dependents.

During the reporting period, KMB strengthened its benefits packages for full-time employees by increasing the annual leave entitlement of frontline and clerical staff. Despite challenging market conditions, the Company made a remarkable gesture by granting a HK\$900 bonus to every staff member to celebrate KMB's 90th anniversary. This gesture not only recognised the contributions of our staff but also served as a testament to their resilience during difficult times. It demonstrated KMB's commitment to fostering a positive work environment and acknowledging the collective efforts that have shaped our company's success over the past 90 years.



We are committed to fostering a caring culture which covers both our staff members and their families. Since 2015, we have been providing a scholarship programme to alleviate the financial burden on staff members. This programme supports the tertiary education of the Company's young generation, including children of staff. In addition, the Company has established benevolent funds and schemes, including financial assistance, healthcare support, and emergency relief, to provide support for staff members and their family members during times of needs or unexpected challenges.

我們提供具競爭力的薪酬福利，以吸引和挽留人才，包括有薪年假、醫療福利、住院保險、意外保險，及讓員工和家屬免費乘搭巴士。

於報告期內，九巴為全職員工提供更佳福利，包括增加前線和文職人員的有薪年假。九巴恪守承諾，致力為員工建立正面的工作環境。為慶祝九巴成立90周年，儘管營運環境充滿挑戰，九巴仍向全體員工額外發放獎金港幣900元，以感謝員工一直以來作出的貢獻，並在任何困難時期緊守崗位，在過去90年公司取得的成功，實屬所有員工努力的成果。

公司同樣關顧員工的家庭成員，自2015年，我們設立員工子女獎學金計劃，支援學業成績優異的員工子女接受高等教育，以減輕員工的財務負擔。此外，我們還設有多個支援計劃，包括為員工提供財務援助、醫療保健支援和緊急救濟，以及在員工及其家人需要援助或面臨突發挑戰時提供支持。



We also organise a series of activities for staff and their family members during the summer holiday with the aim of strengthening the parent-child relationships among our staff members and promoting a healthy work-life balance. These activities provided opportunities for quality family time, bonding and enjoyment.

Festive joy was shared with our staff throughout various festivals. The celebration of Chinese New Year and Christmas, marked by the distribution of red packets and special gifts sourced from social enterprises, lucky draws, visits to bus termini and depots, as well as heartfelt greetings to staff members, significantly enhanced staff engagement, fostered cultural celebration, and elevated staff appreciation.

為加強員工與其子女之間的親子關係，推廣工作與生活平衡，暑假期間我們為員工及其家人舉辦一系列活動，讓員工有機會共聚天倫，增進與家人的感情和享受歡樂時光。

在不同的節日，我們會與員工分享節日喜悅。在農曆新年及聖誕節，公司會向員工派發利是封及由社企製作的別緻禮物、舉辦幸運抽獎活動及探訪巴士總站和車廠，向員工致以衷心的祝福，藉此加強與員工的連繫，促進職場共融，深化對員工表達讚賞。



During the year, several initiatives were implemented which received overwhelming feedback from our staff. A series of "Appreciation Month" events were held to develop a work culture of unity, mutual appreciation and support. These events included distributing e-vouchers and portable fans to staff members and shooting a "Thank You Video" featuring the Management team and colleagues from both the frontline and back office. The purpose of the video was to thank all our colleagues for their contributions and support to the Company, and bring positive energy to everyone working for KMB.

In KMB, we passionately believe that the well-being of our staff is paramount. Recognising that our team is our most valuable asset, we are committed to fostering a work environment that prioritises their health and wellness. We organised various initiatives throughout the year to encourage healthy lifestyles and self-care among staff members. These include health talks and seminars, posters with health messages, and special events such as "Health Month" held every October. During the Health Month, we organised talks on mental health, cardiovascular health and sleeping well, an interest class on "Singing Bowl" and stretching exercises in the office, a Depot Wellness Day, a talk on financial well-being for our staff, dependents, and retirees, and provided a company subsidy for flu vaccinations for staff and dependents, to promote a healthy lifestyle encompassing four key aspects: physical, mental, social and financial well-being.

去年，我們推出多項關愛員工的活動，得到員工熱烈的回應。其中，為培養團結、互相欣賞和支持的工作文化，我們舉辦一系列「員工感謝月」活動，包括向員工派發電子禮券和便攜風扇，並邀請管理層、前線和後勤部門的同事拍攝「感謝有您」短片，以答謝所有員工對公司的貢獻和支持，並為九巴每一位員工帶來正能量。

在九巴，我們堅信員工的福祉至關重要，認定員工是我們最寶貴的資產，因此我們致力建立一個以員工健康和福祉為優先考慮的工作環境。為鼓勵員工有一個健康的生活模式和關注其個人健康，我們年內舉辦各種活動，包括健康講座和研討會、張貼健康資訊海報，以及其他特別活動。就每年10月舉辦的「健康月」，2023年舉辦了有關心理健康、心血管健康，以及如何提升睡眠質素的講座，又在辦公室舉辦「頌鉢」興趣班和伸展運動、在車廠舉辦健康日、為員工、家屬和退休員工舉辦有關健康理財的講座，以及為員工及其家屬提供注射流感疫苗資助等多個舉措，以促進員工身體、心理、社交和財務健康四個主要範疇的健康生活方式。



Furthermore, we also care deeply about the mental and emotional well-being of our staff. We offered confidential counselling and support services through our Employee Assistance Programme ("EAP"). The EAP provides 24-hour crisis support, short-term counselling services, and referrals to mental health professionals. These services are available not just to employees, but to their family members as well.

To promote work-life balance and boost team spirit, KMB staff members are encouraged to participate in sports and leisure activities as well as voluntary work. A total of ten Staff Interest Clubs, including singing, hiking, photography, basketball, table tennis, badminton, football, running, chess and dragon boat racing, were maintained throughout 2023. We organised a company-wide sports tournament to promote teamwork, camaraderie, and a healthy work-life balance among staff members. Throughout the year, KMB won awards from external competitions, and fundraising events, such as the Sowers Action Challenging 12 Hours 2023, the Community Chest Corporate Challenge, Green Power Hike, Race for Water, and Sacramento Homeless World Cup (Hong Kong) Fundraising Tournament.

此外，我們也非常關心員工的精神和情緒健康，透過僱員支援計劃，為員工及其家庭成員提供保密諮詢和支援服務，其中包括提供24小時危機支援、短期諮詢服務，以及轉介心理健康專業人員等服務。

為促進工作與生活之間的平衡，九巴鼓勵員工積極參與體育項目、康樂活動及投身義務工作。截至2023年年底，我們共有10個興趣小組，包括歌唱、遠足、攝影、籃球、乒乓球、羽毛球、足球、跑步、棋藝和龍舟競渡。同時，公司亦會組織多個體育比賽來促進員工之間的團隊合作、友誼和工作與生活平衡。年內，九巴在對外比賽和籌款活動中共獲得多個獎項，包括「苗圃挑戰12小時慈善越野馬拉松2023」、「公益金企業挑戰賽」、「綠色力量環島行」、「擲水一戰」和「薩克拉門托無家者世界盃（香港）籌款賽」等等。



Occupational Safety and Health 職業安全與健康



KMB staff members are encouraged to make suggestions on possible improvements to health and safety measures. We have incorporated health and safety practices proposed by our staff during our regular health and safety meetings and introduced a series of health and safety control measures. Our staff are also protected from any discrimination for their speech in these health and safety meetings. We continued to make Automated External Defibrillators ("AED") available at the Customer Service Centres located in major bus termini and depots for the use of the public and staff in case of emergency.

九巴鼓勵員工提出改善健康及安全的建議措施。我們會採納員工在安全工作委員會例會提出的健康和安全管理建議，落實推行一系列健康和安全管理措施。員工在安全工作委員會例會上的言論亦會受到保護，不會受到任何歧視。此外，我們繼續於主要巴士總站的客務站和車廠設有自動心臟除顫器(AED)，讓公眾及員工在有需要時使用。

TIH Retiree Association 「九·龍@晴」退休員工會

The TIH Retiree Association was formed to maintain close contact with retired colleagues through various activities. With the community returning to normalcy, afternoon tea gatherings and festive gifts distribution resumed for KMB retirees in 2023. We used our Facebook page and set up a KMB retiree website to actively communicate and stay connected with the retirees so as to promote mutual support.

「九·龍@晴」退休員工會希望透過各類活動，凝聚退休同事間的友情。隨著社會逐漸回復正常，我們在2023年恢復午間茶聚和向九巴退休員工派發節日禮物的活動。另外，我們亦利用社交媒體建立九巴退休員工專頁，以加強與退休員工的溝通，促進退休員工之間的支持。

Staff Development and Training 員工發展及培訓

The KMB Academy was established to demonstrate our determination to strive for continuous service improvements and staff training while also ensuring that a stable team is in place to provide maintenance service for KMB as well as the transportation industry in general. "Mission Safety • Act with Self-discipline" is adopted as the motto of the KMB Academy, emphasising the pivotal role of safety and discipline in the industry.

The KMB Academy is the first institution in Hong Kong accredited by the Qualifications Framework ("HKQF") to provide professional training programmes for franchised bus maintenance personnel and bus captains. The "Certificate in Bus Maintenance" at HKQF Level Two and "Certificate in Public Bus (Franchised) Driving" at HKQF Level Three offered by the KMB Academy were previously approved by the Hong Kong Council for Accreditation and Academic and Vocational Qualifications ("HKCAAVQ").

In 2023, two additional training programmes, the "Certificate in Continuing Development for In-service Bus Captains" and the "Professional Certificate for Instructors in Franchised Bus Industry" were recognised at HKQF Level Three and Level Four respectively. The number of HKQF programmes in the KMB Academy now totals four.

In addition, the KMB Academy provides on-the-job training for current maintenance staff and bus captains, through which they can learn the latest technology in the bus maintenance industry and refresh their driving and customer service skills.

九巴學院的成立，正好展示我們致力持續提升服務和培訓員工的決心，並維持穩定的團隊為九巴車隊，甚至為整個業界提供專業服務。九巴學院以「安規為本 守紀而行」為宗旨，辦學理念強調遵循安全規範，恪守職業紀律。

九巴學院是本港首間獲資歷架構認可為專營巴士維修人員及車長提供專業訓練課程的機構，其開辦的「巴士維修證書」課程及「專利公共巴士駕駛證書」課程，早前已通過香港學術及職業資歷評審局（「評審局」）的評審，分別獲納入「資歷名冊」第二及第三級別。

於2023年，九巴學院增設「在職車長駕駛進修證書」及「專利巴士業導師專業證書」兩個培訓課程，並通過評審局評核，分別獲納入「資歷名冊」第三及第四級別。計及兩個新開課程，九巴學院現時共提供四個獲資歷架構認可課程。

此外，九巴學院為現職維修人員及車長提供在職培訓，讓他們學習巴士維修行業的最新技術，以及重溫駕駛及顧客服務技巧。

Continuous Learning 持續進修

Our diversified learning channels provide self-learning opportunities, including internal classroom training and e-learning programmes. Job rotation and secondment opportunities are also available so that our employees may broaden their understanding of the industry. We regularly organise customised training and learning activities for all staff levels to keep them abreast of the latest industry trends, knowledge and work skills. For instance, we arranged a training course for the Customer Engagement Team to enhance their knowledge and skills on taking care of passengers in a traffic incident.

我們的多元化學習渠道，為員工提供自學增值的機會，包括內部課堂訓練及網上學習課程。員工亦可以透過職位轉換和借調機會，擴闊對行業的認識。我們會定期舉辦課程和學習活動，讓所有員工與時並進，掌握行業最新發展趨勢。年內，我們為顧客聯繫組舉辦訓練課程，提升他們於交通事故中照顧乘客的知識和技巧。

Recognition for Service Excellence 嘉許卓越服務

In 2023, we have recognised Star Bus Captains for their outstanding performance in safe driving and customer care. Long service awards were presented to staff in recognition of their loyal service.

Besides, we have granted Bus Captains the Annual Safety and Green Awards. The Gold Awardees were presented with a HK\$10,000 cash prize and a certificate of appreciation.

在2023年，我們頒發星級車長，表揚其安全駕駛及服務態度表現卓越，亦繼續頒發長期服務獎，嘉許長期服務的員工。

此外，我們亦頒發安全及環保駕駛年獎，其中獲頒金獎的車長，更可獲現金港幣10,000元及嘉許獎狀。



Staff Communication 員工溝通

To strengthen bilateral communication and employee well-being, the Joint Consultative Committees, comprising the Management and staff representatives representing around 90% of the total workforce, held regular meetings. The meetings aim to review issues including safety, operations, work environment and staff welfare.

Through the staff website, staff members are kept informed of useful information, including KMB announcements, safe driving tips, snapshots of KMB activities and notices of forthcoming events. Staff can check duty roster information and make annual leave arrangements through the internal application, OPS1933, and the internal portal, as well as using the e-learning training platform. The corporate magazine, KMB Today, provides another means of keeping employees up to date on KMB news and industry developments.

We make use of media and online platforms to share up-to-date information with our staff. Several online activities and programmes, including online health talks, interest classes and financial seminars, were held on the KMB Staff Facebook page, Teams and Zoom platforms to maintain our connection with staff members.

為加強雙向溝通及優化員工福利，代表九成員工的勞資協商委員會定期召開會議，會上管理層及員工代表就安全、車務、工作環境及員工福利等議題進行商議。

員工可以透過員工網站取得各項有用資訊，包括九巴的公司通告、安全駕駛技巧、活動花絮及即將舉行的活動通知。員工可以於內部手機應用程式OPS1933及內聯網查閱更表資料和安排年假，同時亦可使用電子學習平台。公司刊物《今日九巴》為員工提供九巴的最新消息和行業發展。

我們善用媒體及社交平台，與員工分享最新資訊。九巴員工Facebook專頁、Teams及Zoom平台舉辦了不同網上活動，包括網上健康講座、興趣小組、財務管理分享會，以保持與員工的聯繫。

Senior Management Visits 管理層探訪

KMB Senior Management members visited bus termini, depots and offices during the year to support and engage with our colleagues. These visits provided an excellent opportunity for staff members to share their views about operational matters and workplace-related issues with the Management team members.

九巴管理層於年內到巴士總站、車廠及辦公室探訪，加強與員工的交流及支援。探訪活動為員工提供良好機會，就營運事項及與工作環境相關的事宜向管理層表達意見。



Stakeholder Engagement 持份者聯繫

We support various initiatives to advance the well-being of the community and engage with our stakeholders through effective communication channels.

我們支持各類公益活動，以建構美好的社區，並透過有效的溝通渠道，與持份者緊密聯繫。



Engaging the Public 與公眾聯繫

With a close relation with the community, we actively engage the public to connect and solicit feedback helping us build a strong community to create shared values for all.

我們的服務與社會息息相關，因此我們積極與公眾建立聯繫，聆聽他們的意見，讓我們共同建設具活力的社區，為大眾創造價值。

Events 籌辦活動

In 2023, a number of events were organised to interact with the public we serve:

於2023年，我們舉辦了多項活動，與公眾交流互動：



- KMB held the 90th Anniversary Ceremony and Carnival at KMB Shatin Depot on 22 April 2023 to celebrate our 90th birthday with the general public. The event featured an exhibition of both vintage and the latest electric buses, a VR experience, interactive game booths and a pop-up store, with a total of 10,000 participants joining the event;
- KMB organised four "KMB Journeys" between May and August, which included a bus exhibition, staff recruitment and public engagement. These events were well-received by the public;
- 九巴於2023年4月22日在沙田車廠舉辦90周年慶祝典禮及嘉年華，與市民分享喜悅。同場設有古董巴士及最新的電動巴士展覽、虛擬實境體驗、互動遊戲攤位，及期間限定店，共吸引逾萬名市民參與活動；
- 九巴於5月至8月期間舉辦共四場「九巴有講·體驗日」活動，現場設有巴士展覽及招聘會，並開放予公眾參與，受到市民歡迎；

- In June, KMB organised a KMB x UNO competition and a pop-up store in Sham Shui Po V Walk to engage KMB fans and UNO fans, which attracted over 100 participants to join the competition;
- In July, KMB joined the Hong Kong Book Fair held at the Hong Kong Convention and Exhibition Centre;
- In December, KMB and the Environment and Ecology Bureau co-organised the "KMB Green Journey" event to introduce the latest new energy buses and the roadmap of electrification to the general public;
- KMB held Passenger Liaison Group meetings at bus termini across their operating areas to collect customer views on a variety of issues, including interchange schemes, environmentally friendly buses, passenger facilities and network connectivity; and
- KMB organised free ride days with business partners and sponsors in January, March and April.
- 九巴於6月在深水埗V Walk舉辦「九巴 x UNO」挑戰賽及期間限定店，九巴和UNO的支持者參與，活動共吸引超過100名市民參加比賽；九巴於7月參與在香港會議展覽中心舉行的香港書展；
- 九巴於12月聯同環境及生態局舉辦「KMB Green Journey」活動，向市民介紹最新型號的電動巴士和電動化發展藍圖；
- 九巴分別在不同地區的巴士總站舉行乘客聯絡小組會議，收集顧客多方面的意見，包括轉乘計劃、環保巴士、乘客設施及巴士網絡接駁服務等；及
- 九巴分別於1月、3月及4月與商業夥伴及贊助商舉辦免費乘車日。



Media and Social Media Platforms 傳媒及網上溝通

In 2023, we invited the media to our events to strengthen public communication and promoted greater adoption of social media platforms such as Facebook and Instagram to disseminate information related to KMB. Our interaction with netizens included a number of cross-media activities, these activities proved popular, as our Facebook page reached more than 1.6 million netizens in 2023. Likewise, the number of followers of our Instagram account reached over 22,300 followers at the end of December.

Firmly believing that social media platforms play a pivotal role in communication with the public, we are committed to continue leveraging online communication platforms to strengthen our ties with the public.

Throughout the year, KMB Facebook has showcased various events using images, GIFs and videos. In particular, bus safety and etiquette have been actively promoted on this online and other social media platforms.

於2023年，我們邀請傳媒出席活動以加強溝通，並積極利用Facebook和Instagram等社交媒體平台，宣傳九巴相關的消息。我們舉辦多次跨媒體活動，與網民互動溝通，在網上獲得熱烈的迴響。截至12月，九巴Facebook專頁已接觸超過160萬個賬戶次數，而九巴Instagram專頁已有逾22,300個賬戶關注，證明有關活動非常受歡迎。

年內，九巴在Facebook專頁以圖片、GIF動畫和視頻形式推廣不同活動，尤其著重於巴士乘車安全及禮儀。

我們深信社交平台是公司與大眾溝通的重要橋樑，我們會繼續善用網絡通訊平台加強與公眾建立更密切的聯繫。



App1933 App1933

KMB's smartphone application has been continuously updated with newly added features such as the "Estimated Alighting Time" to cater to passengers' trip planning needs. To facilitate trip planning, the application calculates passenger alighting times at different bus stops based on real-time traffic conditions.

More mini-games have been introduced to the "Game Room" on App1933, allowing users to earn extra club1933 points that can be converted into eCoins for bus rides.

九巴智能手機應用程式不斷更新，如「預計落車時間」功能來滿足乘客規劃行程的需要，程式會根據實時的交通狀況來計算乘客在不同巴士站的下車時間，方便乘客規劃行程。

在App1933的「遊戲室」中新增更多小遊戲，讓用戶可以從中獲得額外的club1933積分，從而兌換成eCoins作繳付車資之用。



club1933 club1933

A new scheme, eCoin, was launched in August 2023 for club1933 members. Under the scheme, members can convert their club1933 points into eCoins which can be used, without an expiry date, for paying bus fares and redeeming gifts.

club1933會員計劃於2023年8月推出「eCoin」。會員可將club1933積分兌換成eCoin，而eCoin不設期限，讓乘客可隨時用於繳付車資和兌換禮品。



Website 網站

The KMB website (www.kmb.hk) provides a user-friendly experience with enhanced information integration, allowing users to easily acquire information on our service details.

九巴網站 (www.kmb.hk) 加強資訊融合，用戶可以更容易獲取九巴服務詳情，得到更佳的使用體驗。

Depot Visits 團體參觀

To increase our stakeholders' understanding of the daily operations at our bus depots, we hosted 31 delegations in 2023, among them were social service organisations, professional associations, Government departments and higher education institutes. We also engaged with schools and non-government organisations through a depot visit programme to promote good manners and safety awareness on the bus, especially for students and families.

報告期內，我們共接待了31個來自社會服務機構、專業協會、政府部門和高等教育院校的代表團，以增加持份者對車廠日常運作的認識。另外，我們透過車廠參觀計劃與學校和非政府組織合作，特別向學生及家庭推廣乘車的良好行為和安全意識。

Excellent Customer Service 優質顧客服務

KMB places great emphasis on delivering quality services to customers and welcome their feedback on our bus services. At KMB, we treat substantive feedback as a reference for continuous service improvement and future service development.

九巴高度重視顧客服務質素，同時歡迎他們對巴士服務提供意見，而意見亦有助九巴持續提升服務及規劃未來發展。

Chatbot for Enquires 人工智能查詢途徑

KMB provides an artificial intelligence Chatbot channel, bot1933, on their websites and App1933, enabling customers to receive instant year-round responses to enquiries and provide feedback on bus services. Since its launch, the Chatbot channel has continually been enhanced to handle customer enquiries and has received positive feedback.

九巴提供人工智能聊天機械人「bot1933」，乘客可不分晝夜透過網站及App1933，向bot1933進行即時查詢，並提供有關巴士服務的意見。自bot1933投入服務以來，處理乘客查詢的能力不斷提升，用家反應正面。



Customer Service Hotline 顧客服務熱線

KMB offers a manned customer service hotline (2745 4466) with human operators available for enquiries daily, complemented by a 24-hour hotline system. Shortcut keys are provided to get through to a live operator. These shortcut keys are designed to facilitate prompt reporting of illegal parking that may affect bus services and providing assistance in locating lost elderly people.

九巴設有專人操作的顧客服務熱線（電話為2745 4466），每日提供熱線員服務及24小時運作的熱線系統。顧客更可通過快捷鍵聯繫在線的顧客服務熱線員，報告如影響巴士服務的違例泊車事件，以及有關走失長者的求助。



Customer Service Centers

客務站

Our Customer Service Centres provide customers with a onestop service, which includes offering KMB souvenirs, Octopus card add-value services and the provision of bus route information. Likewise, at our Tai Lam Customer Service Kiosk, we provide a comprehensive range of services, including cash withdrawal, free Wi-Fi service and convenience goods, offering a handy one-stop service to customers. A new convenience store was opened at Tuen Mun Road Bus-bus Interchange (Kowloon bound) to provide food and beverages for passengers, catering to their daily needs and indulgences while waiting.

客務站為乘客提供包括售賣九巴紀念品、八達通卡增值服務和查詢巴士路線資訊等一站式服務。當中大欖轉車站的客務站提供全面化服務，包括設有現金提款及免費無線上網服務，並供應多種便利商品，為在轉車站轉乘的乘客提供一站式服務。另外，屯門公路轉車站（往九龍方向）已開設便利店，為乘客提供食物和飲品，讓他們在候車期間能解決日常所需及購買喜歡的物品。

Smart Lockers

自助式智能櫃

KMB has installed self-service lockers at 35 bus termini to provide customers with the convenience of picking up parcels easily at bus termini, elevating customers' riding experience to a new level. To provide additional assistance for passengers retrieving their lost items on the bus, these smart lockers at bus termini also serve as collection points for lost property retrieval.

九巴已在35個巴士總站安裝自助式智能櫃，方便乘客於巴士站輕鬆取件，提升乘客搭乘體驗至更高水平。為對乘客提供額外的協助，乘客亦可選擇於巴士總站的自助式智能櫃領取遺漏在巴士上的失物。



Membership of Associations and Advocacy

參與的機構和組織

During the reporting period, we further strengthened our connection with stakeholders by joining the following organisations:

- Business Environment Council;
- Employers' Federation of Hong Kong;
- Federation of Hong Kong Industries;
- Hong Kong Association for Customer Service Excellence;
- The Chartered Institute of Logistics and Transport in Hong Kong; and
- The Hong Kong General Chamber of Commerce.

在報告期內，我們透過參與以下組織，進一步加強與各界持份者連繫：

- 商界環保協會；
- 香港僱主聯合會；
- 香港工業總會；
- 香港優質顧客服務協會；
- 香港運輸物流學會；及
- 香港總商會。

Serving the Community

服務社區

We continually take steps to understand the needs of our community and actively support various initiatives in society. We leverage the Company's business strengths and resources to optimise positive social impacts, mainly through engagement with the elderly and nurturing youth development.

我們持續了解社區需要和主動支持多項公益活動，透過公司的優勢和資源，關懷長者及培育青年發展，為社會注入更多正能量。



Donation of Retired Bus and Bus Stop Pole 捐贈退役巴士及巴士站柱

To support sustainability and recycling as well as helping people in need, we have donated retired buses and bus stop poles to schools and elderly homes. KMB launched the Donation of Used and Retired Bus Programme in 2016 to donate used and retired buses to schools and non-profit organisations. These buses can be regenerated explicitly to meet the creative learning needs of schools or non-profit organisations. For the Donation of Caring Bus Stop Pole Programme, we donated tailor-made bus stop poles to elderly homes to help prevent seniors with dementia from wandering and going missing as well as assisting them in receiving treatment.

The list of beneficiary schools/non-profit organisations that received a donated bus or bus stop pole in 2023 is as follows (by alphabetical order):

Retired bus donation

- Yan Chai Hospital Ho Sik Nam Primary School.

Bus stop pole donation

- Aura Nursing Home;
- Azure Elderly Care;
- (Sydney, Australia) CASS Residential Aged Care Facility;
- Chau Lin Day Care Centre for the Elderly;
- Chow Hung Piu Day Care Centre for the Elderly;
- HKYWCA Lam Woo Memorial Day Care Centre for the Elderly;
- Helping Hand Father Sean Burke Care Home for the Elderly;
- Ka Shui Garden Nursing Home for the Elderly;
- Koo Bin Kau Lee Day Care Centre for the Elderly;
- Po Hing (Po Tin) Centre for the Elderly Limited;
- Po Leung Kuk Merry Court for the Senior;
- Po Leung Kuk Siu Ming Memorial Home cum Care & Attention Unit;
- The Hong Kong Society for the Blind Kowloon Home for the Aged Blind; and
- Yuen Yuen Home for the Aged.

為支持可持續發展和循環再用，同時幫助有需要人士，九巴向學校及安老院舍捐贈退役巴士及巴士站牌。九巴在2016年推出「舊巴士及退役巴士捐贈計劃」，將退役巴士捐贈予學校或非牟利機構。獲贈巴士的學校或非牟利機構可發揮創意，因應學習需要活化改造巴士。至於「愛心巴士站牌捐贈計劃」，則會為安老院舍度身訂造巴士站牌作捐贈，防止患有認知障礙症長者走失，及協助他們進行治療。

於2023年受惠的學校/非牟利機構如下：

退役巴士捐贈

- 仁濟醫院何式南小學。

巴士站牌捐贈

- 耀香頤養院；
- 蔚香苑；
- CASS Residential Aged Care Facility (悉尼，澳洲)；
- 鄧蓮女士長者日間護理中心；
- 周鴻標老人日間護理中心；
- 香港基督教女青年會林護紀念松柏日間護理中心；
- 伸手助人協會畢尚華神父安老院；
- 嘉瑞園護理院；
- 顧卡萊莉長者日間護理中心；
- 寶興（寶田）護老中心有限公司；
- 保良局王午年耆樂居；
- 保良局蕭明紀念護理院；
- 香港盲人輔導會九龍盲人安老院；及
- 圓玄安老院。



Collaboration with Hong Kong Society for the Blind and Polytechnic University 與香港盲人輔導會及香港理工大學合作

As part of its collaboration with The Hong Kong Society for the Blind ("HKSB") and the Department of Rehabilitation Sciences, the Hong Kong Polytechnic University ("PolyU"), KMB has donated a Caring Bus Stop Pole and provided a soundtrack with the bus stop information of Route 2F to HKSB's Kowloon Home for the Aged Blind. Technical support is also provided to assist in setting up a smart bus stop and creating a simulated environment for waiting and boarding buses. This initiative, together with the cognitive stimulation therapy developed by PolyU and HKSB, enhances the effectiveness of assessing and treating visually impaired elderly individuals with cognitive problems.

九巴與香港盲人輔導會（「盲人輔導會」）和香港理工大學（「理大」）康復治療科學系合作，向盲人輔導會九龍安老院捐贈「愛心巴士站牌」，以及提供2F路線的沿線車站廣播。九巴亦提供技術支援以協助設置智能巴士站，為有視障及患有認知障礙症的長者模擬一個逼真的候車和乘搭巴士的環境，配合理大與盲人輔導會開發的認知刺激治療方法，讓視障及有認知能力缺失的長者更有效接受評估及治療。



Collaboration with Jockey Club Centre for Positive Aging and The Hong Kong University of Science and Technology 與賽馬會耆智園及香港科技大學團隊合作

In February 2023, a Memorandum of Understanding was signed between the Jockey Club Centre for Positive Aging, Professor Gary Chan from The Hong Kong University of Science and Technology and KMB for installing 50 "Angel Boxes" at bus termini to expand the protection network for the elderly. KMB installed the first batch of Angel Boxes at five major KMB bus termini in 2022. The Angel Boxes are Bluetooth signal detectors that can identify iBeacon tags registered under the campaign and carried by seniors with dementia. When an elderly person carrying a registered iBeacon tag is out in the street, the Bluetooth signal emitted by the iBeacon tag will be detected by the Angel Boxes.

在2023年2月，九巴與賽馬會耆智園、香港科技大學的陳雙幸教授就安裝「天使盒子」簽署合作備忘錄，增加安裝50個天使盒子於巴士總站，擴大保護長者網絡。九巴早於2022年已在5個大型巴士站安裝首批天使盒子，天使盒子設有藍芽訊號偵測器，能識別認知障礙症長者攜帶的已登記裝置。當患有認知障礙症長者走失，在街上經過天使盒子的範圍時，天使盒子能偵測到在長者身上已登記的藍芽裝置，有助其家人或照顧者尋找長者的蹤跡。

Business-school Partnership 商校合作



In collaboration with Hong Chi Association, KMB takes students with Special Educational Needs ("SEN") out of the classroom to showcase their talents through a multi-platform and various placements. For example, the Café1933, a staff coffee shop, offers retail placements to students as well as food and beverages. Under the partnership, KMB has also recruited SEN graduates as bus cleaning workers, office assistants, customer service assistants, and gardening assistants.

九巴與匡智會合作，帶領有特殊教育需要的學生走出課堂，提供多元平台和不同實習機會，讓他們一展所長。舉例指，員工咖啡室「Café1933」，為學生提供餐飲及零售工作的實習機會，又聘請有特殊教育需要的畢業生擔任巴士清潔工人、辦公室助理、客戶服務助理及園藝助理。

Nurturing Talents 孕育人才

KMB is committed to cultivating young people and nurturing talents for the transportation industry in Hong Kong. The following activities were organised throughout the year:

- KMB organised a career-oriented seminar for secondary school students. The seminar includes a depot tour and career talk session, allowing students to grasp various job roles and work settings whilst gaining insight into KMB's organizational structure. The activity aimed to expand the horizon of the students and inspire them to plan for future studies and career paths.

九巴致力為香港運輸業培育年輕人才，年內，我們組織了以下活動：

- 九巴為中學生舉辦職業導向工作坊，包括參觀車廠和舉行職業講座，讓學生能夠了解各個工種和相關工作環境，同時深入了解九巴的組織架構。活動旨在拓寬學生視野，啟發他們思考未來升學及就業的規劃。

Community Participation 社區參與

- KMB offers free rides on all bus routes for people with disabilities, together with one accompanying caregiver, to support the International Day of Persons with Disabilities every year;
- KMB supports the annual Senior Citizens Day by offering free rides to people aged 65 and over;
- KMB has rolled out several new electric bus engagement activities to encourage more customers to experience our new-generation electric buses. Students with SEN and their family members, and physically handicapped passengers were invited to make a trial run on the latest electric buses;
- KMB has organised a bus drawing competition to connect with the new developed area, Anderson Road in Kwun Tong. The winning entries are painted on buses that serve Kowloon East, bringing art, culture and green transportation ideas into the community; and
- KMB has long supported the Community Chest activities. In 2023, a group of KMB staff participated in The Community Chest Sports for Millions.

- 九巴每年均參與「國際復康日」，供殘疾人士及同行照顧者，免費乘搭任何九巴路線；
- 九巴支持一年一度的「長者日」，向65歲或以上長者提供免費乘車優惠；
- 九巴推出多項與新一代電動巴士有關的活動，以鼓勵更多乘客體驗電動巴士，其中包括邀請有特殊教育需要的學生及其家人、行動不便的乘客試乘最新的電動巴士；
- 九巴舉辦巴士車身設計比賽，加強與安達臣道發展區的聯繫。得獎作品已印製在行駛於九龍東的巴士上，將藝術、文化和綠色運輸理念注入社區；及
- 九巴長期支持香港公益金活動，於2023年，九巴員工參與公益金百萬運動會。



FRIENDS OF KMB 九巴之友

KMB's volunteer club FRIENDS OF KMB ("FRN") has been promoting environmental protection, civic education and social service activities since it was formed in 1995. In the reporting period, FRN comprised 2,330 members, including passengers, KMB staff and their dependents.

During the reporting period, FRN volunteers worked with the KMB Bus Stop Management Team to tailor-make and deliver bus stop poles to elderly homes for treatment and therapy specifically designed for seniors with dementia.

FRN participated in regular home visits and made care calls to elderly people experiencing depression. The programme was organised by the Suicide Prevention Service, with which FRN has maintained a partnership since 2013. FRN also launched a civic education programme, "Safety Junior Mentor", to enhance the awareness of primary school students regarding road safety, bus safety and bus etiquette through various interactive games.

In October 2023, KMB held an appreciation ceremony to commend FRN volunteers who served 50, 100, 200, 500 and 1,000 hours.

我們的義工組織「九巴之友」自1995年成立以來，一直致力推動環境保護、公民教育及社會服務活動。於報告期內，九巴之友共有2,330名會員，成員包括九巴員工與家屬和乘客。

報告期內，九巴之友義工與九巴巴士站管理組合作，為老人院親手度身訂造巴士站牌，以協助患有認知障礙症的長者進行評估和治療。

九巴之友自2013年起與生命熱線合作，定期探訪及致電受情緒困擾的長者，就推動公民教育方面，九巴之友推出「安全小導師」計劃，透過各種互動遊戲，提高小學生對道路安全、巴士安全和乘車禮儀的認識。

於2023年10月，九巴舉辦「義彩星輝嘉許禮」，表揚義工服務時數達50、100、200、500及1,000小時以上的九巴之友。



The Bus Captain Experience Programme helps SEN students fulfil their dreams of becoming bus captains 「我要做車長」計劃助特殊教育需要學生圓夢

Equality, inclusivity and care have always been the core cultural values of KMB. It is especially important to provide equal learning opportunities for young people and help them unleash their full potential. KMB has become aware that a group of youth with special educational needs ("SEN") dreams of becoming bus captains. To encourage these young people to pursue their dreams, the KMB Academy has invited them to participate in its bus captain experience programme. Through the programme, they can understand firsthand the duties of a bus captain and prepare themselves for their future careers.

The bus captain experience programme offers a rich curriculum. In addition to theory classes provided by experienced bus captain training instructors, the programme also features a simulated demonstration, allowing participants to experience driving an electric bus in various scenarios such as navigating to a bus stop, parking at the stop and manoeuvring through narrow roads. Students can also gain hands-on experience in the pre-driving preparations of a bus captain, such as checking tyres, adjusting the driver's seat and the rearview mirrors, and inspecting safety and electronic devices. To enhance engagement, the KMB Academy even provided these students with personalised bus captain uniforms and staff cards displaying their photos, names and school names to foster a greater interest in learning.

平等、共融和關愛一直是九巴的核心文化價值，讓年輕人享有平等的學習機會，助他們發掘潛能盡揮所長尤其重要。九巴關注到一群有特殊教育需要的青少年，他們夢想都是成為一名巴士車長。為鼓勵他們追尋夢想，九巴學院邀請青少年參加「我要做車長」計劃，透過車長體驗課程，親身了解九巴車長的工作要求，從而為將來生涯規劃作好準備。

車長體驗課程內容十分豐富，除了由資深車長訓練導師提供理論課程，亦設有電動巴士駕駛示範，模擬將巴士駛進和停泊在巴士站、行駛狹窄的路段等，學生亦會體驗到車長開車前的準備工作，例如檢查輪胎、調教駕駛座椅和倒後鏡、巡查各項安全及電子裝置等。為增加學生的投入感，九巴學院更特別為學生準備車長制服，以及印有學生相片、姓名及學校名稱的九巴車長證，以提升學生的學習興趣。





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