

GROUP PROFILE

The Kowloon Motor Bus Holdings Limited ("the Company" and, together with its subsidiaries, "the Group") is Hong Kong's largest public transport company, in terms of passenger volume, serving over three million passenger trips daily. The Group comprises six divisions: Franchised Public Bus Operations, Non-Franchised Transport Operations, Mainland Operations, Media Sales Business, Property Holdings and Internal Financial Services.

The Group's wholly owned flagship, The Kowloon Motor Bus Company (1933) Limited ("KMB"), was founded 69 years ago to provide franchised public bus services in Hong Kong. KMB's fleet of over 4,300 buses serves some 400 routes covering Kowloon, the New Territories and, through the cross-harbour tunnels, Hong Kong Island. Another wholly owned subsidiary, Long Win Bus Company Limited ("LWB") was established in 1996. With a fleet of 160 buses, LWB operates 15 routes plying between the New Territories and the Hong Kong International Airport and North Lantau. Of the Group's some 14,000 staff at the end of 2001, about 8,800 and 2,500 are bus captains and maintenance staff respectively. KMB is the first public bus company and the fourth corporation in Hong Kong that is ISO certified throughout its entire organisation.

Through its wholly own subsidiary, Sun Bus Holdings Limited ("SBH"), the Group operates non-franchised bus services in Hong Kong. The Group also has two co-operative joint ventures in the Mainland that provide public bus services in Dalian and Tianjin.

In striving to become a leading multi-media provider in the out-of-home media market, RoadShow Holdings Limited ("RoadShow") was established by the Group in 2000. RoadShow is principally engaged in media sales services, media sales management and administrative services, and the merchandising businesses in Hong Kong. It has been separately listed on the Main Board of The Stock Exchange of Hong Kong Limited since 28 June 2001.

The Group's corporate culture is one of service excellence and total customer satisfaction.

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