

# 2024年第三季度财务业绩

## Third Quarter 2024 Results

 特海国际控股有限公司  
SUPER HI INTERNATIONAL HOLDING LTD.

2024年11月  
November 2024



香港交易所股份代号：9658；纳斯达克股票代码：HDL  
HKEX Stock Code: 9658; NASDAQ Ticker: HDL

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# 业务回顾

Performance Overview



# 业绩亮点

## Performance Highlights

### 翻台率

Table turnover rate



**3.8** 次/天  
Times/ Day

同比增长  
YOY

**+0.1** 次/天  
Times/ Day

### 服务顾客人次

Total guest visits



**7.4** 百万人次  
Million guest visits

同比增长  
YOY %

**+4.2** %

### 收入

Revenue



**198.6** 百万美元  
US\$ million

同比增长  
YOY %

**+14.6** %

### 经营利润率

Income from operation margin



**7.5%**

同比增长  
YOY

**+1.8 pct**

# 业务回顾

## Business Overview

持续提升管理  
加强效率提升

Continuous  
improvement in  
management and  
efficiency



经营数据评估

Business data assessment

门店表现评估

Store performance evaluation

执行动作评估

Implementation assessment



把握市场节奏  
增强产品力

Capture market  
trends and  
strengthen  
product  
competitiveness

# 发展举措和战略

## Development Initiatives and Strategies

持续提升顾客就餐体验  
Improving dining experiences



深入本地化运营 提升餐厅经营表现  
Deeply localized operations to improve restaurant performance



持续提高总部赋能门店的能力  
Enhancing the ability of headquarters to contribute to restaurants



坚持「自下而上」开店原则 持续扩大餐厅网络  
Adhere to the principle of 'bottom-up' restaurant openings and continue to expand the restaurant network

- 积极在已进入国家加密, 并识别机会同步进入新市场  
Actively increase the density of restaurants in operating countries and simultaneously identify opportunities to enter new markets.
- 兼顾质量和数量, 持续拓展餐厅网络  
Balancing quality and quantity while expanding the restaurant network



丰富我们的业务和顾客基础  
Enriching our business and expanding our customer base

- 积极通过孵化、探索、策略性收购等方式发展其他品牌及业务形态  
Developing other brands and business formats through incubation, exploration and strategic acquisition, etc.





## 财务回顾

Financial Results

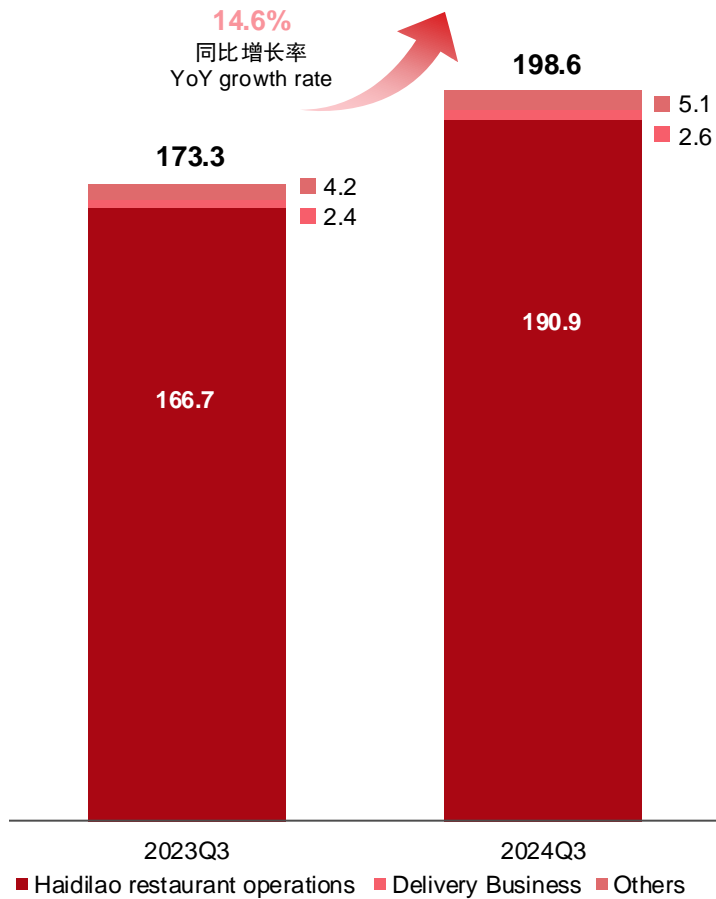


# 财务回顾

## Financial Results

### 总收入分布 Revenue distribution

百万美元 \$ million



### 海底捞餐厅经营收入 Haidilao restaurant operations

190.9 百万美元  
US\$ million

VS 2023  
**+14.5%**

### 外卖收入 Delivery Business

2.6 百万美元  
US\$ million

VS 2023  
**+8.3%**

### 其他收入 Others

5.1 百万美元  
US\$ million

VS 2023  
**+21.4%**



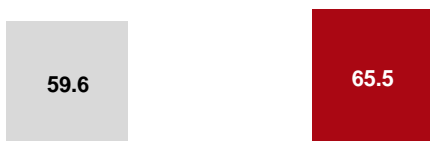
# 财务回顾

## Financial Results

### 原材料及易耗品成本

#### Raw materials and consumables used

百万美元  
\$ Million



2023' Q3

2024' Q3

■ 原材料及易耗品成本 Raw Material and Consumable used  
— 占总收入比 % of Revenue

### 员工成本

#### Staff costs

百万美元  
\$ Million



2023' Q3

2024' Q3

■ 员工成本 Staff costs — 占总收入比 % of Revenue

### 租金及相关开支

#### Rentals and related expenses

百万美元  
\$ Million



2023' Q3

2024' Q3

■ 租金及相关开支 Rentals and related expenses  
— 占总收入比 % of Revenue

### 水电开支

#### Utility costs

百万美元  
\$ Million



2023' Q3

2024' Q3

■ 水电开支 Utilities expenses — 占总收入比 % of Revenue

### 折旧及摊销

#### Depreciation and amortization

百万美元  
\$ Million



2023' Q3

2024' Q3

■ 折旧及摊销 Depreciation and amortization  
— 占总收入比 % of Revenue

### 其他运营相关费用<sup>(1)</sup>

#### Other expenses related to the operations<sup>(1)</sup>

百万美元  
\$ Million



2023' Q3

2024' Q3

■ 其他运营相关费用 Other expenses related to the operations  
— 占总收入比 % of Revenue

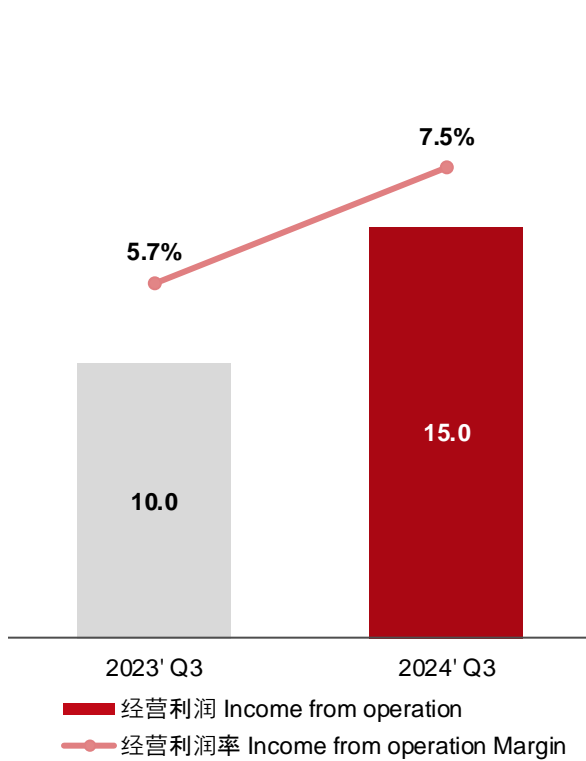
注：(1) 包含差旅及通讯开支，及其他开支  
Notes: (1) Including Travelling and communication expenses, and other expenses

# 财务回顾

## Financial Results

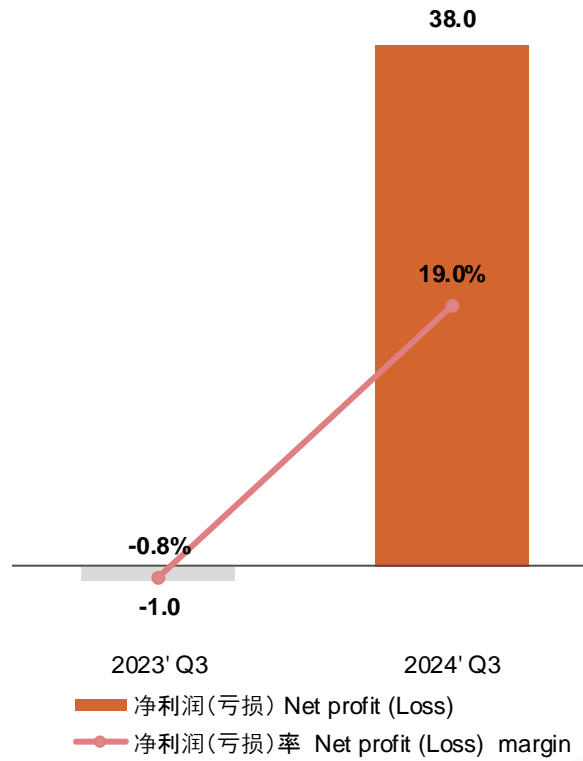
经营利润及经营利润率  
Income from operation and income from operation margin

百万美元 \$ Million



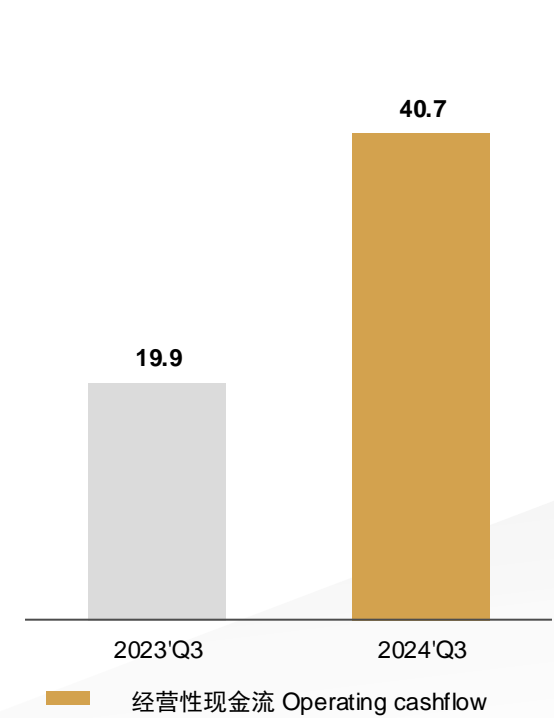
净利润(亏损)及净利润(亏损)率  
Net profit (loss) and net profit (loss) margin

百万美元 \$ Million



经营性现金流  
Operating cashflow

百万美元 \$ Million



# 餐厅关键表现指标

## Key performance indicators

### 总客流量 Total guest visits

百万人次  
Million visits



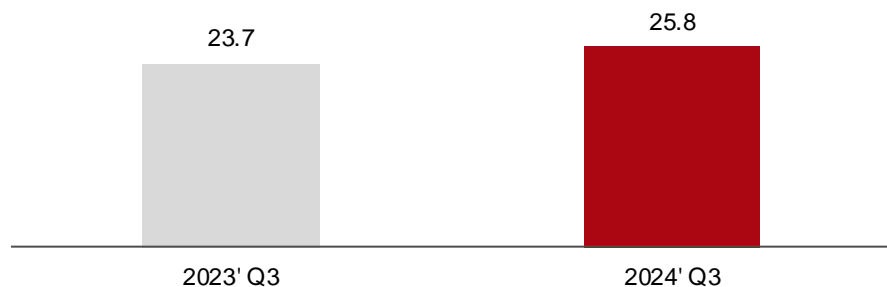
### 翻台率 Average table turnover rate

次/天  
Times/ Day



### 人均消费 Average spending per guest

美元  
US\$



### 单个餐厅日均收入 Average daily revenue per restaurant

千美元  
US\$ '000

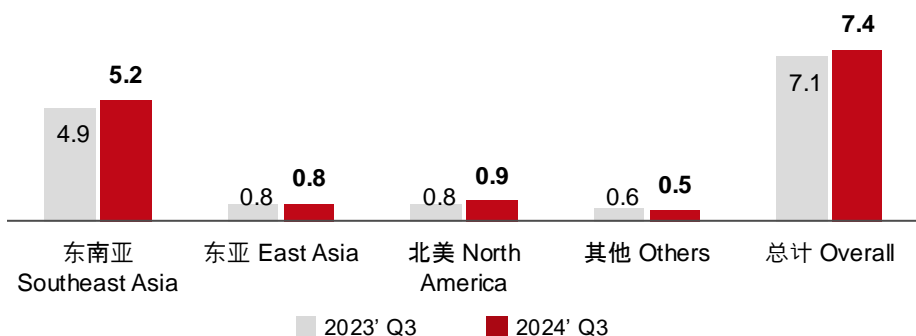


# 分区域餐厅关键表现指标

## Key performance indicators by region

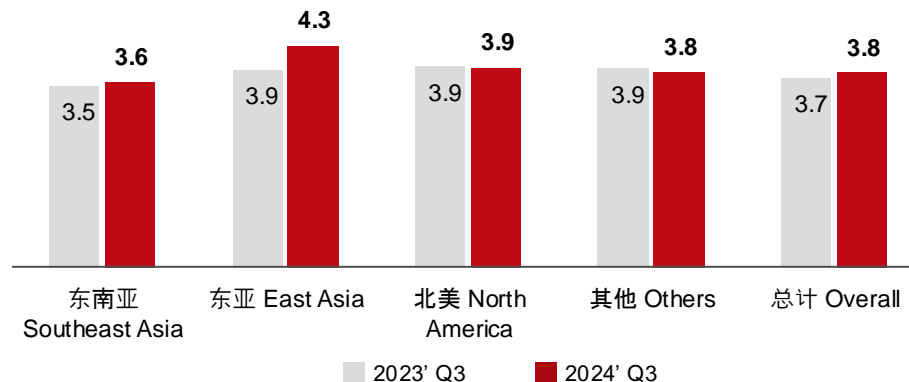
### 总客流量 Total guest visits

百万人次  
Million visits



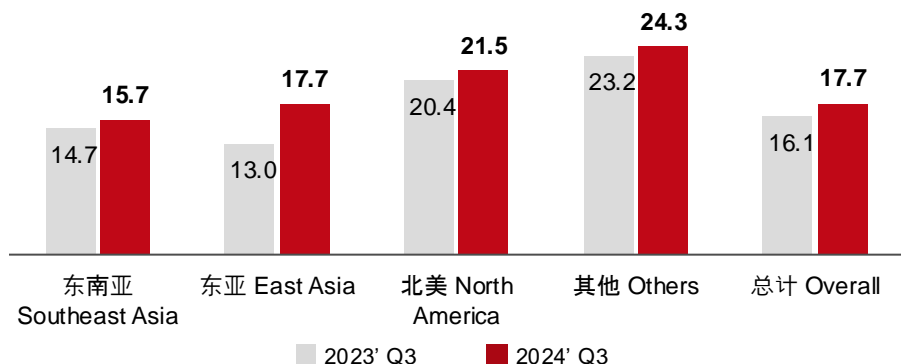
### 翻台率 Average table turnover rate

次/天  
Times/ Day



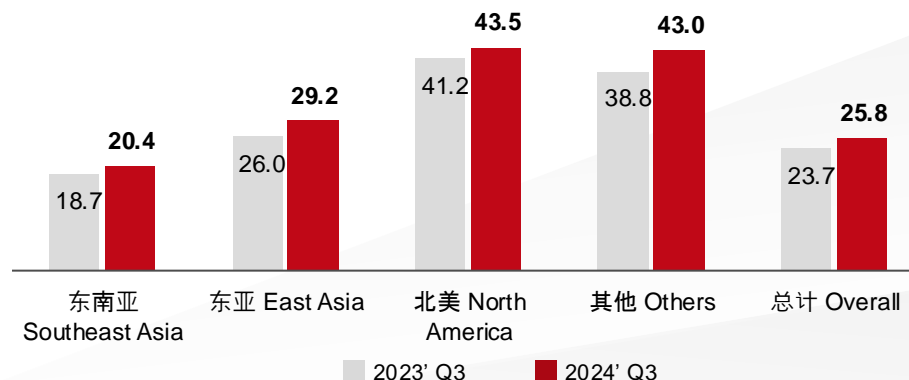
### 单个餐厅日均收入 Average daily revenue per restaurant

千美元  
US\$ '000



### 人均消费 Average spending per guest

美元  
US\$



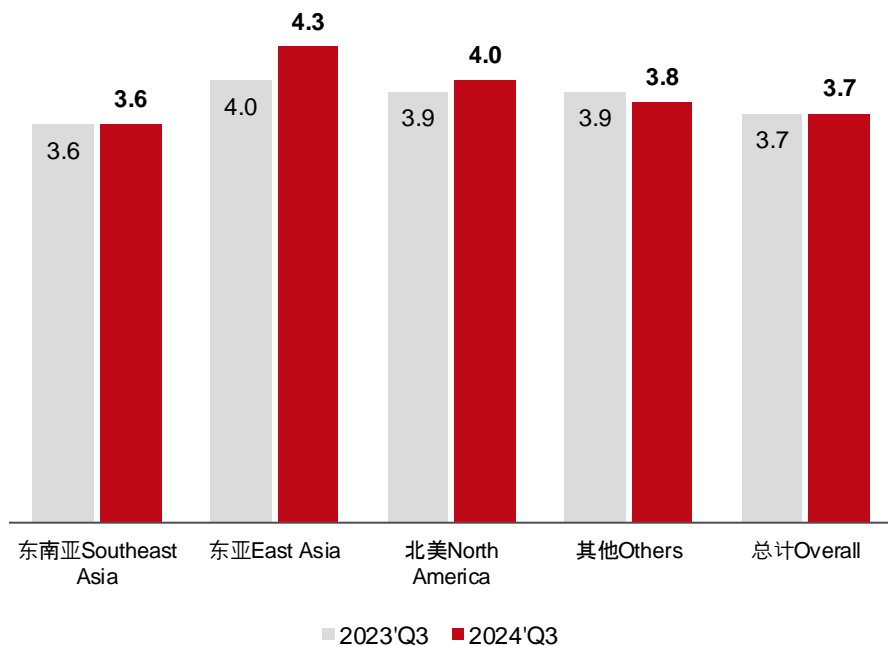
# 同店表现

## Same Store Performance

### 同店翻台率

#### Same store table turnover rate

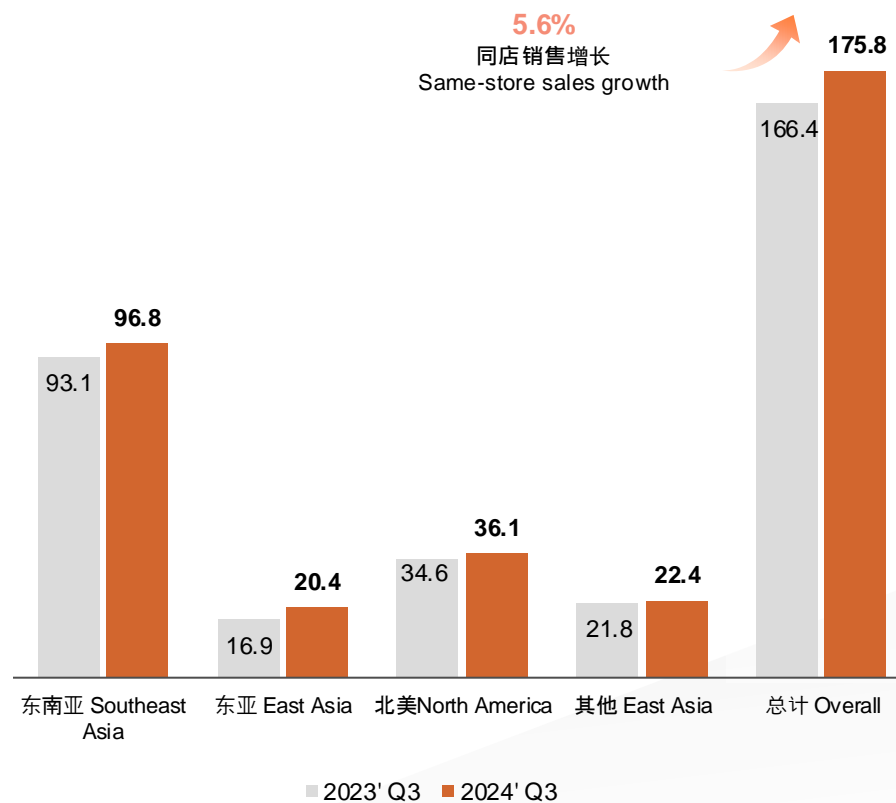
次/天  
Times/Day



### 同店销售

#### Same store sales

百万美元  
\$ million



**感谢聆听**  
Thanks for listening

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