








**Offering Mobility to a
Metropolitan Life**

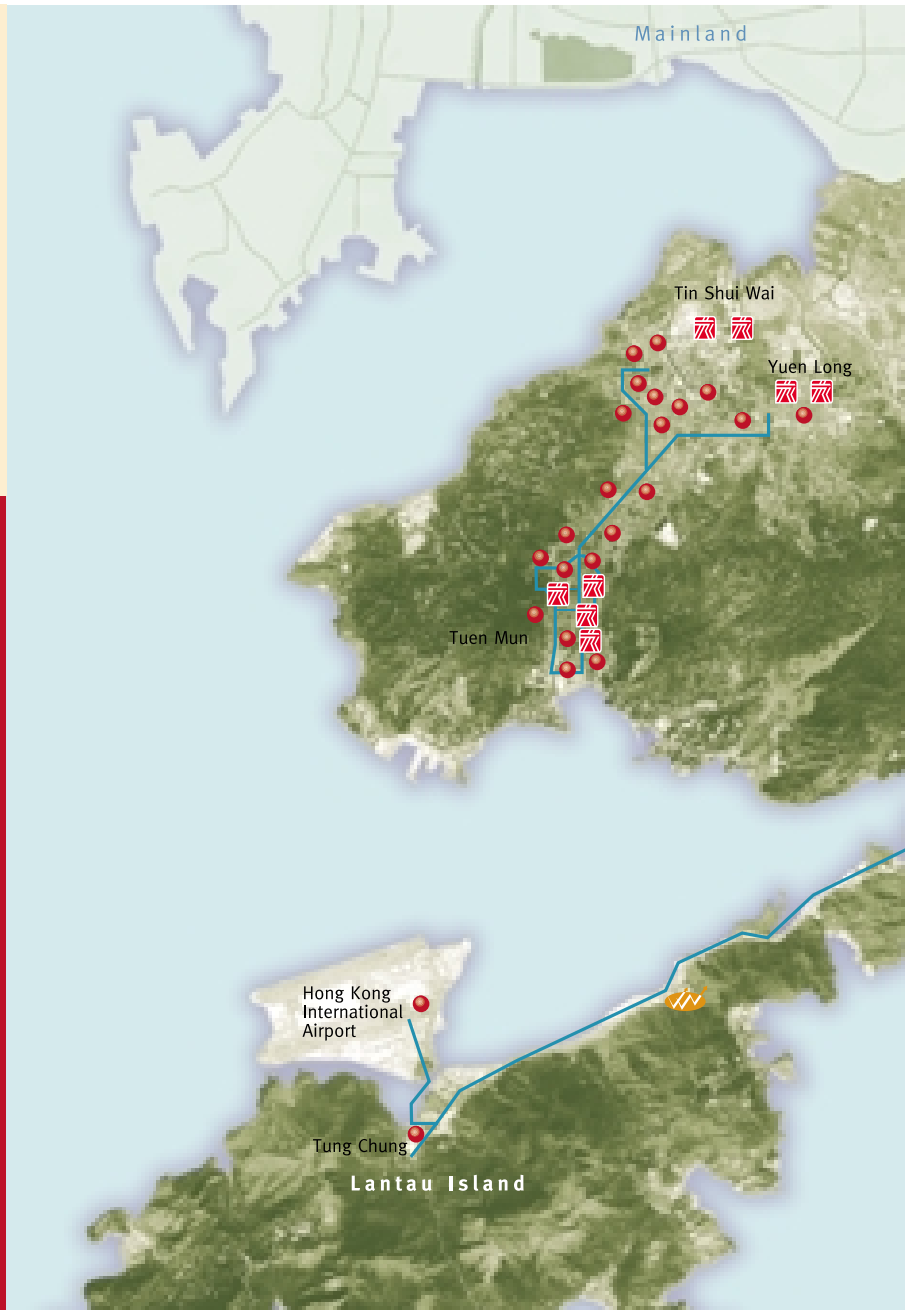
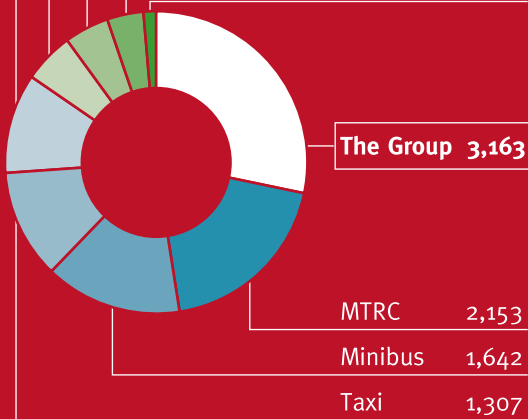


Locations of KMB's and LWB's Termini and Depots

-  The Group's headquarters
-  Depots of The Kowloon Motor Bus Company (1933) Limited ("KMB")
-  Depot of Long Win Bus Company Limited ("LWB")
-  Bus termini of KMB and LWB
-  Railways

Average number of passenger trips per day by mode of transport in 2002

Thousand of passenger trips per day	KCRC	1,196
	Citybus	604
	NWFB	535
	Others	435
	Ferries	151

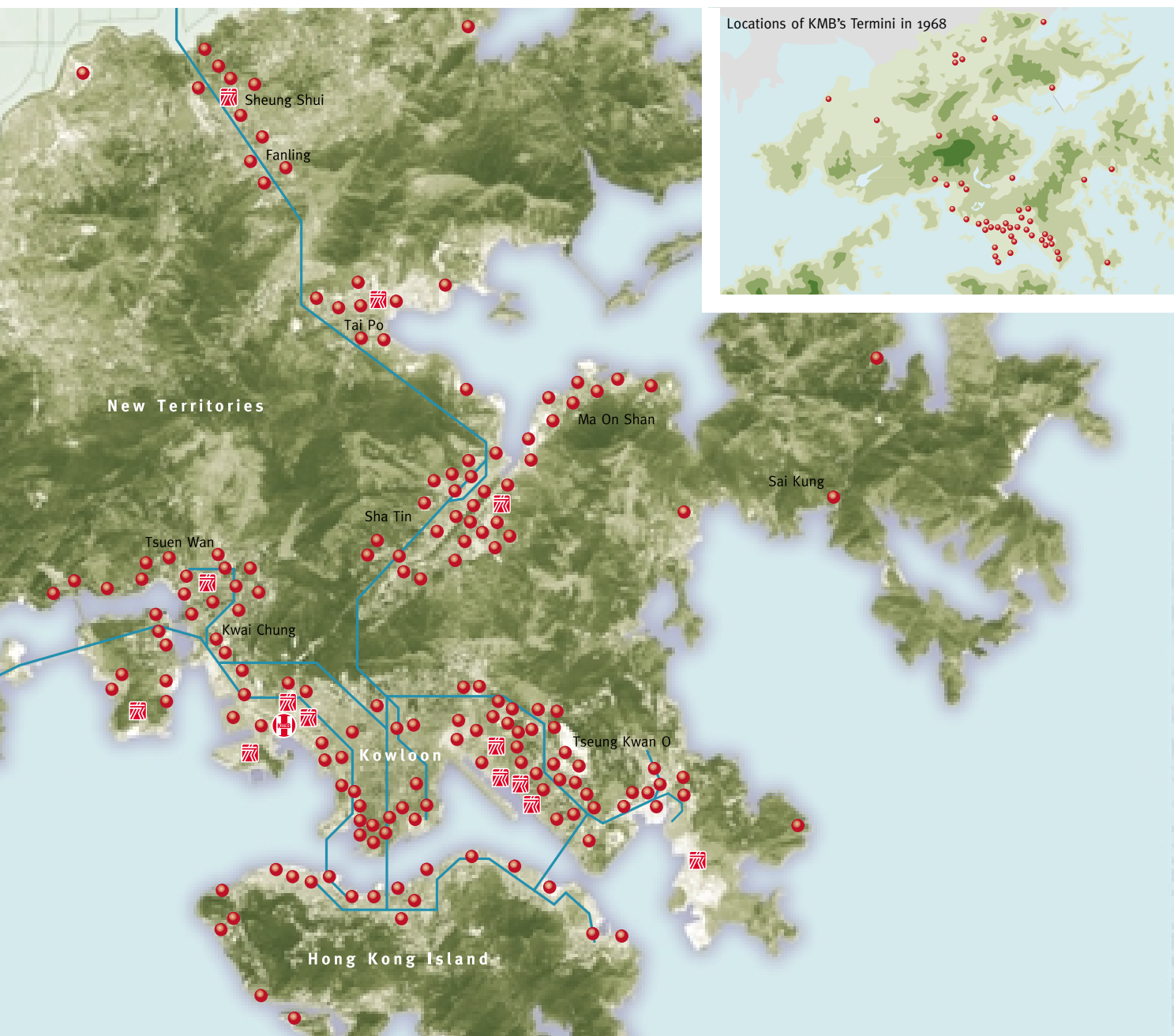


centre and provided advanced internet bus route search services to public transport users. It established modern and comfortable customer service centres at major bus termini and introduced various types of large-scale light emitting diode (LED) display boards in major bus termini to provide customers with up-to-the-minute bus departure information.

KMB achieved ISO 9001 certification on a corporate-wide basis in 1999 thus becoming the first bus company and the fourth corporation in Hong Kong to earn this international standard accreditation.

21st Century

Entering into the 21st century, KMB continued to launch various innovative measures to improve the quality of its service. By the end of 2000, KMB had all its buses equipped with Octopus card readers. The Octopus system, an automatic fare collection system that makes use of smart card technology, provides an alternative and more convenient means for fare payment. In 2000, KMB introduced Hong Kong's first "Multi-media On-board" ("MMOB") buses offering infotainment to passengers. By the end of 2002, the average MMOB viewership reached over two million people a day.



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As a responsible corporate citizen, KMB has been taking the lead in the public bus industry to implement a variety of measures to ensure that its operations are environmentally sound. For example, KMB has deployed buses equipped with engines that comply with the European Union's strict exhaust emission standards, and since 2001, converted to use ultra low sulphur diesel (green diesel) for its entire bus fleet. To further improve the environment in the passenger compartment, buses purchased by KMB from 2002 onwards are equipped with electrostatic air filters and improved temperature control mechanisms. In addition, a new generation of buses equipped with Euro III engines and easy access straight staircases have been ordered for delivery in 2003.

Seventy years ago, KMB commenced operation with 106 single-deck buses and 18 routes. Today, it has a fleet of some 4,440 buses, serving 3 million passenger trips on 405 routes a day. The KMB team comprising some 13,000 employees is fully committed to providing an efficient, reliable and user-friendly bus service to its customers. Having played an active part in the development of Hong Kong over the years, KMB has become one of the world's largest privately run public bus companies and gained recognition as an international leader in public bus transportation.

