

Corporate Milestones



February 2004

New System Facilitates Operations (pic.1)

The Kowloon Motor Bus Company (1933) Limited ("KMB") introduced the in-house developed pocket PC based Electronic Terminus Management System to ensure rapid and appropriate decisions are made on bus operations at termini, depots and control centres.

A KMB terminus supervisor at Olympic Station Bus Terminus said: "I can now record bus arrival times on my pocket PC which transmits the relevant data to the electronic display boards installed at the terminus so that our passengers can be informed of the up-to-date bus departure information. The information flow to passengers is immediate."

March 2004

WKPT Commenced Operations (pic.2)

Wuxi Kowloon Public Transport Company Limited ("WKPT"), a Sino-foreign joint stock company, was formed with The Kowloon Motor Bus Holdings Limited ("KMBH") as a key shareholder. The Group regards this as a strategic investment; the municipal authorities in Wuxi welcome KMBH as a partner with a proven track record in the provision of public transport services.

KMBH's Managing Director, Mr John C C Chan said: "Our investment in Wuxi represents a key milestone in the Group's business development on the Mainland."

June 2004

Global Index Admits KMBH

KMBH became a constituent member of the FTSE4Good Global Index which includes companies that meet globally recognised corporate social responsibility standards such as environmental sustainability, positive stakeholder relationships and universal human rights.

KMBH's Managing Director, Mr John C C Chan said: "This sends a powerful message to investors and stakeholders about KMBH's commitment to responsible business practices."

August 2004

TOMS Won Major Award

KMB's in-house developed Traffic Operations Management System ("TOMS") won the 2004 IT Excellence Awards – Application Bronze Award organised by The Hong Kong Computer Society. TOMS replaces the manual system formerly used by staff to sign in at depots, making it easier for bus captains to access duty allocation and operational arrangements at different depots in a timely manner.



September 2004

KMB Introduced State-of-the-Art Tyre (pic.3)

KMB introduced the world's first Super Single Tyre for double-deck buses resulting in wide ranging cost and efficiency advantages. This is another example of our commitment to improving bus services through the adoption of the most up-to-date products and technologies.

Mr Shum Yuet Hung, KMB's Principal Engineer, Bus Engineering said: "By replacing the traditional twin fitting tyres with the Super Single Tyre, we have achieved improved brake cooling, increased bus stability, more effective energy savings and a more comfortable ride for passengers."

October 2004

KMB Celebrated the 15th Anniversary of Female Captains Recruitment (pic.4)

KMB, a pioneer in the recruitment of female bus captains, celebrated the 15th anniversary of having women behind the steering wheels of its buses. The first female bus captain was employed in 1989. Today, KMB employs over 500 female bus captains and recruitment numbers are growing each year.

Company Scores on Sustainability

KMBH was again included as a component company of the Dow Jones Sustainability Index ("DJSI"). The DJSI is based on sustainability assessments undertaken on a global basis to gauge the constituent companies' results in the economic and social dimensions of corporate sustainability.

November 2004

Television Campaign Received Accolades (pic.5)

KMB's civic education television commercials won the Citation for Outstanding TV Campaign at the HKMA/TVB Award for Marketing Excellence. The commercials were judged to have made the best use of 10 seconds by linking everyday situations with bus safety and courtesy in a humorous and idiosyncratic style.

Shareholders Approved Redevelopment Upgrade

Shareholders approved plans to upgrade the redevelopment of the Group's former depot site at Lai Chi Kok into luxurious residential accommodation. The redevelopment is scheduled to be completed by the end of 2006.

December 2004

Annual Report Took Bronze Award (pic.6)

KMBH's 2003 Annual Report won a Bronze Award in the General Category of the 2004 Best Annual Reports Awards organised by the Hong Kong Management Association. The award recognises our efforts in ensuring an excellent level of disclosure across all aspects of our businesses.

Donation Made to Tsunami Victims

In an effort to help victims of the earthquake and tsunami that swept across South Asia on 26 December 2004, The Group donated HK\$1 million to the relief funds.

KMBH Entered Shenzhen Market (pic.7)

Statutory approval for our acquisition of a 35% stake in the Shenzhen Bus Group Company Limited ("SBG") was obtained in December 2004. SBG started operations in January 2005 with about 3,500 buses on some 120 routes.