

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 about three million passenger trips daily. The Group comprises six divisions: Franchised Public Bus Operations, Non-Franchised Transport Operations, Mainland Transport Operations, Media Sales Business, Property Holdings and Internal Financial Services.

The Kowloon Motor Bus Company (1933) Limited ("KMB"), the Group's wholly owned flagship subsidiary, was founded 70 years ago and has been providing franchised public bus services in Hong Kong since then.

4,400 franchised public buses

KMB's fleet of about 4,300 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 Hong Kong International Airport and North Lantau.

The Group also operates non-franchised bus and ferry services in Hong Kong.

Through investment in certain joint venture companies established on the Mainland of the People's Republic of China, the Group also operates public transport services in Beijing, Tianjin, Wuxi and Dalian.

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 in Hong Kong, Macau and major cities on the Mainland. RoadShow markets advertising space on the exteriors and interiors of transit vehicles and bus shelters, out-of-home advertising spaces as well as merchandises commemorative items. 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's Internal Financial Services Division is responsible for rendering internal support services in relation to finance and treasury management to the members of the Group.

13,700 professional staff

The Group employs some 13,700 staff, of whom about 8,900 and 2,300 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.