

## Group Profile

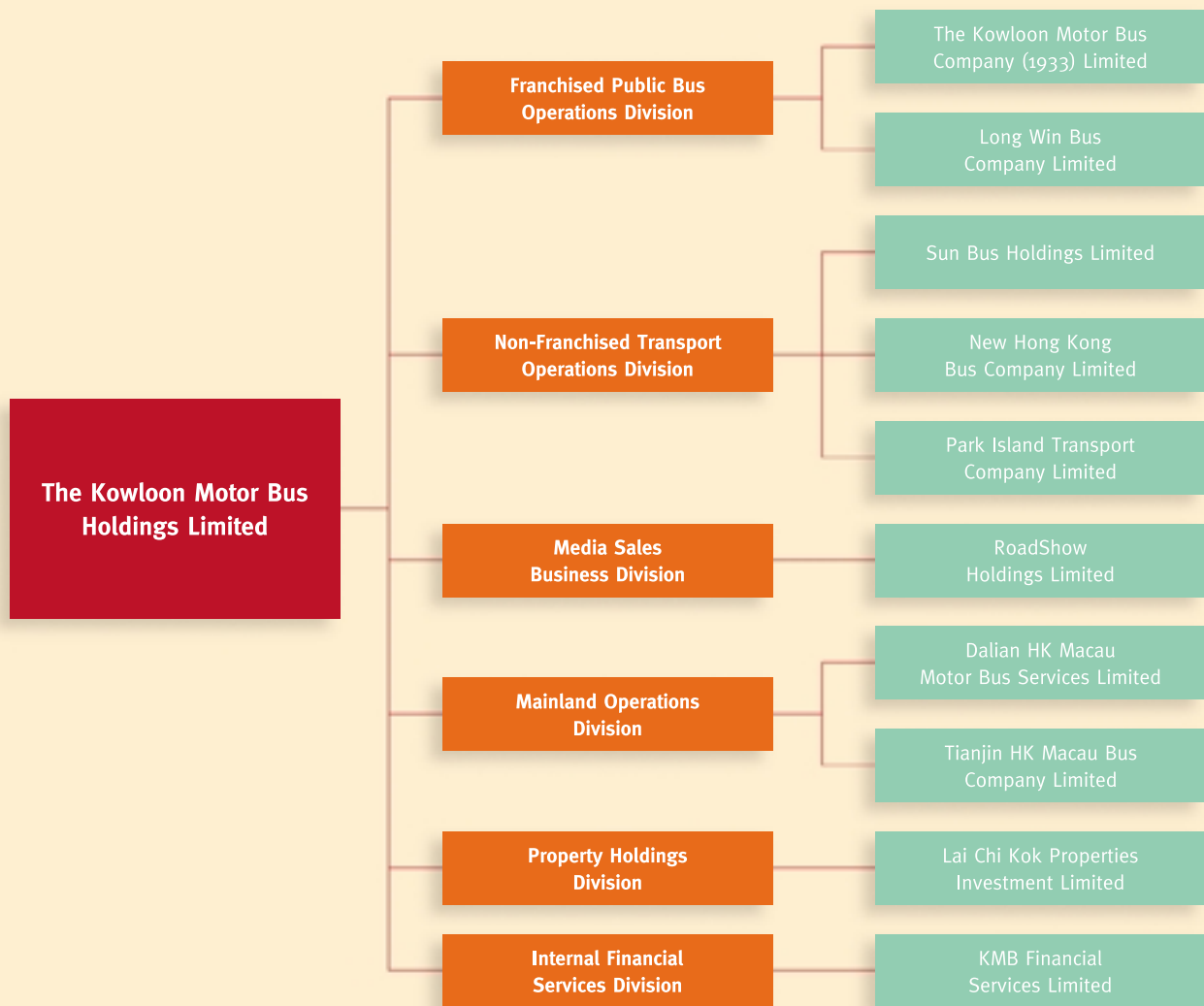
The Kowloon Motor Bus Holdings Limited (“the Company” and, together with its subsidiaries, “the Group”) is Hong Kong’s largest public transport company in terms of ridership, serving more than three million passenger trips daily. The Group comprises six divisions: Franchised Public Bus Operations, Non-Franchised 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 70 years ago to provide franchised public bus services in Hong Kong. KMB’s fleet of over 4,440 buses serve 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 and operates 145 buses on 15 routes plying between the New Territories and the Hong Kong International Airport and North Lantau. The Group also operates non-franchised bus and ferry services in Hong Kong as well as public bus services in the Mainland of China.

RoadShow Holdings Limited (“RoadShow”), a 73.0% owned subsidiary of the Group, is a leading provider of innovative multi-media services in the out-of-home media market. RoadShow markets advertising space on the exterior and interior of transit vehicles and bus shelters, and merchandises commemorative items in Hong Kong. It has been separately listed on the Main Board of The Stock Exchange of Hong Kong Limited since 28 June 2001.

Lai Chi Kok Properties Investment Limited, a wholly owned subsidiary in the Group’s Property Holdings Division, is the owner of the site adjacent to the KMB Headquarters Building at Lai Chi Kok, Kowloon. It has commenced the redevelopment work on this site, which was formerly used for a bus depot, with a view to building a residential complex with about one million square feet for sale.

The Group employs some 14,000 staff, of whom about 9,100 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. The Group’s corporate culture is one of service excellence and total customer satisfaction.



## Our Mission

**We aim to be the best public bus operator in the world.**

**Our mission is to contribute to the economic and social development of Hong Kong by providing to residents and visitors an efficient, reliable and user-friendly bus service that gives excellent value for money.**

**Our objective is to make our buses the preferred mode of public transport in Hong Kong, to remain the leader of the public bus industry in Hong Kong and to set trends and standards for the industry.**

**Through effective development and implementation by all staff of a Total Quality Management System that fulfils ISO 9001 : 2000 requirements, we will continuously assess and improve the efficiency, reliability and user-friendliness of our public bus service to meet and, where possible, exceed the needs and expectations of our customers.**