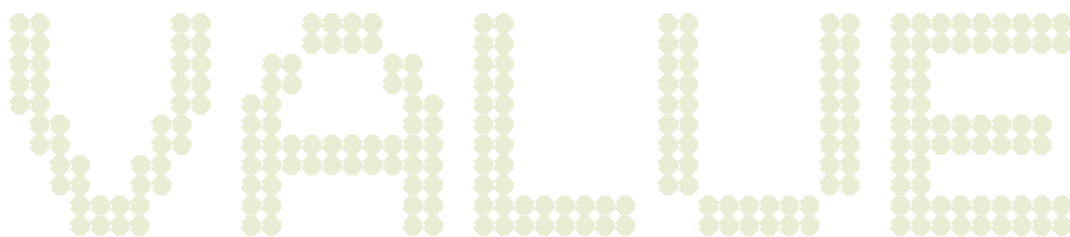


# THE KMB BRAND VALUE



## 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.

## THE 5Cs OF OUR CORPORATE CULTURE

- Concern for customer service
- Concern for safety
- Caring for employees
- Concern for the environment
- Community outreach