



SUSTAINABILITY REPORT

可持續發展報告

2024



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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 over 11,000 employees, including approximately 8,700 bus captains, ensures high-quality service across a fleet of more than 4,000 buses operating on 444 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。九巴的車隊包括逾 4,000 部巴士，行走 444 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 8,700 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 founded on a profound understanding of the needs of the people we serve, the adoption of innovative technological and environmental solutions, and the pursuit 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 summarised 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 practices	運行不息

Through continuous engagement with stakeholders, we strive to meet and surpass 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 throughout our business. Our corporate values are centred on delivering service standards that meet or exceed customer needs, maintaining a consistent record of operational profitability, and supporting for the community we serve. Building on these core values, we also abide by 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 synergistic in the workplace.
Integrity -	Be fair, honest and ethical.
Originality and -	Be creative in finding solutions for a greener and better place.
Novelty	
Safety and Self-discipline -	Be mindful of safety in the pursuit of 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	—— 構建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 2024 Sustainability Report (the “Report”) of KMB outlines 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 2024.

九巴發表《可持續發展報告 2024》（「本報告」），重點闡述九巴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 2024 年 1 月 1 日至 12 月 31 日。

Sustainability Governance

可持續發展管治

We adhere to recommended best corporate governance practices to achieve sustainable business development, ensuring compliance with applicable legal and regulatory requirements while also 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 overall strategic planning and accountability for sustainable development rest with KMB’s Board-level Committee, which determines the Company’s sustainability strategy and oversees its progress. The Board-level Audit and Risk Management Committee is appointed to oversee strategic ESG-related issues concerning the Company, including climate-related strategies, policies, actions and disclosures. It informs the Board of the strategic risks and opportunities presented by climate change, which are considered as part of the Board’s discussion of the Company’s strategic plans.

Our ESG Task Force, under the oversight of the Committee, 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 optimising environmental performance, raising staff awareness of corporate social responsibilities, sharing knowledge and industry best practices, and working with the Enterprise Risk Management Task Force of the Company to assess emerging ESG-related 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。

董事會為九巴可持續發展的整體策略性規劃及問責性負責，並議決可持續發展策略及監督其進展。審核及風險管理委員會獲董事會委任，監督公司 ESG 有關議題，包括氣候相關策略、政策、行動及披露；亦會向董事會報告氣候變化的策略性風險及機遇，供董事會討論公司的戰略計劃。

我們的 ESG 工作小組在委員會的監督下，落實執行董事會的 ESG 策略和政策，並在整個營運過程中推動可持續發展，包括安全、環境保護、員工福利、社區參與及義工服務。ESG 工作小組亦會負責優化環境績效、提升員工對企業社會責任的認識、分享知識和行業最佳實踐表現，並與企業風險管理工作小組合作，評估新出現的 ESG 相關風險。

Our Vision and Strategy

願景及策略

To ensure our business remains resilient to climate change, we assess its potential impact on different business units and develop plans to mitigate and adapt accordingly. When refining our business strategy, the Company recognises that sustainable development is crucial for long-term success. The Company has identified physical risks, such as more frequent extreme weather events, and transition risks, including regulatory changes and shifts in customer demand, which may affect our operations to varying degrees. By identifying and effectively managing the financial risks and opportunities associated with climate change, the Company acknowledges the potential for growth that comes with transitioning towards a low-carbon economy.

As such, to align with the National 14th Five-Year Plan and the emissions reduction target of the Hong Kong SAR Government, the Company has determined a clear roadmap for upgrading its whole fleet with new energy buses. In addition, we have set six environmental targets for key performance indicators over a three-year period, starting in the financial year (“FY”) 2023. Using FY2019 as the baseline, we plan to reduce both carbon and energy intensity, including the carbon footprints of buses, as well as oil, electricity and water consumption. KMB has reached positive results in all six environmental targets by 2023. The Board has already established new environmental targets for the period from FY2024 to FY2028. We have maintained consistency in our targets by using FY2019 as the baseline year once again.

為確保業務能夠應對氣候變化所帶來的影響，公司考慮到不同業務可能面對的潛在影響，並制定應對氣候變化的計劃。在完善業務策略的同時，公司識別到一些實體風險可能對業務營運產生不同程度的影響，例如更頻繁的極端天氣事件，以及轉型風險，如監管制度變化和客戶需求，因此公司認為可持續發展是取得長遠成功的關鍵，通過識別並有效管理與氣候變化相關的金融風險和機遇，公司認為轉型為低碳經濟會帶來業務增長。

為配合國家「十四五規劃」及香港特區政府的減碳政策，公司就全線車隊提升為新能源巴士制訂明確的發展藍圖。此外，公司設定三年期六大環保關鍵績效指標，目標定於 2023 年財政年度實踐，並以 2019 年財政年度作為基準年，當中包括減少巴士碳足跡、耗油量、耗電量及用水量的碳密度及能源密度。九巴在 2023 年就六大環保績效指標取得正面的成果。董事會亦已制定 2024-2028 年財政年度的新環境目標。為確保目標的一致性，公司再次以 2019 年財政年度作為基準年。

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. Dialogues with stakeholders are conducted through various channels, including the chatbot platform on the KMB website and App1933, KMB’s social media channels, 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、區議會議員、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、九巴各個社交平台、《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 vehicles and spare parts that are adapted to the local climate and operational environment, while prioritising energy efficiency and the latest emission standards.

We encourage fair and open competition to develop long-term relationships with suppliers based on mutual trust. Our supply chain policies and procedures are designed to ensure the ethical procurement of supplies and services, enabling 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 compliance with our social and environmental requirements, we require all suppliers to confirm adherence to our guidelines upon supplier registration in the following areas:

- 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車輛和零件，同時優先考慮能源效率和最新的排放標準。

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 strive to deliver excellent public transport services in a sustainable manner and are pleased to announce that we received a number of prestigious awards in 2024.

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 2024 年，我們獲得多個權威獎項，成績得到認同。

Corporate Social Responsibility

- Hong Kong Volunteer Award: Outstanding Corporate Award, Top Ten Highest Volunteer Hours, Corporate Award (Volunteer Hours) - Gold Award (10,000 hours or more) and Long Service Award (25 years) from the Agency for Volunteer Service;
- 2023/2024 Annual Presentation of Awards Ceremony – Platinum Award from The Community Chest of Hong Kong;
- Hong Kong Sustainability Award 2024 - Certificate of Excellence (Large-size Organisations) from The Hong Kong Management Association;
- HKACE Customer Service Excellence Award 2023 - Customer Care Gold Award for the Missing Elderly Assistance Programme, and Digital Service Strategy Merit Award for bot1933 from the Hong Kong Association for Customer Service Excellence;
- Industry Cares Recognition Scheme 2024 - Outstanding Caring Awards (Enterprise Group) and The Best CSV Award (Enterprise Group) from the Federation of Hong Kong Industries;
- Hong Kong Green Awards 2024 - Green Management Award (Large Corporation) - Silver Award from the Green Council;
- 20 Years Plus Caring Company Logo from The Hong Kong Council of Social Service;
- BOCHK Corporate Low-Carbon Environmental Leadership Awards 2023 - Silver Award (Service Sector), Eco Challenger and Low-Carbon Commitment from the Federation of Hong Kong Industries;
- Hong Kong Green Organisation Certification – Wastewi\$e Certificate (Good Level) (Headquarters) from the Environmental Campaign Committee;
- AED Anywhere for Anyone Programme - Big Heart Award and Big Heart Outstanding Performance Award from the Hong Kong Fire Services Department;
- HSUHK 13th Junzi Corporation Award - Junzi Corporation Award for Exemplary Business Practices with WISDOM and Junzi Corporation Award from The Hang Seng University of Hong Kong;
- Good Employer Charter 2024 from the Labour Department;
- Good MPF Employer 5 Years Award from the Mandatory Provident Fund Schemes Authority;
- ESG Pledge Scheme 2024 from The Chinese Manufacturers' Association of Hong Kong;
- Social Capital Builder Logo Award from the Home and Youth Affairs Bureau;
- Jockey Club “Brain Health” Dementia Screening and Community Support Project – Supporting Organisation from the Jockey Club Centre for Positive Ageing;
- Carer Friendly Employment Charter from the Hong Kong Federation of Women's Centres Limited;
- Corporate Partner Award from the Christian Family Service Centre;
- Outstanding ESG Enterprises Recognition Scheme 2024 - ESG Commendation Awards from Sing Tao News Group and The Hong Kong Polytechnic University; and
- Sport-Friendly Action Decal from the Chinese YMCA of Hong Kong.

企業社會責任

- 義務工作發展局頒發的「香港義工獎頒發的傑出企業獎」、「年度十大最高義工時數獎」、「企業獎(義工時數) 金獎 (10,000 小時或以上) 」及「長期服務獎 (25 年) 」；
- 香港公益金頒發的「2023/2024 年度周年頒獎典禮 - 公益榮譽獎」；
- 香港管理專業協會頒發的「香港可持續發展獎 2024 卓越獎 (大機構) 」；
- 香港優質顧客服務協會頒發的「2023 優質顧客服務大獎：顧客關懷獎金獎 - 「尋·耆·跡」計劃」及「數碼服務策略獎優異獎 - bot1933」；
- 香港工業總會頒發的「工業獻愛心表揚計劃 2024 (企業組別) - 卓越關懷大獎及最具共享價值獎」；
- 環保促進會頒發的「香港綠色企業大獎 2024 優越環保管理獎 (企業) - 銀獎」；
- 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「中銀香港企業低碳環保領先大獎 2023 - 服務業銀獎、低碳承諾及環保優秀企業」；
- 環境運動委員會頒發的「香港綠色機構認證」減廢證書 - 「良好級別」(總部) ；
- 香港消防處頒發「AED 睇得到 用得到計劃有心機構獎 - 傑出表現獎」；
- 香港恒生大學頒發的「第十三屆君子企業大獎頒發的君子企業 (智德) 典範獎及君子企業大獎」；
- 勞工處頒發的「好僱主約章 2024」；
- 強制性公積金計劃管理局頒發的「積金好僱主 5 年獎」；
- 香港中華廠商聯合會頒發的「ESG 約章行動 2024」；
- 民政及青年事務局頒發的「社會資本動力標誌獎」；
- 賽馬會耆智園頒發的「賽馬會智康健腦退化檢測及社區支援計劃為支持機構」；
- 香港婦女中心協會有限公司頒發的「照顧者友善就業約章」；
- 基督教家庭服務中心頒發的「企業夥伴獎」；
- 星島新聞及香港理工大學頒發的「ESG 認證計劃 2024 - ESG 嘉許認證」；及
- 香港中華基督教青年會頒發的「運動友善計劃」標誌。

Brand

- Reader's Digest Trusted Brands 2024 Gold Award – Public Transport category from the Reader's Digest;
- Smart Living Partnership Awards 2023/24 – Outstanding All Man Kind Inclusive Bus App from ET Net;
- Eco-Brand Awards 2024 from East Week magazine;
- True Living Supreme Brand Awards 2024 – Supreme Sustainable Public Transport Service Award from am730; and
- Excellence in Living Smart Award 2024 – Chill Out from Ming Pao.

品牌

- 《讀者文摘》頒發的「信譽品牌 2024 - 公共交通服務組別金獎」；
- 《經濟通》頒發的「2023/24 智慧生活夥伴大獎 - 傑出全人共融巴士多功能應用程式」；
- 《東周刊》頒發的「環保品牌大獎 2024」；
- 《am730》頒發的「真·生活至尊品牌大獎 2024 - 至尊可持續公共交通發展獎」；及
- 《明報》頒發的「智醒品牌卓越大獎 2024 - 逍遙出遊」。



Safety First 安全至上

Safety is an integral part of our business and is accorded the highest priority in all our activities. We embed safety standards into our daily operations, sparing no effort in enhancing the safety of our bus services.

我們所有業務都與安全息息相關，亦是我們的首要考慮。我們將安全標準納入為日常營運，致力提升巴士服務的安全。



Safety Policy 安全政策

The KMB Safety Policy embodies our commitment to ensuring the health and safety of our employees as we strive to provide a safe environment and optimal working conditions across all business activities. All our employees are required to comply with all legal requirements applicable to our operations, as well as our own standards. We regularly consult employees and stakeholders to identify opportunities for improving our safety management system.

九巴的《安全政策》確保我們的員工和公眾享有一個安全和健康的環境，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

To facilitate internal communication on safety and health information, including risks, trends and the Company's safety policy, we have established various safety committees across all aspects of our business. These committees comprise employees from various levels, from frontline staff to management. They meet regularly to discuss safety matters and identify areas for improvement.

我們設立多個安全委員會，涵蓋公司不同的業務，有助促進有關職業安全 and 健康資訊的內部溝通，包括相關風險、趨勢及政策等。各個委員會由管理層至前線員工所組成，並會定期舉行會議，商討公司不同層面的安全議題及改善建議。

Safety Management 安全管理

We are committed to achieving a high level of health and safety performance. While compliance with legal requirements and our in-house safety rules serves as our minimum performance standard, we remain diligent in improving our safety performance across all aspects of our business, including bus maintenance and design upgrades. To support this commitment, we employ the Plan-Do-Check-Act management to drive continuous improvement in safety. Our efforts are further reinforced by the KMB Occupational Health and Safety Management System, which is certified to the ISO 45001.

To ensure that our working environment and staff performance consistently meet our standards, we conduct regular safety inspections and audits to identify areas for improvement, review our safety management system based on the findings, and investigate any safety inspections. We also assess potential risks associated with work tasks, formulate appropriate safety measures, and implement them to minimise risks.

我們一直以高水平的健康與安全為目標，視遵守法例要求和內部安全規則為最基本表現，藉巴士維修保養和升級設計，提升各個業務範疇的安全表現。我們採用「策劃、執行、檢查、行動」的管理模式來推動持續改進的安全表現。九巴「職業健康及安全管理系統」已通過 ISO 45001 的認證，進一步印證我們對提升安全的努力及決心。

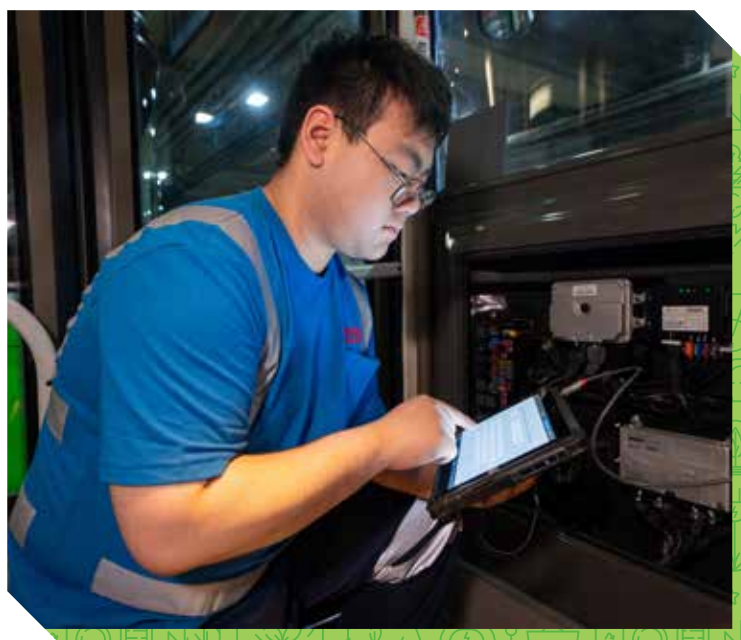
為確保工作環境和員工工作表現符合公司標準，我們會定期進行安全檢查和審核。根據檢查和審核結果來決定改善的範圍，透過檢視安全管理系統，調查任何安全檢查，評估與工作相關的潛在風險，制定和實施適當的安全措施，以盡量減少風險。



Bus Safety Facilities and Maintenance 巴士安全設施及維修保養

Various technological devices, including speed-limiting devices and telematics systems, have been installed on buses to improve safety and record operational data. All KMB buses adhere to an ISO-certified maintenance regime which includes daily and monthly servicing, a semi-annual minor dock and an annual road-worthiness inspection, and spot checks by 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

Preventive Maintenance System 預防性維護系統

A Preventive Maintenance System is in place to enhance the safety and reliability of our bus fleet. Real-time data from various systems (transmission, battery, engine, cooling system and brake pressure) are sent to a backend server, where they are automatically analysed to identify potential issues. When necessary, immediate action is taken to prevent on-road breakdowns, with an ultimate goal of improving safety and minimising the impact on passengers.

預防性維護系統旨在提升車隊安全和可靠度。車輛各個系統（變速箱、電池、引擎、冷卻系統和煞車系統）的表現數據會實時發送到公司的伺服器，並自動進行分析以識別潛在問題。為提高車隊的安全系數及減低對乘客的影響，工程人員會按需要採取即時行動，防止車輛於路面發生機件故障。

GST Safety & Eco Driving System GST安全及環保駕駛系統（「GST系統」）

The GST System is a safety and eco-driving tool that evaluates driving performance and calculates engine idling time for each bus trip. Its goal is to encourage bus captains to improve their driving skills and habits. The driver feedback unit on the dashboard sends real-time audio and visual alerts to the bus captain whenever a driving behaviour requires attention or immediate correction in five key areas: 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. The app clearly displays the time, date and location of any improper driving behaviour, along with the duration and location of engine idling.

A blackspot database was added to the “GST Driver” app in 2024. Bus captains are required to visit the “Blackspot” page via the popup tab during their first login each month. The database covers four of the five key driving aspects: cornering, braking, accelerating and speeding, as well as idling.

In 2024, the GST system also began using data from the first half of the month to predict the final safety scores for bus captains. By the middle of each month, a “predictive behaviour” analysis is available, showing not only the actual scores but also their trends. The predicted scores can help identify bus captains likely to exceed limits by month-end, as well as those at higher risk, through an automated report. This enables us to pinpoint bus captains in need of further training and monitoring. The “GST Driver” app will send notifications to any bus captains identified in these categories.

KMB has established a reward scheme to recognise bus captains with outstanding safety performance and eco-driving practices. The reward scheme is well-received by bus captains, who compete among themselves for a better ranking in their home depot and are eager to learn from those with high scores.

GST 系統是一種安全和節能系統以評估車長駕駛表現及計算每程車的引擎空轉時間，從而鼓勵車長改善其駕駛技術及習慣。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、煞車、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。

2024 年，「GST Driver」應用程式新增了黑點數據庫，數據庫涵蓋了五個主要駕駛範疇中的四個，包括轉彎、煞車、加速和超速，以及引擎空轉時間。車長每月首次登入應用程式時，都必須瀏覽「黑點」一頁。

報告期內，GST 系統開始利用前半個月的數據來預測車長每月最終的安全得分；在每月中旬，系統會自動進行「預防性行為」分析，除了顯示車長實際的安全分數外，也對其趨勢作出預測。預測的分數及報告能識別潛在超速及安全風險較高的車長，有助公司對車長進行適時及有效的培訓及監察，而 GST Driver 亦會向相關車長發送通知。

九巴設立一項獎勵計劃，以表揚車長具備安全和節能的優秀駕駛表現。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，並引發同事間向獲取高安全分數的車長學習。



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 assess driver alertness. Early audio alerts and vibration warnings will be triggered and sent through the bus captain’s signs of fatigue or other abnormality, such as drowsiness, are detected.

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如睡意等異常情況，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, installed on the lower front windscreen, uses image-processing technology to detect road obstacles ahead and calculate their distance. Early audio alerts and vibration warnings will be triggered when unsafe conditions are detected, such as when a collision is predicted, unless action is taken.

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，如出現潛在風險如有機會發生碰撞，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 a crucial safety feature that helps prevent a bus from skidding or overturning while cornering or operating on slippery road surfaces.

電子穩定系統是巴士的重要安全設備，有助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 fleet by automatically activating the brakes or retarder to prevent speeding when travelling downhill. The current speed limiters cut off the fuel supply to the engine once the speed limit is reached.

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煞車功能，防止巴士落斜時超速。



Safety Belts

安全帶



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

九巴已要求巴士製造商，於新購置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，九巴為部分現役巴士加裝座椅安全帶，以提升對乘客的保護。

Tyre Pressure Monitoring System (“TPMS”)

胎壓監察系統

TPMS is installed to allow bus captains to monitor tyre pressure in real-time. Visual and audio alerts will be triggered if the tyre pressure drops below a pre-set level. The majority of our bus fleet is equipped with this safety feature.

胎壓監察系統有助車長對輪胎作實時監察，如輪胎氣壓低於預設水平，會即時發出響聲和亮燈，以作提醒。大部份巴士已設有此安全裝備。

KMB Academy 九巴學院



KMB established the KMB Academy (“the Academy”) in January 2022 with the aim of nurturing talent for the bus industry. The Academy provides professional and comprehensive training programmes for franchised bus maintenance personnel and bus captains. In 2023, two new training programmes, the “Certificate in Continuing Development for In-service Bus Captains” and the “Professional Certificate for Instructors in the 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 KMB Academy now totals four.

The “**Certificate in Bus Maintenance**” at HKQF Level Two for franchised bus maintenance personnel provides knowledge of mechanical operation and industrial safety. Students will also undergo basic technical training, covering engine, drivetrain, chassis, electrical systems, and air-conditioning, with on-the-job training available at 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, qualifying them as semi-skilled workers with a clear progression path through further training.

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。

The “**Certificate in Public Bus (Franchised) Driving Training**” at HKQF Level Three is designed to build safety awareness, bus manoeuvring skills, and knowledge of bus routes and bus types. In addition to driving, students will also receive training in customer service and emotion management to further enhance their service standards. Before graduation, instructors assess student performance to ensure it meets KMB’s standards.

The “**Certificate in Continuing Development for In-service Bus Captains**” is at HKQF Level Three. It aims to enhance in-service bus captains’ knowledge and skills in road safety awareness, driving techniques and attitude, including defensive driving.

The “**Professional Certificate for Instructors in the Franchised Bus Industry**” at HKQF Level Four provides our instructors (both Driving Instructors and Technical Instructors) with a better understanding of their role at the KMB Academy. The programme focuses on enhancing teaching skills, improving teaching quality and fostering professional development while also considering their teaching performance, professional behaviour and attitude.

The Technical Training Section under the KMB Academy launched the **Electric Vehicle Maintenance Safety Awareness Training Programme (“EVE”)** and the **Electric Vehicle Low Voltage (LV) Training Programme (“EVL”)**. These two programmes have been accredited by the Vehicle Maintenance Technical Advisory Committee of the Electrical and Mechanical Services Department (“EMSD”).

「**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。

「**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。

九巴學院旗下的技術訓練部開辦了「**電動汽車維修安全認知課程**」（EVE）及「**電動汽車低電壓維修課程**」（EVL），兩個課程均獲機電工程署車輛維修技術諮詢委員會認可。





The Programmes cover relevant laws and regulations on Occupational Safety and Health related to EV maintenance, safety knowledge and the safety designs of high-voltage systems in EVs. These training programmes were designed not only for KMB's maintenance personnel but also for other industry professionals seeking to acquire expertise in electric vehicle maintenance.

In addition to addressing the training needs of bus maintenance staff and bus captains, the Academy also offers short-term courses and workshops for tertiary institutions on various topics. These courses aim to broaden students' understanding of the bus industry, business operations and public institutions. For primary and secondary schools, the Academy provides a variety of on-campus STEM education courses and activities, allowing students to apply interdisciplinary knowledge and cultivate innovative thinking through both "hands-on" and "minds-on" experiences.

兩個課程內容分別提供電動車維修的職安健法例、電動車系統上工作所涉及的風險及電動車高壓系統安全設計的知識等，不僅向九巴維修人員傳授維修電動車知識，同時開放予其他業界人士報讀。

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認識。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 a top priority in our bus operations. Through different channels, we raise public awareness of passenger safety. A series of safety messages is broadcast on the Bus Stop Announcement System in Cantonese, English and Putonghua, reminding passengers to hold the handrail at all times. Safety stickers such as "Hold the Handrail" and "Fasten the Seatbelt" are placed in bus compartments. We also periodically share educational messages with 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 committed to promoting road and passenger safety. We transformed a single-deck bus into a "Safety Bus" with the theme of "Stop, Look, Listen and Give Way" to engage with the community. By 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 seatbelts, holding handrails, and understanding the blind spots of buses. To raise awareness among participants, staff members from the Safety Department are also present to host quiz games and give short talks on road and passenger safety. In 2024, a total of 1,352 students visited the Safety Bus.

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。於 2024 年，共有 1,352 名學生登上安全巴士參觀。

Mobile Classroom 流動教室

The first Mobile Classroom activity, launched by the KMB Academy and the Safety Department in 2023, aims to promote road and driving safety, with a focus on situations where bicycles and buses share the road. More than 200 bus captains and members of the public participated in the activity. They welcomed and appreciated our efforts in engaging various road users (bus captains, cyclists, pedestrians and bus passengers) while promoting road safety messages.

九巴學院和安全部於 2023 年起舉辦「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, greener era with our eco-friendly bus fleet and a range of other sustainable innovations and technologies. We aim to become a carbon-neutral bus operator, setting 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 are committed to mitigating them in the following ways:

- Preventing pollution and enhancing environmental performance through the establishment and achievement of objectives and targets;
- Conserving resources by reducing waste at source, and promoting recycling and reuse;
- Minimising and controlling bus emissions through effective control measures and professional repair and maintenance services;
- Reducing our environmental footprint and combating climate change;
- Raising staff environmental awareness by providing training aligned with our environmental policy, objectives and targets, and helping them understand the potential environmental impacts of our operations;
- Communicating our environmental policy and requirements to suppliers and making the policy publicly available;
- Responding promptly to environmental enquiries 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 achieved ISO 14001 certification for the environmental management systems implemented at 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 manage environmental issues and ensure the effective implementation of the ISO systems. Under the guidance of Senior Management, the Engineering Team is adopting innovative technologies for both bus fleet and operations.

九巴最大的兩間車廠獲得「環境管理體系」認證 (ISO14001)；而九巴四間主要車廠每個季度均會進行審核，確保符合嚴格的環境管理標準。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 strives to explore renewable energy and zero-emission technologies, demonstrating our determination to introduce green public transport in Hong Kong. Highlighting the significance of the Government's policy to achieve carbon neutrality by 2050, KMB has rolled out an electrification roadmap. In the long run, KMB aims to deploy new energy buses in its entire fleet to help transform Hong Kong into a green city.

九巴積極研究可再生能源及零排放技術，顯示我們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。



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 2024, the KMB fleet comprised 855 Euro VI buses (including three Euro VI diesel-electric hybrid buses), 2,922 Euro V buses, and 70 battery-electric buses.

The new electric double-deckers are zero-emission buses that meet the latest KMB standards. They are equipped with solar panel systems, provide free 5G Wi-Fi internet connection services and include an upper-deck occupancy monitoring system. The majority of these buses have been deployed on routes that pass through busy corridors to improve roadside air quality in high-traffic areas.



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 2024 年年底，九巴車隊擁有 855 部歐盟六型巴士（包括三部歐盟六型柴油電力混合巴士）、2,922 部歐盟五型巴士及 70 部純電動巴士。

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 及上層尚餘座位監察系統。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。

We have been replacing older bus models with the latest and more energy-efficient ones to enhance the longevity and environmental performance of our bus fleet, working toward zero emissions. The KMB bus fleet has an average age of 8.3 years.

Other environmental facilities within KMB's bus fleet, depots and other premises:

- KMB has installed heat insulation boards on the roofs of about 70 operation kiosks at open-air bus termini, helping to minimise solar heat absorption, thereby reducing the workload of air-conditioners and promoting energy saving;
- The scheme to retrofit our bus fleet with lower-powered LED strips, aimed at creating a softer and more comfortable travel environment for passengers compared to the previous LED lighting, has been successfully completed and is now a standard feature on newly purchased buses. This initiative contributes to an annual reduction of 5,600 tonnes of carbon emissions from buses. The old LED light strips are dismantled and repurposed for lighting at bus depots and bus stops, producing no additional waste during the retrofitting process;
- KMB buses use near-zero sulphur diesel, and older buses are upgraded by retrofitting exhaust treatment devices such as diesel oxidation catalysts, diesel particulate filters, and selective catalytic reduction units; and
- KMB has introduced electric patrol cars as backup support and set up electricity-recharging facilities at their main depots.

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 8.3 年。

九巴多管齊下，於車隊、車廠及工作場所實施多項減碳措施：

- 九巴為 70 個位於戶外巴士總站的工作亭安裝隔熱板，有助減少吸收太陽光熱量，從而減少空調的使用量，促進節能；
- 我們已完成為車隊更換低瓦數 LED 燈工程，而低瓦數 LED 燈已成為新購置巴士的基本裝置，與舊有 LED 燈相比，能為顧客提供更柔和舒適的出行環境之餘，更每年可減少 5,600 噸碳排放。舊 LED 燈會重用於巴士廠和巴士站等作照明之用，更換時沒有產生物料浪費；
- 九巴的柴油巴士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 and 選擇性催化還原器等；及
- 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。



Application on Renewable Energy 應用可再生能源

KMB has introduced third-generation solar panels on double-deckers to reduce the air temperature inside the bus compartment and supply power to electronic devices in the compartment, thereby reducing fuel consumption. 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 around 4,000 households in Hong Kong, reducing about 9,100 tonnes of carbon emissions. As a franchised bus company equipped with the largest solar panel system in Hong Kong, KMB aims to lead the public transport industry toward a new greener era and promote carbon neutrality.

KMB has installed foldable solar panels on the roofs of three bus depots to generate electricity for water boilers. This setup can supply approximately 1,000 litres of hot water at 55 °C per day for our staff members to use for showering.



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，並會供電予車廂內的電子系統，從而減少油耗。此外，九巴已在巴士車廠、巴士站及巴士車頂一共裝設約 30,000 塊太陽能光伏發電板，每年能夠利用可再生能源產生超過 1,300 萬度電力，相等於 4,000 個香港家庭一年的用電量，可以為香港減少大約 9,100 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。

九巴於三個巴士車廠天台裝設摺疊式太陽能架，收集得來的可再生能源每日可為 1,000 升水加熱至 55 °C，供員工的淋浴間使用。

CO₂ Concentration Checks 檢查二氧化碳含量

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

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試，大部分巴士均符合標準。



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 responsibly in full compliance with applicable laws and regulations, ensuring that no risks are posed 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, reducing waste oil by 80%; and
- The mileage-based oil change scheme reduces engine oil consumption and waste oil by 40%.

為減少油耗，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 for parking depots and the optimisation of equipment supporting our facilities' operations.

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。

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 systems at 25.5°C, echoing the Government's Action Blue Sky Campaign by saving 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. We ensure that recycling arrangements are in place for used toners and papers, and plastic materials, and that regular efforts are maintained to promote good housekeeping practices among all staff members for energy saving.



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：

Wastewater

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. Water used for bus washing was collected and recycled. Rainwater collection and water recycling systems have been introduced at 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 are retreaded by appointed contractors, and waste metals are 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。

New electric double-deckers set industry benchmark in passenger capacity and new energy bus standards

新款雙層電巴載客量冠絕全港新能源巴士
符合營運需求並引領業界發展



Green transportation is our way forward. As a prominent player in Hong Kong's transportation industry, KMB takes its responsibility and mission to heart. We aim to be not only a trusted bus service operator but also a pioneer in driving the green transformation of local public transport. With rising public expectations for new energy buses, KMB is tirelessly promoting and expanding electric bus services, making commuting a meaningful action that contributes to a cleaner, low-carbon Hong Kong.

The new generation of electric double-deckers has been warmly welcomed by passengers and the community, receiving unanimous praise since they commenced service. Besides offering steady and quiet rides, these electric buses have been highly acclaimed for their core feature of achieving "zero missions". KMB primarily collaborates with two electric bus manufacturers China-based BYD and the UK-based Alexander Dennis.

綠色運輸是大勢所趨，作為本港交通運輸系統的重要一員，九巴深感其肩負的責任及使命，不僅要成為受市民倚重的巴士服務營辦商，而且在推動公共交通工具綠色轉型有領航作用。面對社會對新能源巴士的期望，九巴持續不懈地推動及實踐以電動巴士服務市民，讓乘客出行更有意義，為香港締造更美好、低碳的環境。

新一代雙層電巴投入服務以來，獲得乘客及社會各界一致好評及歡迎，除了因為電巴「零排放」有助消除對路邊環境影響，其行駛時穩定和寧靜的車廂亦令乘客享受非常舒適的旅程。九巴主要與兩個電巴生產商合作，包括中國比亞迪及英國亞歷山大丹尼士。

In 2024, KMB launched a new batch of electric double-deckers, the "Alexander Dennis Enviro500EV", specifically designed for Hong Kong by the British manufacturer. Their maiden service on Route 112 attracted crowds eager to experience the ride. To meet Hong Kong's demanding road conditions and operational requirements, this new batch of electric double-deckers features a custom-built chassis and strategically placed battery compartments under the bus floor, positioned at both the front and rear axle wheel arches to maximise interior space. The lower deck of these buses follows the same layout as traditional double-deckers, with the capacity to accommodate up to 122 passengers, making them the highest-capacity new energy buses in Hong Kong. This service launch also marked the full rollout of two types of new-generation electric double-deckers by KMB, setting a historic precedent.

KMB's electric double-deckers are breaking new ground. They serve several cross-harbour routes, including those connecting Cheung Sha Wan to North Point and Lai Chi Kok to Ap Lei Chau. These electric double-deckers traverse cross-harbour tunnels, reaching the Southern, Central and Western, and Eastern Districts of Hong Kong Island, as well as Wan Chai, marking a new chapter in KMB's new energy bus fleet. Now operating on 40 KMB routes, our electric bus fleet has travelled five million kilometres in total, equivalent to a carbon emission reduction of 8,000 tonnes. KMB has continued to bring green transportation to more local districts, allowing Hong Kong residents to enjoy the benefits of electric buses while making a positive contribution to improving air quality for all. Our pioneering initiatives have also proven that electric double-deckers are reliable transport options, even on Hong Kong's narrow, winding roads and steep inclines. With a charging time of approximately two hours, these buses can travel up to 300 kilometres, covering nearly 80% of KMB's daily operational needs.

KMB has been investing in electric buses for years, and today, they have become the cornerstone of Hong Kong's green transportation system. Compared to other new energy buses, electric buses offer greater operational stability and a zero emissions feature. These advantages help significantly reduce their environmental impact, embodying the essence of clean energy transportation.

2024年，九巴新一批全新型號雙層電巴，由英國巴士製造商專為香港而設的「亞歷山大丹尼士 Enviro500EV」正式服務市民，首日投入服務行走路線112，獲大批乘客專誠到場體驗乘坐。為應對香港嚴苛的道路及營運環境，這款雙層電巴的機件及底盤均按本地巴士服務營運需要而設計，電池收藏於車底、頭軸輪拱、車尾等位置，以善用車內空間，令下層車廂布局與傳統雙層巴士看齊，載客量高達122人，冠絕全港的新能源巴士。這同時標誌九巴新一代兩款雙層電巴全數面世，寫下歷史性一頁。

九巴期內營運雙層電巴亦帶來多個新突破，先後在多條過海路線安排以電巴行走，包括由長沙灣來往北角及荔枝角來往海怡半島等，讓雙層電巴足跡跨越過海隧道、進駐港島的南區、中西區、灣仔區及東區，為九巴新能源巴士車隊揭開新篇章。電巴在40條九巴路線行走，計及全線九巴電巴車隊已行走500萬公里，相等於減少8,000噸碳排放。九巴持續引領綠色運輸走進更多地區，讓更多市民體驗電巴所帶來的好處，對改善空氣質素帶來正面幫助，同時為備受關注的雙層電巴續航力作出重要和關鍵證明，引證在本港彎多路窄和斜坡路段同樣表現出眾，充電約兩小時就可行走300公里，滿足到九巴約八成巴士的全日營運需要。

九巴多年前已經投放資源購入電巴，目前電巴已逐漸成為本港綠色運輸的主流。相較其他新能源巴士，電巴的操作更為穩定，而且行走時「零排放」減少對環境所造成的負擔，體現潔淨能源巴士非電巴莫屬。



Caring for Customers 關懷顧客

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

作為公共運輸營辦商，我們竭誠為顧客帶來優質的搭乘體驗。我們致力了解顧客需要及期望，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 key to benefitting the industry and communities by enabling a convenient, diverse 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度嘟」

The e-payment system has been applicable to all KMB routes since 2022 and supports all existing routes under the Regional Short-haul Two-way Section Fare Schemes. The e-payment system supports sixteen electronic payment methods, establishing KMB as the industry leader offering the most diverse electronic payment options among local public transport operators. The sixteen contactless payment options include credit cards, digital wallets on mobile devices, smartwatches, and QR codes, providing an easy, fast and convenient way to pay bus fares.



2022年起，所有九巴路線均可透過電子支付系統「e度嘟」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。e度嘟支援的電子支付方式已達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，包括信用咭、附設於手機及智能手錶的電子錢包及二維碼，為顧客提供簡單、快捷及方便的繳付車資選項。

App1933

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

App1933 allows users to check bus route information and estimated bus arrival times. Key features include:

- The Estimated Travelling Time and the Bus Estimated Time of Arrival ("ETA") services, which help users plan their trips more easily by providing ETAs not only for KMB but also for other franchised bus companies;
- Real-time occupancy level displays for upcoming buses, enabling passengers to better plan their journeys;
- A reminder function with boarding alerts that allows passengers to set reminders by selecting bus routes and boarding times, ensuring a stress-free daily commuting experience;
- An exclusive loyalty programme, the membership scheme club1933, designed to further engage customers by allowing passengers to earn points for gifts and donations, or eCoins that can be used to pay for bus fares while enjoying their rides; and
- An AI chatbot, bot1933, enabling passengers to make enquiries and provide feedback anytime, 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 供顧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；
- 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及向慈善團體作捐贈，或以 eCoin 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

The reopening of boundary control points and the resumption of multiple-entry endorsements for Shenzhen residents have led to an increase in visitors, while population intake has also generated greater travel demand. We have implemented a number of enhancements to our bus service to deliver a more pleasant and comfortable journey to our customers.

各個口岸重新開放以及深圳居民「一簽多行」政策恢復，導致旅客數量遞增，住宅項目落成也增加了更多的出行需求。我們不斷提升巴士服務，為顧客提供更優質及舒適的巴士旅程。

Recreational Bus Service 旅遊線服務

- In January 2024, the previously restricted area of Sha Tau Kok was further opened to the public. To enhance accessibility to the area, KMB has introduced a new express Route 78S, operating 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 area's mystic surroundings, enjoy its scenic beauty and appreciate the historical buildings of Sha Tau Kok;
- Ma Wan Park, a new recreational spot in Ma Wan, opened in 2024. In January 2024, KMB introduced Route 230R [Ma Wan Park ⇌ Kowloon Station] on weekends to provide visitors with direct service from Yau Tsim Mong District to Ma Wan. The route was subsequently extended to a whole-day service in December 2024 to coincide with the second phase of Ma Wan Park's opening. This is the first franchised bus route serving Ma Wan;
- To complement the opening of GO PARK Sai Sha, KMB introduced Route 287 [University Station - GO PARK Sai Sha (Circular)] to provide a whole-day bus service connecting Sai Sha with University Station and Ma On Shan. It also facilitates passenger access to the recreational and sports complex, "GO PARK Sai Sha". KMB deployed electric double-deckers on Route 287 to provide a comfortable, quiet and zero-emission travel experience for passengers. The route also connects Kam Chun Court, where passengers can transfer to other KMB routes heading to the urban area;
- 2024 年 1 月，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路線 78S，方便旅客於周末及假日出遊，輕鬆探索沙頭角這個神秘地區、欣賞該處美景及歷史建築；
- 作為馬灣旅遊新景點—馬灣公園於 2024 年啟用。九巴在 2024 年 1 月於周末推出路線 230R [馬灣公園 ⇌ 九龍站]，接載顧客由油尖旺區直接抵達馬灣。為配合馬灣公園第二期開放，九巴於 2024 年 12 月將路線 230R 增至全日服務，成為首條服務馬灣的專營巴士路線；
- 為配合西沙 GO PARK 開幕，九巴增設路線 287 [大學站 - 西沙 GO PARK (循環線)]，提供全日服務連接西沙與大學站及馬鞍山，方便顧客前往康樂體育中心「西沙 GO PARK」。九巴更以雙層電動巴士行走路線 287，為乘客提供舒適、安靜和零排放的搭乘體驗，加上路線途經錦駿苑，顧客可轉乘其他九巴路線前往市區；



- With more recreational demand in Sai Kung, KMB introduced express departures on Route 92 [Sai Kung ⇌ Diamond Hill Station] on weekends. The new Route 92 (Express) only stops at a few major bus stops, allowing passengers to enjoy a faster journey when travelling to Sai Kung for a picnic or returning to the city after visiting "Hong Kong's backyard"; and
- To offer a new and immersive travel experience to visitors, KMB launched Route HK1, "Tour @ Kowloon", which operates between Star Ferry and Wong Tai Sin, connecting key local attractions. With the Tourist Day Pass, visitors can enjoy the "hop on, hop off" service along the route.
- 隨着西貢的旅遊需求增加，九巴於周末在路線 92 [西貢 ⇌ 鑽石山站] 增設特快班次。全新路線 92 (特快) 只於主要巴士站停靠，方便顧客前往西貢野餐或遊覽「香港後花園」返回市區時享受更快捷的旅程；及
- 九巴推出旅遊路線「遊·九龍」HK1，路線往返天星碼頭和黃大仙，途經主要旅遊景點。持有旅客日票的乘客，更可以輕鬆享受「隨上隨落」服務，為旅客帶來一個嶄新的搭乘體驗。



Bus Service for Population Intake 住宅區服務

- KMB was granted the operating rights for new bus route package at Fu Tip Estate, Tai Po. To align with the population intake in 2024, KMB introduced Route 72K [Fu Tip - Tai Wo (Circular)], 74 [Fu Tip ⇌ Yau Tong], 271A [Fu Tip ⇌ Tsim Sha Tsui], 272P (special trip) [Fu Tip ⇌ Kwai Hing] and two cross-harbour routes to Hong Kong Island. To further enhance connectivity to urban areas, Route 72X [Fu Tip ⇌ Mong Kok] was extended from Tai Po Central to Fu Tip;
- To provide better connectivity between Causeway Bay and Tuen Mun, KMB extended the service hours of Route 961 [Tuen Mun (Shan King Estate) ⇌ Wan Chai], with additional service to Causeway Bay. After the service upgrade, passengers in Tuen Mun can now travel directly to and from Causeway Bay in just one trip;
- 九巴欣獲大埔富蝶邨新巴士路線組合的專營權。為配合 2024 年居民入伙，九巴增設路線 72K [富蝶 - 太和 (循環線)]、路線 74 [富蝶 ⇌ 油塘]、路線 271A [富蝶 ⇌ 尖沙咀]、路線 272P (特別班) [富蝶 ⇌ 葵興] 及兩條過海路線前往香港島。為進一步加強與市區的連接，路線 72X [富蝶 ⇌ 旺角] 由大埔中心延長至富蝶作總站；
- 為加強銅鑼灣與屯門之間的交通網絡，九巴延長路線 961 [屯門 (山景邨) ⇌ 灣仔] 的服務時間，並增設前往銅鑼灣的服務。服務升級後，屯門顧客可一程直達銅鑼灣；



- Population intake at LOHAS Park is ongoing, and KMB has enhanced its bus service connecting Tseung Kwan O and Kowloon with more convenient travel options. The 'LOHAS Express' Route 298X, now extended to Mei Foo, has significantly increased its service frequency during peak hours on weekdays, with extended service hours on Saturdays; and
- To accommodate the growing population in the 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. In addition, a new Route 49A was introduced in November 2024 to ply between Ching Fu Court and Tsuen Wan.
- 日出康城人口持續增加，九巴加強連接將軍澳及九龍的巴士服務，提供更便捷的出行選擇。「康城快線」路線 298X 更延伸至美孚，大幅增加平日繁忙時段的服務班次，而周六則延長其服務時間；及
- 青衣住宅區居住人數持續增加，九巴於 2023 年增設路線 49 及路線 49M 連接青富苑至青衣站及將軍澳；在 2024 年 11 月，九巴開辦路線 49A 行走青富苑至荃灣。



Boundary Bus Service 關口線服務

- To support the growing usage of Heung Yuen Wai Control Point, KMB introduced Route B9A to operate between the Control Point and Yuen Long West. Along with the existing Routes B9 and 79K, which have Bus-bus Interchange ("BBI") arrangements with other KMB routes, passengers can transfer between multiple KMB routes to reach urban areas in Yuen Long and the Fanling Station BBI; and
- To facilitate late-night boundary travel, KMB launched Route N276 [San Tin Public Transport Interchange ⇌ Tin Tsz] in August 2024, providing a late-night connection between Huang Bus and Yuen Long District.
- 為配合香園圍管制站的使用量不斷增加，九巴開辦路線 B9A 來往香園圍至元朗西。連同現有的路線 B9 及路線 79K，乘客可於元朗及粉嶺站轉車站，以優惠價轉乘九巴多條路線前往市區；及
- 為方便深夜出入境的旅客，九巴於 2024 年 8 月開辦路線 N276 [新田公共運輸交匯處 ⇌ 天慈]，便利接駁元朗至皇巴士的服務。

Upgrades to Bus Facilities 巴士設施提升

- Display screens have been installed on the lower deck of KMB buses to show the number of available seats on the upper deck. This helps passengers find vacant seats on the upper deck, contributing to a more even distribution of passengers and enhancing the overall passenger experience;
- KMB has launched a comprehensive upgrade of its 5G services and plans to upgrade its entire bus fleet to 5G-enabled buses, offering 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 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;
- KMB has installed the Bus Information Panel System on buses. Real-time bus stop information is displayed on screens on both the upper and lower decks and is also available on App1933, featuring the alighting reminder function;
- The air quality in bus compartments has been improved with the installation of electrostatic air filters in KMB buses; and
- 4,010 KMB buses are equipped with power-saving variable capacity air-conditioning compressors, providing more adaptive and refined thermal control in the most fuel-efficient manner under all weather conditions. The air-conditioning systems also feature a fresh air function that extracts outside air 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；

- 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，獲取實時到達巴士站資訊；

- 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 4,010 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

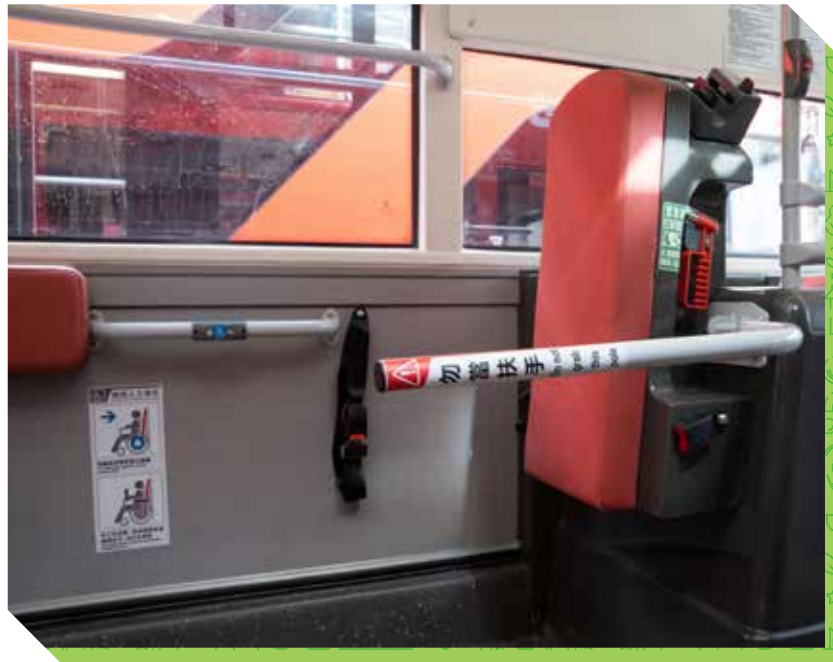
Access to transportation is essential for independent living, and an accessible transport system serves as the foundation of an inclusive society.

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 bus fleet deploys super-low floor buses for easy boarding and alighting, featuring wide entrances and exit doors for better passenger access. These features have made buses highly accessible to the elderly and wheelchair users. KMB has also equipped 331 buses with two wheelchair spaces, which primarily operate on routes to and from hospitals. Besides, KMB has introduced foldable armrests in the wheelchair areas of 160 buses. These new armrests not only enhance comfort for wheelchair users on board but also help prevent wheelchairs from overturning or skidding on the gangway. This design has now become a standard feature 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 support for those in need. To further encourage the spirit, KMB has added two additional 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 on the windscreen, and will primarily serve routes frequented by seniors.

九巴的巴士車隊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 331 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 160 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，九巴已為 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。

Upgrades to Termini and Bus Stops

巴士總站及巴士站設備提升

KMB’s commitment to upgrading the facilities at BBIs, termini and bus stops is demonstrated through a series of initiatives designed to enhance passenger comfort and convenience, as detailed below:

- 31 BBIs are designated with clear signage and platform numbers, making it easier for passengers to locate their interchange platforms. All BBIs are equipped with ventilation fans to enhance the comfort of waiting passengers, particularly during the summer months;
- To cater to the needs of the elderly, people with disabilities and children, additional seats have been installed at bus shelters, bus termini and BBIs;
- Display panels have been installed at bus shelters, bus termini and interchanges to show estimated bus arrival times. This real-time information helps waiting passengers to better plan their journeys, providing more efficient and user-friendly travel information;

九巴不斷提升轉車站、巴士總站及巴士站設施，致力為乘客提供舒適及便捷的巴士旅程，包括：

- 設有 31 個轉車站，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，所有轉車站已加設風扇，以提升候車時尤其在夏天候車時的舒適感；
- 為照顧長者、傷健人士及兒童的需要，已於巴士站、巴士總站及轉車站額外增置座椅；
- 候車亭設有屏幕，顯示巴士預計到站時間，提供實時資訊方便候車乘客計劃行程；





- Solar-powered lamps have been introduced at bus stop locations to provide lighting to customers waiting buses at night;
- Two-dimensional QR codes have been added to the information sheets posted at bus stops, allowing customers to easily access details about bus frequencies and other route information;
- In 2024, a total of 35 smart lockers were introduced at bus termini, providing convenient pick-up points for passengers and enhancing the overall commuting experience;
- Automated External Defibrillators (“AED”) have been installed at bus termini, ensuring that the golden window for timely rescue can be seized to assist individuals who suddenly collapse or experience cardiac arrest;
- New bus shelters were constructed or upgraded to enhance customer comfort and convenience. These bus shelters offer protection from inclement weather and create a more pleasant waiting environment for commuters.
- 於巴士站裝設太陽能照明系統，為夜間候車乘客服務；
- 裝設在巴士站柱的路線資料表備有二維碼，方便乘客獲取巴士路線及班次等實用資訊；
- 2024 年，共有 35 個巴士總站設有智能自助櫃，方便乘客領取物件，全面提升搭乘體驗；
- 巴士總站設有自動心臟除顫器，有助把握黃金時間及時拯救突然暈倒或者心臟驟停的人士；
- 為巴士站進行加建及提升工程，優化顧客的舒適及方便感；備有上蓋的巴士站為顧客提供一個優質的候車環境，避免受到惡劣天氣所影響。

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 2024, including the following:

- KMB has launched the Monthly Pass Scheme, the first of its kind for franchised buses in Hong Kong. The scheme allows passengers to take up to ten rides per day on KMB and Long Win Bus Company (“LWB”) buses, with an additional two trips permitted on Route B1. Pass holders can use the Pass on over 400 KMB routes, including regular, overnight and racecourse routes, and LWB E-, N-, S-, R- and X- routes and enjoy a 73% off fare discount on KMB Recreation Route HK1, 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 when alighting;
- The KMB Fare Saver Scheme offered a fare discount of up to HK\$4.0, covering certain 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 scheme to include 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;
- Citibank cardholders enjoyed a 15% bus fare rebate year-round through a fare rebate scheme;

九巴致力提供高效的巴士服務，2024 年先後推出多項票價優惠計劃，包括：

- 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 程九巴及龍運巴士有限公司（「龍運」）及兩程路線 B1，涵蓋超過 400 條九巴路線（包括常規路線、通宵路線和馬場專線），與及龍運 E 線、N 線、S 線、R 線和 X 線，並在乘搭九巴旅遊路線 HK1、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；
- 花旗銀行指定信用咭客戶可享全年 15% 的車費回贈；



- 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 transferring from designated routes solely operated by KMB to designated MTR stations, and vice versa;
- New Bus-bus Interchange Concession Schemes were introduced alongside the launch of new Route 72K, 74, 230R, 271A, and B9A;
- In response to the northward consumption patterns observed among locals, KMB introduced Boundary Routes B1 and B9 interchange discounts. Passengers could enjoy a free ride after completing two designated trips, with fare discounts of up to nearly 50%;
- To encourage families to participate in activities across Hong Kong during National Day, KMB organised a free ride day for children on 1 October 2024. In addition, to promote travel across different areas of the city during the summer holiday, child passengers were offered free rides on more than 450 KMB and LWB routes on Sundays and Public Holidays throughout the summer of 2024;
- A summer promotion offering students a half-fare discount on 30 selected cross-harbour routes was implemented from mid-July to early August 2024; and
- KMB launched the “Early Bird, Night Owl” Reward Programme for members of its membership scheme, club1933. Members can earn 10 times more membership points when travelling within specific times of the day.

- 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；

- 路線 72K、74、230R、271A 及 B9A 推出多個全新轉乘優惠計劃；

- 就市民北上交通服務需求增加，九巴推出口岸路線 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；

- 為慶祝國慶及鼓勵市民於國慶日外出參與活動，九巴於 2024 年 10 月 1 日舉辦小童免費乘車日；為鼓勵市民在暑假前往香港不同的地方遊玩，九巴舉辦「夏日賞童遊」活動，小童乘客可於 2024 年暑假期間逢星期日及公眾假期，免費乘搭超過 450 條九巴及龍運路線；

- 2024 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 club1933 會員推出「早鳥夜貓」優惠，會員於指定時間乘搭巴士可享有 10 倍積分。



Bus-bus Interchange (“BBI”) Schemes

巴士轉乘計劃



Committed to enhancing their Bus-bus interchange (“BBI”) networks, KMB offers fare concessions to ensure value-for-money, convenient, and environmentally friendly bus services, aiming to provide passengers with better quality of life and an experience where “Interchange is so simple” becomes a reality.

- KMB offers fare discounts to passengers on the second leg of their journeys and expand the network coverage under the BBI Schemes. In 2024, KMB established 31 BBIs in key locations across all 18 districts of Hong Kong. These BBI hubs provide passengers with more route options and the added benefit of new interchange discounts; and
- KMB offers up to HK\$4.0 fare discounts to customers using Octopus cards when transferring from designated KMB routes to Sun Bus Route NR331 [Ma Wan (Pak Yan Road) ⇌ Tsuen Wan] and Route NR331S [Ma Wan (Pak Yan Road) ⇌ Tsuen Wan West Station (near Nina Tower)] to Ma Wan, or vice versa.



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 就係咁簡單」。

- 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。九巴在全港 18 區的主要地點設有共 31 個轉車站，轉車站能讓乘客以優惠的車資，享有更多路線選擇；及

- 乘客只要以八達通乘搭指定九巴路線，轉乘陽光巴士路線 NR331 [馬灣（珀欣路）⇌ 荃灣] 或路線 NR331S [馬灣（珀欣路）⇌ 荃灣西站（近如心廣場）]，最高可享港幣 4.0 元車資優惠。

KMB Monthly Pass 九巴月票



The KMB Monthly Pass Scheme allows passengers to take up to ten rides per day on KMB and LWB buses, with an additional two trips on Route B1. The scheme covers 450 KMB and LWB routes, including regular, overnight and racecourse routes, as well as the jointly operated Cross-Harbour Routes.

KMB Monthly Pass holders are entitled to exclusive privileges, which include the following:

- With each purchase of the Pass, passengers earn points that can be redeemed for 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;
- Pass holders can use the Pass on LWB E-, N-, S-, R- and X- routes and enjoy a 73% off fare discount on LWB A- and NA- routes, benefitting from a bus network that connects different boundary control points;
- Enjoy a comfortable bus ride on Routes P960, P968 and HK1 by paying the “Fare for an Upgraded Journey”; and
- KMB has launched a “Buy-2-Get-1-Free” promotion, offering Student Identity Octopus cardholders an HK\$800 Octopus dollar rebate with the purchase of a 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，乘客每日可搭 10 程九巴及龍運巴士及兩程路線 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，可自動賺取積分，換取九巴精美禮品及 eCoin；
- 專享九巴月票客戶專線 3974 7888，將有專人接聽及處理查詢；
- 月票持有人可以在龍運 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路線 P960、P968 及 HK1 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 recognise the crucial role we play in safeguarding our customers' privacy and are determined to maintain our status as a trusted bus company.

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

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

In addition to CCTV, we provide regular training and circulate internal emails to our staff on cybersecurity protection and monitoring, while keeping our software and systems up-to-date to minimise the risk of cyberattacks.

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。所有九巴的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。

除了閉路電視之外，我們定期向員工發送內部電子郵件及提供培訓課程，提升員工對網路安全保護和監控的知識，同時致力維持軟件和系統處於最新狀態，減低受網路攻擊的風險。



Adapting to modern needs with innovative customised services

與時代共進步 創新服務切合顧客需要

As a major public transportation service operator in Hong Kong, KMB strives to cater to the diverse travel needs of its customers. While many pet owners regard their pets as family members, they are often limited to taking their beloved pets to nearby areas unless they use private cars. For longer trips, renting a light goods vehicle or taking a taxi may seem like the only option, which can undoubtedly be a burden for many pet owners, as existing laws and regulations prohibit animals from boarding most public transport services. Many overseas regions have already relaxed their regulations, making it common for animals to be allowed on board public transport. Serving as the “Heartbeat of the City”, KMB takes pride in its pivotal role and responsibility in pioneering societal progress and promoting pet-friendly services. Determined to make the first leap, KMB launched the “Pet Bus Tour”, allowing pets and their owners to ride together and create memorable moments.

The collaboration between KMB and Hoi Tai Tours on “Pet Bus Tour” has been a resounding success, receiving strong support and participation from pet owners, as well as commendation from the public. Several regular routes operate on weekends and public holidays, connecting the east and west of the New Territories, West Kowloon Cultural District, Tseung Kwan O and Hong Kong Island, such as Central Harbourfront. Most boarding and alighting points are situated at pet-friendly locations, such as harbourfronts, parks and malls. KMB provides flexible options for owners, allowing them to choose between the “one owner, one pet” or “two owners, one pet” combinations. Pet owners can book a full-day ride either on a single route or across multiple routes based on their needs, enabling them and their beloved pets to enjoy bus rides together and create unforgettable memories. In addition to helping pet owners explore the city and leave their footprints with their pets, KMB has also launched the “Special Pet Bus Tour – One-Day Trip to Lantau Island” to meet the enthusiastic public demand. With this dedicated bus service, pet owners can now easily explore South Lantau’s Ngong Ping or Tai O with their pets and savour a tranquil ambiance far from the urban hustle and bustle.

九巴作為本港主要公共交通服務營辦商，目標照顧和滿足顧客各種出行需要。寵物主人視寵物猶如家人一樣，不過主人帶着愛寵外出，除了到住所附近散步或駕駛私家車，一般只可選擇價錢較昂貴的輕型貨車或選乘的士到較遠的地方玩樂。對於主人來說，這無疑是一個重擔，然而礙於現行法例，很多公共交通工具都不容許動物乘坐。放眼海外，不少地方已放寬寵物乘搭公共交通工具，這是一件平常不過的事。九巴作為香港的「城市脈搏」，有角色及責任推動社會進步，提升寵物友善措施，決心踏出第一步，推出「寵物巴士遊」，讓寵物可以和主人一起乘坐巴士，享受生活時光。

九巴與開大旅遊自推出「寵物巴士遊」以來，獲得不少寵物主人支持及參與，社會亦有正面迴響。多條恆常路線每逢周六、日及公眾假期出遊，覆蓋新界東西、西九文化區、將軍澳及港島如中環海濱等，大部分上落站點附近設有寵物友善設施，包括海濱、公園和商場。九巴為主人提供彈性選項，讓他們選擇「一人一寵」或「兩人一寵」組合，按需要預約全日任乘一條路線或所有路線，帶着愛寵體驗乘搭巴士出行的樂趣，留下難忘的回憶。除了在城市內留下「足跡」，九巴亦開辦「特色寵物巴士團·離島一天遊」，同樣廣受歡迎，主人可以輕鬆與愛寵一同到南大嶼山的昂坪或大澳遊山玩水，全程專車接送，一起體驗遠離煩囂的慢活節奏。



Changes have been observed in visitors’ travel patterns, with many now opting for “city strolls” over the traditional “eat, shop, play” routines, and exploring Hong Kong from eco-tourism and immersive cultural perspectives. Capitalising on this trend, KMB has unveiled an electronic “Tourist Day Pass”, allowing international tourists to roam Hong Kong within 24 hours at an affordable price. With this Pass, they can take unlimited rides across over 450 KMB and LWB bus routes, discovering Hong Kong’s urban culture aboard double-decker buses.

The “Tourist Day Pass” caters to the latest travel preferences of tourists, allowing them to “hop on, hop off” across various bus routes with complete freedom in planning their itinerary, so they can unwind and fully savour every corner of Hong Kong. In addition, with the support of KMB’s mobile application, App1933, passengers can easily access route information and bus estimated time of arrival.

For travellers, Hong Kong is an international metropolis where Eastern and Western cultures seamlessly converge, imbued with a unique and diverse way of life, as reflected in its dynamic evolution of food, language and architecture. Kowloon, in particular, is home to many renowned local attractions. In light of this, KMB has unveiled the “Tour @Kowloon” Recreation Route HK1, which connects to a variety of unique landmarks and attractions in Kowloon, including the Hong Kong Palace Museum, M+, Wong Tai Sin Temple, and more. With this new bus route, travellers can explore various sights along a single route, immersing themselves in the multifaceted vibrancy of Kowloon.

KMB has also designed a themed bus in a vibrant peach pink colour to make it easily recognisable from afar. Recognising that a comfortable journey enhances the passenger experience, buses primarily serving this route are equipped with spacious seats, curtains, free Wi-Fi, and USB charging ports. On-board announcements, custom-designed in Putonghua, English and Cantonese, remind passengers when to alight and highlight scenic spots along the route, enabling travellers to fully immerse themselves in the distinct “Tour @Kowloon” experience both visually and audibly.

訪港旅客的旅遊模式亦見轉變，不少旅客一改以往的「食、買、玩」的習慣，轉變為「城市漫步」，以生態觀光及文化「深度遊」的方式暢遊香港。有見及此，九巴把握時機推出「旅客日票」，讓世界各地的旅客以價格相宜的電子日票，在 24 小時內走遍全港，不用考慮車資地無限次乘搭九巴及龍運逾 450 條路線，在雙層巴士上體驗香港的城市文化。

「旅客日票」切合旅客最新觀光模式，「隨上隨落」各條巴士路線，不僅讓旅客更無約束地規劃行程，亦可以放慢腳步細心探索香港每個街角的面貌。配合九巴手機應用程式 App1933，旅客可以輕易地搜尋所需巴士路線資料及預計到站時間資訊。

對於旅客來說，香港是中西文化薈萃的國際都會，蘊含着獨有、多姿多彩的生活模式，由飲食、語言以至建築，揉合多元萬千的變化，尤其九龍區坐擁香港多個著名景點。正是如此，九巴開辦了「遊·九龍」旅遊路線 HK1，將位於九龍多個獨特名勝及景點如香港故宮文化博物館、M+、黃大仙祠等呈現在旅客眼前，以一條路線貫通這些景點，讓他們親身探索九龍區的面貌。

九巴同時將主題巴士打造成鮮豔的桃紅主題色，遠道而來的旅客可以一眼識別。九巴深明舒適的旅程有助提升旅客的搭乘體驗，故主行走路線的巴士配備寬敞的座椅，並設有窗簾、免費無線上網及 USB 充電裝置，而特製的車廂廣播以普通話、英語及廣東話提示巴士站及介紹巴士站沿途景點，旅客可以「邊看邊聽」，感受不一樣的「遊·九龍」。



Caring for Employees

關愛員工

KMB believes employees are the cornerstone of our success and sustainability. Our commitment to staff welfare fosters an inclusive, supportive, and empowering workplace. By investing in our people, we support their growth and contribute to the broader community, all while achieving our corporate goals.

九巴相信員工為公司成功及可持續發展的重要基石。我們致力為員工建設一個包容、互相支持及自主的工作環境，讓員工與公司攜手達成目標之餘，更能令其個人茁壯成長，貢獻社會。



Human Resources Policy

人力資源政策



We prioritise our employees' well-being by creating a safe, respectful, and harmonious work environment. Comprehensive human resources policies are in place to promote gender equality, protect against sexual harassment, enhance occupational health and safety, prevent bribery, and safeguard personal privacy. These policies, along with others, are published on the staff website. We comply with Hong Kong's labour and anti-discrimination laws and ensure that all our suppliers uphold labour rights, including employees' rights to join trade unions.

As an equal opportunity employer, we are committed to ensuring that no job applicant or employee faces discrimination on the grounds of race, gender, marital status, family status, pregnancy, or disability. In collecting personal data from job applicants and current staff members, we comply with the Personal Data (Privacy) Ordinance (Chapter 486). We respect the privacy of personal data and take all reasonable steps to ensure that the data are securely stored and used solely for the purposes outlined in our personal data collection statement. As a public body specified in the Schedule of the Prevention of Bribery Ordinance (Chapter 201), the Company reminds all 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 and have established a comprehensive complaint handling mechanism. If any complaints arise, we thoroughly investigate each case that breaches the above policies and take appropriate action. Depending on the severity of the complaint, an ad-hoc committee may be formed to investigate the case. Appropriate disciplinary action, including summary dismissal, will be taken 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的權利。

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，公司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。

Comprehensive Benefits Package

全面薪酬福利

To attract and retain top talent, the Company offers a competitive benefits package that addresses the needs of our employees and their families. This package includes annual leave, medical benefits covering hospitalisation and accidents and free bus travel for staff and dependents. These benefits are designed to support our employees in maintaining a healthy work-life balance.

我們提供具競爭力的薪酬福利，以吸引和挽留人才，並關注員工和其家庭的需要，在工作與生活中取得健康的平衡。福利包括有薪年假、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。

Occupational Safety and Health

職業安全與健康

In order to continuously improve health and safety of our staff and nurture a positive safety culture, we encourage our staff to share recommendations for improvements in health and safety by holding regular health and safety meetings. All staff are protected from any discrimination based on their speech in these meetings.

We continuously promote health and safety awareness among our staff by regularly distributing health and safety publications and broadcasting related videos to enhance their knowledge and encourage active participation. We have also organised a health and safety competition to motivate our staff to deepen their understanding of occupational health and safety.

To maintain a safe working environment for our staff, we have established a workplace inspection programme focused on health and safety, aiming to eliminate substandard conditions across our facilities.

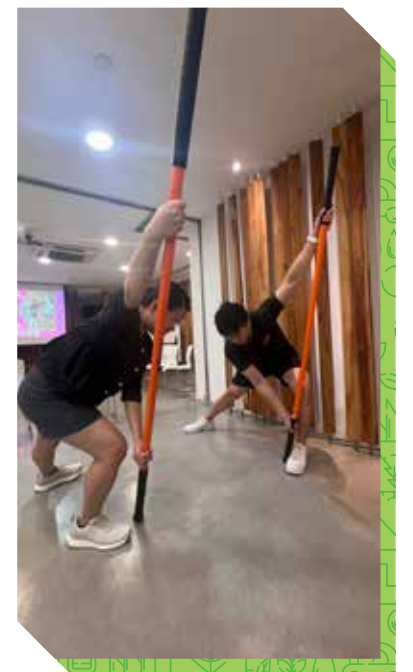
我們鼓勵員工提出改善健康及安全的建議措施，透過採納員工在安全工作委員會例會提出的健康和安全管理建議，落實推行一系列健康和安全管理措施，建立正確安全文化。員工在安全工作委員會例會上的言論亦會受到保護，不會受到任何歧視。

我們定期派發健康和安全管理刊物及播放相關影片，不斷提高員工的健康和安全管理意識，並鼓勵積極參與；同時舉辦了健康安全比賽，藉以加強員工對職業健康安全的認識。

為建設一個安全的工作環境，消除任何不符合標準的設施，我們制定了以健康和安全管理為重點的工作場所檢查計劃。

Health and Wellness Initiatives

健康活動



Our commitment to the health and well-being of our employees is evident through our annual “Health and Well-being Month” and other year-round initiatives. In October 2024, we successfully organised Health and Well-being Month for staff, dependents, and retirees, focusing on four key pillars: physical, mental, social, and financial well-being. Initiatives included a Depot Health Experience Day, onsite flu and pneumococcal vaccinations, health talks on acupuncture point massage and financial well-being, a workshop on in-body composition, alignment and posture check-ups, and the distribution of health gifts to our staff members. One of the highlights of the month was the “Run with KMB 2024” running competition, aimed at promoting and enhancing overall well-being.

Recognising the importance of mental health, our Employee Assistance Programme (“EAP”) offers 24-hour emotional support, short-term counselling, and referrals to mental health professionals. Furthermore, we have fostered a respectful and positive work environment by encouraging active listening, promoting help-seeking behaviours and facilitating the early identification of mental distress. We ensure timely access to treatment when needed, empowering our staff to prioritise their mental health.

We also arranged annual medical check-ups for all new bus captains and for existing bus captains aged 50 or above. This proactive measure demonstrates our commitment to both staff well-being and public safety by ensuring the fitness of our vehicle operators.

我們關注員工的身、心、靈健康，除了每年舉辦的「健康月」外，全年更有多個推廣健康的員工活動。2024 年 10 月為員工、家屬及退休員工舉辦「健康月」，以身體、心理、社交及財務健康為四大主題。當中舉辦多項活動，包括車廠健康體驗日、流感及肺炎球菌疫苗注射、穴位按摩講座、健康理財講座、身體分析及姿勢檢查工作坊及派發健康禮品等等。其中「Run with KMB 2024」為亮點活動之一，透過跑步比賽推廣及提升全人健康。

我們非常關心員工的精神和情緒健康，設有僱員支援計劃，提供 24 小時情緒支援及諮詢服務，以及轉介心理健康專業人員等服務。此外，我們主張主動聆聽，鼓勵尋求幫助，以及盡早識別有否受精神困擾等，從而建造一個互相尊重和正向的工作環境，確保員工在有需要時得到適切的治療，讓員工能夠優先關注其心理質素和健康。

報告期內，我們積極為所有新入職及年屆 50 歲或以上的車長安排身體檢查，足證公司重視員工的身體狀況，保障公眾安全。



Employee Engagement Events and Activities

員工參與活動

To foster a vibrant and engaging workplace, we organised a variety of activities in 2024 to promote unity, cultural celebration and personal growth. Alongside our health and well-being initiatives, we engaged our staff members in fun and meaningful activities. Festive joy was shared with our staff throughout various celebrations, including Chinese New Year, Mid-Autumn Festival and Christmas. These celebrations featured the distribution of red packets and special gifts sourced from social enterprises, lucky draws, visits to bus termini and depots, and heartfelt greetings to staff.



We also organised Spring Gatherings for our staff members, providing a platform for staff across departments to interact, build stronger relationships and celebrate Chinese New Year together. Such engagement initiatives play a crucial role in fostering a sense of community within the organisation.

Furthermore, we have 10 Staff Interest Clubs, offering employees opportunities to pursue hobbies and connect with colleagues outside of work, thereby enriching their overall experience with the Company. Throughout the year, our teams won 22 awards in external competitions and fundraising events, including the Community Chest Corporate Challenge, Race for Water, Sowers Action Challenging 12 Hours 2024, Hunger Run, Ocean Park Survival Run, The Salvation Army Orienteering Charity Cup, Sacramento Homeless World Cup (Hong Kong) Fundraising Tournament, Inter-Hong Long Distance Run and The Inter-Hong Chinese Chess Tournament 2024. These accomplishments have had a profound impact on the Company's reputation, staff morale and stakeholder relationships.

公司重視團結、節日慶祝和個人成長，於2024年舉辦不同的活動，以營造一個充滿活力和吸引力的工作地方。除了與健康和福祉相關的活動外，我們舉辦多個既有趣又有意義的活動。在農曆新年、中秋節、聖誕節等各個節日中，我們與員工分享節日的喜悅，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，向員工表達真摯的祝福。

年內，我們為員工舉辦新春聚餐，藉慶祝新年與員工進行跨部門交流，鞏固彼此關係之餘，亦深化「大家庭」的員工文化。

此外，我們共有10個興趣會，讓員工發展興趣，促進員工之間的團隊合作，深化他們對公司整體的經驗。年內，我們在對外比賽和籌款活動中共獲得22個獎項，包括「公益金企業挑戰賽」、「揸水一戰」、「苗圃挑戰12小時慈善越野馬拉松2024」、「生態保衛賽」、「救世軍定向慈善盃」、「薩克拉門托無家者世界盃(香港)籌款賽」、「行際長跑賽」及「行際中國象棋賽2024」等，為公司名譽、員工士氣和持份者關係帶來了正面及長遠的影響。



Staff Development and Training

員工發展及培訓

The KMB Academy was established to demonstrate our commitment to continuous service improvements and staff training, while also ensuring that a stable team is in place to provide maintenance services for KMB as well as the transportation industry in general. The Academy has adopted "Mission Safety • Act with Self-discipline" as its motto, 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. It now offers four courses accredited under the qualification framework:

1. Certificate in Bus Maintenance – Level 2;
2. Certificate in Public Bus (Franchised) Driving – Level 3;
3. Certificate in Continuing Development for In-service Bus Captains – Level 3; and
4. Professional Certificate for Instructors in Franchised Bus Industry – Level 4.

In 2024, several training courses for electric vehicles were also launched, including the Electric Vehicle Maintenance Safety Awareness Training Programme ("EVE") and the Electric Vehicle Maintenance Low Voltage Training Programme ("EVL"), both approved by EMSD as recognised qualifications for Registered Vehicle Mechanics.

The KMB Academy also provides on-the-job training for current maintenance staff and bus captains, enabling them to 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，恪守職責紀律。

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，其開辦的四個證書課程已獲資歷架構認可：

1. 「巴士維修證書」 - 第二級別；
2. 「專利公共巴士駕駛證書」 - 第三級別；
3. 「在職車長駕駛進修證書」 - 第三級別；及
4. 「專利巴士業導師專業證書」 - 第四級別。

在2024年，九巴學院開辦了「電動汽車維修安全認知課程」(「EVE」)及「電動汽車低電壓維修課程」(「EVL」)，兩個課程均獲機電工程署認可，學員修畢課程後會獲得相應電動車維修服務的註冊資格。

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 diverse learning channels provide self-learning opportunities, including internal classroom training and e-learning programmes. Job rotation and secondment opportunities are also available for employees to 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 skills. For instance, we arranged a training course for the Customer Experience Department to enhance their knowledge and skills in managing passenger care during 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，我們為顧客體驗部舉辦訓練課程，提升他們於交通事故中關懷乘客的知識和技巧。

Staff Recognition

嘉許卓越服務

Our commitment to celebrating excellence is reflected in our various award programmes. In 2024, Star Bus Captains were recognised for their outstanding performance in safe driving and customer care. Gold medals, plaques and pins, and certificates of appreciation were presented to staff who had attained the Long Service Awards in different categories. We also 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.



To promote a culture of appreciation and gratitude and to encourage continuous improvement in safety compliance, dedicated service, innovative thinking and team spirit, the Outstanding Star Awards Scheme recognised staff members with trophies. Including the Retirement Awards, numerous employees were recognised for their loyal and outstanding service.



Additionally, a series of Appreciation Month events were held to foster a work culture of unity, mutual appreciation and support. These events included a thank-you message collection campaign and the distribution of specially designed staff cardholders, to thank our colleagues for their contributions and support to the Company, while bringing positive energy to everyone working at KMB.

我們透過舉辦各項嘉許計劃，展現團隊的卓越成就。在 2024 年，多位安全駕駛及服務態度表現卓越的星級車長獲得表揚。我們亦繼續頒發長期服務獎，嘉許長期服務的員工，並分別向他們頒發金牌、獎牌和襟章及服務感謝狀。此外，我們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。

年內，我們透過傑出之星獎勵計劃，以推廣感謝文化，鼓勵持續改善安全合規、熱忱服務、創新思維及團隊精神的員工。連同退休員工在內，多位員工獲頒獎項，以表揚他們的長期服務和優秀的工作表現。

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，包括分享向員工收集的感謝語句，向員工派發特別設計的員工證件套，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。

Fostering a Caring Culture

建立關懷文化



As part of our commitment to a people-oriented approach, we invest in comprehensive programmes designed to support the well-being of both our employees and their families. Recognising that education is a cornerstone of opportunity, our scholarship programme, established in 2015, has provided financial assistance to children of employees pursuing higher education, alleviating the financial strain on their families.

To ensure comprehensive support, we have instituted robust welfare mechanisms, such as benevolent funds and targeted assistance programmes, providing financial aid, healthcare benefits and emergency support. These resources ensure that our employees and their families have access to essential care and assistance when facing unexpected challenges.

Throughout the year, particularly during the summer months, we organised a variety of family-focused activities designed to foster meaningful connections and promote work-life balance. These events included unique experiences such as bus depot visits, a bus-themed leather workshop, a one-day tour of the Sha Tau Kok Frontier Closed Area, free haircuts, and student photo sessions to prepare children for the new school year. By offering these opportunities, we strengthened family bonds within our corporate community and reinforced our commitment to supporting employee well-being both inside and outside the workplace.

我們貫徹以人為本的管理理念，全面關顧員工及其家庭成員。我們明白教育是成功的基石，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。

我們建立了全面的福利政策，例如員工支援計劃，為員工提供財務援助、醫療保健支援和緊急救濟，讓員工及其家人在需要援助或面臨突發事件時得到全面的支持。

年內，我們舉辦了多項以家庭為中心的活動，旨在促進有意義的聯繫及工作與生活的平衡。在暑假，我們舉辦了參觀車廠活動、以巴士為主題的皮革工作坊、沙頭角邊境禁區一日遊、免費理髮以及為員工子女準備新學年的學生拍照服務，透過這些具特色的活動，加強了公司內的員工家庭凝聚力，更體現我們裡裡外外支持員工福祉的承諾。



Engaging and Supporting Our Retirees

連繫和支援退休員工



In recognition of the invaluable contributions made by our retired employees, we established the TIH Retiree Association to maintain close connections with our former colleagues through a variety of engaging activities. In 2024, we organised afternoon tea gatherings and distributed red packets and festive gifts to our retirees during the Chinese New Year. To facilitate ongoing communication and strengthen our community bonds, we launched a dedicated KMB retiree website and actively utilised social media. These initiatives not only honour our retirees but also promote mutual support, reflecting our commitment to elderly care and fostering a supportive environment for all members of our corporate family.

我們成立「九·龍@晴」退休員工會，希望透過各類活動，答謝退休員工對公司的貢獻。在 2024 年，我們舉辦午間茶聚，並於新春期間向退休員工派發利是和節日禮物。我們亦推出退休員工的專屬網頁及積極利用社交媒體，促進與退休員工之間的聯繫。這些舉措體現我們對關愛退休員工的承諾，並為我們大家庭的所有成員建造一個互相支持的环境。

Staff Communication

員工溝通

To strengthen bilateral communication and employee wellbeing, the Joint Consultative Committees – comprising Management and staff representatives, who represent around 90% of the total workforce held regular meetings. These meetings focused on reviewing issues such as safety, operations, work environment and staff welfare.

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

We use various media and online platforms to share up-to-date information with our staff. Several online activities and programmes, including health talks, interest classes and financial seminars, were held to maintain our connection with employees.

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、活動花絮及各項員工活動資訊。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，又舉辦了不同網上活動，包括網上健康講座、興趣小組、財務管理分享會等，以保持與員工的聯繫。

Senior Management Visits

管理層探訪

During the year, Senior Management members of KMB visited bus termini, depots and offices to support and engage with our colleagues. These visits provided excellent opportunities for staff to share their views on operational matters and workplace-related issues with Management.

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。

Stakeholders Engagement 持份者聯繫

We support various initiatives to enhance community well-being 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 connection to the community, we actively engage the public to gather feedback and foster a strong community, creating 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 2024, a number of events were organised to interact with the public we serve:

- KMB participated in the 2024 Lunar New Year Fair Stalls at Victoria Park, Fa Hui, Shatin and Yuen Long from 4 to 10 February 2024. Pop-up stores were held at Tuen Mun V city, Nam Cheong V Walk in April, May and September, respectively, to maintain a close connection with customers;
- To support and encourage the Hong Kong delegation to the Paris 2024 Olympic Games, KMB has offered one-year free rides and bus naming rights to all delegation members. A bus themed "Support Team Hong Kong" was deployed to various districts to show support for all Hong Kong delegates by cheering "Proud of You" together with the people of Hong Kong;
- In August, KMB and SPCA collaborated on a "Pet Bus Tour", taking pet owners and their pets from Tsuen Wan to Tsing Yi on a KMB double-deck bus. Since October, the "Pet Bus Tour" has become a regular route, travelling across Hong Kong Island, Kowloon and the New Territories. It has gained popularity and received a lot of positive feedback from the public;

於 2024 年，我們舉辦了多項活動，與公眾交流互動：

- 九巴於 2024 年 2 月 4 至 10 日在維多利亞公園、花墟公園、沙田及元朗的年宵市場設攤位；分別於 4 月、5 月及 9 月，在屯門 V city 及南昌 V Walk 舉辦期間限定店，加強與顧客聯繫；
- 為支持出戰 2024 年巴黎奧運會的香港代表團，九巴向所有成員送贈一年免費乘車證，以及向港隊運動員送贈巴士命名權。另安排以「支持港隊」為設計主題的巴士，穿梭大街小巷，與全港市民一齊支持奧運港隊健兒，以「Proud of You！」向他們表達鼓勵；
- 九巴於 8 月與愛護動物協會合作，提供寵物巴士遊，讓寵物主人及其愛寵乘搭九巴雙層巴士，由荃灣前往青衣。由 10 月起，寵物巴士遊已設有恆常路線，來往香港島、九龍及新界，獲得大眾十分正面的迴響；





- KMB offered free rides on all buses for children on Sundays and Public Holidays during the summer. In addition, a carnival with vintage bus exhibitions and game booths was organised, attracting thousands of club1933 members to join;
- In October, KMB participated in the Bus Parade cum Exhibition, organised by the Transport Department, to celebrate the 75th Anniversary of the Founding of the People's Republic of China. KMB arranged three vintage buses including a Daimler E double-decker for the parade, and five buses for the exhibition, featuring the oldest buses in Hong Kong – a Daimler A double-decker – along with vintage exhibits and bus models showcasing buses from the past and present in Victoria Park;
- In December, KMB organised three pet bus tours to Lantau Island and a night pet bus tour to encourage pet owners to enjoy quality time with their pets and promote a pet-friendly environment; and
- KMB held Passenger Liaison Group meetings at bus termini across their operating areas to gather customer feedback on various issues, including interchange schemes, environmentally friendly buses, passenger facilities and network connectivity.
- 九巴於暑假舉辦「夏日賞童遊」活動，小童在星期日及公眾假期免費乘搭巴士，並舉行嘉年華會，展出古董巴士及設攤位遊戲等，吸引數千名 club1933 會員參與；
- 九巴於 10 月參加由運輸署主辦假維多利亞公園舉行，慶祝中華人民共和國成立 75 周年的巴士巡遊及展覽活動。九巴安排 3 架巴士包括「丹拿 E 型」雙層巴士在內的古董巴士作巡遊，又派出 5 架雙層巴士作展覽之用，其中全港最具歷史價值的「丹拿 A 型」雙層巴士也參與展出，見證巴士由古到今的演變；
- 九巴於 12 月推出三個前往大嶼山的寵物巴士遊及夜遊團，讓寵物及其主人能歡度美好時光，並推廣人寵共享的環境；及
- 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。

Media and Social Media Platforms 傳媒及網上溝通



In 2024, we strengthened our public communication by inviting the media to cover our events and promoting the greater use of social media platforms such as Facebook and Instagram to share information related to KMB.

Our interaction with netizens included a number of cross-media activities, which proved popular, with our Facebook page reaching over 1.3 million netizens in 2024. Similarly, the number of followers on our Instagram account surpassed 24,400 by the end of December.

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

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



於 2024 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 130 萬個賬戶次數，而九巴 Instagram 專頁已有逾 24,400 個賬戶關注，證明有關活動非常受歡迎。

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。

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，尤其着重於巴士乘車安全及禮儀。

App1933

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

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 eCoin 作繳付車資之用。

club1933

At the end of 2024, club1933 had over 520,000 registered members. Members can accumulate club points and convert them into eCoins to pay for bus fares, donate to charity organisations, and redeem gifts. Lucky draw entries can also be earned by taking bus rides, encouraging members to travel more around town. In December, club1933 held a lucky draw campaign offering flight tickets.

截止 2024 年年底，club1933 已有超過 520,000 名登記會員，會員可累積 club1933 積分兌換成 eCoin，讓乘客可隨時用於繳付車資、捐贈予慈善團體或兌換禮品。於 12 月，club1933 舉辦「搭巴士贏機票」抽獎活動，club1933 會員每乘搭一程巴士便可獲一次抽獎機會，搭得越多，中獎機會越大。

Website 網站

The KMB website (www.kmb.hk) provides a user-friendly experience with enhanced information integration, making it easy for users to access service details.

九巴網站 (www.kmb.hk) 加強資訊融合，用戶可以更 easily 獲取各巴士服務詳情，得到更佳的使用體驗。



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 consider substantive feedback as a valuable reference for continuous service improvement and future 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 offers an artificial intelligence chatbot, bot1933, on its website and App1933, allowing customers to receive instant year-round responses to enquiries and provide feedback on bus services. Since its launch, the chatbot has been continually upgraded 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. The service is complemented by a 24-hour hotline system, featuring shortcut keys that quickly connect callers to a live operator for prompt assistance with the "Tourist Day Pass" and locating lost elderly individuals.

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，獲取「旅客日票」的資訊，以及有關走失長者的求助。

Customer Service Centres

客務站

Our Customer Service Centre located at Tsim Sha Tsui provide customers with a one-stop service, including KMB souvenirs, Octopus card add-value services and bus route information. Additionally, at Tai Lam Tunnel BBI and Tuen Mun Road BBI, convenience stores are available for food and beverages, catering to customers' daily needs and indulgences while they wait.

客務站設於尖沙咀，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；而位於大欖隧道轉車站及屯門公路轉車站的客務站則開設便利店，為顧客提供食物和飲品，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

智能自助櫃

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, these smart lockers at bus termini also serve as collection points for lost property.

九巴已在 35 個巴士總站安裝智能自助櫃，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智能自助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;
- Hong Kong Brand Development Council;
- 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；
- 香港品牌發展局；
- 香港運輸物流學會；及
- 香港總商會。

Serving the Community

服務社區

We make continuous efforts to understand the evolving needs of our community and proactively contribute to various societal initiatives. Leveraging the Company's business strengths and resources, we are committed to creating a positive social impact by engaging the elderly and fostering 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。

Missing Elderly Assistance Programme

「尋·耆·跡」計劃



KMB provides assistance in locating lost seniors, especially those with dementia. A quick-dial option has been added to the KMB Customer Service Hotline, allowing callers to promptly report missing persons and provide relevant information. Upon receiving a request for assistance, KMB will enter details, such as the missing person's name, characteristics and Octopus card number, into a central system. When a lost elderly person boards our bus, the bus captain is alerted by a warning signal and a red light. The system also notifies KMB's 24-hour Radio Control Section and Hotline, allowing us to provide immediate assistance. In 2024, we received 300 requests and successfully located 28 lost seniors, while the others were reunited with their families through other channels.

九巴協助尋找走失患有認知障礙症長者。顧客服務熱線設有快捷鍵，讓求助者可更直接報失及提供相關資料。當接到求助電話，九巴會將走失長者的個人資料，如姓名、特徵及八達通號碼，輸入中央系統，當走失長者登上巴士時，巴士上的系統會即時以聲音及紅燈提示車長，亦會同時通知 24 小時運作的車務電訊組，讓我們能提供適切的協助。2024 年，我們接獲 300 宗求助，成功尋回 28 名長者，其他長者則透過另外途徑與家人團聚。

Donating Retired Bus and Bus Stop Pole

捐贈退役巴士及巴士站牌

As part of our commitment to sustainability, recycling, and support for those in need, we 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 repurposed to meet the creative learning needs of these institutions. Through our 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, supporting their treatment and care.

為支持可持續發展和循環再用，同時幫助有需要人士，我們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。



Below is a list of beneficiary schools/non-profit organisations that received a donated bus or bus stop pole in 2024, listed in alphabetical order:

Retired Bus Donation

- Hong Kong St. John Ambulance;
- Mu Kuang English School; and
- Yew Chung International School.

Bus Stop Pole Donation

- Chung Sing Benevolent Society Lau Mui Hin Home for The Elderly;
- HKFYG Lee Shau Kee Primary School;
- Hong Kong Baptist Mr. & Mrs. Au Shue Hung Rehabilitation & Healthcare Home;
- Hong Kong Children & Youth Services Jubilant Day Care Centre for the Elderly;
- Laguna Elderly House;
- Po Leung Kuk Chu Lee Yuet Wah Day Care Centre for the Elderly;
- Po Leung Kuk Comfort Court for the Senior;
- Prime Garden Mont Albert North (Australia);
- Sino Kwu Tung Nursing Home cum Day Care Centre; and
- Wai Ji Christian Service.

於 2024 年受惠的學校 / 非牟利機構如下：

退役巴士捐贈

- 香港聖約翰救護機構；
- 慕光英文書院；及
- 香港耀中國際學校。

巴士站牌捐贈

- 鐘聲慈善社劉梅軒安老院；
- 香港青年協會李兆基小學；
- 香港浸信會區樹洪伉儷康復護理院；
- 香港青少年服務處欣安長者日間護理中心；
- 海逸居；
- 保良局朱李月華長者日間護理中心；
- 保良局樂安居暨耆盛長者日間護理中心；
- 優質花園樂齡中心（澳洲）；
- 華創古洞護理院既日間中心；及
- 基督教懷智服務處。

Donating Retired Bus Handrails

捐贈愛心扶手計劃



In collaboration with occupational therapists from Haven of Hope Christian Service Wong Tai Sin Enhanced Home and Community Care Services, KMB donated and installed retired bus handrails for patients identified as having a high risk of falling at home. In 2024, we installed six pairs of handrails for residents in Wong Tai Sin District.

九巴與來自基督教靈實協會黃大仙改善家居及社區照顧服務的職業治療師合作，為家居有高風險跌倒的對象捐贈及安裝退役巴士扶手。2024 年，我們向居住在黃大仙區的住戶捐贈了六對愛心扶手。

Collaboration with Hong Kong Society for the Blind and Polytechnic University

與香港盲人輔導會及理工大學合作

As part of its collaboration with The Hong Kong Society for the Blind ("HKSB"), the Department of Rehabilitation Sciences and the Department of Chinese & Bilingual Studies, the Hong Kong Polytechnic University ("PolyU"), KMB has assisted in installing a caring bus stop at the Yuen Long Home for the Aged Blind, HKSB. The bus stop features a retired bus stop pole, a seating bench with queueing rails, a soundtrack providing bus route information for Route 64K, and a pair of priority seats, creating a simulated environment that allows elderly residents to experience waiting for a bus indoors. 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」）康復治療科學系及中文及雙語學系合作，協助盲人輔導會元朗安老院設置「愛心巴士站」。巴士站以退役巴士站牌、排隊欄及長椅組成，另提供路線 64K 的沿線車站廣播及關愛座椅，為長者院友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。

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 carried out throughout the year:

- In collaboration with Hong Chi Association, KMB offered students with Special Educational Needs (“SEN”) the chance to showcase their talents beyond the classroom through multiple platforms and placements. For example, our staff coffee shop, Café1933, provided retail placements for students, along with food and beverage services. Through the partnership, KMB has also recruited SEN graduates for roles such as bus cleaning workers, office assistants, customer experience assistants, and gardening assistants;
- KMB organised a career-oriented seminar for secondary school students, featuring a depot tour and a career talk session to help students explore various job roles and work environments while gaining insight into KMB’s organisational structure. The activity aimed to broaden students’ horizons and inspire them to plan for their future studies and career paths; and
- KMB partnered with the Vocational Training Council’s Diploma programme and invited students studying Foundation Studies (Design) to participate in the “Sustainable Get Set · Go” bus body advertisement competition, where the winning designs were transformed into bus decals. These buses then travelled across the New Territories, Kowloon, and Hong Kong Island, spreading environmental messages to the community.

九巴致力培養下一代，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、顧客服務助理及園藝助理；
- 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；及
- 九巴與職業訓練局合作，邀請就讀基礎課程文憑（設計）的學生參加「永續·Get Set · Go」巴士車身設計比賽，學生的優勝插畫作品化身為巴士車身，行走新界、九龍及香港島，把環保訊息帶進社區。

Community Participation 社區參與

- KMB offers free rides on all bus routes for people with disabilities, along with one accompanying caregiver, in support of 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; and
- KMB has long supported the activities of The Community Chest. In 2024, a group of KMB staff participated in The Community Chest New Territories Walk 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；及
- 九巴長期支持香港公益金活動，於 2024 年，九巴員工參與公益金新界區百萬行。

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 its formation in 1995. In the reporting period, FRN comprised over 1,100 members, including customers, KMB staff and their dependents.

During the reporting period, FRN organised bus model art workshops, inviting SEN students and their family members to design bus body artwork on recycled bus miniatures. It provided an opportunity for students with drawing talent to create unique bus models for themselves while also promoting environmental protection.



FRN participated in regular home visits and made care calls to elderly individuals experiencing depression. The programme was organised by Suicide Prevention Services, with which FRN has maintained a partnership since 2013. FRN also launched a civic education programme, “Being a Good Passenger”, to raise awareness of road safety, bus safety and bus etiquette among primary school students through various interactive games.

In October 2024, KMB held an appreciation ceremony to commend FRN volunteers who contributed 50, 100, 200, 500 and 1,000 hours of service.

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，九巴之友共有超過 1,100 名會員，成員包括九巴員工與家屬和顧客。

報告期內，九巴之友義工為有特殊教育需要的學生及其家人，舉辦「模型巴士藝術坊」，於回收的巴士模型上設計巴士車身，讓他們發揮設計天賦和才華外，更可推廣環保的訊息。

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「我要做個好乘客」活動，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 2024 年 10 月，九巴舉辦「義工嘉許禮」，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。

Ride with KMB for a good cause: Helping those in need for positive community Impact

「搭九巴·做善事」連繫社區正面發展 扶助需要群體



Relentlessly serving the community for years, KMB has extended its care beyond passengers to support those in need. In addition to providing top-notch bus services, KMB demonstrates its care by attentively listening to community needs and fostering a spirit of mutual support across all sectors. To encourage individuals to actively extend a helping hand to those in need, KMB introduced a new option within its KMB membership scheme, club1933, in 2023. Members can donate their eCoins, which are redeemable using their membership points, to charities through the mobile application App1933. For every three eCoins donated by members, KMB will donate HK\$2.0 to their selected organisations on their behalf, offering adequate assistance to the charities' service recipients. This initiative has made every bus ride more meaningful by directing resources to the right beneficiary organisations, making a significant impact on society and driving positive change.

九巴多年來一直用心服務社會，對象不限於乘客，亦涵蓋有需要人士和群體。提供優質巴士服務以外，九巴仔細聆聽及關心社會，了解社區需要，致力推動各界發揮互助精神。為鼓勵各界人士主動向有需要人士伸出援手，九巴在 2023 年在九巴的會員計劃 club1933 內推出新選項，會員透過手機應用程式 App1933 可將以積分換取的 eCoin 捐予慈善機構，會員每捐出三個 eCoin，九巴就會代為捐出港幣 2.0 元予會員所選擇的機構，為不同服務對象提供適切的支援。九巴藉着計劃，讓會員乘搭每一程巴士都變得更有意義，將資源分配予合適的受助機構，在社會充分發揮影響力，推動正向改變。



In August 2024, KMB took a step further with the launch of the innovative "Donation Matching Scheme". For every three eCoins donated by club1933 members to an organisation, KMB will not only contribute HK\$2.0 on their behalf but also organise additional activities or donate supplies to the groups supported by these organisations, such as the underprivileged, people with disabilities, and stray animals, ensuring they receive appropriate assistance. Under the Matching Scheme, KMB collaborates with different charitable organisations every two weeks. To date, it has partnered with more than 10 organisations, including The Society for Community Organisation, and Heep Hong Society. As of the end of 2024, the number of donors had increased by 16% compared to the previous year, with over 25,500 individuals participating. The Scheme has donated over 400 smart cooling and heating fans to low-income families, improving ventilation and overheating conditions in their homes. Additionally, activities such as the "Bus Model Art Workshop" and "Being a Good Passenger" have been organised for children with special education needs and those from low-income families, benefiting multiple groups. KMB is grateful for the selfless contributions of all members, which bring community stakeholders closer through the Matching Scheme and foster a network of mutual assistance.

在 2024 年 8 月，九巴再走前一步，推出嶄新「捐贈配對計劃」，club1933 會員向機構每捐出三個 eCoin，九巴除了代為捐出港幣兩元外，更會為機構服務的群體額外舉辦活動或捐贈物資，讓弱勢社群、傷健人士及流浪動物等，可以得到確切援助。在配對計劃下，九巴每兩星期與不同慈善機構合作，迄今已與 10 間機構完成配對，包括香港社區組織協會及協康會等。截至 2024 年底，捐贈人次較上一年上升一成六，錄得逾 25,500 人次參與，計劃內曾向低收入家庭捐出逾 400 把智能冷暖風扇，改善住所通風和過熱的情況，及為有特殊教育需要和低收入家庭兒童舉辦「模型巴士藝術坊」及「我要做個好乘客」活動等，惠及多個群體。九巴感謝會員的無私奉獻，透過配對計劃拉近社區各持份者的距離，同時建立良好網絡互相協助。

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