



# SUSTAINABILITY REPORT

# 可持續發展報告

# 2024



## Content 目錄

1	About LWB 關於龍運	About the Report 關於本報告	4
8	Safety First 安全至上	Caring for the Environment 愛護環境	18
26	Caring for Customers 關懷顧客	Caring for Employees 關愛員工	36
46	Stakeholders Engagement 持份者聯繫		



## About LWB 關於龍運

Long Win Bus Company Limited (“LWB”), a wholly-owned subsidiary of Transport International Holdings Limited (“TIH”), has been operating franchised public bus services to and from the New Territories, Hong Kong International Airport and North Lantau since 1997. LWB has garnered resounding support from both locals and visitors, capitalising on the substantial demand for boundary route services driven by tourism-related activities. LWB operates a fleet of 281 buses on 43 routes, its network currently covers the Airport, Tung Chung, the Hong Kong-Zhuhai-Macao Bridge Hong Kong Port, Hong Kong Disneyland, the Ngong Ping 360 cable car and AsiaWorld-Expo.

龍運巴士有限公司（「龍運」）自1997年起營辦往返新界、香港國際機場及北大嶼山的專營公共巴士服務，獲得本地市民及旅客的廣泛支持，藉旅遊相關活動帶動口岸路線服務的強大需求。龍運車隊有283部巴士，行走43條路線，服務範圍目前包括機場、東涌、港珠澳大橋香港口岸、香港迪士尼樂園、昂坪360纜車和亞洲國際博覽館等地區。



## 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 LWB 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.

龍運發表《可持續發展報告 2024》（「本報告」），重點闡述龍運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 LWB 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 LWB’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。

董事會為龍運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. LWB 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。龍運在 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 LWB website and App1933, and corporate publications, 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，包括龍運網站及手機應用程式 App1933 的即時對話平台、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。

# 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 LWB 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.

龍運的《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和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



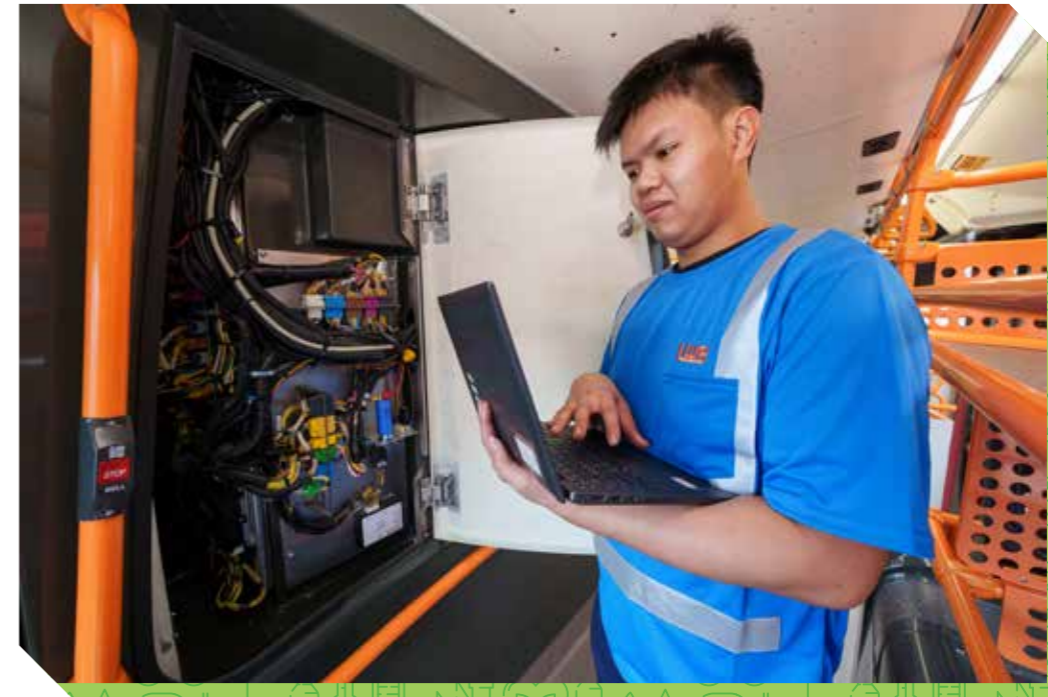
We are committed to achieving a high level of health and safety performance. While compliance with legal requirements and our in-house safety rules serves as our minimum performance standard, we remain diligent in improving our safety performance across all aspects of our business, including bus maintenance 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 LWB 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。龍運「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 LWB 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，所有龍運的巴士均經由 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.

LWB 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。

龍運設立一項獎勵計劃，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

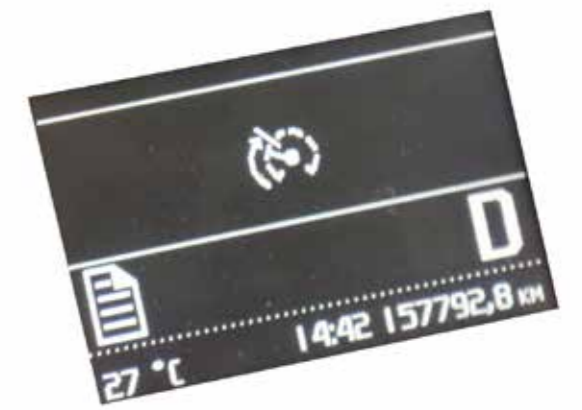
The ESP is a crucial safety feature that helps prevent a bus from skidding or overturning while cornering or operating on slippery road surfaces.

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



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

龍運已要求巴士製造商，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，龍運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 LWB 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.

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 LWB’s standards.

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，再於龍運車廠進行在職訓練。修畢課程的學員不僅取得資歷架構第二級別的認可資歷，更可獲得歐洲兩大巴士製造商亞歷山丹尼士（亞太）有限公司及富豪巴士香港有限公司的巴士專業維修認證。他們會獲受聘為具明確晉升階梯的半熟練技工及繼續接受相關培訓。

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



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 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 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”).

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.

「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。

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，不僅向龍運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 social media platform.

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 和社交平台亦定期向公眾宣傳道路安全訊息。



# 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.

龍運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

LWB's depot is 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.

龍運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



LWB 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, LWB has rolled out an electrification roadmap. In the long run, LWB aims to deploy new energy buses in its entire fleet to help transform Hong Kong into a green city.

龍運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，龍運定下電動巴士的發展藍圖。長遠而言，龍運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 LWB fleet consisted of 158 Euro VI buses, 116 Euro V buses and four battery-electric buses.

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 LWB bus fleet has an average age of 5.2 years.

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

截止 2024 年年底，龍運車隊有 158 部歐盟六型巴士、116 部歐盟五型巴士及 4 部電動巴士。

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。龍運車隊的平均車齡約 5.2 年。

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

- 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 the reduction 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;
- LWB 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
- LWB has introduced electric patrol cars as backup support and set up electricity-recharging facilities at their main depots.

龍運多管齊下，於車隊、車廠及工作場所實施多項減碳措施：

- 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，更可減少碳排放。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；
- 龍運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、柴油微粒過濾器和選擇性催化還原器等；及
- 龍運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

LWB 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. Solar panels are installed on buses, at depots and bus stops which electricity will be generated annually, thus reducing carbon emissions. LWB aims to lead the public transport industry toward a new greener era and promote carbon neutrality.

龍運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，龍運已在巴士車廠、巴士站及巴士車頂裝設太陽能光伏發電板，每年能夠利用可再生能源產生電力，為香港減少碳排放，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。



## CO<sub>2</sub> Concentration Checks 檢查二氧化碳含量

Each year, 15 LWB buses from passenger-intensive routes are selected for data logger measurements of indoor CO<sub>2</sub> concentration. Our buses generally demonstrate compliance with the requirements.

龍運每年抽選 15 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

LWB 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.

龍運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 LWB 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

LWB 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:

龍運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, LWB is committed to reducing water consumption and properly treating effluents before discharge. Our depot is 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.

龍運克盡企業公民責任，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 LWB tyres are retreaded by appointed contractors, and waste metals are sent to recycling companies.

龍運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, LWB 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，龍運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。

# 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」



LWB was the first franchised bus company in Hong Kong to install a diversified electronic payment system in its fleet in 2020. The e-payment system supports sixteen electronic payment methods, establishing LWB 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.

龍運於 2020 年在全線車隊裝設多元化電子支付系統「e度嘟」，成為全港首間提供多元化電子支付系統的專營巴士公司。e度嘟支援的電子支付方式已達 16 種，使龍運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 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 LWB but also for other franchised bus companies;
- 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.

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，更可查閱龍運及其他專營巴士公司的巴士預計到站時間；
- 「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。

## Boundary Bus Service 關口線服務



Following the network improvements made in 2023, the LWB A-route bus network has become more mature. To respond to the increasing trend of outbound travel, LWB has increased the service level of A-routes, particularly during peak travel seasons.

龍運於 2023 年推行巴士網絡優化計劃後，A 線巴士網路更趨成熟。因應出境旅客日益增長的趨勢，龍運（尤其在旅遊旺季）已全面提升 A 線的服務水平。

## Upgrades to Bus Facilities

### 巴士設施提升



- LWB 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;
- LWB 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 LWB buses; and
- 283 LWB 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.
- 龍運推出 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；
- 龍運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；
- 龍運巴士裝設靜電子空氣淨化器，令車廂的空氣更潔淨；及
- 共有 283 部龍運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 LWB 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. Besides, LWB has introduced foldable armrests in the wheelchair areas. 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.

龍運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。龍運已在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。



## Upgrades to Termini and Bus Stops

### 巴士總站及巴士站設備提升



LWB'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:

- 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;
- 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;
- 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.

龍運不斷提升轉車站、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：

- 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；
- 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；
- 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



LWB is committed to providing efficient bus services for the public. A number of fare concession schemes were introduced in 2024, including the following:

- Citibank cardholders enjoyed a 15% bus fare rebate year-round through a fare rebate scheme;
- A Bus-bus Interchange Concession Scheme was launched in collaboration with New Lantau Bus, offering passenger rides to leisure spots in Mui Wo, Tai O, Ngong Ping and Disneyland;
- Passengers were entitled to a maximum of 50% fare discount when transferring between designated KMB routes to and from the Airport and HZMB under the "Ride 2 Journeys, Get 1 Journey Free" campaign; and
- To encourage families to participate in activities across Hong Kong during National Day, LWB 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.

龍運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：

- 花旗銀行指定信用卡客戶可享全年15%的車費回贈；
- 與大嶼山巴士合作推出轉乘優惠，方便乘客遊覽梅窩、大澳、昂坪及迪士尼；
- 九巴及龍運推出「搭兩程，俾一程」優惠，乘客乘搭指定九巴路線轉乘龍運路線往返機場及港珠澳大橋，車資優惠最高達半價；及
- 為慶祝國慶及鼓勵市民於國慶日外出參與活動，龍運於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，龍運舉辦「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。

#### Bus-bus Interchange ("BBI") Schemes

##### 巴士轉乘計劃

Committed to enhancing their Bus-bus interchange ("BBI") networks, LWB 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.

- LWB offers fare discounts to passengers on the second leg of their journeys and expand the network coverage under the BBI Schemes. In 2024, LWB has had BBIs in key locations of Hong Kong. These BBI hubs provide passengers with more route options and the added benefit of new interchange discounts.

龍運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」。

- 龍運的巴士轉乘計劃，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。龍運已在主要地點設有轉車站，轉車站能讓乘客以優惠的車資，享有更多路線選擇。



## 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 LWB gifts and eCoins under the 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
- The “Buy-2-Get-1-Free” promotion offers 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，換取龍年精美禮品及 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
- 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 LWB 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帶。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。所有龍運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。

# Caring for Employees

## 關愛員工

LWB 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.

龍運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.

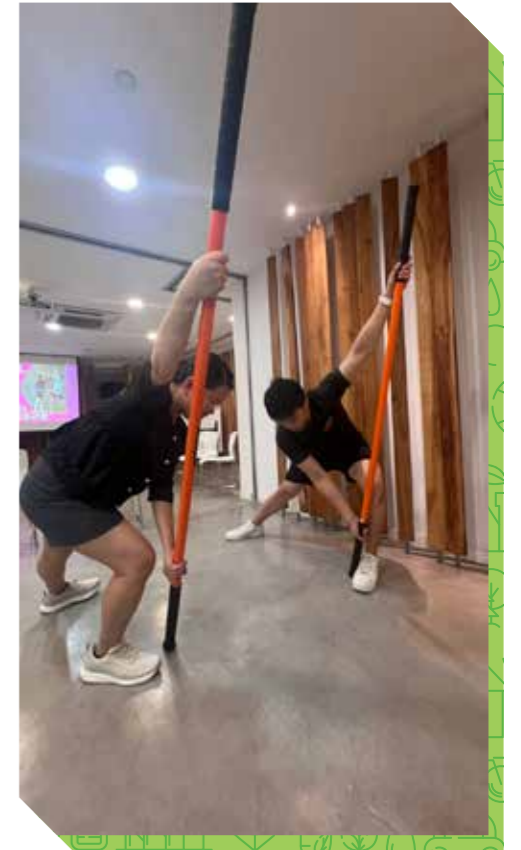
Recognising the importance of mental health, our Employee Assistance Programme (“EAP”) offers 24-hour emotional support, short-term counselling, and referrals to mental health professionals. Furthermore, we have fostered a respectful and positive work environment by encouraging active listening, promoting 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。

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」、「掙水一戰」、「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 LWB 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龍運車隊，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.

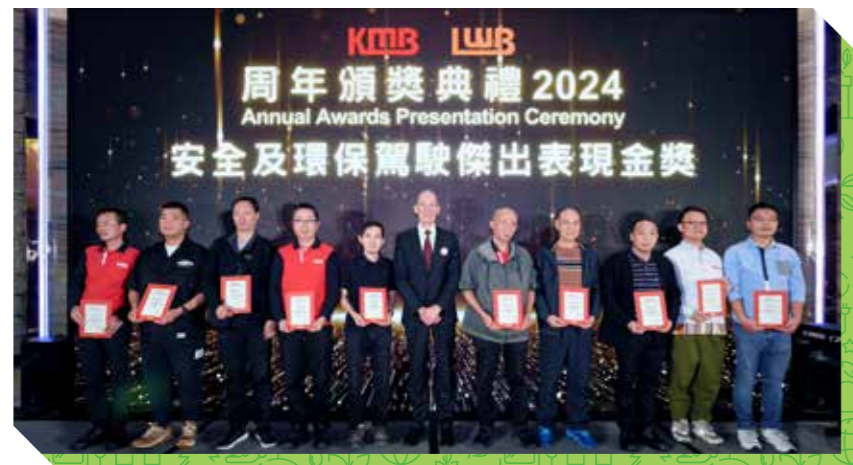
To promote a culture of appreciation and gratitude and to encourage continuous improvement in safety compliance, dedicated service, innovative thinking and team spirit, the Outstanding Star Awards Scheme recognised staff members with trophies. Including the Retirement Awards, numerous employees were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

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，並為龍運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 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環境。

## 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 announcements, safe driving tips, snapshots of 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. The corporate magazine, is another channel to keep employees informed of the Company's 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。公司刊物為員工提供公司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 LWB 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.

龍運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:

- To support and encourage the Hong Kong delegation to the Paris 2024 Olympic Games, LWB 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;
- LWB 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; and
- LWB 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.

於 2024 年，我們舉辦了多項活動，與公眾交流互動：

- 為支持出戰 2024 年巴黎奧運會的香港代表團，龍運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；
- 龍運於暑假舉辦「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；及
- 龍運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 LWB. 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 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，宣傳龍運相關的消息。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，Facebook 專頁已接觸超過 130 萬個賬戶次數，而 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，龍運在 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

The Company'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.

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

龍運網站 (www.kmb.hk) 加強資訊融合，用戶可以更容易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

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

龍運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，而意見亦有助龍運持續提升服務及規劃未來發展。

### Chatbot for Enquires

#### 人工智能查詢途徑

LWB offers an artificial intelligence chatbot, bot1933, on their websites 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.

龍運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

LWB offers a manned customer service hotline (2261-2791) 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.

龍運設有專人操作的顧客服務熱線（電話為 2261-2791），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

LWB's Customer Service & Ticket Office at Hong Kong International Airport's Ground Transportation Centre and the customer service kiosk at the Hong Kong Port of the Hong Kong-Zhuhai-Macao Bridge provide customers with a one-stop service, including LWB souvenirs, Octopus card add-value services and bus route information.

龍運設於香港國際機場地面運輸中心及港珠澳大橋香港口岸的顧客服務及售票處，為乘客提供包括售賣龍運紀念品、八達通卡增值服務和查詢巴士路線資訊等一站式服務。



## 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。

## Community Participation

### 社區參與

- LWB 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;
- LWB supports the annual Senior Citizens Day by offering free rides to people aged 65 and over; and
- LWB has long supported the activities of The Community Chest. In 2024, a group of LWB staff participated in The Community Chest New Territories Walk for Millions.
- 龍運每年均參與「國際復康日」，供殘疾人士及同行照顧者，免費乘搭任何龍運路線；
- 龍運支持一年一度的「長者日」，向 65 歲或以上長者提供免費乘車優惠；及
- 龍運長期支持香港公益金活動，於 2024 年，龍運員工參與公益金新界區百萬行。

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