

To : Editors

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新聞稿

全港首個巴士微保險計劃 「九巴月票」乘客獨家享有

九龍巴士（一九三三）有限公司（「九巴」）宣布由7月28日（星期三）起，將向持有有效「九巴月票」的乘客，贈送全港首個巴士乘客微保險「BUS RYDE」保費，讓九巴月票乘客在乘搭任何路線時，均享有額外個人財物及意外醫療保障。

九巴與本地初創保險科技公司 YAS 微保險，以及香港忠意保險¹合作，向十八至七十歲持有香港身份證及持有有效「九巴月票」的乘客，提供全港首個巴士乘客微保險「BUS RYDE」保障²。

「BUS RYDE」微保險由 YAS 微保險及忠意保險推出，九巴月票合資格乘客只要在 YAS 微保險 APP 或九巴 App1933 的「BUS RYDE」推廣頁面，以載有「九巴月票」的八達通卡或八達通產品號碼成功登記，即可無間斷自動受保。完成首次登記後，乘客每次延長「九巴月票」，「BUS RYDE」保障亦會自動延續。

「BUS RYDE」提供個人財物合共最多港幣 2,000 元（包括手提電話、耳機、銀包等）及最高港幣 5,000 元意外醫療保障。九巴期望從細微處體貼乘客的需要，透過「BUS RYDE」保障，減低遺失個人財物引致的損失。

「BUS RYDE」推廣頁面：<https://yasss.info/bus-ryde>

「BUS RYDE」推廣活動條款及細則：<https://yasss.info/bus-ryde-tnc>

「BUS RYDE」媒體素材：<https://yasss.info/bus-ryde-materials>

下載「YAS 微保險」：<https://yasss.info/kmb-yas>



¹忠意保險有限公司（香港分行），母公司為 190 年歷史根基的意大利保險集團忠意集團 (Generali Group)。

²有關產品的內容細則及不承保事項請參閱保單文件。忠意保險有限公司（香港分行）保留接受或拒絕任何申請的權利。

本推廣活動受條款及細則約束。

前往 YAS 微保險「BUS RYDE」活動網頁，三步完成登記！流程如下：

	第一步：登記已連結有效「九巴月票」的八達通產品號碼及身份證姓名以製作「BUS RYDE」保障
	第二步：登記成為 YAS 會員

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	第三步：下載「YAS 微保險」APP
	登記確認後，有效「九巴月票」持有人將會在 24 - 48 小時內收到確認電郵且保障即自動生效。



(左起) YAS 微保險聯合創辦人安宇昭、香港忠意保險首席業務官 (銀行保險及其他渠道) 黎穎音及九巴財務總管梁祖德介紹全港首個巴士乘客微保險「BUS RYDE」保障。

如有查詢，歡迎聯絡：

傳訊及公共事務部

電郵：ccd@kmb.hk

電話：5596-1969

YAS 微保險傳訊及公共事務部 (Foxy Tang)

電郵：pr@yas.io; foxy.tang@yas.io

電話：9650-3493

香港忠意保險市場及推廣部

電郵：mktgcomm@generali.com.hk

電話：2521-0707

**Hong Kong's First Bus Passenger Microinsurance "BUS RYDE"
KMB Monthly Pass Exclusive Reward**

The Kowloon Motor Bus Company (1933) Limited ("KMB") announced that "KMB Monthly Pass" holders are free to enjoy Hong Kong's First Bus Passenger MicroInsurance "BUS RYDE" starting from 28 July (Wednesday). KMB Monthly Pass holders are entitled to personal belongings and accidental medical protection during their KMB journey.

KMB collaborates with local insurtech venture YAS MicroInsurance and Generali Hong Kong³ to provide microinsurance "BUS RYDE"⁴ to passengers aged 18 to 70 who are holding a Hong Kong identity card and a valid "KMB Monthly Pass".

"BUS RYDE" is co-launched by YAS and Generali³. "KMB Monthly Pass" holders can register "BUS RYDE" with the number on Octopus card or Octopus product via YAS APP or "BUS RYDE" webpage. Passengers can enjoy seamless protection from "BUS RYDE" as once it is successfully activated, it will be automatically renewed when passengers purchase the "KMB Monthly Pass" again.

Passengers with "BUS RYDE" are entitled to personal belongings coverage up to \$2,000 (including mobile phone, earphone, wallet, etc.) and up to \$5,000 for accidental medical coverage. KMB considers the needs of passengers at every moment and expects the loss incurred by loss of property can be reduced with the protection of "BUS RYDE".

"BUS RYDE" webpage: <https://yasss.info/bus-ryde-en>

Terms and conditions of "BUS RYDE": <https://yasss.info/bus-ryde-tnc>

"BUS RYDE" media materials: <https://yasss.info/bus-ryde-materials>

Download YAS APP: <https://yasss.info/kmb-yas>



³ Assicurazioni Generali S.p.A (Hong Kong Branch), part of Generali Group, an Italian insurance provider with a 190-year of history

⁴ For full terms and conditions and exclusions, please refer to the policy document. Assicurazioni Generali S.p.A. (Hong Kong Branch) reserves the right to accept or decline any application.

BUS RYDE Promotion Campaign terms and conditions apply.

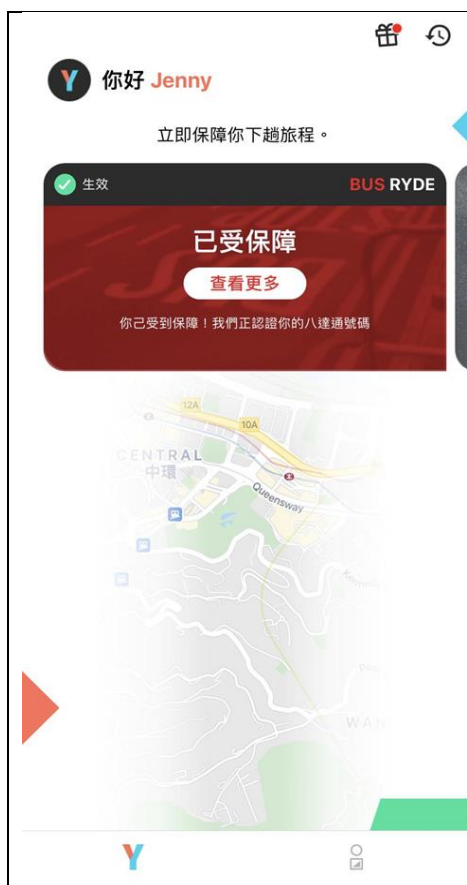
Visit “BUS RYDE” webpage and complete the registration in three steps! Process is as follows:

	Step 1: Register “BUS RYDE” with the number on Octopus card or Octopus product and your name on Hong Kong identity card.
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YAS 微保險 English 註冊成為 YAS 會員 手提電話號碼 電郵地址 暱稱 下一步 你將會收到一封短訊，電訊商有可能收取短訊或數據費用 已是會員？請按此登入 返回上一步	Step 2: Register as a YAS member
YAS 微保險 English 完成登記，立即下載 YAS 微保險 APP！ 以上提供資料若正確無誤，你將會在 24 - 48 小時內收到確認電郵且保障自動生效。立即下載 YAS 微保險 APP，隨時查閱保單內容及方便日後索償。 立即下載 Download on the App Store GET IT ON Google Play KMB 上巴士即時受保* 九巴月票有效期間乘搭所有九巴路線自動受保。 個人財物保障* HK\$2,000 (包括手提電話、耳機、銀包等) 因意外產生的醫療費用* HK\$5,000	Step 3: Download "YAS MicroInsurance" APP



KMB Monthly Pass Holders will receive a confirmation email within 24 – 48 hours

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(From left) Andy Ann, Co-founder and CEO, YAS MicroInsurance, Windian Lai, Chief Business Officer (Bancassurance and Alternative Channels), Generali Hong Kong and Joseph Leung, Financial Controller, KMB introduce Hong Kong's First Bus Passenger MicroInsurance "BUS RYDE".

If you have any enquiries, please contact:

Corporate Communications and Public Affairs Department

Email: ccd@kmb.hk

Telephone: 5596-1969

YAS MicroInsurance Corporate Communication Department (Foxy Tang)

Email: pr@yas.io; foxy.tang@yas.io

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