

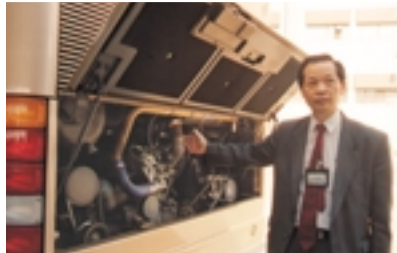
Corporate Milestones

pic.1



pic.2

pic.3



pic.4

pic.5



pic.6

January

“A” credit rating from Standard & Poor’s › KMB was assigned with a single “A” corporate credit rating (outlook: stable) by Standard & Poor’s on 14 January 2002, reflecting its strong financial position. KMB is pleased to attain such a credit rating which has helped maintain our finance costs at a reasonably low level.

First Cyber Bus Stop launched (pic.1) › KMB installed Hong Kong’s first Cyber Bus Stop at Star Ferry Bus Terminus in Tsim Sha Tsui. The bus stop enables customers to access KMB’s website through a touch-screen liquid crystal display panel and provides information on bus routes, news, weather forecasts and latest traffic conditions. Further, it is equipped with a web-camera to facilitate remote monitoring of traffic conditions around the terminus by KMB’s traffic control staff.

March

KMB website revamped › KMB’s website (www.kmb.com.hk) was redesigned with a new look and to provide more comprehensive information. Photographs of all KMB’s bus stops, approximately 4,200 in total, were uploaded onto the website to help customers identify and locate bus stops more easily. The website also offers a point-to-point bus route search function and entertainment features such as travel guides and bus model showcases.

May

New Lai Chi Kok Bus Depot › KMB’s environment-friendly New Lai Chi Kok Bus Depot in the West Kowloon Reclamation Area commenced operations in May 2002 to replace the former Lai Chi Kok Depot in Lai Chi Kok. With a total floor area of 650,000 square feet, it provides maintenance services for some 1,000 buses, and supports over 110 bus routes in the West Kowloon and South-west New Territories regions. The new depot was built with environment-friendly concepts in mind and incorporates many modern facilities that enhance operational efficiency and effectiveness.

August

Bus services in Tseung Kwan O area › Upon the opening of the MTR Tseung Kwan O Extension in August 2002, KMB reorganised its Tseung Kwan O and Yau Tong bus service network to adapt to the new market conditions. Certain bus routes were rationalised and the resources were relocated to serve other areas with high demand.

September

“Outstanding Service Award” fosters quality customer services (pic.2) › To recognise staff with outstanding performance, KMB organised its first “Outstanding Service Award” in September 2002. Fifty-two staff received recognition with these special awards. The Award aims to reinforce staff enthusiasm and on-the-job initiative, strengthen positive attitudes towards both internal and external customers, and encourage participation in charitable activities.

KMB Digital Map Passenger Enquiry System (pic.3) › A brand new Digital Map Passenger Enquiry System, assisting operators in handling telephone enquiries more efficiently, became operational in the KMB Customer Service Hotline Centre. By locating the starting point and destination on the digital map, the system generates sets of optimal direct or connecting routes ranked by criteria such as fare, walking distance, journey time and distance for our customers to choose from. Information on bus-bus interchange schemes is also made available. Assisted by the digital map and the 100,000 local landmarks stored in the system, the Hotline operators can speedily provide precise information to help customers identify the appropriate bus stops.

October

Forbes “200 Best Under A Billion” Awards › Forbes assembled a list of 20,000 companies outside the U.S. with US\$1 billion or less in revenue and bestowed awards to 1% of those who made the grade. The Company was honoured to receive the Award for 2002 from Forbes on 30 October 2002.

Hong Kong’s first air-conditioned passenger waiting lounge › To enhance the waiting environment for its customers, KMB built Hong Kong’s first air-conditioned passenger waiting lounge at the Lam Tin Bus Terminus. The lounge is a transparent enclosure made of strengthened glass with fresh air supplied by an independent cooling system. It offers customers a refreshing, quiet and comfortable environment while waiting for buses. The lounge is equipped with advanced information services and seating facilities.

November

Eco-Driveline launched to reduce emissions (pic.4) › KMB successfully developed the pioneering Eco-Driveline on buses. The new Eco-Driveline system includes mechanical changes to bus design, which improves engine efficiency and reduces exhaust emissions by an average of 6% to 10%. A bus equipped with the system can accelerate and run with greater smoothness, providing passengers with an even more comfortable ride.

Hong Kong’s first intelligent Customer Information Station › KMB ushered in a breakthrough in customer service by introducing Hong Kong’s first Intelligent Customer Information Station at Tsim Sha Tsui Star Ferry Bus Terminus. The station comprises three parts: an outdoor all-weather customer self-service kiosk, a customer service centre and a graphic wall showing valuable historical and modern KMB photographs. Friendly customer service ambassadors are available to provide bus route information to passengers and tourists and also collect customers’ opinions. Octopus card add-value service is also provided.

December

Information technology award (pic.3) › With its Digital Map Passenger Enquiry System newly developed for the KMB Customer Service Hotline, KMB participated in the IT Excellence Awards 2002 contest organised by the Hong Kong Computer Society. KMB has won the Bronze Award of the Application Category of the IT Excellence Awards 2002 which aimed at encouraging development of new information technology products and services in Hong Kong as well as recognising those who have made outstanding achievements.

Advanced Electronic Survey System (pic.5) › Up to 90% of surveys conducted by KMB are now digitalised with the introduction of the advanced “Electronic Survey System”. KMB is the first bus company in Hong Kong to introduce the survey system, which enables KMB to maintain a more comprehensive database on customers’ needs and requirements for route planning and the provision of tailor-made services for customers.

Bus and ferry services launched for Ma Wan Island (pic.6) › Park Island Transport Company Limited, a 65% owned subsidiary of the Group, successfully launched its bus and ferry services for Park Island, a prestigious residential complex on Ma Wan Island. The ferry service marked the Group’s first entry into the sea transport industry.