



九巴透視 2023

More About KMB





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九龍巴士(一九三三)有限公司 之財務及營運資料

本小冊子概述有關九龍巴士(一九三三)有限公司(「九巴」)在截至2023年12月31日止的10年間在營運、財務、服務及顧客關係等各方面的表現。

九巴於2023年的車費收入為港幣67.407億元，較2022年的港幣57.749億元增加16.7%。車費收入增加，主要由於載客量回升以及自2023年6月18日起票價上調所致。九巴於年內錄得總載客量9.236億人次(每日平均250萬人次)，較2022年的8.054億人次(每日平均220萬人次)增加14.7%。2023年的總經營成本為港幣70.604億元，較2022年的港幣67.136億元增加港幣3.468億元或5.2%。總經營成本增加，主要原因分別是國際燃油價格高企、工資上升及更新車隊導致燃油成本、員工成本及折舊上升。因此，九巴的專營公共巴士業務於2023年錄得除稅後盈利港幣2,020萬元，而2022年則為除稅後虧損港幣4.937億元。

九巴一直不斷投資於最新的環保巴士。於2023年，24部新一代純電動雙層巴士投入服務，電巴引入電池管理系統和水冷系統，以監察電池狀態及更有效管理電池溫度、延長電池壽命及提升效能。九巴陸續於2,400部巴士上安裝胎壓監測系統，讓車長可即時監測輪胎壓力和溫度，以提高巴士的安全性，而胎壓監測系統亦成為新購置巴士的基本裝置。

邁向智慧城市是香港發展其中一個重要方向，隨著5G移動網絡技術漸趨成熟，九巴著力研究應用5G科技於日常營運中。其中，九巴陸續於2,500部巴士升級為5G巴士，為乘客提供免費5G Wi-Fi服務。九巴亦在車廂試行以「上層尚餘座位顯示屏」來顯示上層可用座位的數量，以及在手機應用程式App1933以圖示顯示接著到達的三班巴士班次的實時載客量。

九巴致力投放資源於新發展地區提供巴士服務。於年內，開辦多條新路線以進一步優化巴士網絡。為應付青衣及將軍澳的市民需要，開辦全新路線49號及49M，為青衣的新人口提供穿梭巴士服務，並為來往青衣及將軍澳工業邨的人士提供直接方便的巴士服務。

Financial and Operational Information on The Kowloon Motor Bus Company (1933) Limited

This booklet provides an overview of the performance of The Kowloon Motor Bus Company (1933) Limited ("KMB") over the ten-year period ended 31 December 2023. It also covers various aspects of KMB's operations, financial position, services and customer relations.

KMB's fare revenue for 2023 increased by 16.7% to HK\$6,740.7 million from HK\$5,774.9 million for 2022. The increase was mainly due to the increase in fare revenue as a result of the rebound in patronage and the fare increase with effect from 18 June 2023. KMB's total ridership for 2023 increased by 14.7% to 923.6 million passenger trips (a daily average of 2.5 million passenger trips) as compared with 805.4 million passenger trips (a daily average of 2.2 million passenger trips) for 2022. Total operating expenses for 2023 amounted to HK\$7,060.4 million, an increase of HK\$346.8 million or 5.2% compared with HK\$6,713.6 million for 2022. The increase was mainly attributable to the increase in fuel costs, staff costs and depreciation resulting from high international fuel prices, pay rises and fleet replacement, respectively. These factors resulted in KMB reporting a profit after taxation of HK\$20.2 million for its franchised public bus operations in 2023 compared with a loss after taxation of HK\$493.7 million in 2022.

KMB has continued to invest in the latest environment-friendly buses. In 2023, a batch of 24 new-generation double-deck electric buses commenced service. They are equipped with the Battery Management System and the Water Cooling System, which help monitor the efficiency and condition of the battery and control its temperature, effectively extending the battery life cycle and improving performance. Tyre Pressure Monitoring System ("TPMS") are being installed on existing 2,400 buses. Real-time tyre pressure and temperature can be monitored by the bus captain in order to enhance bus safety. TPMS has been adopted to a standard feature in KMB's new buses.

Moving towards a Smart City is one of the key development directions of Hong Kong. With the rise of industry-leading 5G mobile network technology, KMB has explored the use of 5G technology in daily operations. Among the KMB's bus fleet, around 2,500 buses will be gradually upgraded to incorporate 5G technology and provide free 5G Wi-Fi service. The On-board Occupancy Display has been set up in the compartment to show the number of seats available on the upper deck and the real-time bus occupancy rate on App1933 on a trial basis gives information on occupancy for the next three buses with icons.

KMB is devoted to allocating resources to provide bus services in newly developed areas. During the year, KMB operated certain new services to further enrich the network. To cope with the population demand in Tsing Yi and Tseung Kwan O, new routes 49 and 49M were introduced. The routes provides shuttle service for the new population in Tsing Yi and direct service for the commuters between Tsing Yi and Tseung Kwan O Industrial Estate.



隨著香園圍管制站啟用，以提供跨境旅客清關服務。於2023年2月11日，九巴推出全新路線B9，為屯門及元朗跨境旅客提供管制站的方便連接。為應付日漸增加的需求，在2023年中，該路線更提升至全日服務。

為支持政府鼓勵市民及旅客參與觀光活動，及於後疫情期間後回復活躍的生活方式，於2023年10月14日，九巴亦開辦全新路線W4，提供來往西九文化區及高鐵香港西九龍站的便捷穿梭巴士服務。乘客可以輕易由高鐵香港西九龍站及柯士甸站往返M+、香港故宮文化博物館及參與其他西九文化區的活動。

巴士安全是九巴的首要考慮，結合科技及人才培訓，致力為本港巴士行業訂下專業及安全新標準。九巴成立KMB Academy，以「安規為本 守紀而行」為宗旨，辦學理念強調遵循安全規範，恪守職責紀律，延續車長訓練學校及技術訓練學校多年來的專業傳承。KMB Academy開辦的「巴士維修證書課程」及「專利公共巴士駕駛證書課程」已通過香港學術及職業資歷評審局的評審，並分別獲納入「資歷名冊」第二及第三級別。於2023年，「巴士維修證書課程」更加入機電工程署註冊認可資歷名冊，學員畢業後並從事相關工作達一定年期，一經確認成功註冊，即可獲頒車輛維修技工證書及資歷架構第三級別證書，進一步確立課程的認受性。

九巴與時並進，不斷加強行車安全裝置。九巴引入「GST」車長駕駛反饋系統，透過有關系統為車長提供實時駕駛反饋意見，能有效培養車長的良好駕駛習慣。九巴學院的駕駛導師亦可從「GST」中之駕駛數據分析車長之駕駛行為，從而為車長們設計及安排合適的輔助訓練，以提升他們的駕駛技術。

To cope with the commission of the new cross-boundary passenger clearance service at Heung Yuen Wai Control Point, KMB introduced a new route B9 on 11 February 2023. The new service provided Tuen Mun and Yuen Long cross-boundary passengers with a convenient connection to the new control point. With the gradual increase in the demand, the service of Route B9 has been enhanced from weekend service to whole day service in the same year.

To support the government's plan to boost citizens' and visitors' participation in sight-seeing activities and to resume an active lifestyle after the post-pandemic period, a new route W4 was introduced on 14 October 2023 to provide a convenient shuttle bus service between the High Speed Railway (West Kowloon Station) and the West Kowloon Cultural District. Passengers can easily travel from the High Speed Rail West Kowloon Station and Austin Station to M+, the Hong Kong Palace Museum and to participate in other events held at the West Kowloon Cultural District.

Safety has always been the top priority. KMB commits to setting new standards of professionalism and safety for Hong Kong's bus industry by combining technology with training. To this end, KMB has set up the KMB Academy with the motto "Mission Safety • Act with Self-discipline". The Academy emphasises the pivotal role of safety and discipline in the industry and continues to foster a culture of professionalism in the Bus Captain Training School and the Technical Training School. Both the "Certificate in Bus Maintenance" and the "Certificate in Public Bus (Franchised) Driving" offered by the KMB Academy are accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications at level two and level three respectively under the qualification framework in Hong Kong. In 2023, according to the mutual agreement between KMB Academy and Electrical and Mechanical Services Department, the trainees who graduated in "Certificate in Bus Maintenance" with relevant working experiences will be entitled to apply through the Registration Scheme for Vehicle Mechanics to become registered vehicle mechanics and they can also be offered the relevant accredited certificate at Qualifications Framework Level 3 so that their qualification and competence will gain recognition.

KMB walks with the times and is on a relentless pursuit of enhancing its fleet safety equipment. The introduction of bus captain driving feedback system "GST" is proved to be effective in nurturing good driving habits of bus captains through real-time feedback on their driving performance. Meanwhile, the driving instructors of KMB Academy can better understand the driving behaviour of our bus captains by analysing the driving data in GST. With the help of these data, our driving instructors can tailor-make and arrange specific remedial training to our bus captains so as to strengthen their driving skills.



此外，九巴將一部單層巴士改裝為「安全巴士」，走訪社區及學校，以提升公眾的道路安全意識。安全巴士以「停、看、聽、讓」為主題，透過車廂內的互動遊戲及視像設備，向市民，特別是小童及長者，推廣乘車安全。於2023年間，有約870名學童及約100長者參與安全巴士及巴士安全講座之活動。

In addition, KMB has refitted an ordinary single decker and named it as “Safety Bus” to promote and convey road safety messages to the general public. The Safety Bus has been equipped with interactive safety games and video equipment on board and thus can convey the safety theme of “Stop, Look, Listen and Give Way” to the public especially the children and the elderly through its visits to schools and the community. In 2023, about 870 primary school students and around 100 elders participated in the Safety Bus activity and bus safety talks.

除上述措施外，九巴在2023年推出提升服務水平的其他主要措施包括：

In addition to the initiatives mentioned above, other major service enhancement measures implemented by KMB in 2023 include:

- 為多個主要交通樞紐的乘客候車區增建設施，如大欖隧道轉車站、粉嶺公路轉車站、屯門公路轉車站、青沙公路轉車站、將藍隧道轉車站、大老山隧道轉車站、將軍澳隧道轉車站和黃大仙龍翔道。其他改善工程包括：在巴士站頂部安裝顯眼的指示牌、為候車月台增設編號、大型圖像訊息顯示板、長椅、站立座位及免費Wi-Fi服務等；
 - 建造或擴建了10個巴士候車亭，使巴士候車亭總數於2023年年底增加至2,623個；
 - 透過車廂內的電子報站系統，分別以廣東話、英語及普通話，廣播一系列安全訊息，提醒乘客在車廂內要時刻緊握扶手。智能手機應用程式App1933、社交平台KMB九巴專頁及車廂內和車站的電子顯示屏，亦定期向公眾宣傳道路安全及健康訊息；
 - 於巴士候車亭裝設太陽能發電系統，為候車乘客提供照明。至2023年年底，已有2,000個巴士站配備太陽能裝置，九巴亦計劃於2024年完成裝設超過30,000塊太陽能光伏發電板；及
 - 於巴士候車亭、巴士總站及轉車站安裝了約2,385個座位，方便長者、傷健人士及攜同幼兒的人士使用。截至2023年年底，我們已在巴士站安裝1,210個電子顯示屏，提示乘客下一部巴士的預計到站或開出時間。
- KMB upgraded the passenger waiting areas with additional facilities at a number of major hubs: Tai Lam Tunnel Bus-Bus Interchange, Fanling Highway Bus-Bus Interchange, Tuen Mun Road Bus-Bus Interchange, Tsing Sha Highway Bus-Bus Interchange, Tseung Kwan O — Lam Tin Tunnel Bus-Bus Interchange, Tate’s Cairn Tunnel Bus-Bus Interchange, Tseung Kwan O Tunnel Bus-Bus Interchange and Lung Cheung Road in Wong Tai Sin. Other enhancements included prominent rooftop signs, bus interchange platform numbering system, large graphic information boards, benches, standing seats and a free Wi-Fi service;
 - 10 bus shelters were constructed or extended, raising the total number of bus shelters to 2,623 at the end of 2023;
 - A series of safety messages was broadcast on the Bus Stop Announcement System in Cantonese, English and Putonghua reminding passengers to hold the handrail at all times. Safety and healthy messages are also periodically conveyed via App1933, on KMB’s Facebook page and through the electronic display panels in the bus compartments and at bus stops;
 - Solar panels were installed at bus shelters to provide lighting for waiting passengers. By the end of 2023, 2,000 bus stops were equipped with solar power equipment. KMB plans to install over 30,000 solar panels by 2024; and
 - About 2,385 seats were installed at bus shelters, bus termini and interchanges for the elderly, the disabled and people with young children. By the end of 2023, 1,210 display panels had been installed to notify passengers of the estimated arrival time of the next bus or of the time of the next departure.



於2023年，九巴獲頒發以下的獎項以表揚其銳意追求卓越表現的成就：

- 環境運動委員會頒發的「2021香港環境卓越大獎－金獎（交通及物流業）」；
- 香港社會服務聯會頒發的「商界展關懷20 Year+」標誌；
- 香港工業總會頒發的「中銀香港企業環保領先大獎2022－服務業銀獎、低碳承諾及環保優秀企業」；
- 香港優質顧客服務協會頒發的「優質顧客服務大獎：卓越人才發展獎－銅獎」及「優質顧客服務大獎：環境、社會和企業管治獎－優異獎」；
- 僱員再培訓局頒發的「人才企業嘉許計劃－SuperMD 2023-28」；
- 強制性公積金計劃管理局頒發的「2022-23積金好僱主」；
- 香港工業總會頒發的「工業獻愛心表揚計劃2023（企業組別）－最具創意獎及卓越關懷大獎」；
- 環境運動委員會頒發的「香港綠色機構認證」節能證書－卓越級別及減廢證書－卓越級別；
- 香港公益金頒發的「2022/2023年度周年頒獎典禮－公益卓越獎」；
- 香港社會服務聯會推出的「少數族裔友善就業約章」；
- 職業安全健康局頒發的「第二十一屆香港職安健大獎：最佳職安健短片演繹大獎金獎、職安健策略夥伴、職安健改善項目大獎及職業復康大獎銀獎」；
- 香港中華廠商聯合會推出的「ESG約章」；

In recognition of its commitment to outstanding performance, KMB was presented with the following prestigious awards in 2023:

- 2021 Hong Kong Awards for Environmental Excellence (Transport and Logistics) - Gold Award from the Environmental Campaign Committee;
- 20 Years Plus Caring Company Logo from The Hong Kong Council of Social Service;
- BOCHK Corporate Environmental Leadership Awards 2022 - Services Sector Silver Award, Low-Carbon Commitment and Eco Challenger from the Federation of Hong Kong Industries;
- People Development Award - Bronze and Environmental, Social and Governance Award - Merit in the Customer Service Excellence Award from the Hong Kong Association for Customer Service Excellence;
- Manpower Developer Award Scheme - Super MD 2023-28 from the Employees Retraining Board;
- The Good MPF Employer Award 2022-23 from the Mandatory Provident Fund Schemes Authority;
- Industry Cares Recognition Scheme (Enterprise Group) - Outstanding Caring Award and The Most Innovative Award from the Federation of Hong Kong Industries;
- Hong Kong Green Organisation Certification - Energywi\$e Certificate (Excellent Level) and Wastewi\$e Certificate (Excellent Level) from the Environmental Campaign Committee;
- 2022/2023 Annual Presentation of Awards Ceremony - Award of Excellence from The Community Chest of Hong Kong;
- Charter on Employment Friendly from The Hong Kong Council of Social Service;
- The 21st Hong Kong Occupational Safety & Health Award - Best OSH Video Performance Award (Gold Award), OSH Strategic Partnership and OSH Enhancement Program Award from Occupational Safety & Health Council;
- ESG Pledge Scheme from The Chinese Manufacturers' Association of Hong Kong;



- 商界環保協會推出的「零碳約章」；
 - 香港賽馬會慈善信託基金頒發的「賽馬會齡活城市全城長者友善計劃2022認證」；
 - 平等機會委員會推出的「種族多元共融僱主約章」；
 - 香港中華基督教青年會頒發的「運動友善計劃」標誌；
 - GS1 Hong Kong頒發的「2023香港資訊及通訊科技獎：智慧出行（智慧交通）銀獎」；
 - 《讀者文摘》頒發的「信譽品牌2023公共交通服務組別金獎」；
 - 《經濟通》頒發的「2022智慧生活夥伴大獎－傑出全人共融巴士應用程式」；
 - 《東周刊》頒發的「環保品牌大獎2023」；及
 - 《明報》頒發的「智醒品牌卓越大獎2023－逍遙出遊」。
- Charter on BEC Net-zero Carbon from Business Environment Council;
 - Recognition of the Jockey Club Age-friendly City Partnership Scheme 2022 from the Hong Kong Jockey Club Charities Trust;
 - The Racial Diversity & Inclusion Charter for Employers from the Equal Opportunities Commission;
 - Sport-Friendly Action Decal from Chinese YMCA of Hong Kong;
 - Silver Award for Hong Kong ICT Awards 2023 — Smart Mobility (Smart Transport) from the GS1 Hong Kong;
 - Reader's Digest Trusted Brands 2023 Gold Award — Public Transport category from the Reader's Digest;
 - Smart Living Partnership Awards 2022 - Outstanding All Man Kind Inclusive Bus App from ET Net;
 - Eco-Brand Awards 2022 from East Week magazine; and
 - Excellence in Living Smart Award 2023 - Chill Out from Ming Pao.

香港經歷三年2019冠狀病毒病影響後，終於在2023年第一季全面取消社交距離措施和撤銷強制佩戴口罩的要求，標誌著社會全面恢復正常，公共交通服務需求逐漸恢復。加上疫情後顧客出現新的出行模式，九巴已採取措施確保巴士服務水平能夠滿足大眾需求。

After three years of the COVID-19 pandemic in Hong Kong, the cancellation of isolation orders and the lifting of mask-wearing requirements in the first quarter of 2023 signalled the full resumption of normalcy in society. The demand for public transport services gradually recovered, accompanied by new customer travel patterns. Measures were implemented to ensure bus service levels met public needs.

董事總經理

李澤昌

2024年5月30日

Roger LEE Chak Cheong

Managing Director

30 May 2024

營運及顧客服務資料一覽

營運資料一覽

在2014年至2023年的10年間，九巴：

- 斥資港幣80.04億元購置3,089部配備歐盟第五代或歐盟第六代環保引擎及電動的新巴士；
- 試用多款零排放或低排放量巴士，包括電池、超級電容及混能巴士；
- 增加共131條新的巴士路線；
- 建造、擴建及翻新共196個巴士候車亭；
- 加密班次和改善服務共643次；
- 提升巴士維修標準以提供更可靠的服務；
- 增強車長培訓課程，以提升安全性及顧客服務水準；及
- 提供長者車資優惠。

過往10年間，九巴亦在多方面持續改善巴士服務質素，例如：

- 於2023年，App1933進一步優化「實時預計車程」功能，程式根據交通情況，實時預計行車所需時間，協助乘客選擇最合適的出行安排。除了透過藍芽「定位資訊」功能接收就近巴士站路線資訊外，App1933提升其定位功能，向乘客提供所在位置相關的交通狀況及天氣資訊。App1933更增設以「圖示」方式將全車車廂載客量實時顯示，供大眾參考即將抵達班次的載客情況，令行程安排更有預算。此外，App1933最新推出的「遊戲室」，內有超過30種小遊戲，為乘客提供全方位的體驗。club1933會員更可以透過遊戲賺取積分；
- 實施一個全面的清潔和保養通風系統及設備的計劃，以改進巴士車廂內通風系統及空氣質素，並按照環境保護署發佈的《管理空調公共運輸設施內空氣質素專業守則－巴士》的指引，定期進行二氧化碳濃度樣本測試；

Summaries of Operational and Customer Service Information

Operational Information Summary

In the ten years from 2014 to 2023, KMB:

- added a total of 3,089 new buses, comprising those fitted with Euro V or Euro VI standard eco-friendly engines and electric buses, to its bus fleet at a total cost of HK\$8,004 million;
- deployed various types of zero-emission or low-emission buses (including battery-electric buses, supercapacitor electric buses and hybrid buses) for trial;
- introduced a total of 131 new bus routes;
- constructed, extended or renovated 196 bus shelters;
- improved frequencies and services on 643 occasions;
- upgraded the standard of bus maintenance to improve service reliability and delivery;
- enhanced the training programmes for bus captains to improve safety and customer service standards; and
- provided concessionary fares to senior citizens.

In the past ten years, the quality of KMB's bus services has been improved in various aspects. For instance, we have:

- In 2023, KMB further enhance the Estimated Travelling Time function on App1933. The new function estimates the journey time based on the actual traffic conditions to facilitate journey planning. In spite of receiving nearby route information at bus stops through Bluetooth Beacon signal, App1933 carries an enhanced intrinsic location-based function to provide relevant traffic conditions and weather information. Furthermore, App1933 add on online map-based real-time passenger counting system which show the capacity for the coming bus, passenger can plan their journey conveniently. Besides, "Game Room" of over 30 games was introduced to provide comprehensive experience to passengers, members of club1933 can even earn bonus points by playing these games;
- improved the ventilation system and air quality in bus compartments through a comprehensive scheme for the cleaning and maintenance of the ventilation system. Sample checks on CO₂ concentrations are conducted regularly in accordance with the Environmental Protection Department's Practice Note for Managing Air Quality in Air-conditioned Public Transport Facilities — Buses;



- 為車隊裝設多項安全設施，包括在連接上層的樓梯旁邊使用透光玻璃、駕駛輔助系統、電子穩定系統、駕駛監察系統、胎壓監測系統以及全車座椅安全帶和扶手等，以保障乘客及車長安全；
- 自1999年起憑著優質管理系統而全面獲得ISO 9001品質證書。此外，沙田車廠及荔枝角車廠的環保管理亦分別於2001年及2003年獲得ISO 14001認證；
- 憑着全面優化所有業務範疇的安全表現，包括巴士維修和設計提升，成功獲香港品質保證局頒發ISO 45001職業健康和安全管理體系認證；
- 推出八達通巴士轉乘計劃。於2023年年底，所有九巴巴士路線均提供八達通巴士轉乘優惠；
- 推出九巴月票，為乘客提供優惠的巴士服務；
- 除現有「八達通」卡收費系統外，全線車隊裝設多元化電子支付系統「e度嘟」。系統目前支援16種非接觸式電子支付方式；
- 九巴及龍運推出會員計劃「club1933」，為乘客帶來全新的乘車體驗。乘客透過手機應用程式「App1933」登記入會，便可搭巴士賺積分，換取豐富會員專屬禮遇之外，也可經App1933新增的eCoin Wallet功能，將積分轉換為eCoin，用於乘搭九巴及龍運巴士；
- 於全線車隊上裝配報站系統，在沿途廣播和顯示有關下一站的資料；
- 在約3,500及2,400部巴士上分別安裝USB充電插座及免費Wi-Fi設備；
- 在主要巴士總站安裝綜合巴士服務資訊顯示系統，提供各巴士路線的下一班車的開出時間、目的地和個別路線車費等資料，以及重大交通事故等緊急訊息；
- equipped buses with safety facilities, including light-directing glass window alongside the staircase connecting the two decks, the Advance Driver Assistance System, the Electronic Stability Programme, the Driving Monitoring System and the Tyre Pressure Monitoring System, and all seat are equipped with seat belt and grab handles to ensure the safety of passengers and bus captains;
- maintained ISO 9001 accreditation on a company-wide basis for quality management systems since 1999, and ISO 14001 certification for environmental management for Sha Tin Depot and Lai Chi Kok Depot since 2001 and 2003 respectively;
- maintained Occupational Health and Safety Management System ISO 45001 certification from the Hong Kong Quality Assurance Agency in recognition of our improvement of safety performance in all aspects of our business, including bus maintenance and design upgrades;
- introduced Octopus Bus-Bus Interchange (“Octopus BBI”) schemes. At the end of 2023, all KMB bus services are provided with BBI discount;
- introduced KMB Monthly Pass to provide value-for-money services to passengers;
- in addition to the existing Octopus Smart Card System for fare payment, introduced a diversified electronic payment system in its entire fleet, supporting 16 contactless e-payment methods;
- KMB and LWB have launched the membership scheme club1933 which is an all-new travelling experience offered to passengers. In order to join the scheme, passengers are required to register via App1933 and not only to earn points for exclusive privileges by travel on our services but also to exchange points into eCoin through the new function of eCoin Wallet which can be used in travelling on KMB and LWB buses;
- installed the Bus Stop Announcement System on our entire bus fleet to broadcast and display information about the next bus stop;
- installed USB chargers and a free Wi-Fi service on around 3,500 and 2,400 buses respectively;
- installed Integrated Bus Service Information Display Systems at selected major termini, providing information on next departure times, destinations and fares of individual bus routes, as well as urgent messages on major traffic disruptions;

- 增加配備無障礙設施的新巴士，以方便傷健人士；
 - 我們的車隊採用含硫量僅0.001%的「歐盟第五代柴油」；
 - 於977部巴士的上層座椅安裝安全帶。所有自2018年7月起採購的新巴士的上、下層座椅均會裝設安全帶；
 - 於2,277部巴士加裝電子穩定控制系統。此系統有助減低巴士在轉彎或濕滑路面行駛時因路面打滑而引致的風險。所有自2018年7月起採購的新巴士均會裝設此系統；
 - 於2,299部巴士加裝車速限制裝置。此設施有助防止巴士落斜時超速。所有自2018年7月起採購的新巴士均會裝設有關的設施；及
 - 於3,867部巴士加裝泊車感應器。所有自2019年12月起採購的新巴士均會裝設有關設施。
- added new buses with barrier-free facilities for the convenience of disabled persons;
 - used “Euro V Diesel” with 0.001% sulphur content on our bus fleet;
 - retrofitted 977 buses with seatbelts at the upper deck. All new buses procured from July 2018 onwards have been installed with seatbelts on all seats;
 - retrofitted 2,277 buses with electronic stability control, which is a safety device for reducing the risk of bus skidding or overturning when the bus is cornering or operating on slippery road surfaces. All new buses procured from July 2018 onwards have been equipped with this device;
 - retrofitted 2,299 buses with speed limiting retarder, which is a safety device for preventing speeding when the bus is travelling downhill. All new buses procured from July 2018 onwards have been equipped with this device; and
 - retrofitted 3,867 buses with parking sensors. All new buses procured from December 2019 onwards have been equipped with this device.



顧客服務資料一覽

我們透過各種不同途徑與顧客保持開放的溝通。例如：

- 設置即時對話服務及在手機應用程式 App1933及九巴網頁引進人工智能聊天機械人「bot1933」，24小時協助乘客、解答查詢和提供資訊；
- 舉辦乘客聯絡小組會議，以搜集顧客的意見及理解他們的期望；
- 回應乘客訴求方面，100%於10個工作天內回覆或初步回應，或於21個工作天內回覆較需時處理的意見；
- 營運多個九巴顧客服務中心，以提供巴士服務資料、八達通增值服務、售賣九巴精品及口罩、顧客禮品換領服務及收集顧客意見；
- 在九巴網站(www.kmb.hk)推出地圖版「點到點路線搜尋」服務，用圖像方式為公眾提供約400條巴士路線共5,000多個巴士站的資料；
- 設置全自動電話熱線服務，以廣東話、英語及普通話，為顧客提供所需的巴士路線資料、最新服務資訊、交通消息及留言信箱服務；
- 於顧客服務熱線設置快捷鍵支援處理阻礙巴士服務的違規車輛及尋找走失長者；
- 於顧客服務熱線設置「數碼地圖乘客諮詢系統」以提升處理顧客查詢的效率，及透過流動電話短訊服務為使用服務熱線的顧客提供巴士路線資料及巴士站位置的數碼地圖；
- 在落馬洲設立票務處，提供八達通服務及巴士路線資料；
- 在各巴士總站及教育機構設置約51個月票優惠站；

Customer Service Information Summary

We use different channels to maintain open communications with our customers. For example, we have:

- introduced artificial intelligence Chatbot channel and live chat, bot1933 on the App1933 and KMB website to provide 24-hour customer assistance, respond to customer enquiries and provide information;
- organised Passenger Liaison Group meetings to gather the views of passengers and better understand their expectations;
- in response to passenger feedback, 100% of acknowledgements/replies were issued within 10 working days, or 21 working days for cases requiring further follow-up;
- operated a number of KMB Customer Service Centres to provide information on bus services, Octopus add-value services, sale of KMB souvenirs and face masks, gift redemption services and to collect customers' opinions;
- launched an online map-based point-to-point bus route search function on the KMB website (www.kmb.hk) allowing the public to access information on more than 5,000 bus stops on around 400 bus routes in graphic form;
- maintained a fully-automatic telephone hotline service to provide bus route information, service updates, traffic news and a voicemail service in Cantonese, English and Putonghua;
- introduced shortcut keys on Customer Services Hotline for reporting violate vehicle block that affects bus service, and offering help to look for missing elderly;
- installed the Digital Map Passenger Enquiry System at the Customer Service Hotline to enhance the efficiency of handling customers' enquiries and, for Hotline mobile phone users, launched a Short Message Service ("SMS") facility to provide bus route information via text and digital map formats;
- set up a Ticketing Office at Lok Ma Chau, at which Octopus services and bus route information are available;
- installed about 51 monthly pass kiosks at various bus termini and educational institutes;



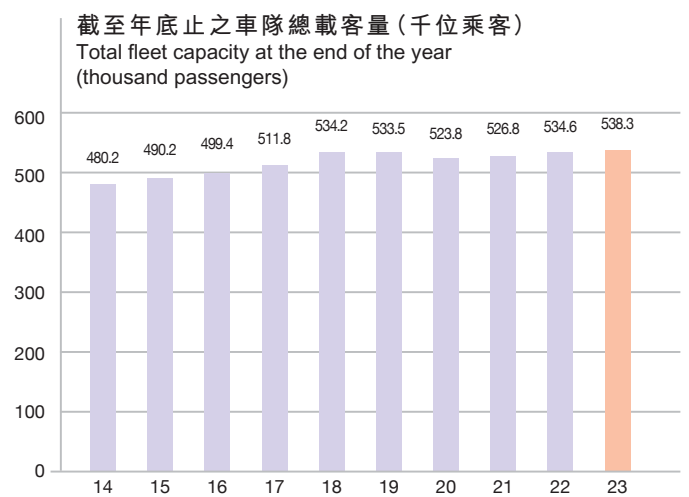
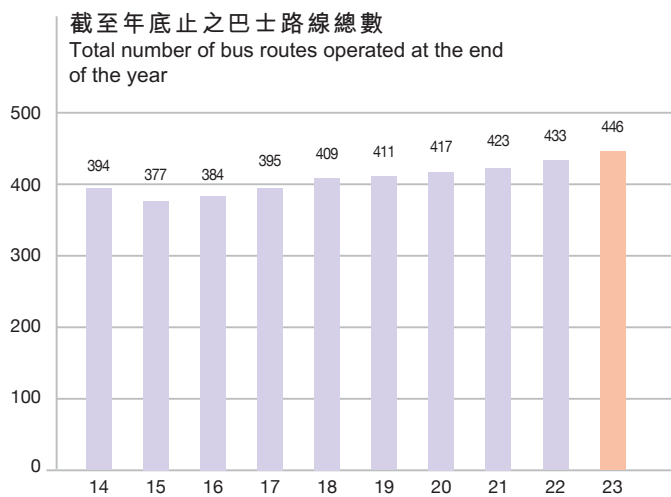
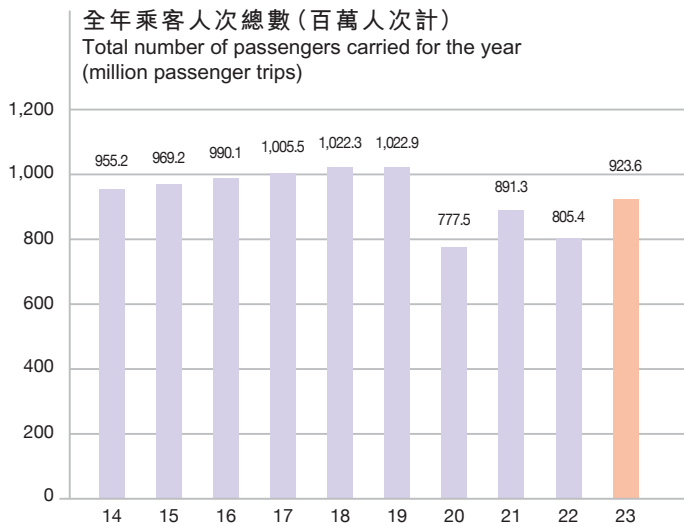
- 在各大專院校及大型購物中心設置約34個九巴優惠站；
 - 在屯門、元朗、天水圍、北區及將軍澳/西貢區，推出區域性「雙向分段收費計劃」；及
 - 在多個候車亭、巴士總站及巴士車廂內增設路線資料板，以提供巴士服務資料，例如時間表、車費及路線詳情。
- installed about 34 fare saver kiosks at various universities and large shopping malls;
 - launched the Regional Short-haul Two-way Section Fare Scheme in Tuen Mun, Yuen Long, Tin Shui Wai, North District and Tseung Kwan O/Sai Kung; and
 - installed route information displays at bus stops and termini as well as inside bus compartments to provide bus service information, such as timetables, fare tables and route information.

憑藉累積多年的寶貴經驗，孕育出一代又一代專業的交通運輸業人才。九巴會努力不懈，繼續向前，為市民提供安全、舒適和物有所值的巴士服務。

Along with its valuable experience accumulated over the years and the generations of professional transportation talents that it has groomed, KMB will make unremitting efforts and continue to move forward to provide the public with safe, comfortable and value-for-money bus services in the future.

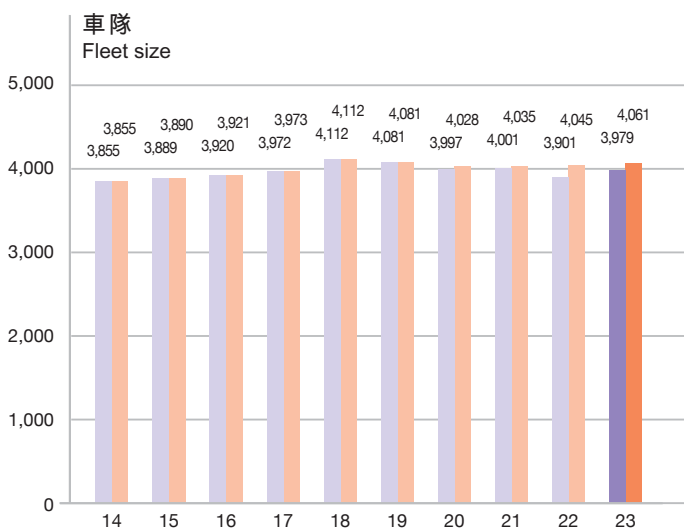


營運統計資料 Operational Statistical Information



包括普通、特別、假日及通宵服務
Including normal, special, recreational and overnight services

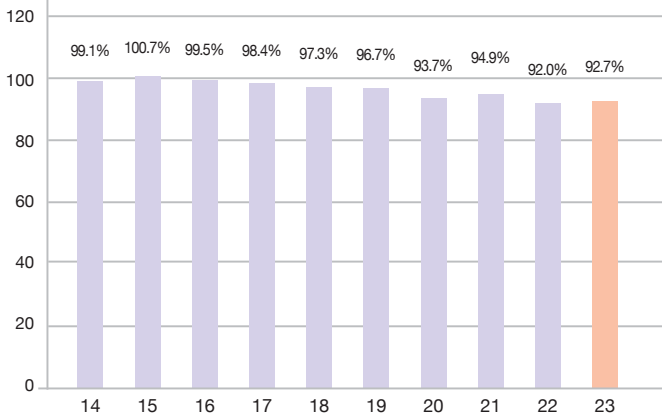
已獲發牌巴士之許可載容量
Total authorised carrying capacity of licensed bus fleet



■ 截至年底止已獲發牌之巴士數量
Number of licensed buses at the end of the year

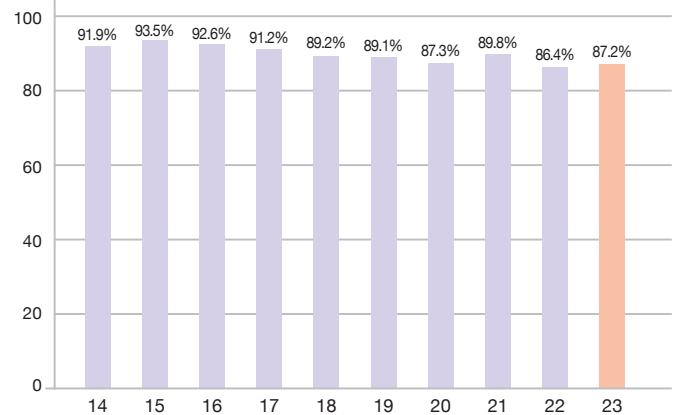
■ 截至年底止已登記之巴士數量
Number of registered buses at the end of the year

全年平均之時間表的成效
Average achievement of schedule for the year



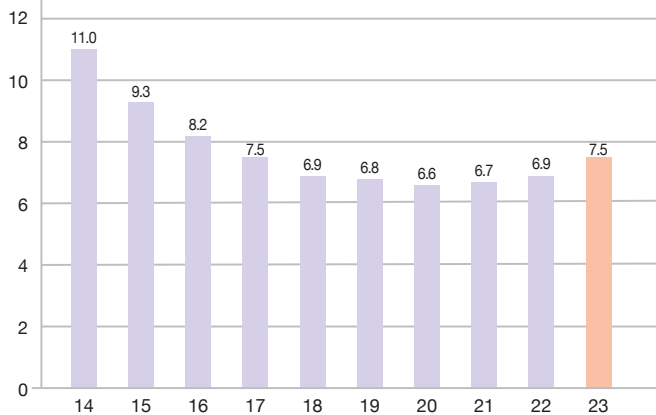
實際路面行車數目與時間表預定的行車數目之百分比
The percentage of actual number of buses operated on the road to scheduled bus allocation

全年平均之車隊運用比率
Average fleet utilisation for the year



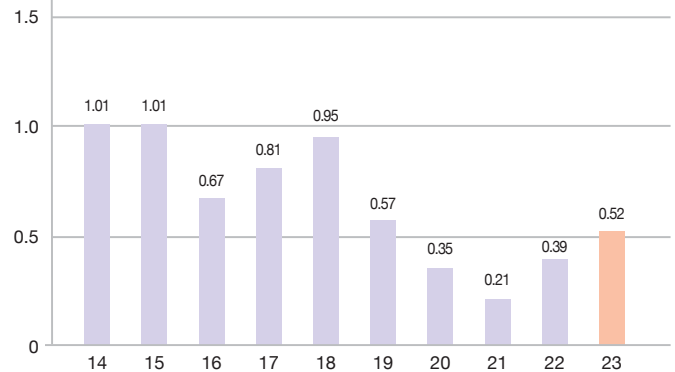
實際路面行車數目與已獲發牌之車隊數目之百分比
The percentage of actual number of buses operated on the road to licensed bus fleet

截至年底止之車隊平均車齡
Average age of bus fleet at the end of the year



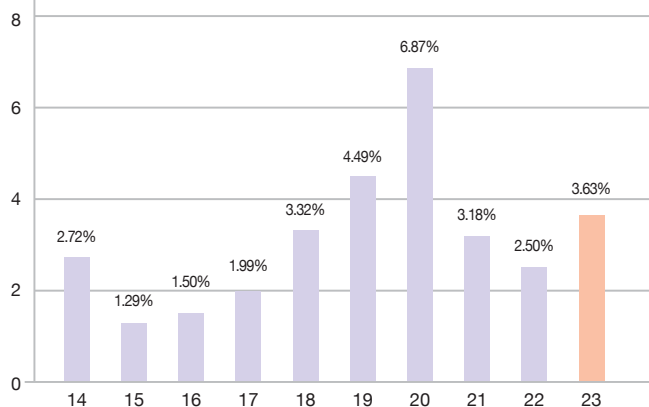
按獲發牌年份計算
Calculated on the basis of year of licensing

全年平均每次車輛檢查時察覺的損壞數目
Average number of bus defects per vehicle examination for the year



運輸署於現場檢查時察覺之損壞數目
Number of bus defects found during spot checks by the Transport Department

全年平均之班次失誤比率
Average percentage of lost trips for the year

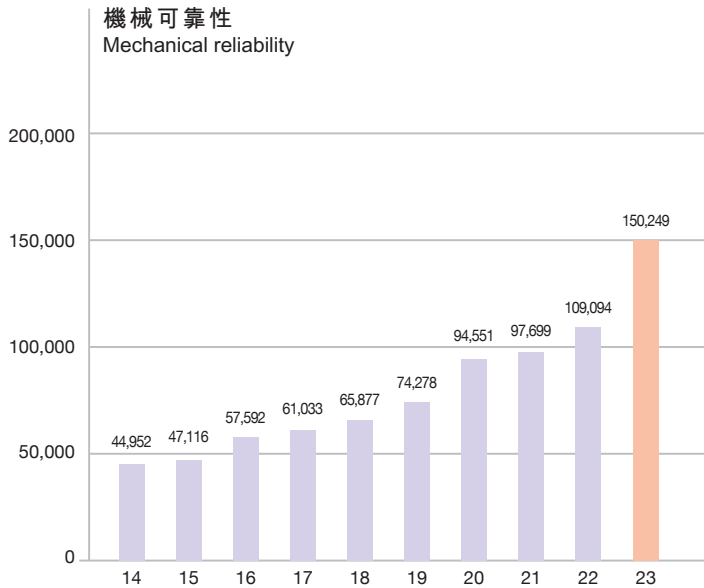


班次失誤與預定班次之百分比
The percentage of number of lost trips to number of scheduled bus trips

附註：自2015年起，基準修訂為按個別路線每日四個時段之失誤班次計算
Note: From 2015 onwards, basis of calculation revised to daily lost trips of individual routes in four time periods

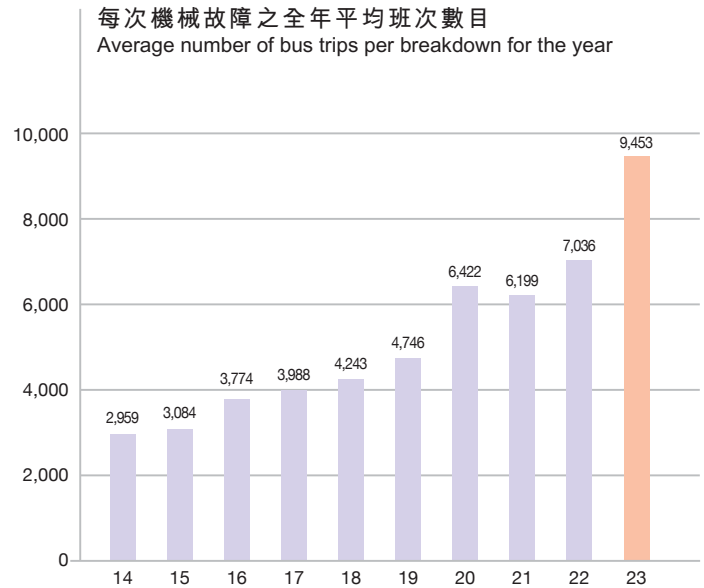


機械可靠性 Mechanical reliability



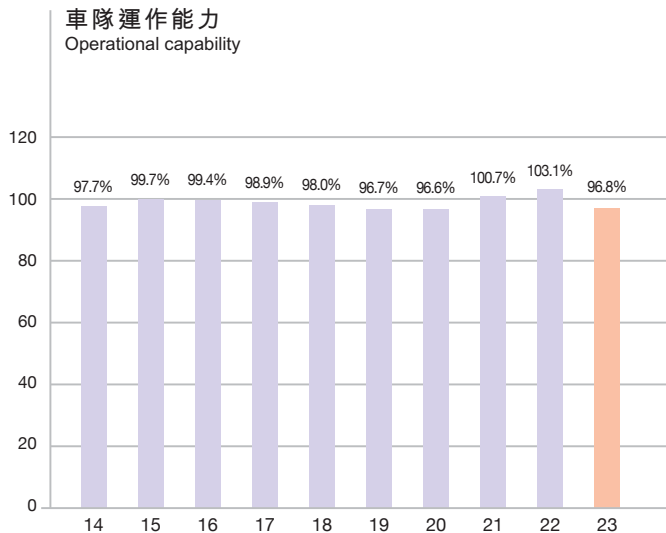
每一部巴士平均行走多少公里後才會在載客途中發生機械故障
Average number of kilometres operated before a bus has one mechanical breakdown while passengers are on board

每次機械故障之全年平均班次數目 Average number of bus trips per breakdown for the year



每一部巴士平均行走多少班次後才會在載客途中發生機械故障
Average number of trips operated before a bus has one mechanical breakdown while passengers are on board

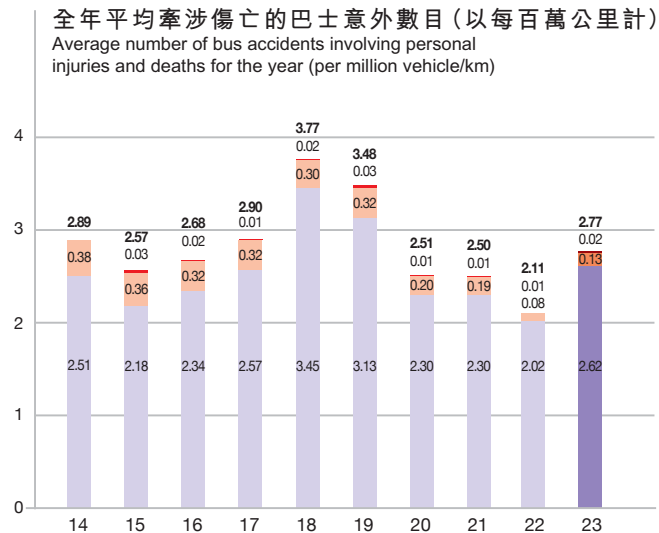
車隊運作能力 Operational capability



早上繁忙時間(7時至9時)整個巴士網絡內，向繁忙方向開出之實際巴士班次與時間表預定的班次之百分比

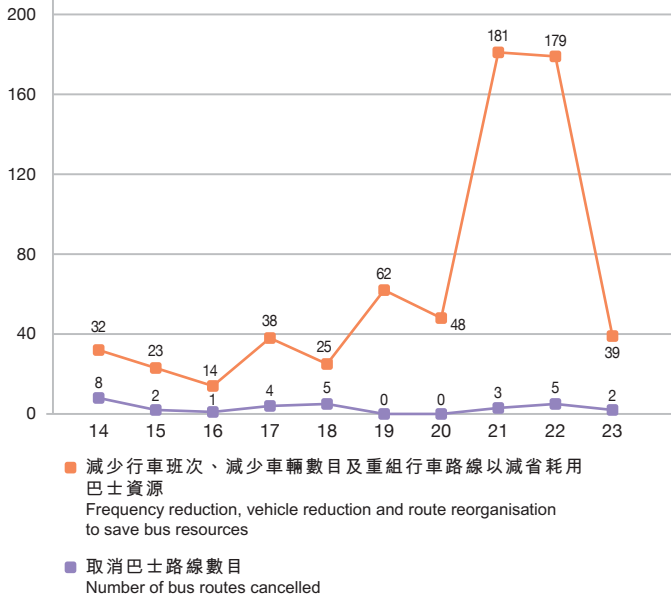
Percentage of actual number of bus departures to scheduled number of bus departures during morning peak hours (7 am - 9 am) in the peak direction

全年平均牽涉傷亡的巴士意外數目(以每百萬公里計) Average number of bus accidents involving personal injuries and deaths for the year (per million vehicle/km)

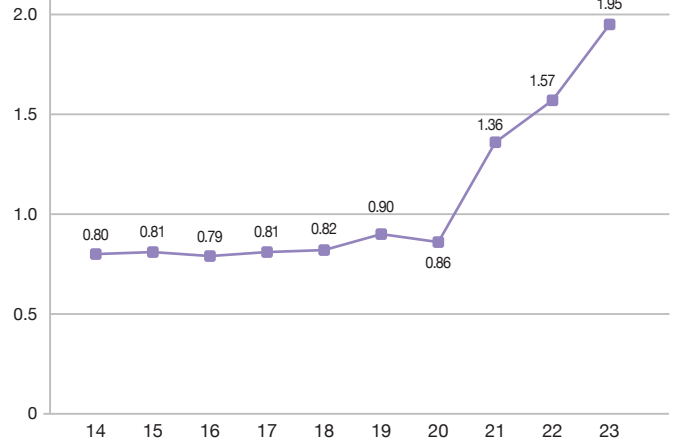


- 輕微意外
Minor accidents
- 嚴重意外使傷者住院超過12小時
Serious accidents involving hospitalisation of injured persons for more than 12 hours
- 致命意外
Fatal accidents

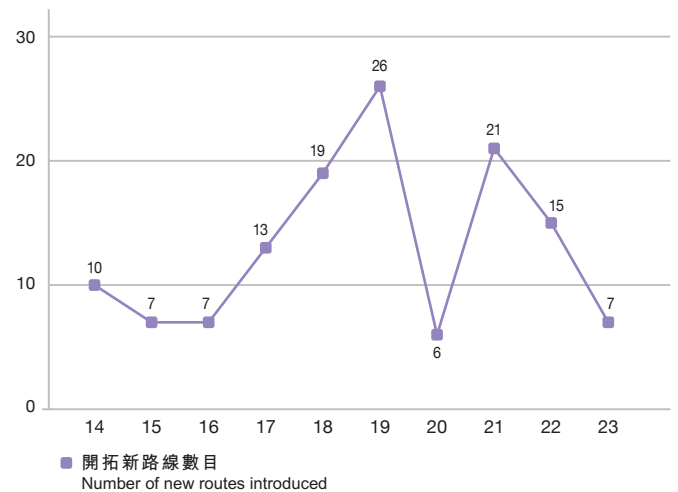
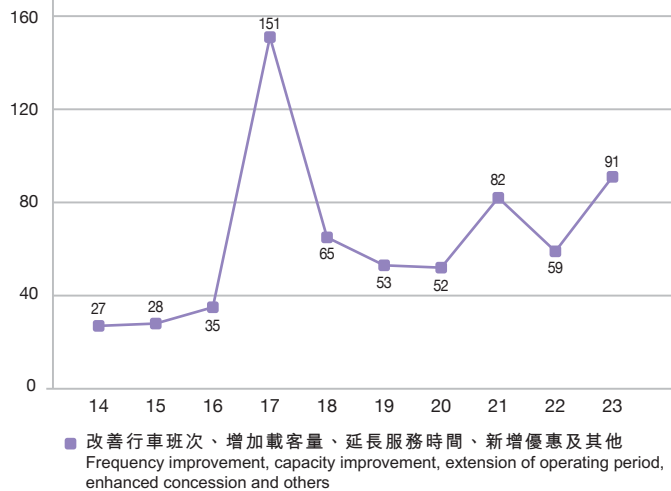
全年服務重整項目總計
Total service rationalisation items for the year



九巴處理投訴的全年平均數目 (以每百萬人次計)
Average number of complaints handled by KMB for the year (per million passenger trips)

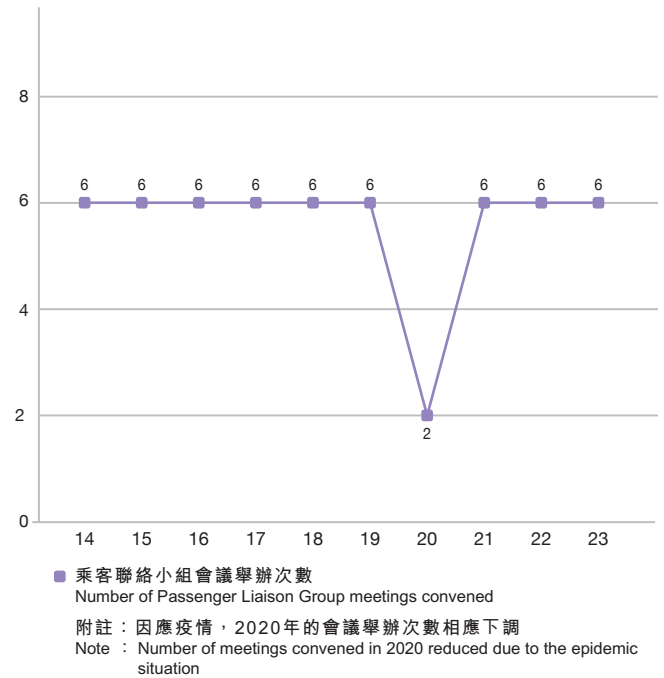
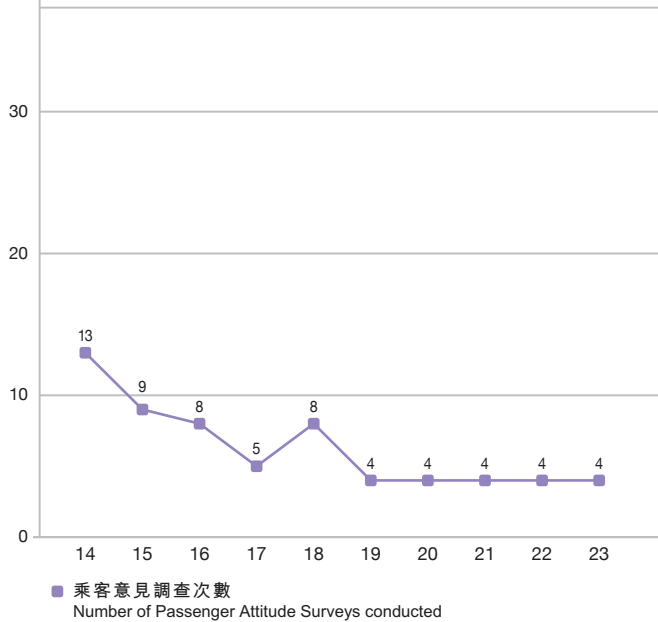


全年改善服務項目總計
Total service improvement items for the year

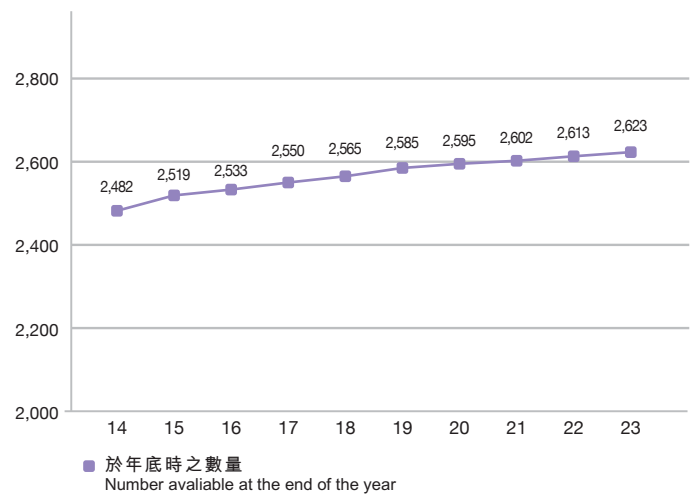
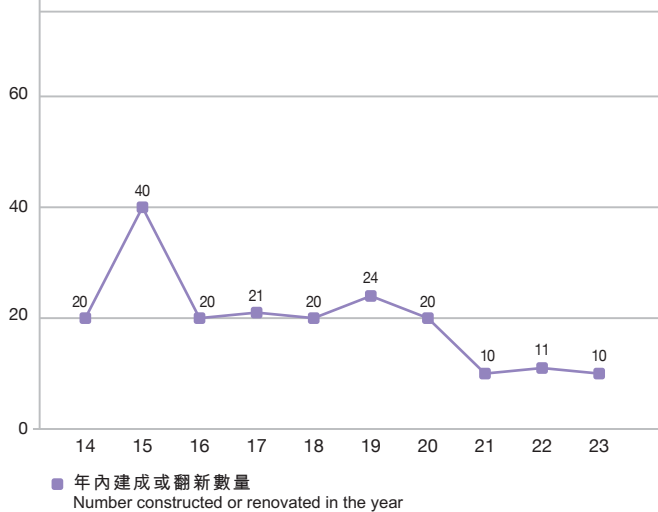




全年乘客聯絡計劃總計 Total Passenger Liaison Programmes for the year



乘客候車亭 Bus shelters





截至2023年12月31日止年度專營公共巴士業務之業績

	2023年 港幣千元	2022年 港幣千元
收入		
車費收入	6,740,724	5,774,914
廣告收入	289,591	260,257
其他營運收入	981	216
	<u>7,031,296</u>	<u>6,035,387</u>
其他收益 (附註 1)	132,980	120,192
	<u>7,164,276</u>	<u>6,155,579</u>
營運成本		
員工成本 (附註 2)	(3,765,849)	(3,737,285)
燃油	(947,211)	(684,425)
零件	(212,109)	(200,577)
隧道費	(238,583)	(255,522)
專營巴士豁免隧道費基金	(148,646)	(129,446)
折舊	(1,025,809)	(1,001,668)
其他經營成本	(722,154)	(704,676)
	<u>(7,060,361)</u>	<u>(6,713,599)</u>
經營盈利/(虧損)	103,915	(558,020)
融資成本	(78,751)	(34,061)
除稅前盈利/(虧損)	<u>25,164</u>	<u>(592,081)</u>
所得稅(支出)/抵免 (附註 2)	(4,989)	98,378
專營公共巴士業務之除稅後盈利/(虧損)	<u>20,175</u>	<u>(493,703)</u>
於12月31日之專營巴士豁免隧道費基金結餘 (附註 3)	<u>419,063</u>	<u>448,833</u>
於12月31日之乘客回饋累計結餘 (附註 4)	<u>-</u>	<u>-</u>

附註：

1. 不包括與2019冠狀病毒病相關的補貼為港幣0元(2022年為港幣4.525億元)。
2. 於2022年6月，香港特別行政區政府刊憲《2022年僱傭及退休計劃法例(抵銷安排)(修訂)條例》(「修訂條例」)。於2023年7月，香港會計師公會頒佈《取消強制性公積金－長期服務金對沖機制之會計影響》，就有關對沖機制及取消該機制提供會計指引。為更妥善反映取消對沖機制的實質影響，本公司已更改其有關長期服務金的會計政策，並已追溯應用上述香港會計師公會指引。2022年的有關比較金額因此已作相應重列。
3. 政府宣布於2019年2月17日起，所有專營巴士在使用政府隧道及道路時均可獲豁免收費。不過，專營巴士營辦商須將相等於節省的隧道費金額設立相關基金，稱為「專營巴士豁免隧道費基金」，該基金將用於減低未來車費的加價幅度。此外，與其他專營巴士營辦商合辦的路線並根據票價調整機制上調巴士票價所產生的額外車費收入，均須撥入「專營巴士豁免隧道費基金」。
4. 根據現時當局在審批巴士票價調整的申請時所採用修改後的「經修訂的考慮多方面因素做法」，一個專營巴士營辦商在某年度獲得的回報率若超過按其固定資產平均淨值計算的指定觸發回報率，其高於指定觸發回報率的50%將會與乘客分享，以紓緩日後車費加價壓力，及向乘客提供巴士車費優惠。該指定觸發回報率於2022年1月1日至2023年12月31日期間為每年8.7%。



Results for Franchised Public Bus Operations for the year ended 31 December 2023

	2023 HK\$'000	2022 HK\$'000
Revenue		
Fare revenue	6,740,724	5,774,914
Advertising income	289,591	260,257
Other operating income	981	216
	<u>7,031,296</u>	<u>6,035,387</u>
Other income (Note 1)	132,980	120,192
	<u>7,164,276</u>	<u>6,155,579</u>
Operating costs		
Staff costs (Note 2)	(3,765,849)	(3,737,285)
Fuel and oil	(947,211)	(684,425)
Spare parts	(212,109)	(200,577)
Toll charges	(238,583)	(255,522)
Franchised Bus Toll Exemption Fund	(148,646)	(129,446)
Depreciation	(1,025,809)	(1,001,668)
Other operating expenses	(722,154)	(704,676)
	<u>(7,060,361)</u>	<u>(6,713,599)</u>
Profit/(loss) from operations	103,915	(558,020)
Finance costs	(78,751)	(34,061)
Profit/(loss) before taxation	<u>25,164</u>	<u>(592,081)</u>
Income tax (expenses)/credit (Note 2)	(4,989)	98,378
Profit/(loss) after taxation from franchised public bus operations	<u>20,175</u>	<u>(493,703)</u>
Accumulated balance of Franchised Bus Toll Exemption Fund as at 31 December (Note 3)	<u>419,063</u>	<u>448,833</u>
Accumulated balance of passenger reward as at 31 December (Note 4)	<u>—</u>	<u>—</u>

Notes :

1. Covid-19-related subsidies of HK\$Nil (2022: HK\$452.5 million) were excluded.
2. In June 2022, the Hong Kong Special Administrative Region Government gazetted the Hong Kong Employment and Retirement Schemes Legislation (Offsetting Arrangement) (Amendment) Ordinance 2022. In July 2023, the Hong Kong Institute of Certified Public Accountants (“HKICPA”) published “Accounting implications of the abolition of the mandatory provident fund — long service payment offsetting mechanism in Hong Kong” that provides accounting guidance relating to the offsetting mechanism and the abolition of the mechanism. To better reflect the substance of the abolition of the offsetting mechanism, the Company has changed its accounting policy in connection with its provision for long service payments and has applied the HKICPA guidance retrospectively. The relevant comparative amounts in 2022 have been restated accordingly.
3. The Hong Kong Special Administration Region Government has announced that with effect from 17 February 2019, all franchised buses are exempted from paying toll when using the Government tunnels and roads. However, each franchised bus operator is required to spend an equivalent amount of the toll saved to set up its own dedicated account known as the “Franchised Bus Toll Exemption Fund” in which the fund will normally be used to lower the magnitude of future fare increases. In addition, any additional fare revenue resulting from the increase of the bus fare on the jointly operated routes with other franchised bus operators arising from a fare adjustment is required to be paid into the Franchised Bus Toll Exemption Fund.
4. Under the revised Modified Basket of Factors (MBOF) approach, which is the existing basis for the Administration to assess bus fare adjustment applications, 50% of any return of a franchised bus operator in a given year in excess of a prescribed triggering point of return on its average net fixed assets would be shared with passengers to relieve the pressure for future fare increases and to facilitate the offer of bus fare concessions. The prescribed triggering point of return for the period from 1 January 2022 to 31 December 2023 was 8.7% per annum.



固定資產

	樓宇 港幣千元	其他租賃 作自用物業 (按成本列賬) 港幣千元	巴士及 其他車輛 港幣千元	在裝配中 的巴士 港幣千元	工具及 其他 港幣千元	小計 港幣千元	租賃 土地權益 港幣千元	固定資產 總額 港幣千元
原值：								
於2023年1月1日結存	1,208,078	17,953	10,800,998	210,639	3,841,324	16,078,992	115,102	16,194,094
添置	40,237	2,704	216,877	352,703	427,643	1,040,164	—	1,040,164
巴士轉撥	—	—	309,773	(309,773)	—	—	—	—
租賃修訂	—	(1,416)	—	—	—	(1,416)	—	(1,416)
未使用資本性零件調整	—	—	—	—	(13,014)	(13,014)	—	(13,014)
出售	—	—	(345,895)	—	(408,468)	(754,363)	—	(754,363)
於2023年12月31日結存	<u>1,248,315</u>	<u>19,241</u>	<u>10,981,753</u>	<u>253,569</u>	<u>3,847,485</u>	<u>16,350,363</u>	<u>115,102</u>	<u>16,465,465</u>
累計折舊：								
於2023年1月1日結存	1,029,909	12,840	5,246,136	—	3,136,700	9,425,585	—	9,425,585
本年度折舊	28,981	2,565	764,252	—	230,011	1,025,809	—	1,025,809
出售項目撥回	—	—	(343,761)	—	(408,356)	(752,117)	—	(752,117)
於2023年12月31日結存	<u>1,058,890</u>	<u>15,405</u>	<u>5,666,627</u>	<u>—</u>	<u>2,958,355</u>	<u>9,699,277</u>	<u>—</u>	<u>9,699,277</u>
賬面淨值：								
於2023年12月31日結存	<u>189,425</u>	<u>3,836</u>	<u>5,315,126</u>	<u>253,569</u>	<u>889,130</u>	<u>6,651,086</u>	<u>115,102</u>	<u>6,766,188</u>
加：已付訂購巴士按金						17,767	—	17,767
						<u>6,668,853</u>	<u>115,102</u>	<u>6,783,955</u>
賬面淨值：								
於2022年12月31日結存	<u>178,169</u>	<u>5,113</u>	<u>5,554,862</u>	<u>210,639</u>	<u>704,624</u>	<u>6,653,407</u>	<u>115,102</u>	<u>6,768,509</u>
加：已付訂購巴士按金						21,621	—	21,621
						<u>6,675,028</u>	<u>115,102</u>	<u>6,790,130</u>



Fixed Assets

	Buildings HK\$'000	Other properties leased for own use carried at cost HK\$'000	Buses and other motor vehicles HK\$'000	Buses under construction HK\$'000	Tools and others HK\$'000	Sub-total HK\$'000	Interest in leasehold land HK\$'000	Total fixed assets HK\$'000
Cost:								
At 1 January 2023	1,208,078	17,953	10,800,998	210,639	3,841,324	16,078,992	115,102	16,194,094
Additions	40,237	2,704	216,877	352,703	427,643	1,040,164	—	1,040,164
Transfer of buses	—	—	309,773	(309,773)	—	—	—	—
Lease modification	—	(1,416)	—	—	—	(1,416)	—	(1,416)
Adjustment to capital spare parts unused	—	—	—	—	(13,014)	(13,014)	—	(13,014)
Disposals	—	—	(345,895)	—	(408,468)	(754,363)	—	(754,363)
At 31 December 2023	<u>1,248,315</u>	<u>19,241</u>	<u>10,981,753</u>	<u>253,569</u>	<u>3,847,485</u>	<u>16,350,363</u>	<u>115,102</u>	<u>16,465,465</u>
Accumulated depreciation:								
At 1 January 2023	1,029,909	12,840	5,246,136	—	3,136,700	9,425,585	—	9,425,585
Charge for the year	28,981	2,565	764,252	—	230,011	1,025,809	—	1,025,809
Written back on disposal	—	—	(343,761)	—	(408,356)	(752,117)	—	(752,117)
At 31 December 2023	<u>1,058,890</u>	<u>15,405</u>	<u>5,666,627</u>	<u>—</u>	<u>2,958,355</u>	<u>9,699,277</u>	<u>—</u>	<u>9,699,277</u>
Net book value:								
At 31 December 2023	<u>189,425</u>	<u>3,836</u>	<u>5,315,126</u>	<u>253,569</u>	<u>889,130</u>	<u>6,651,086</u>	<u>115,102</u>	<u>6,766,188</u>
Add: Deposits paid in respect of buses on order						17,767	—	17,767
						<u>6,668,853</u>	<u>115,102</u>	<u>6,783,955</u>
Net book value:								
At 31 December 2022	<u>178,169</u>	<u>5,113</u>	<u>5,554,862</u>	<u>210,639</u>	<u>704,624</u>	<u>6,653,407</u>	<u>115,102</u>	<u>6,768,509</u>
Add: Deposits paid in respect of buses on order						21,621	—	21,621
						<u>6,675,028</u>	<u>115,102</u>	<u>6,790,130</u>

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