



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



2026 第二季度财务业绩

Second Quarter Financial Results

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

2026年 8月
August 2026

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业务回顾

Performance Overview





业绩亮点

Performance Highlights

餐厅表现亮眼

Strong Restaurant Performance

客流量

Total guest visits

8.1 百万人次
million visits

整体平均翻台率

Overall average
table turnover rate

3.9 次/天
times/day

海底捞餐厅收入同比增长

Haidilao restaurant revenue growth

+4.6% YoY

整体同店平均翻台率

Overall average same-store
table turnover rate

4.0 次/天
times/day

外卖及其他⁽¹⁾收入实现翻倍增长

Combined Delivery Business and Others⁽¹⁾ Revenue: +114.3% YoY

外卖业务

Delivery business revenue

7.6 百万美元
US\$ million

+105.4% 同比增长
YoY growth

其他⁽¹⁾

Others⁽¹⁾ revenue

13.4 百万美元
US\$ million

+119.7% 同比增长
YoY growth

总收入

Total revenue

218.8 百万美元
US\$ million

+10.0% 同比增长
YoY growth

公司经营利润

Income from operation

8.1 百万美元
US\$ million

+118.9% 同比增长
YoY growth

公司经营利润率

Income from operation margin

3.7%

+1.8 pct 同比提升
YoY increase

注：(1) 其他收入包括来自向当地顾客及零售商销售火锅调味品及海底捞品牌及子品牌的食品的收入。

Notes: (1) Others mainly consisted of revenue from sales of hot pot condiment products and food under Haidilao brand and secondary brands to local guests and retailers.





抓员工、抓顾客、抓产品

Strategic Focus: Employees, Customers, and Products



员工 Employees

翻台率同比 **+0.1** 次/天
Table turnover rate times/day YoY

提升一线自主经营能力
Empower Frontline Teams

区域根据本地市场及消费趋势自主调整经营策略
Regional teams independently tailor operating strategies to local market conditions and consumer trends

总部通过数字化、经营分析支持提升门店决策效率
Headquarters supports store-level decision-making efficiency through digital tools and operational analytics



产品 Products

本地化创新

Localized Innovation

持续打造“不一样的海底捞”
Continuously Building a “Different Haidilao”

基于当地饮食习惯及消费场景进行产品微创新
Tailored product refinements based on local dining habits and consumption occasions

围绕锅底、小吃、饮品等延展产品组合，提升连带消费
Expand the product portfolio across soup base, snacks, and beverages to increase attach rates and drive incremental spending



顾客 Customers

~**9.46M** 会员数（百万）
members

持续营销·精准引流·会员运营
Continuous Brand Marketing · Targeted Customer Acquisition · Membership Program Operations

IP合作、新品上市及本地活动提升品牌曝光和新客触达
Leverage IP collaborations, new product launches and local events to enhance brand visibility and attract new customers

会员分层运营、专属活动及顾客社群提升活跃度和复购
Strengthen customer engagement and repeat visits through tiered membership programs, exclusive campaigns and customer communities





持续推进业务扩张与业态多元化

Network Expansion and Format Diversification



「自下而上」持续扩大餐厅网络

Expanding the restaurant network through the "Bottom-up" strategy

129

海底捞餐厅数量
Haidilao restaurants



- 海底捞餐厅数量较去年同期净增加 3 家
Net addition of 3 Haidilao restaurants YoY
- 本季度新开业 2 家海底捞餐厅
Net addition of 2 Haidilao restaurants in Q2 2026
- 坚持质量优先，关注新店长期回报。
Prioritizing quality and focusing on the long-term returns of new stores



持续推进「红石榴」计划

Strategic advancement of the "Pomegranate Plan"

12

品牌
Brands

22

餐厅
Restaurants

截至 2026 年 6 月 30 日
As of June 30, 2026



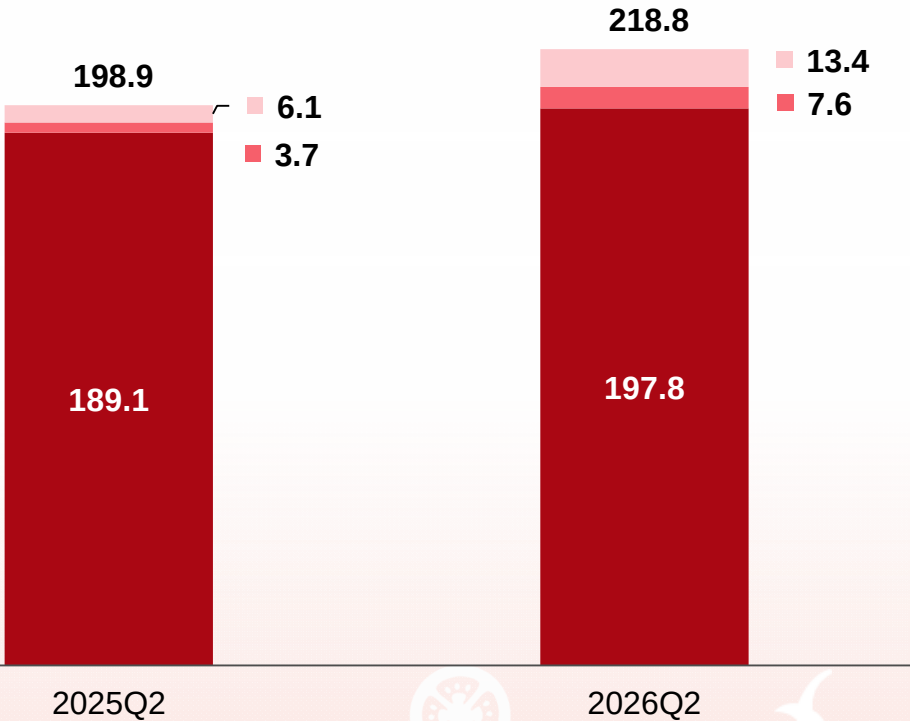
2026年第二季度财务回顾

Q2 2026 Financial Results

总收入分布 Total Revenue Distribution

百万美元 US\$ million

10.0%
同比增长率
YoY growth rate



海底捞餐厅经营 Haidilao Restaurant Operations

197.8 百万美元
US\$ million VS 2025
+4.6%

外卖业务 Delivery Business

7.6 百万美元
US\$ million VS 2025
+105.4%

其他 Others

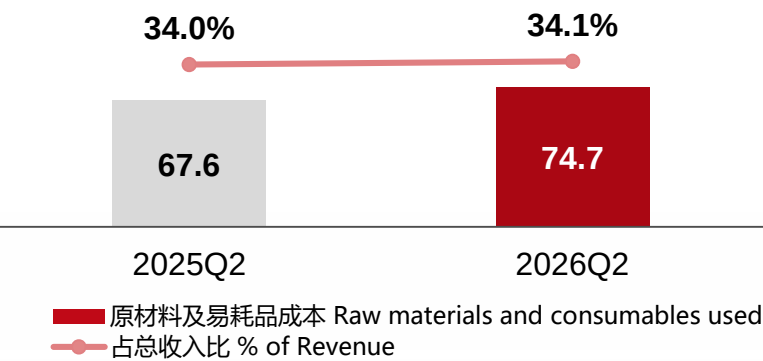
13.4 百万美元
US\$ million VS 2025
+119.7%

2026年第二季度财务回顾

Q2 2026 Financial Results

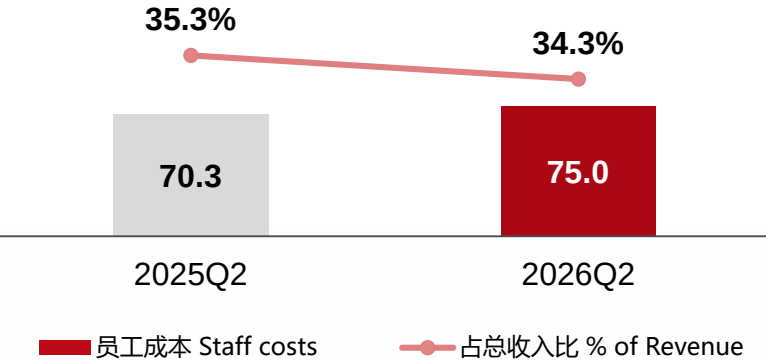
原材料及易耗品成本 Raw materials and consumables used

百万美元
US\$ million



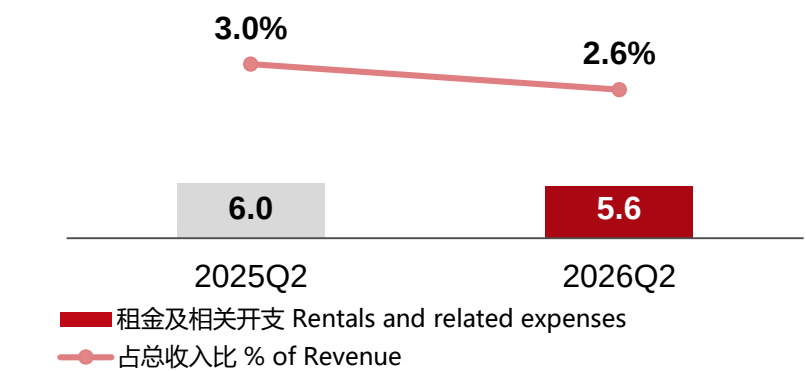
员工成本 Staff costs

百万美元
US\$ million



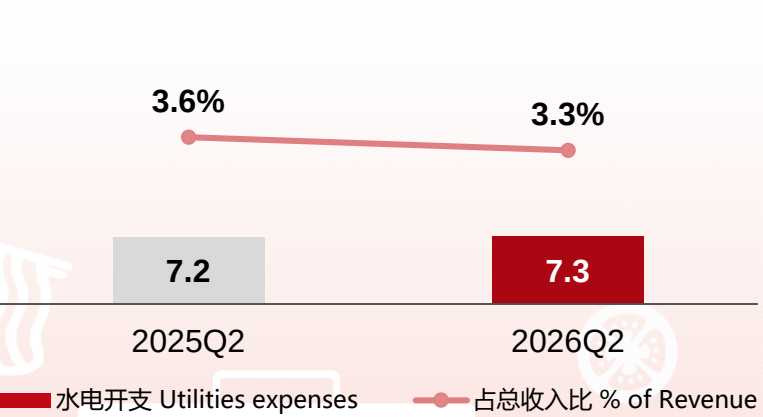
租金及相关开支 Rentals and related expenses

百万美元
US\$ million



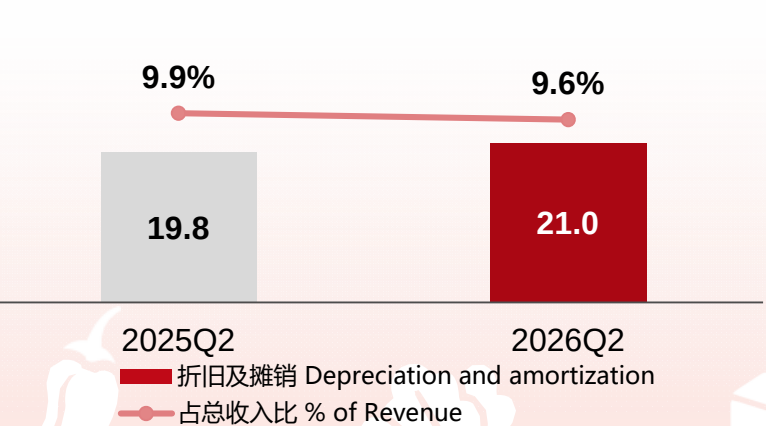
水电开支 Utilities expenses

百万美元
US\$ million



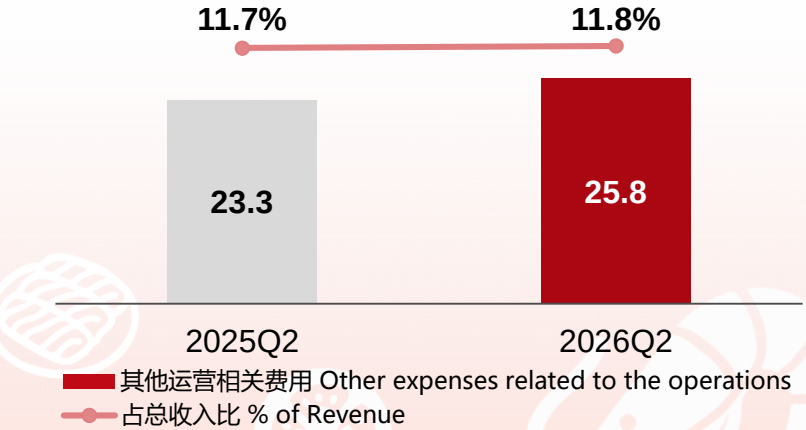
折旧及摊销 Depreciation and amortization

百万美元
US\$ million



其他运营相关费用⁽¹⁾ Other expenses related to the operations⁽¹⁾

百万美元
US\$ million



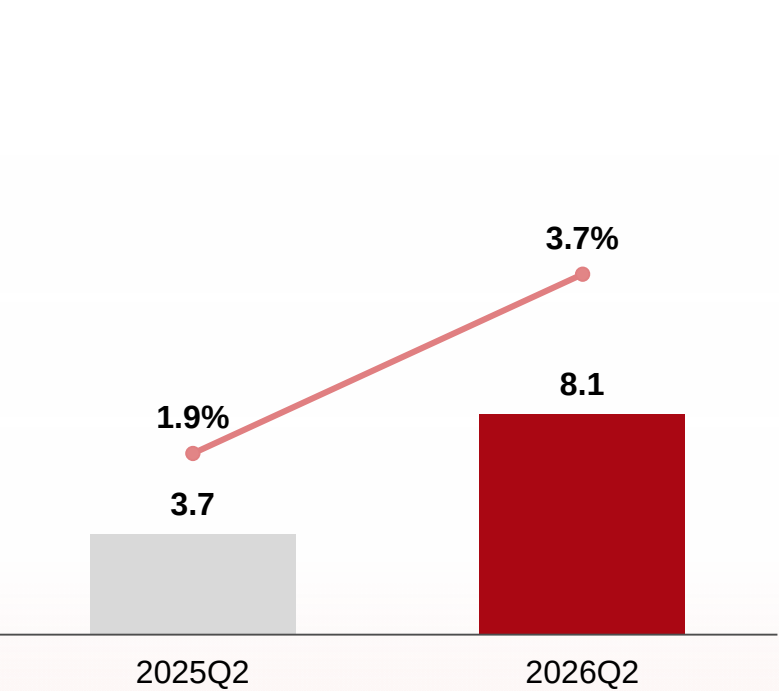
注：(1) 包含差旅及通讯开支，及其他开支
Notes: (1) Including travelling and communication expenses, and other expenses

2026年第二季度财务回顾

Q2 2026 Financial Results

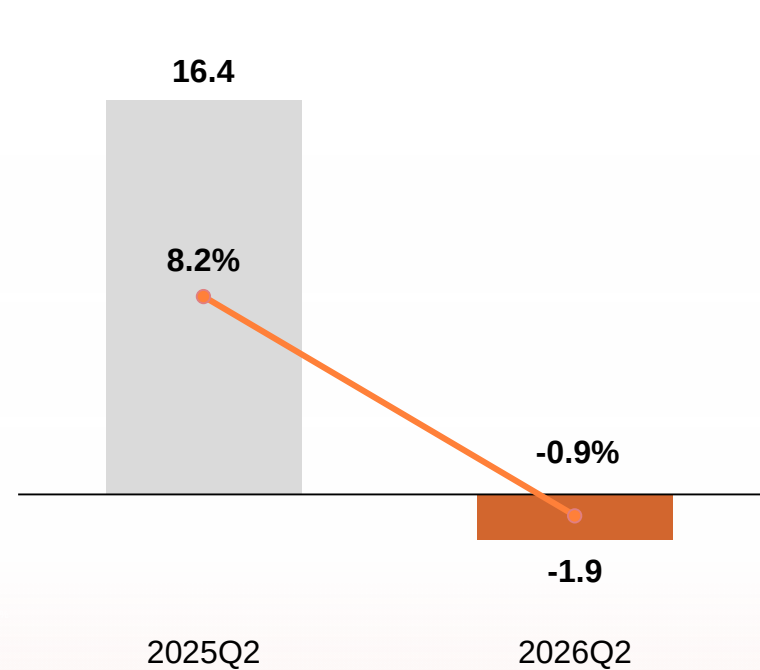
经营利润及经营利润率 Income from operation and income from operation margin

百万美元
US\$ million



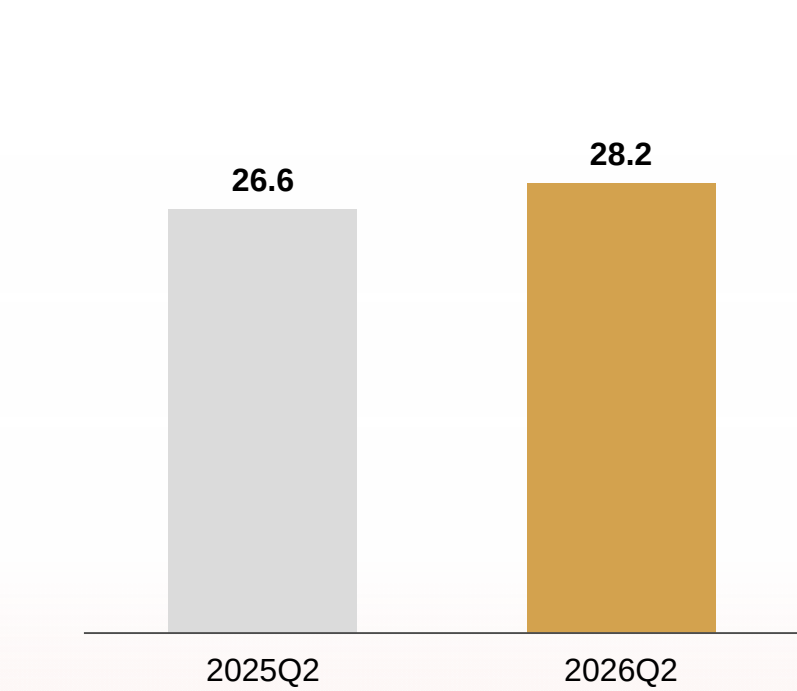
净利润 (亏损) Net profit (loss)

百万美元
US\$ million



经营性现金流 Operating cash flow

百万美元
US\$ million



■ 经营利润 Income from operation
—●— 经营利润率 Income from operation margin

■ 净利润 (亏损) Net profit (Loss)
—●— 净利润 (亏损) 率 Net profit (Loss) margin

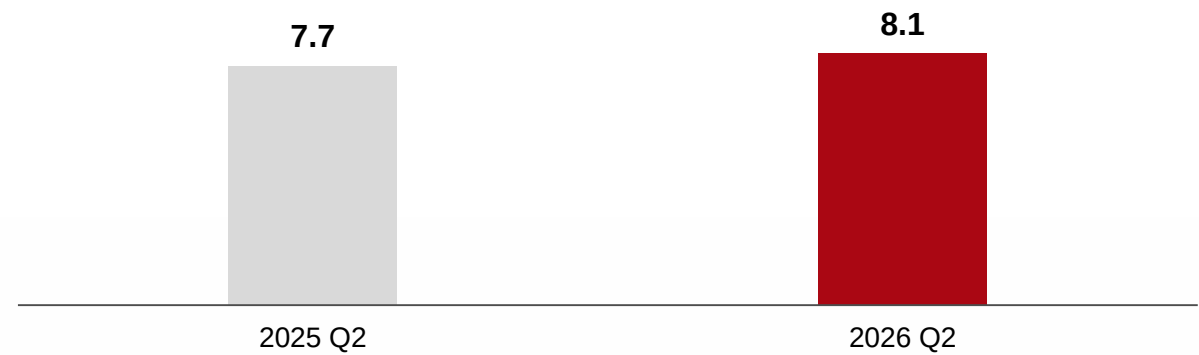
■ 经营性现金流 Operating cash flow

2026年第二季度餐厅关键表现指标

Q2 2026 Restaurant Key Performance Indicators

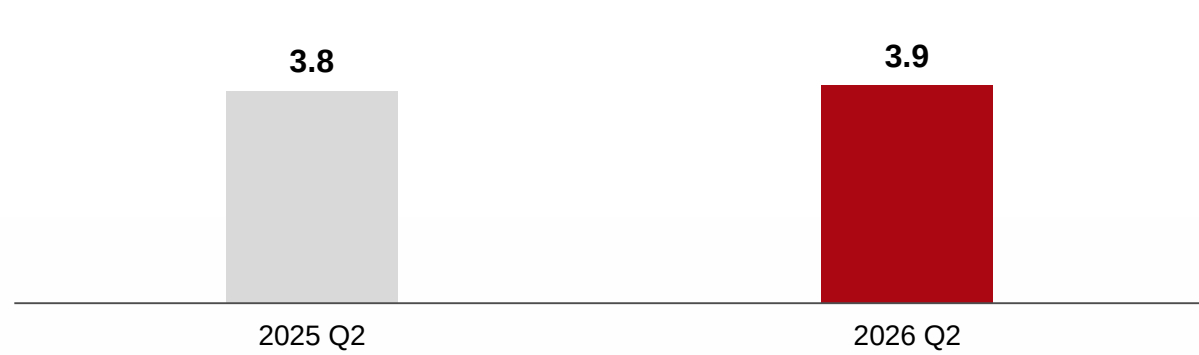
总客流量 Total guest visits

百万人次
million visits



整体平均翻台率 Overall average table turnover rate

次/天
times/day



人均消费 Average spending per guest

美元
US\$



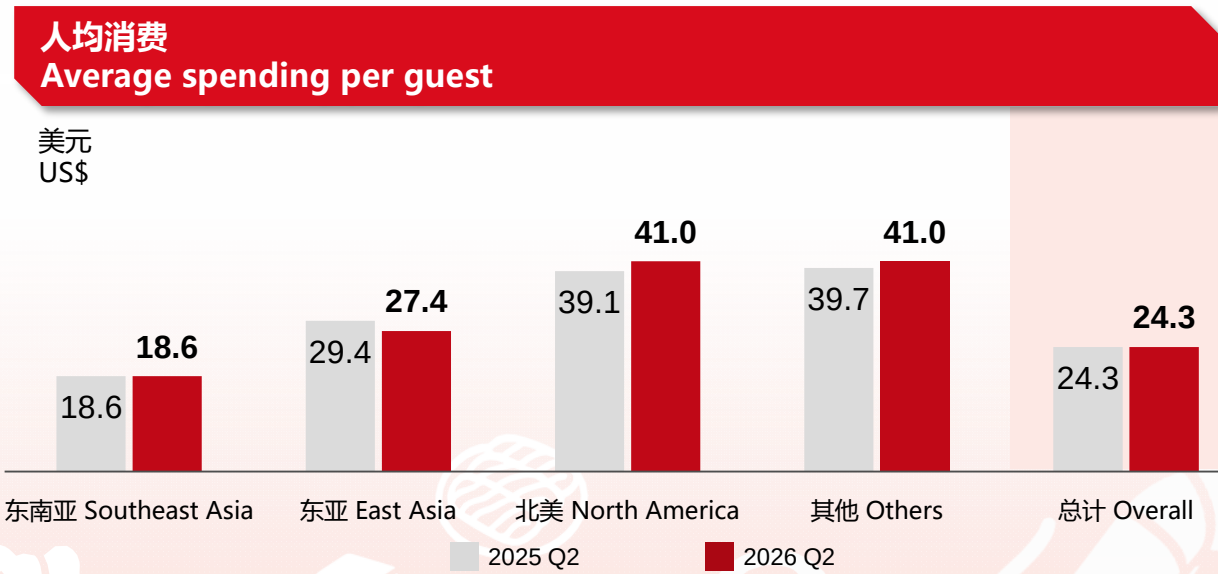
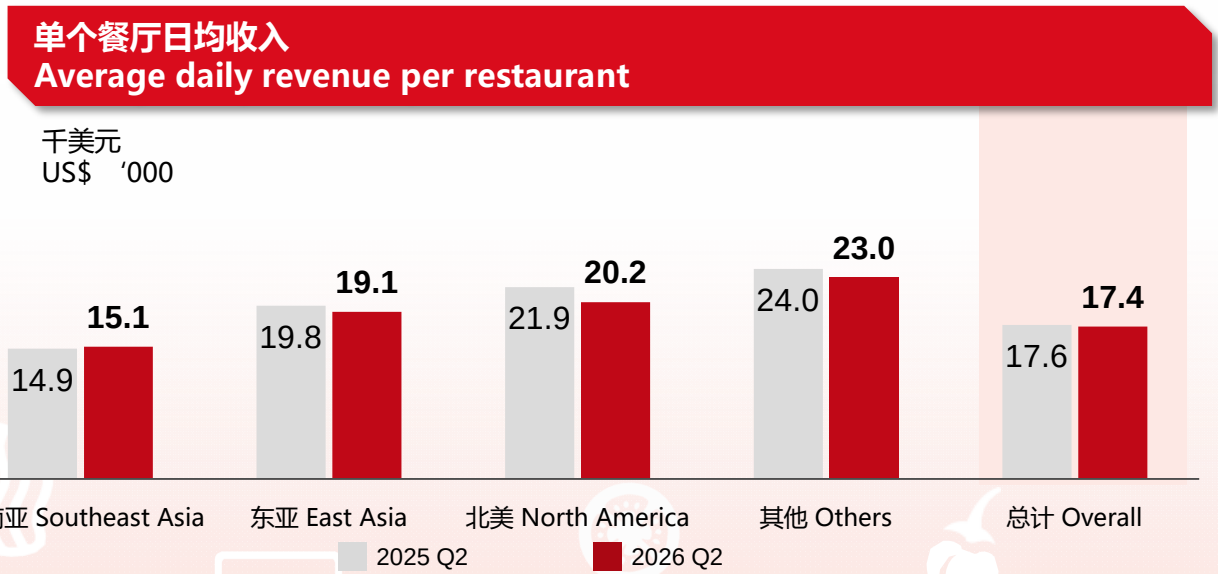
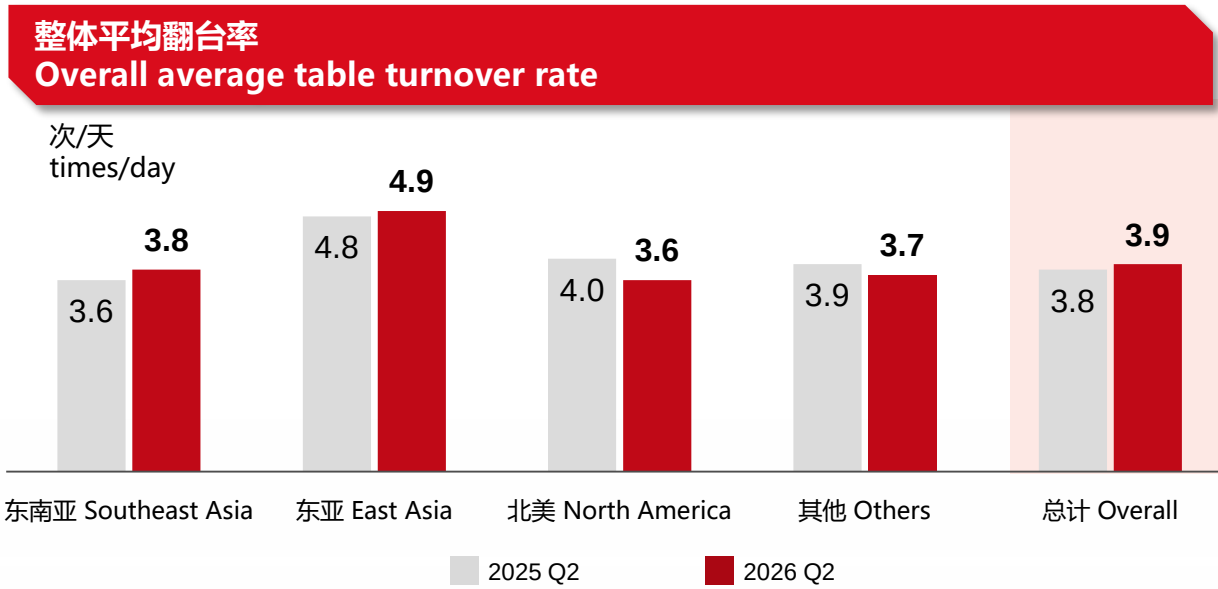
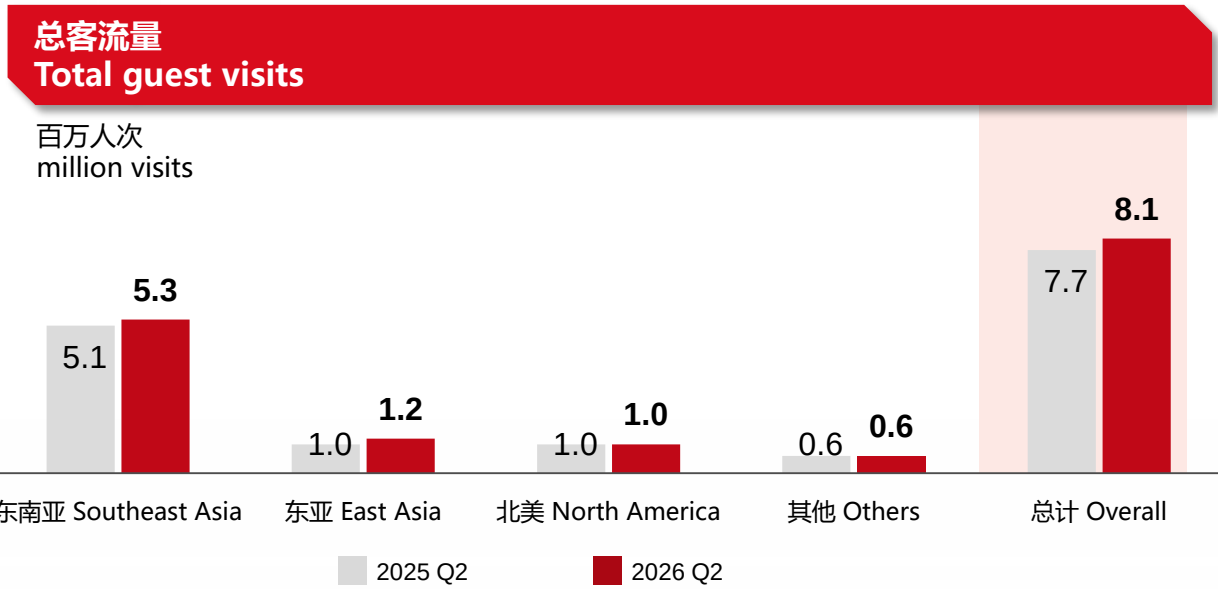
单个餐厅日均收入 Average daily revenue per restaurant

千美元
US\$ '000



2026年第二季度分区域餐厅关键表现指标

Q2 2026 Restaurant Key Performance Indicators by Region

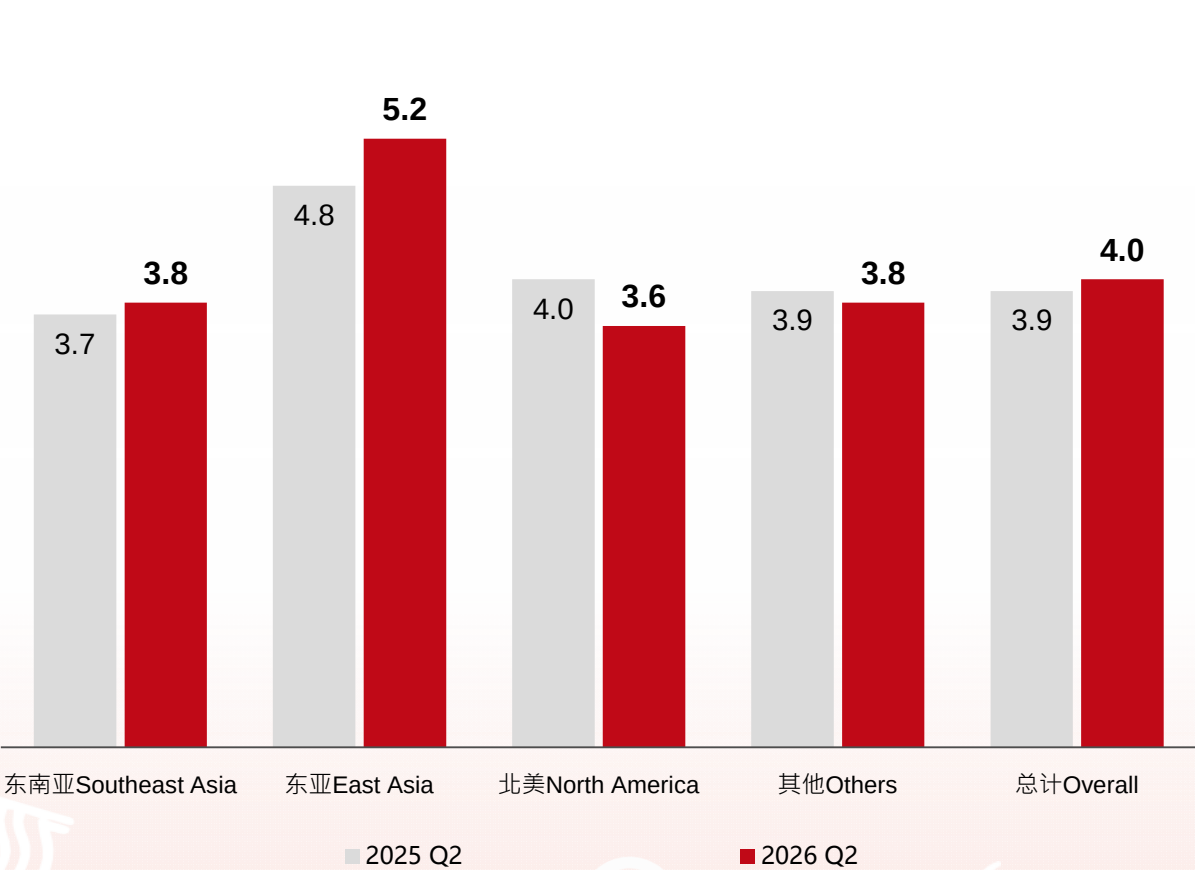


2026年第二季度同店表现

Q2 2026 Same-Store Performance

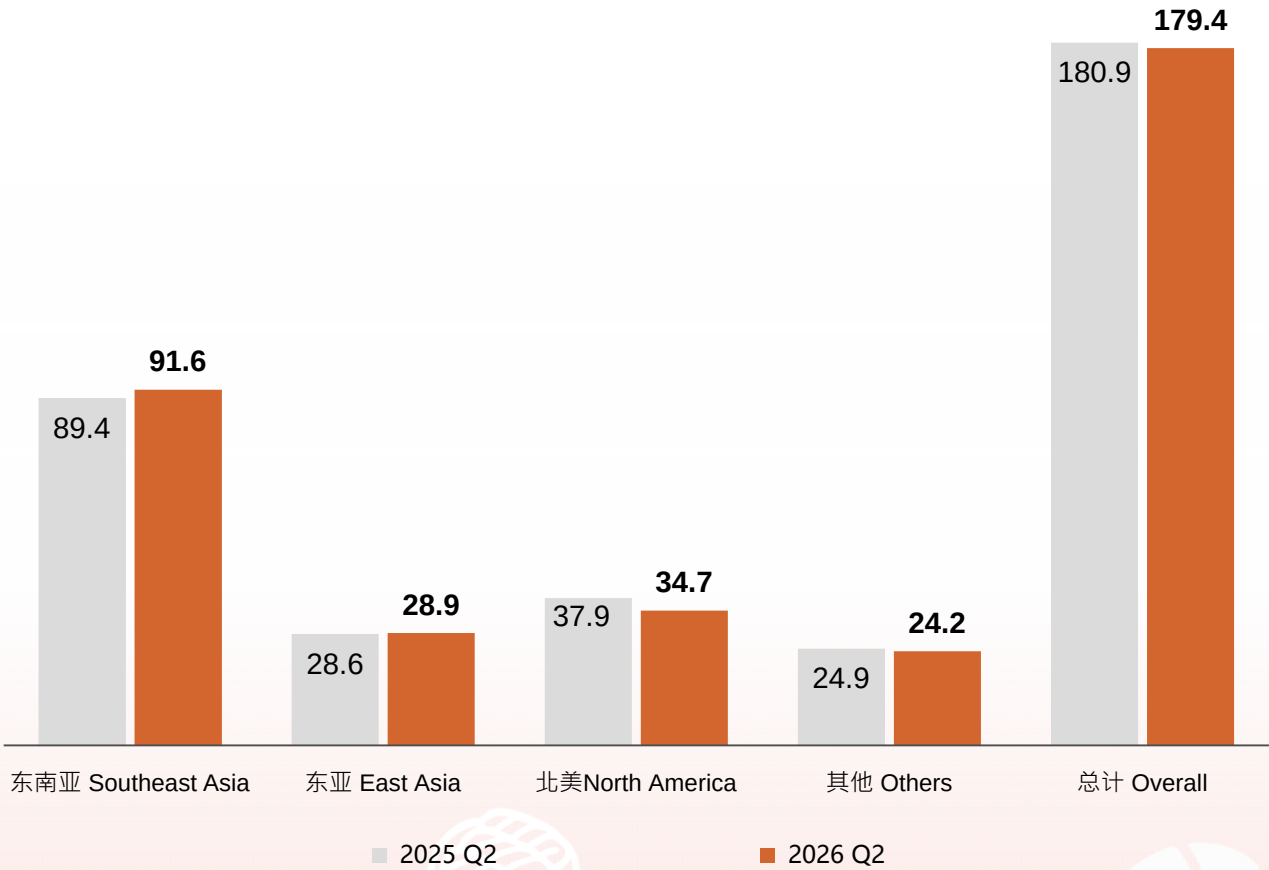
整体同店翻台率
Overall average same-store table turnover rate

次/天
times/day



同店销售
Same-store sales

百万美元
US\$ million



感谢聆听
Thanks for listening

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