



SF Holding

FY2024 Investor Presentation

Stock Code: 002352.SZ/6936.HK

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Agenda – FY2024 Investor Presentation

No.	Section						
1	Earnings Highlights						
2	Business Overview						
3	Operation Overview						
4	Financial & ESG Performance						
5	Appendix: CAS vs IFRS Financials						



Business Overview

Earnings Highlights: Attributable Profit Surpassed RMB10bn, Setting a New Record

Parcel Volume

13.3bn¹

+11.3%

+15.3% (excl. Fengwang)²

Revenue

RMB284.4bn

+10.1%

+10.4% (excl. Fengwang)²

Express & Logistics Revenue³

RMB205.8bn

+7.7%

+8.0% (excl. Fengwang)²

Supply Chain & International Revenue

RMB70.5bn

+17.5%

EBITDA / Margin

EBITDA

RMB32.7bn

+11.0%

EBITDA margin

11.5%

+0.1ppts

Profit / Margin attributable to owners of the Company

Profit attributable to owners of the Company

RMB10.2bn

+23.5%

Profit margin attributable to owners of the Company

3.6%

+0.4ppts

EPS & ROE

Basic earnings per share

RMB2.11

+24.1%

Weighted average return on net assets

11.2%

+2.0ppts

Dividends & Repurchases

2024 dividend and payout ratio⁴ (excl. one-off special cash dividend)

RMB4.1bn 40%

2024 one-off special cash dividend⁵

RMB4.8bn

2024 YTD total share repurchases⁶

RMB1.8bn

Note: 1. Includes parcel volume of the Express & Logistics segment and SF international express (excluding overseas local express); 2. At the end of June 2023, the Company completed the sales and delivery of the franchise model business Fengwang Express; 3. Express & Logistics operations mainly include Time-Definite Express, Economy Express, Freight, Cold Chain & Pharmaceuticals, and Intra-City On-Demand Delivery; 4. Includes 2024 interim and final dividends. The dividend ratio represents dividends as a percentage of profit attributable to the owners of the Company. The 2024 final dividend amount is preliminary estimation. The 2024 final dividend distribution plan is subject to deliberation and approval at the 2024 annual general meeting of the Company, and the final amount will be disclosed in the equity distribution announcement; 5. Refers to a one-time special dividend to enhance A-share holders returns before H-share listing in 2024; 6. Total share repurchases from January 1, 2024 to February 28, 2025; 7. All financial data herein are prepared on Chinese Accounting Standards basis except the appendix

SF)

Unite for **Shared Goals**

Pioneer with **Steadfast Drive**

Energize Organizational Vitality

Customer-centric

Provide Frontlines with More Business Authorization

Further Activate Headquarter to Support Business Regions

Motivate All Staff with Shared Interests

Deepen Penetration Across Industry Segments with Customized Solutions

Empower Customers' Overseas Expansion

Structural Cost-saving to Enhance Product Competitiveness

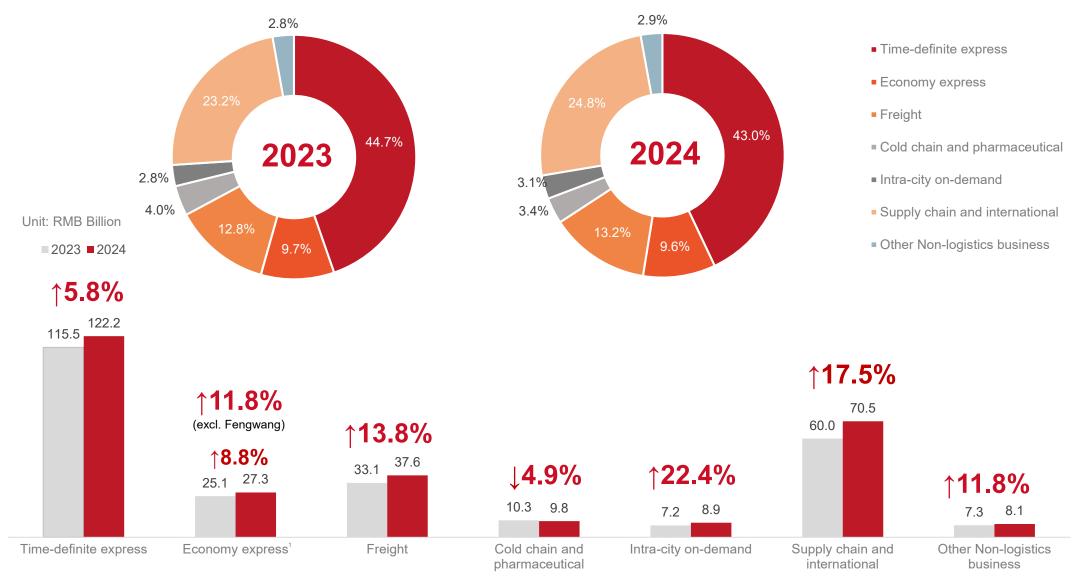


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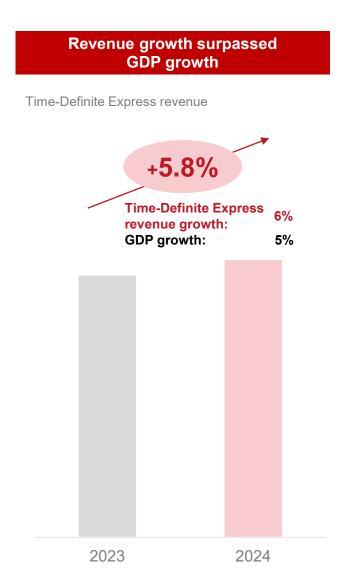
Revenue by Segment: High Quality Growth Underpinned by Global and Domestic Drivers

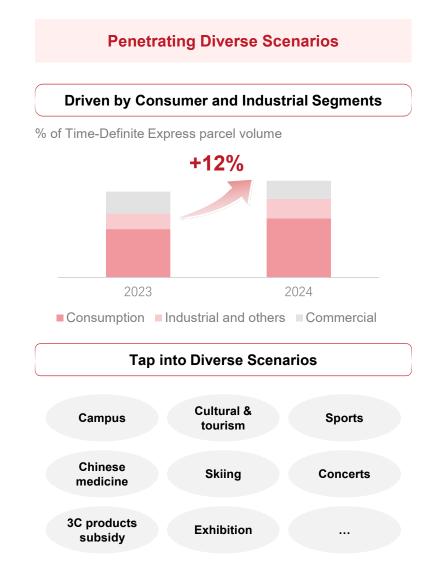


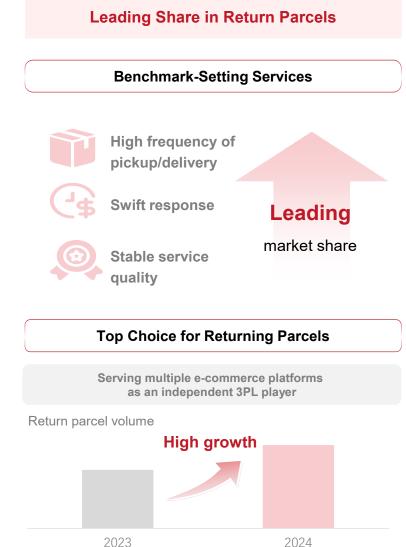
Note: ¹ The Company completed the sale of Fengwang Express business under the franchise model at the end of June 2023



Time-Definite Express: New Growth Momentum Driven by Superior Service and Expanded Scenarios







Note: : Time-Definite Express encompasses multiple products

Economy Express: Differentiated Services Unlock New Demands, Marginal Capacity Drives New Increments

Solid Growth Underpinned by Differentiated Increasing Volume by Utilizing Marginal Solid Revenue Growth Competition Strategy Capacity Economy Express revenue (excl. Fengwang) **Growth Driven by Differentiated Services** Selected Routes to "Stock-up" Idle Capacity Economy Express parcel volume (excl. Fengwang) Big data to recognize idle +11.8% capacity +18% Accurate pricing for marginal resources economies of scale Periodic promotion for certain routes 2023 2024 **Customized Services for E-commerce Platforms Targeted promotion for E-commerce Small Parcels** Low operation cost + affordable pricing to increase Integrated warehouse and distribution volume of light parcels from certain categories solutions of multi-SKU for online supermarkets Accessories Selected courier for customers at a accessories Smart pricing to surcharge (pilot stage) drive revenue **Beauty Entertainment** Inspection and delivery at warehouse for high-value products after livestreaming 2023 2024

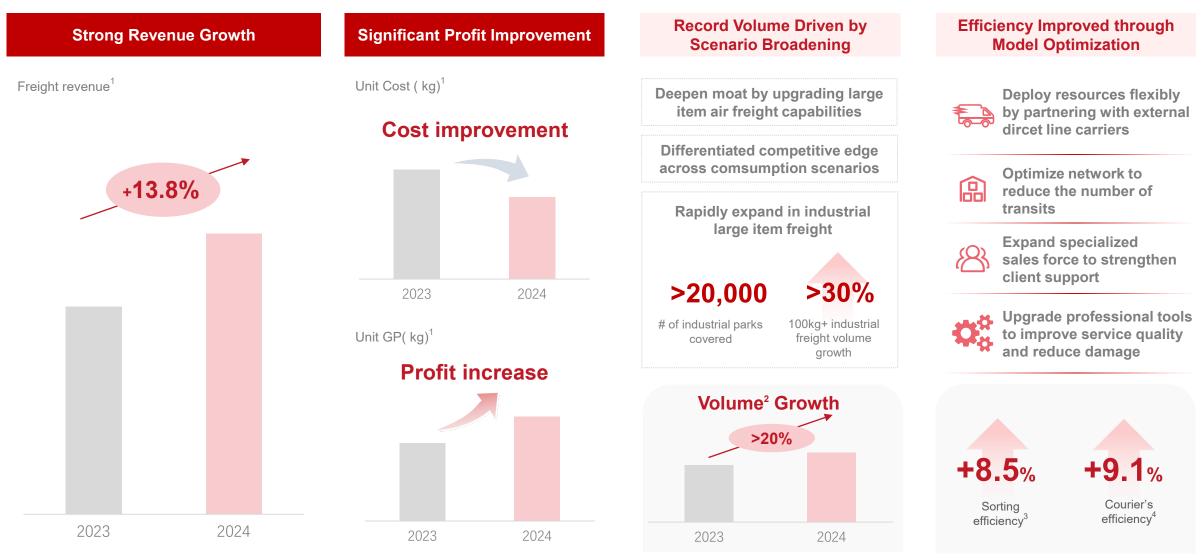
Note: 1. Economy Express encompasses multiple products; At the end of June 2023, the Company completed the sales and delivery of the franchise model business Fengwang Express



growth

Enhance

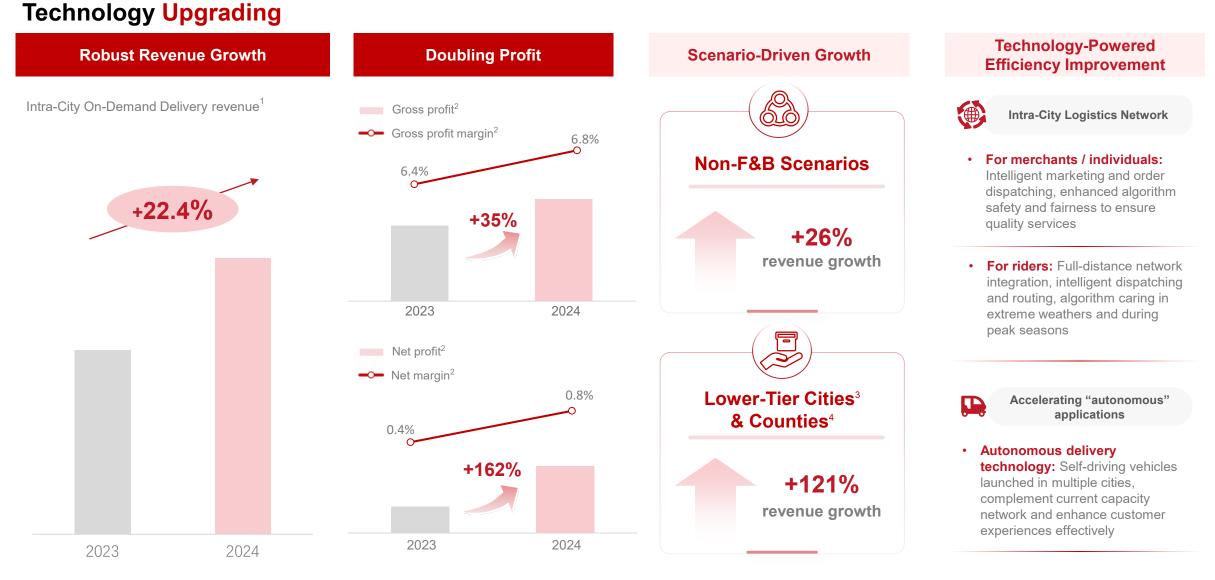
Freight: Broadened Scenarios Drive Record-high Volume, Cost Optimization and Profit Improvement



Note: 1. Revenue amount based on the Freight revenue disclosed in the financial reports, excluding large parcel air freight products classified under Time-Definite Express; The amount of volume, cost and gross profit are based on management accounts, including large parcel air freight and other products; 2. Refers to the total shipment volume of SF Freight and SX Freight dual-network; 3. Refers to the staff's shipment volume of large items at sorting centers; 4. Refers to the daily average shipment volume of large items picked up and delivered by courier staffs



Intra-City: Robust Growth in Revenue and Profit, Quality and Efficiency Improvement Driven by

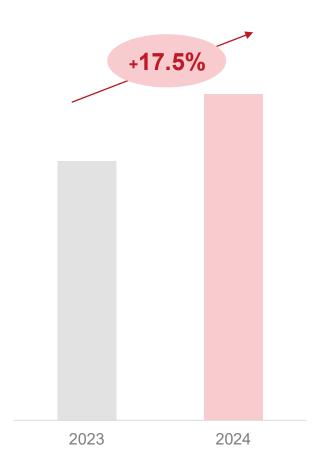


Note: 1. Refers to revenue from Intra-City On-Demand Delivery products; 2. Based on gross profit and net profit of the Intra-City segment; 3. Refers to cities, counties and towns at the third-tier level or below; 4. Refers to the part of counties and county-level cities in lower-tier cities that are not municipal districts



Supply Chain & International: Deepening Roots in Asia with Diversified Capabilities, Reshaping Supply Chain to Unlock New Potentials

Strong Revenue Growth Supply Chain & International revenue



End-to-End Services for Customized Demand





Won new bids for overseas supply chain projects

>100

International Express Service Stimulates Cross-Border Consumption

Broader coverage and faster speed

Launched next-day cross-border delivery among SEA countries

Expanded coverage of fresh food inbound services

20%+

International express delivery revenue growth

Strong resilience built on unique capabilities

Leveraging freight forwarders
+ overseas warehouses to offer
semi-entrusted logistics services

Flexible resources to serve customer demand

Independent 3PL: Serving small and medium-sized independent online sellers

Merchants' promotion during platforms' slack seasons, smoothing the logistic demand curve

24%

No. of cross-border e-commerce clients

Strengthening Cross-Border Capabilities

>950 >2.5M sqm

Overseas warehouse

110

All-cargo aircraft¹

>9,100

Annual all-cargo international flights

>1.23Mn TEU

Annual ocean freight volume

78
Customs clearance services ports

Note: 1. 110 cargo aircraft in operation, including 89 self-owned aircraft



Supply Chain & International (Cont'd): New Breakthroughs across Sectors and Countries, **Empowering Clients' Overseas Expansion**

Tea / Coffee



Well-known Chinese Tea Brand

We helped the brand open 110 stores in 8 countries as its exclusive supply chain service partner



Well-known Chinese Coffee Chain Brand

We helped the brand quickly open 50+ stores in Singapore with our end-to-end international supply chain

IP-themed Toy / Apparel



Well-known Chinese Trendy-toy Brand

We offered the brand comprehensive logistics services (i.e., international express, integrated warehousing and delivery services, etc.) across SEA. EU and US



Well-known Chinese **Sportswear Brand**

We provided overseas warehousing and distribution services to deepen the penetration of its supply chain

Auto



Well-known Chinese Auto Company

We offered comprehensive supply chain services, including custom clearance, transportation from ports to warehouses, and integrated warehousing and delivery services



Well-known Chinese **NEV Company**

We offered the company integrated logistics services across the supply chain, ranging from sourcing and manufacturing to sales and air transportation of lithium batteries overseas

Industrial / **Consumer Electronics**



Chinese New Energy Material Supplier

We offered the client end-to-end export solutions, including international ocean freight, and delivery to the overseas warehouses



Well-known Chinese ODM

We offered cross-border logistics services to ship raw materials for consumer electronics

End-to-end supply chain solutions

Efficient operation enabled by digitization and intelligentization

Empowering //> **Business**

> Responsive to diverse demand

service quality

Omni-channel coverage both online and offline

Consistent and superior

Earnings Highlights

Business Overview

Operation Overview

Financials & ESG

Appendix

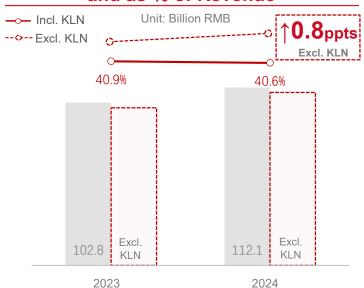
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Structural Cost Optimization Leading to Lower Costs of Revenue

Labor Costs and as % of Revenue



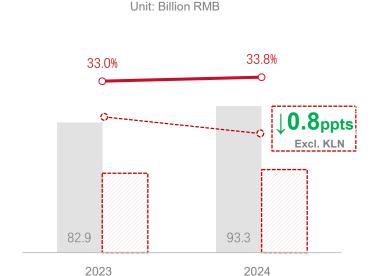
Drivers for the increase/ decrease in labor costs as % of revenue (excl. KLN):

✓ Enhanced compensation and satisfaction of courier and operation staff to incentivize revenue generation

Measures taken:

✓ Operational transformation in progress, and deployed automatic equipment to improve staff efficiency

Transportation Costs and as % of Revenue

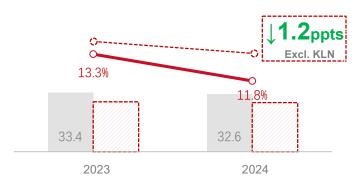


Drivers for the decrease in transportation costs as % of revenue (excl . KLN):

- ✓ Simplified the network structure by optimizing route planning, and consolidated the volume to straighten the routes and reduce sorting times
- ✓ Optimized resource structure and increase the proportion of suppliers with stable price
- ✓ Refined procurement process for outsourced capacity

Other Operating Costs and as % of Revenue

Unit: Billion RMB



Drivers for the decrease in other operating costs as % of revenue (excl. KLN):

- ✓ Consolidated soring centers to maximize productivity
- ✓ Prudent ROI strategy and sustained a healthy level of capex as percentage of revenue, leading to better scale economy

Note: 1. KLN refers to Kerry Logistics Network Limited (in the process of changing its name to KLN Logistics Group Limited); 2. Revenue used to calculate cost percentage refers to logistics and freight forwarding revenue. Dotted lines and frames indicate ex-KLN cost as a percentage of revenue; 3. KLN was excluded from the cost analysis above, because its cost mainly consists of international freight forwarding cost, indicating a highly different cost structure from Express network



Ezhou Air Cargo Hub: A New International Gateway, Faster Speed For Global Connections

Operated by SF1



55 Domestic routes

>24,000

Domestic flights in FY24



15

>3,000 International International flights in FY24 routes



Dedicated All-cargo International Airport

Cargo Throughput² Cargo Throughput² Growth

of Cargo Flights²

>1Mn tons

No.1 in China

No.3 in China



Largest Air Cargo Hub in Asia with Nationwide Coverage and Global Connectivity

Note: 1. Refers to the cumulative launch of SF's routes and flights in Ezhou Hub as of the end of December 2024. 2. Refers to cargo and mail throughput and number of cargo-only flights in 2024 at Ezhou Huahu International Airport, based on Ezhou Government Work Report and Ezhou Rong Mei

Boost Cargo Volume, Accelerating Globalization

Domestic **Hub-and-Spoke Mode**



- · Leading timeliness of overnight delivery
- Wider coverage of nextmorning delivery

Aviation Network Connects The Globe



- International cargo throughput 200%+ YoY
- Rapid customs clearance for multiple SKUs

Empower Multi-Scenario Businesses

Integrated warehousing and delivery

Special goods - air International air transportation of cargo transfer

Aftermarket spare parts center for 3C

Pharma cold-chain air transportation

lithium batteries

Multi-functional cargo

terminal

Build Industrial Clusters

Attract Billions of RMB Investments

- Bio-degradable materials project
- Smart pharmaceutical supply chain
- · Chemicals supply chain services



Integration & Transformation: Multi-network Integration Becomes New Normal, Operational Transformation Boosts Efficiency Improvement

Multi-network Integration Enters New Stage



Sortation Integration



Multi-network Integration

Last-mile Integration

Pre-sorting to Save Handling and Rental Costs of Outlets¹



Operational Transformation Leads Industry Innovation

Line-haul Transit Cage Trolley

Route consolidation

Route consolidation to improve loading rate



Multi BU's sites built nearby

Outlet capability enhanced

Capable of handling both express and freight with cold chain capability



Optimize outlet network to reduce cost

Cost reduction surpasses incremental revenue growth

• Shorten travel distance for couriers by 38%²

Improved staff satisfaction drives customer satisfaction



Industry's First Unmanned
Sorting Center with
Cage Trolleys

4x sorting efficiency

as compared to network average

Annualized RMB 16M+³

net savings per sorting center

Multi-temperature Transportation

Increased density of routes for dual / triple-temperature control vehicles

Four-network Integration

Integrated site operations

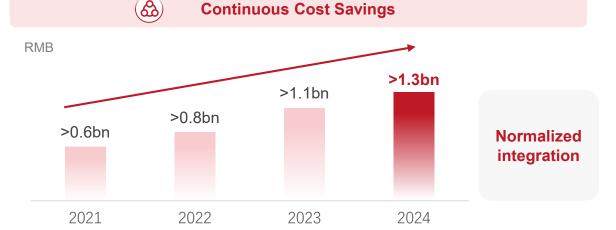
Separation of express and freight sorting areas during peak seasons; Shut down of temporary areas for freight sorting during low seasons

Courier collaboration

Collaborative delivery of express and freight and cold chain delivery; Undertaking of short-haul tasks during idle time



Unmanned Operation Rolls Out





800+ unmanned vehicles in use

Short-haul shuttling, delivery in industrial parks and college campuses



Unmanned forklifts reduce losses and improve speed

"Lights off" operation

Note: 1. Through the model of direct sortation and delivery from sorting center, parcels are sorted and loaded onto cage trolleys at sorting centers for direct transportation to the service areas of couriers, skipping the handling and sorting process at the service outlets. By the end of 2024, 3400 service outlets were eliminated as a result of the operational transformation; 2. Travel distance means the average distance couriers need to travel from outlets or customer-facing outlets to collection and delivery areas in 2024 reform; 3. The sorting center commenced operations in September 2024. Based on estimated average daily net cost savings before and after its launch (approximately RMB 45,000 per day), the annualized cost reduction for 2024 exceeds RMB 16 million when extrapolated over 366 days

RMB 16 million when extrapolated over 366 days

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Operating Network: Increased Efficiency across the Full Process, with Structural Initiatives to Improve Cost-efficiency



Precise Investment to Solidify the Capabilities

Upgrade Services across Sectors

Enhanced end-to-end service quality for high-value parcels

Separated sorting process for documents

Expansion of flexible transportation resources

Designated dispatching for certain e-commerce platforms

Integrated delivery and installation for furniture & home appliance

.....

Enhance Service Coverage

Wider region coverage

Broadened scenarios

Optimized routes

More service outlets

Solidify Resource Foundations

Designated sorting centers

Sorting engineering upgrade

Customized auto parts for vehicles

Recycling package system

>RMB60Mn

Investment to guarantee high-value parcels delivery

> RMB860Mn

Automation equipment investment



Cost-efficiency Driven by Lean Operations

Optimize Network



Consolidated sorting sites



Speedy transit within economic circles



Flexibly consolidated shipping

Improve Resource Structure

Higher % of stable-cost transportation resources

Higher % of high -capacity vehicles

Organizational elitism

Enhance Efficiency across the Chain

Sortation Innovation

Expand usable space Enhance equipment performance Differentiated staff

scheduling

Transportation Optimization

Seamless connection

Upgrading to NEVs and intelligenceassisted driving Last Mile Optimization

Couriers transiting to "sales" roles

Wider execution of operational transformation

C. 440

Incremental direct line for inter-cities

Sorting centers consolidated



New Tools Powered by Tech Innovation

Intelligent Decision-making



Logistics decision-making model



Smart network and resource allocation



Digital twin optimize sorting plan

Digitization and Intelligence Transition

Robotic Process
Automation

Data-driven smart response

Intelligent business analysis

Unmanned Applications



Unmanned vehicles



Unmanned forklifts

 AGV

> 100

Sorting centers with digital twin application

>780

Unmanned forklifts in use

Note: 1. Refers to the increased number as of Dec 2024 relative to Dec 2023

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FY2024 Results: Net Profit Surpassed RMB10bn, Setting a New Record



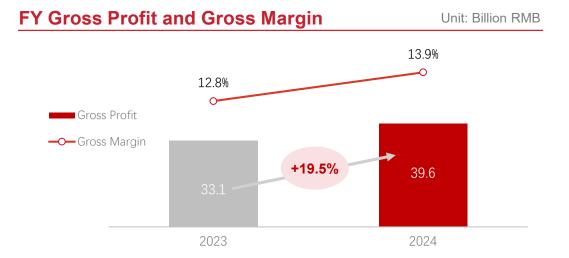
Robust Growth of Net Profit Attributable to

Unit: Billion RMB 10.2 8.2 7.3 6.2 4.3 2020 2021 2022 2023 2024

Note: 1. Includes parcel volume of the Express & Logistics segment and shipment volume of SF international express (excluding overseas local express); 2. At the end of June 2023, the Company has completed the sales and delivery of the franchise model business Fengwang Express

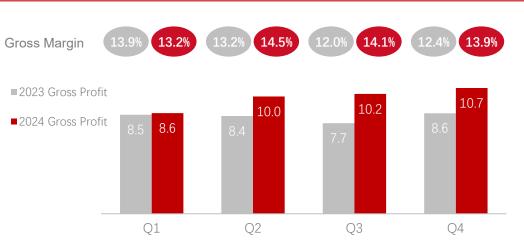


Lean Operations Driving Gross Margin Improvement



Quarterly Gross Profit and Margin

Unit: Billion RMB



External Environment



Domestic: Enterprises and consumers pursue more cost-effective services and set higher requirements for integrated logistics solutions



International: Air and ocean freight demand recovers with rates increasing YoY, and Chinese clients accelerate overseas expansion of production capacity and brands

Drivers of Improvement

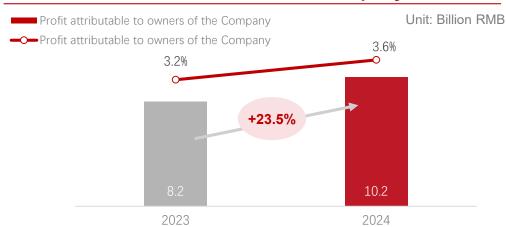
- **⊘**
- Stimulate operational vitality to develop proactiveness and ownership, and sharpen market competitiveness
- Revenue: Satisfy the diversified demands of clients through integrated logistics services, and capture the opportunities to expand international business
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Cost: Deepen multi-network integration; successful execution of operational transformation, unlocking the potential for structural cost reductions

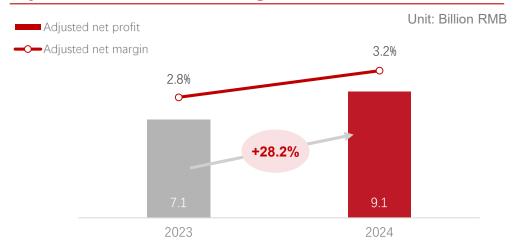


Expenses as % of Revenue Decreased Moderately, and Net Margin Improved

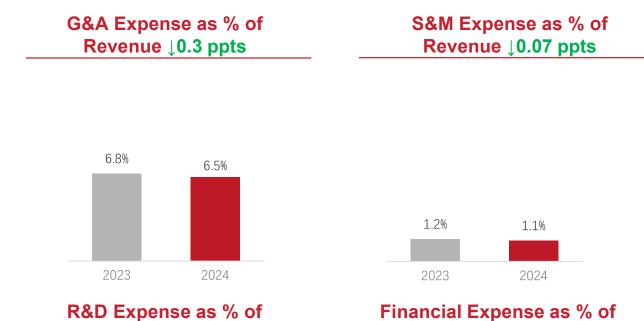
Profit attributable to owners of the Company

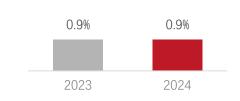


Adjusted Net Profit and Margin¹

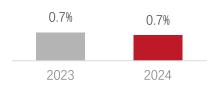


Note: 1. Net profit attributable to the parent company after deducting nonrecurring profit or loss



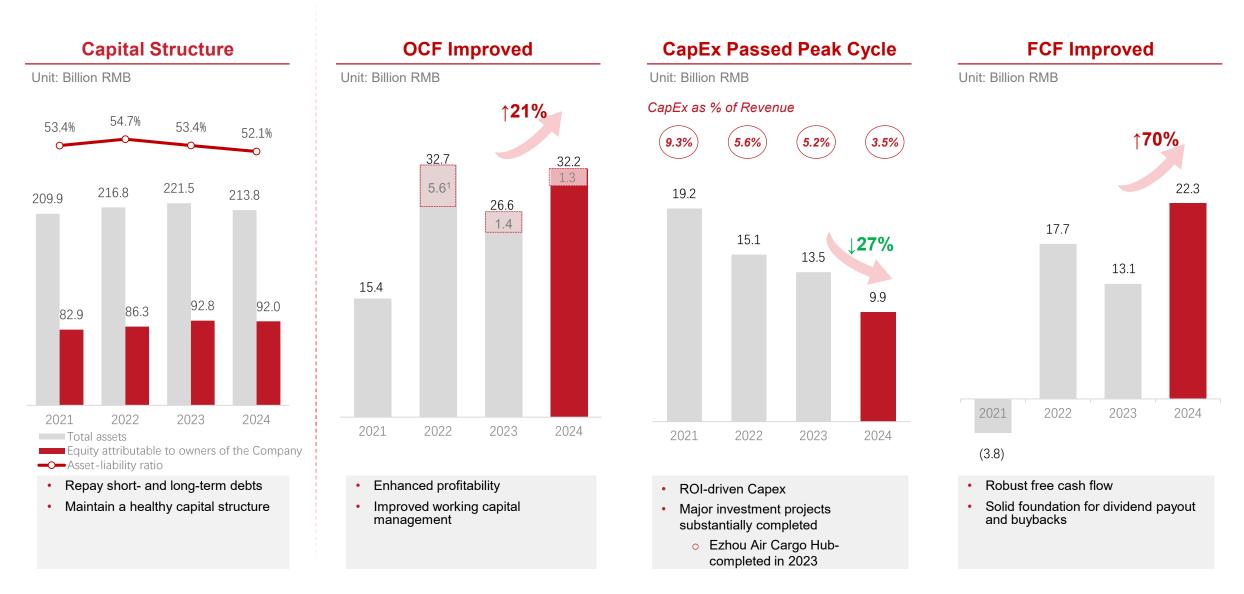


Revenue Flat



Revenue J0.07 ppts

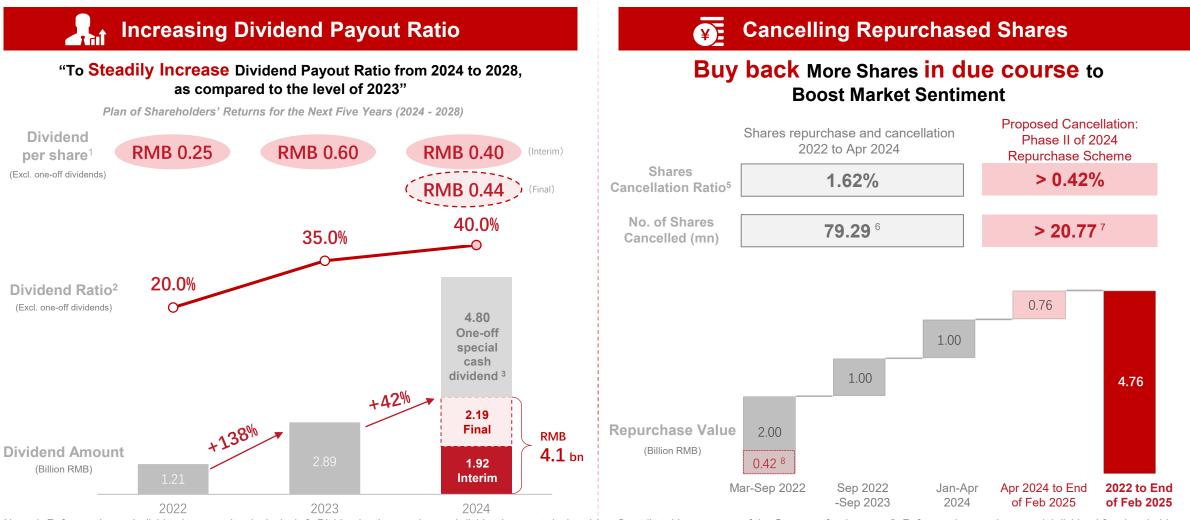
CapEx Passed Peak Cycle, and FCF Improved Significantly



Note: 1. Operating cash flow includes tax refunds, which stood at RMB5.6 billion in 2022, RMB1.4 billion in 2023, and RMB1.3 billion in 2024



Combining Dividend and Share Repurchase to Improve Shareholder Returns

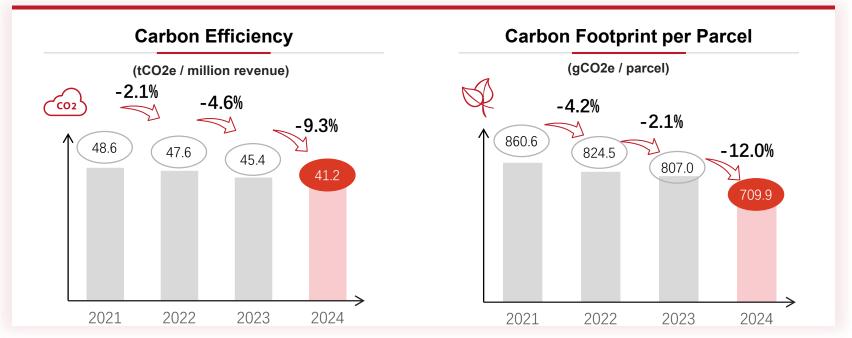


Note: 1. Refers to the cash dividend amount (tax inclusive); 2. Dividend ratio = total annual dividend amount declared / profit attributable to owners of the Company for the year; 3. Refers to the one-time special dividend for shareholder returns distributed prior to the 2024 H-share listing; 4. The 2024 final dividend amount is preliminary estimation. The 2024 final dividend distribution plan is subject to deliberation and approval at the 2024 annual general meeting of the Company, and the final amount will be disclosed in the equity distribution announcement; 6. Based on treasury shares repurchased in March 2022, September 2022, and January 2024; 7. The Phase II of 2024 Share Repurchase Scheme is still in progress. As of the end of February 2025, the number of repurchased shares had reached 20.77Mn, accounting for 0.42% of the total number of shares. For details, please refer to the Company's share repurchase progress announcement released on March 4, 2025; 8. 8.42 million shares were allocated to the initial grant of the 2022 stock option incentive plan, with a corresponding repurchase value of approximately 0.42 billion RMB

SF)

ESG: Building Sustainable Logistics with a Strong Commitment to ESG

Significant Improvement in Carbon Efficiency with Continuous Reduction in Carbon Footprint¹



Creating Green Logistics Driven by Innovation



Platform

Compared to Carbon Target ²
Baseline year (2021)

2030 Carbon 55%
Carbon Carbon 7.0%

Footprint Reduction per Parcel



Visit "SF Website – Sustainability" for more information

Note 1: SF's GHG emissions data passed review by international independent third-party professional organization and obtained verification certificate for four consecutive years (2021-2024); 2: The long-term target does not include KLN as KLN has set and published its carbon targets, and SF has a different business pattern from KLN

Sustainable

Packaging

SF Forest



Park

ESG: Consistently Leading ESG Ratings with Multiple Awards Fully Demonstrating the Commitments



SF's ESG Practices are Widely Recognized by Domestic and International Rating Agencies and Media, and Have Received Multiple Awards



Three years consecutively (2022-2024)



BBB rated by MSCI



No. 1 in China Express & Logistics Industry CCC B BB BB A AA AAA

Three years consecutively (2022-2024)

Three years consecutively (2022-2024)



Brand Finance's 2024 Top 10 Most Valuable Logistics Brands, Top 10 Brands with the Highest Sustainability Perceptions Value



2024 Fortune China ESG Impact List (3 years consecutively)



2024 Forbes China ESG 50 List



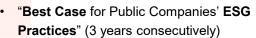
Low Risk rated by Sustainalytics

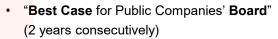
Best Rating in Global Express & Logistics Industry





2024 China Association for Public Companies







B (Management Level) rated by CDP Climate



Leading Rating in Global Express & Logistics Industry





CCTV Finance ESG Pioneer 100 of China Public Companies



Four years consecutively (2021-2024)



Included in FTSE ESG Index Series



Sina Finance China ESG Golden Responsibility Awards 2024

- Best Corporate Governance (G)





中国上市公司协会

中国 F市公司协会 2024 年 F市公司可持续发展品(

特发此证, 以资鼓励



Earnings Highlights

Operation Overview

Financials & ESG

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Appendix: Summary Financials - CAS vs. IFRS

	Chinese Accounting Standards (CAS)			International Financial Reporting Standards		
In RMB billion, unless otherwise specified	2023	2024	YoY	2023	2024	YoY
P&L						
Revenue	258.4	284.4	10.1%	258.4	284.4	10.1%
Gross profit ¹	33.1	39.6	19.5%	32.6	38.9	19.2%
Gross margin	12.8%	13.9%	1.1 ppts	12.6%	13.7%	1.0 ppts
EBITDA ²	29.4	32.7	11.0%	29.4	32.7	11.0%
EBITDA margin	11.4%	11.5%	0.1 ppts	11.4%	11.5%	0.1 ppts
Net profit attributable to owners of the Company	8.2	10.2	23.5%	8.2	10.2	23.5%
Net profit margin attributable to the owners fo the Company	3.2%	3.6%	0.4 ppts	3.2%	3.6%	0.4 ppts
Basic EPS	1.70	2.11	24.1%	1.70	2.11	24.1%
Weighted average ROE	9.2%	11.2%	2.0 ppts	9.2%	11.2%	2.0 ppts
Cash flow						
Cash flow from operating activities	26.6	32.2	21.1%	26.6	32.2	21.1%
Capex ³	13.5	9.9	-26.6%	13.5	9.9	-26.6%
Capex as % of revenue	5.2%	3.5%	-1.7 ppts	5.2%	3.5%	-1.7 ppts
Free Cash Flow ⁴	13.1	22.3	70.1%	13.1	22.3	70.1%
Assets and Liabilities						
Debt-to-asset ratio	53.4%	52.1%	-1.2 ppts	53.4%	52.1%	-1.2 ppts
Interest-bearing debt ⁵	66.5	57.3	-13.9%	66.5	57.3	-13.9%
Interest-bearing debt ratio	30.0%	26.8%	-3.2 ppts	30.0%	26.8%	-3.2 ppts
Interest coverage ratio ⁶	5.6x	6.7x	19.8%	5.6x	6.7x	19.8%
Cost of debt ⁷	3.4%	3.5%	0.1 ppts	3.4%	3.5%	0.1 ppts
Cash,cash equivalents and financial assets held for trading ⁸	47.0	43.7	-7.1%	47.0	43.7	-7.1%

Note: 1 IFRS gross margin is lower than that under CAS as taxes and surcharges are categorized as cost of revenue under IFRS; 2 EBITDA = Net profit + Income tax expense + Depreciation and amortization expense (including depreciation of right to use assets) + Net finance expense; ³ Capex refers to capital expenditure excluding equity investment, the figure is the same under both standards; ⁴ FCF = Cash flow from operating activities – Capital expenditure; ⁵ Interest-bearing liabilities under CAS = Short-term borrowings + Lease liabilities due within one year + Long-term borrowings due within one year + Bonds payable + Lease liabilities + Payables of bank supply chain financial products/refactoring payments + Loans from non-controlling interests; Interest-bearing liabilities under IFRS include all borrowings and lease liabilities (Loans from non-controlling interests is only disclosed under IFRS); 6 Interest coverage ratio = (Net profit + Total interest expense + Income tax expense) / Total interest expenses for the LTM as of the end of the period / the quarterly average of interest-bearing liabilities for the LTM; ⁸ Under both CAS and IFRS, the number is calculated as Cash and cash equivalents + Structured deposits



Vision

To be the well-respected and the world's leading digital intelligence logistics solution provider