



SF Holding

1H2025 Investor Presentation

Stock Code: 002352.SZ/6936.HK

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Notes: Unless otherwise specified, the financial data in this document are based on Chinese Accounting Standards. Unless otherwise specified, the time period in this document refers to January 1, 2025 to June 30, 2025, and time herein is as of June 30, 2025. Unless otherwise specified, all financial figures are presented in RMB.

Agenda – 1H2025 Investor Presentation

No.	Section			
1	Earnings Highlights and Business Overview			
2	Financial Overview			
3	Appendix: CAS vs IFRS Financials			



Commit to Sustainable and Healthy Development

Resilience · Breakthrough · Cohesion · Expansion









Continuously Enhancing Customer Value Proposition

Product Leadership

Practical Value

+

Brand Equity
Emotional Value

Earnings Highlights: Both Domestic & International Businesses Solidify Revenue Base, Steady Profitability Demonstrates Resilience

(The following data is for the first half of 2025. Unless otherwise specified, all financial figures are presented in RMB)

Parcel Volume

7.8bn¹

+25.7%

Profit / Margin attributable to owners of the Company

Profit attributable to owners of the Company³

5.7bn

+19.4%

Profit margin attributable to owners of the Company

3.9%

+0.3ppts

Revenue

146.9bn

+9.3%

EPS & ROE

Basic earnings per share

RMB1.16

+16.0%

Weighted average return on net assets

6.07%

+0.8ppts

Express & Logistics Revenue²

109.3bn +10.4%

Supply Chain & International Revenue

34.2bn

+9.7%

Cash Dividend & Payout Ratio

2025 Interim cash dividend4

2.3bn

+20.9%

2025 Interim cash dividend per share4

RMB0.46

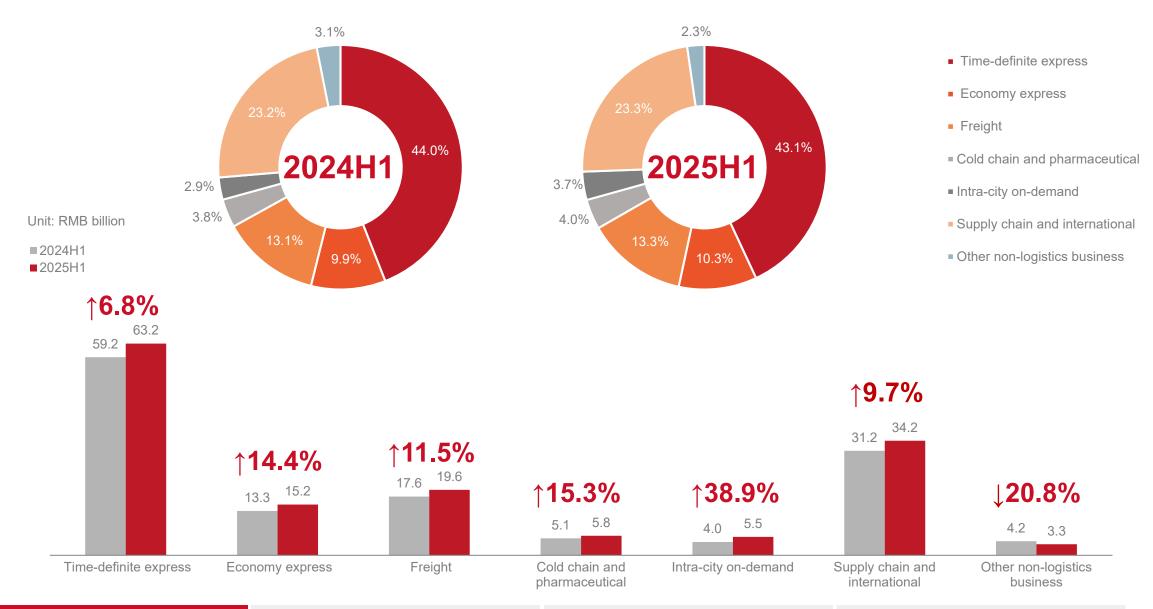
+15.0%

2025 Interim payout ratio4

40%

Notes: 1. Includes parcel volume of the Express & Logistics segment and SF international express (excluding overseas local express); 2. Express & Logistics operations mainly include Time-Definite Express, Economy Express, Freight, Cold Chain & Pharmaceuticals, and Intra-City On-Demand Delivery; 3. Refers to net profit attributable to owners of the Company; 4. The payout ratio represents dividends as a percentage of profit attributable to the owners of the Company. The amount of 1H2025 dividend will be disclosed in the equity distribution announcement; 5. Unless otherwise specified, all financial data herein are prepared under Chinese Accounting Standards

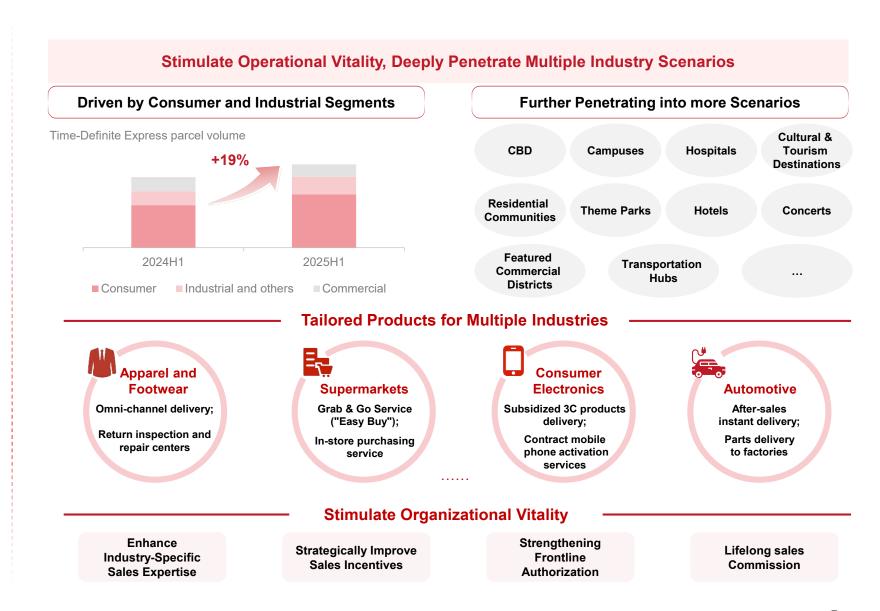
Revenue by Segment: Balanced Revenue Mix with High Quality Business Growth



Time-Definite Express: Top-of-Mind Brand Equity from Differentiated Service

Revenue Growth Surpassed GDP Growth Time-Definite Express revenue¹ +6.8% **Time-Definite Express** 6.8% revenue growth: GDP growth: 5.3% 2024H1 2025H1

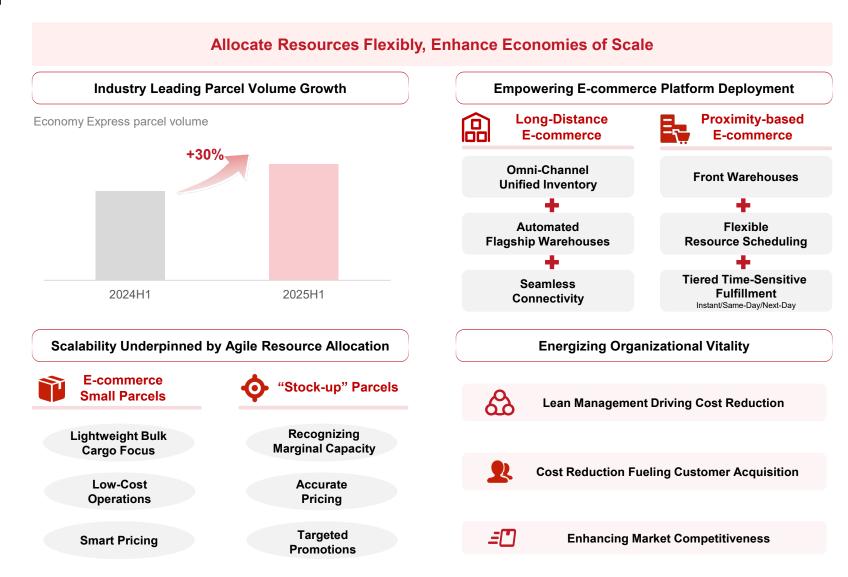
Note: 1. Time-Definite Express encompasses multiple products



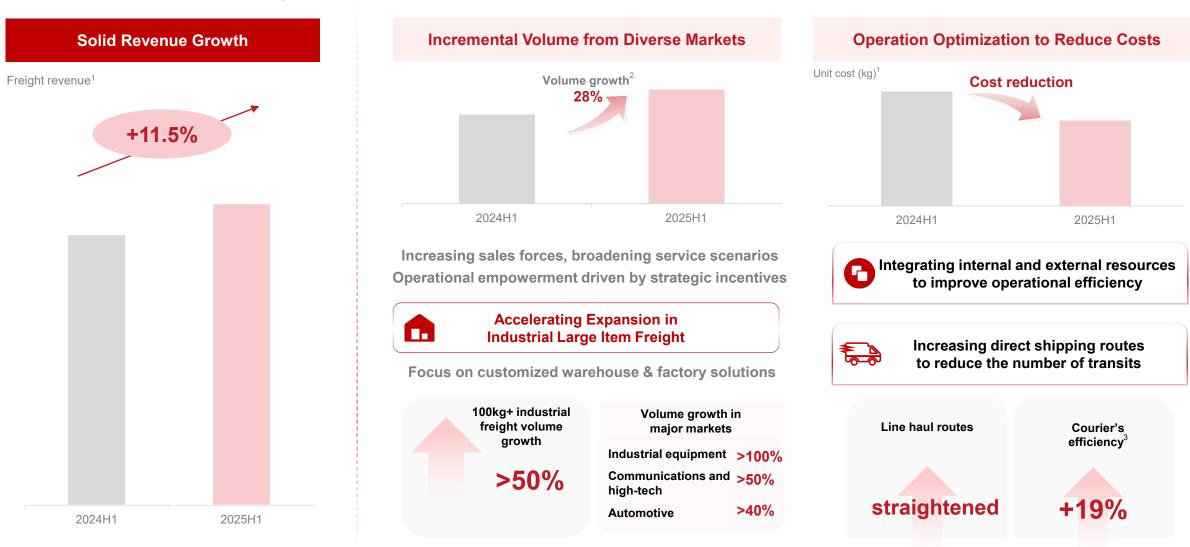
Economy Express: Lean Management Unlocks Capacity Potential, Energized **Organizational Vitality Expands Scale**

Robust Revenue Growth Economy Express revenue¹ +14.4% 2024H1 2025H1





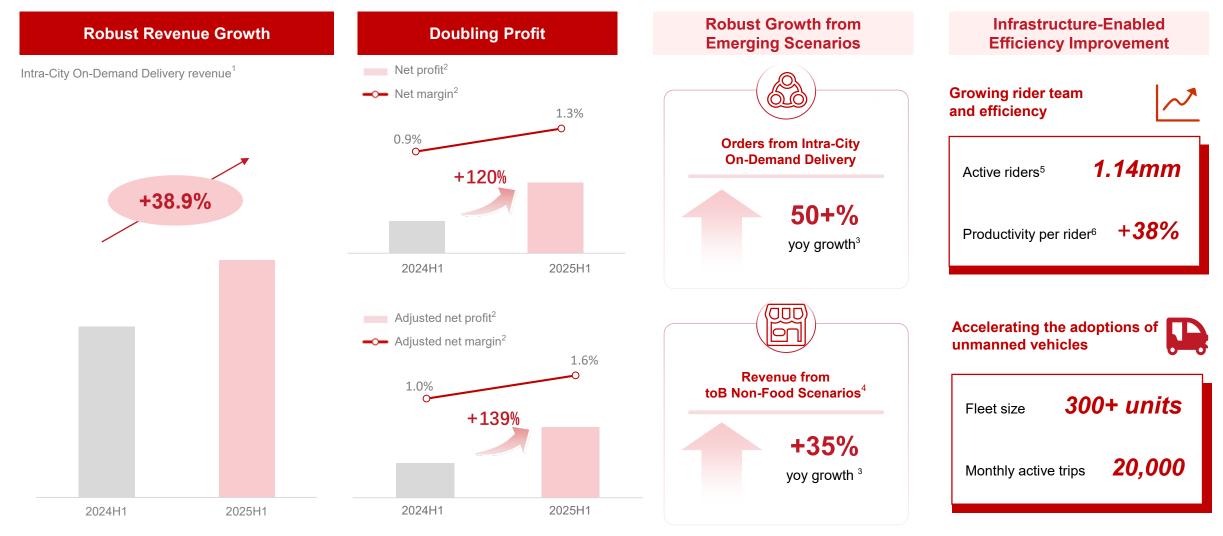
Freight: Diverse Markets Accelerates Growth, Flexible Resource Deployment **Underpins Efficiency Enhancement**



Notes: 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 dual-network; 3. Refers to the daily average shipment volume picked up and delivered by couriers

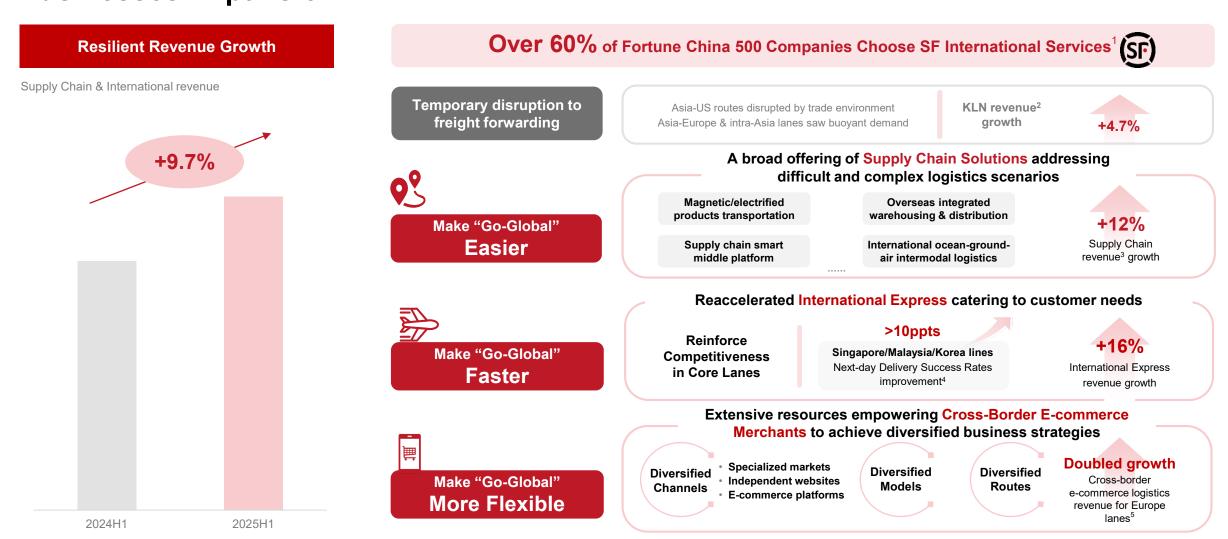


Intra-City: On-Demand Retail Contributes New Momentum, Solid Operation Network Helps Deliver Robust Performance



Notes: 1. Refers to revenue from Intra-City On-Demand Delivery products; 2. Net profit/margin is based on the data from the intra-city on-demand delivery segment, and the adjusted net profit/margin is the publicly disclosed data of SF Intra-city (9699.HK); 3. Both are year-on-year growth figures for 2025H1; 4. Refers to on-demand retail delivery and on-demand fulfillment services scenarios other than food delivery; 5. Active riders are for the 12 months ended June 30, 2025 and refer to those who completed at least one order during the period; 6. Year-on-year growth figure for June 2025; productivity per rider is defined as daily orders completed per assigned rider during the period

Supply Chain & International: End-to-End Global Connectivity Empowering Overseas Businesses Expansion



Notes: 1. Refers to the proportion of Fortune China 500 (2024) that used SF international services in 2025H1; 2. Refers to the revenue (in HKD) disclosed in KLN's financial statements. Due to KEX's divestiture, KLN's revenue included KEX in 2024Q1 but excluded KEX starting from 2024Q2; 3. Refers to the supply chain business operated by SF's subsidiaries including DSC, HAVI, and other entities holding supply chain licenses; 4. Year-on-year growth in Next Day Delivery success rate for cross-border shipment from China in June 2025; Next Day Delivery success rate = Orders delivered next day / Total orders in the route; 5. Growth rate of cross-border e-commerce logistics revenue between China and Europe



Supply Chain & International (Cont'd): Comprehensive Capabilities Penetrating **Industries Vertically**

Products Go-Global

Deliver products to overseas consumers quickly

Capacity Go-Global

Ensure supply chain stability for clients'

Consumer Goods

Telecom & High-Tech

Industrial Equipment

Automotive



Multiple milktea brands A mowing robot brand

Provided international large-parcel air freight, China-Germany truck transportation, and warehousing services in Germany



A lithium battery manufacturer

Provided international air and ocean freight services covering lithium batteries bulk, and overseas door-to-door delivery services across 6 European countries



An international auto part brand

Provided China-India air freight, as well as air and ocean freight services between China and other APAC countries

overseas factories



Supported store opening domestically and

overseas; provided services including

domestic warehousing, export customs

declaration, ocean freight, customs clearance. and overseas warehousing & delivery

A leading wedding dress seller

Provided end-to-end logistics including China-Vietnam cross-border raw material transport, local ground transportation in Vietnam, and air freight export for finished products



Multiple global consumer electronics ODMs

Provided services including domestic raw materials transportation, cross-border multimodal transportation. customs clearance, and overseas warehousing & distribution



A tire manufacturer

Provided cross-border door-to-door services, including domestic transportation, China-Vietnam ocean freight and customs transfer, customs declaration and warehousing in Cambodia, etc.



A well-known auto brand

Provided auto parts customs clearance, port-to-warehouse transport, as well as integrated warehousing and store delivery solutions

Overseas Chinese's Consumption

Provide smooth logistics services



Multiple shopping malls in Bangkok

Set up outlets to provide international express pick-up services for Chinese tourists and business travelers

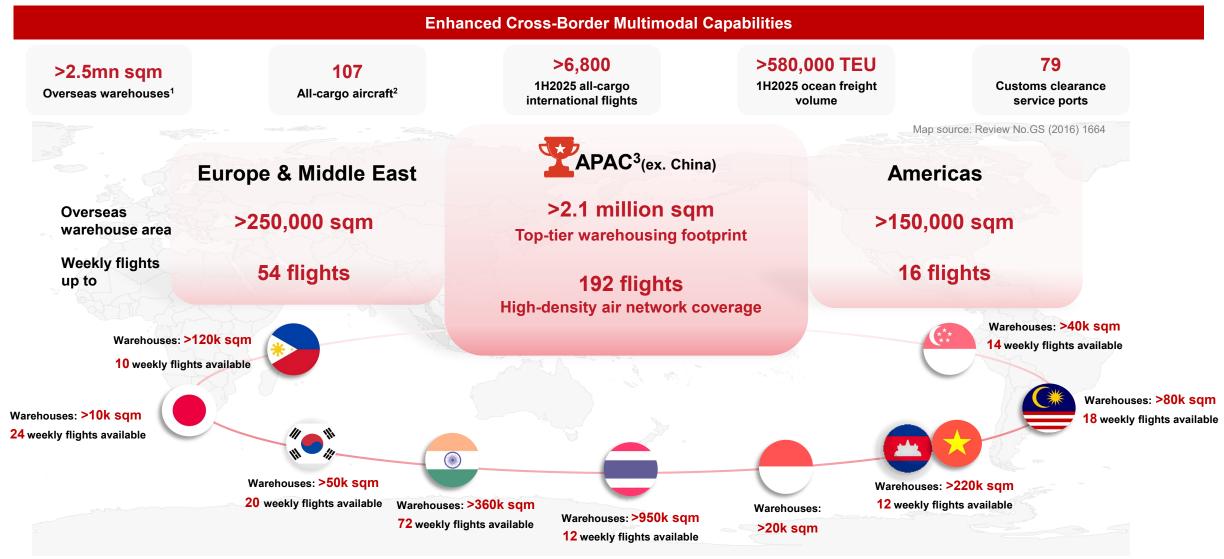


A leading Chinese food delivery platform in SEA

Strategic partnership agreement signed on user traffic exchange, business agency, cross-border transportation, integrated food ingredients supply chain solutions, etc.



Global Infrastructure Network: Leading Logistics Capabilities in APAC, Securing Global Core Infrastructure



Notes: 1. Warehouse figures include self-operated and co-operated area of SF, KLN and other joint ventures; 2. 107 all-cargo aircrafts in operation, including 91 self-operated; 3. Warehouse area in the Asia-Pacific region excludes Mainland China, Hong Kong, Macau, and Taiwan. Flight data covers cross-border flights between China and the Asia-Pacific region (including routes between Mainland China and Hong Kong), with outbound and return journeys counted as two separate flights.



Ezhou Air Cargo Hub: An International Air Gateway to Accelerate Global Connectivity

Operated by SF¹





Map Source: Review No.GS (2016) 1667



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

Notes: 1. Refers to the cumulative launch of SF's routes and flights in Ezhou Hub by the end of June 2025; 2. Refers to the number of years each logistics company has operated at air cargo hubs as of the end of 2024; 3. Dara for SF refers to cargo and mail throughput at Ezhou Huahu International Airport, sourced from Ezhou Rong Mei and Ezhou Airport Logistics; data for other companies sourced from ACI and public airport disclosures; 4. Refers to the YoY growth in parcel volume for premium express services (next-day delivery by 12:00 PM for distances over 800 km) in 2025H1, and number of cities covered by premium express services as of the end of June 2025

Ezhou Huahu International Airport

Rising Star Delivering "China Speed"



Global Logistics Giants with Air Cargo Hubs

	Hub Operations ²	2024 Cargo Throughput ³
Top 1	>50 years	3.75Mn tons
Top 2	>40 years	3.15Mn tons
Тор 3	c.20 years	1.39Mn tons
SF	2 years	>1Mn tons



700,000 tons1H2025 Cargo Throughput³



Comprehensive Capabilities Powering Industrial Upgrades

Processing &

production center

Airport-adjacent

supply chain

Cross-border

e-commerce

pilot zone

Ongoing Capability Upgrades

+15%

Next-morning delivery parcel volume growth⁴

46 Cities

Next-morning delivery coverage expanded to⁴

Improved Service

Sustained reduction in complaint rate

Scenarios Diversification

Integrated warehousing & delivery

3C spare parts

center

Integrated international cargo terminal

Express air-to-air transit transport

Deepening Industry Partnerships

Global leading 3C brand

Global leading optics company

Renowned high-end manufacturer

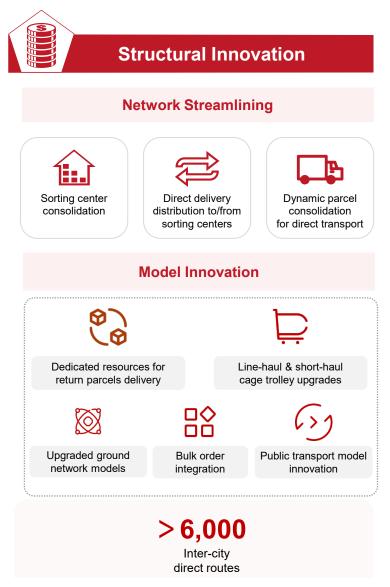
Globally recognized gold brand

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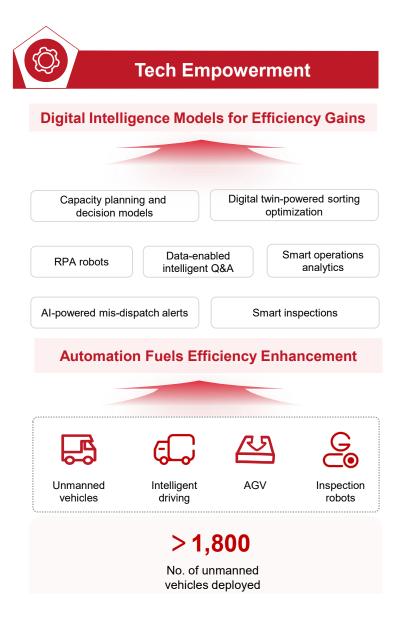


Operating Network: Efficiency Enhancement Across the Entire Value Chain





Appendix



Notes: 1. DAS-equipped vehicles means vehicles equipped with Driver Assistance Systems.

efficiency

Operating Network: Demand-Driven Resource Optimization, Strategic Investment to Boost Service Moats



Precise Customer Demand Targeting

Expanding toB Service Capabilities

Warehouse and in-factory services

Bulk delivery

Nighttime collection and delivery

Supermarket delivery

External network selfoperations/pickup and delivery

Professional packaging

Expanding toC Service Capabilities

Large parcel dual-person capabilities

Furniture delivery and installation

Large parcel capabilities among towns

.....

Exclusive Service Capabilities

Dynamic monitoring of high-value express parcels



Dedicated sorting centers for specialty agricultural products¹ Independent sorting of business documents



Incremental air cargo capacity for specialty agricultural products²

30k+ tons

Notes: 1. Sites specifically invested for specialty agricultural products; 2. Refers to additional flight capacity for specialty agricultural products transportation; 3. Refers to the number of transport resource suppliers



Continuous Product Capabilities Upgrades

Continuous Investment in Sorting Capabilities



Site relocations / renovation / upgrades

11



Automated processing capacity

↑ 5.57 million

parcels/day

Service Coverage Advancement

Increased airport connectivity density

Deepening lower-tier market penetration

Expanded LTL route coverage

Broader scenario coverage

Cutting-Edge Automation Deployments

New automated hubs & sorting centers > 120 sets

Utra-high-speed sorting equipment Document-specific sorting equipment

Mobile sorting vehicles.....

New smart warehousing equipment > 20 sets

Inspection robots
AMR follow-me robots
Flash-climbing robots.....

New AGV Unmanned Forklifts > 380 Sets



Employee Satisfaction Enhancement

Inspiring Self-Driven Excellence among Couriers

Authorization system

Credit system

Honors system

Team-Based Incentive System

Iterating Tools to Increase Efficiency and Reduce Workload







Feng Robot

Feng Cabinet

Feng Box

Unlocking Productivity via Sorting Centers

Centralized professional packaging

Upstream security check

Customer-facing sorting centers

>↑14%

Courier efficiency

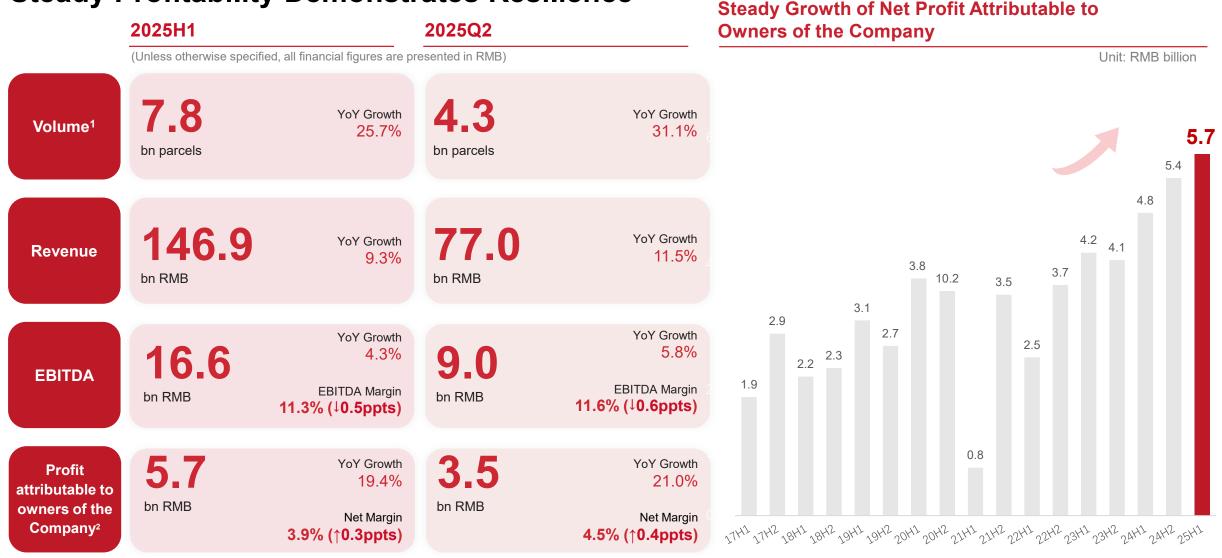
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2025H1 Results: Both Domestic & International Businesses Solidify Revenue Base,

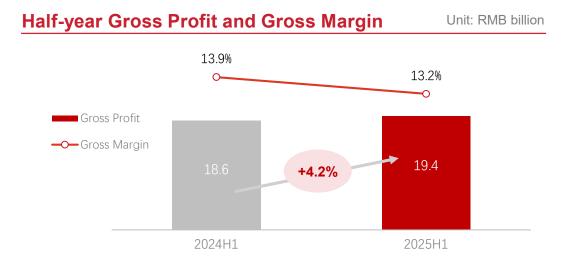
Steady Profitability Demonstrates Resilience



Note: 1. Includes parcel volume of the Express & Logistics segment and shipment volume of SF international express (excluding overseas local express); 2.In 2025Q2, the company transferred three wholly owned property-holding subsidiaries to Southern SF Logistics REIT, generating a one-time after-tax gain of RMB 590 million



Lean Operations Aligns with Strategic Investments, While Gross Profit Margin Faces Short-Term Pressure







Industry continues to grow, but the competitive landscape intensifies



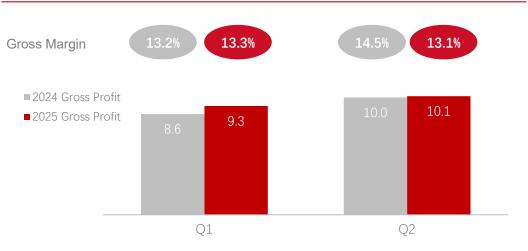
Higher customer requirements for domestic and overseas integrated logistics solutions



Volatile international trade policies increase business fluctuation

Quarterly Gross Profit and Margin

Unit: RMB billion



Company Strategies



Firmly commit to service quality upgrades and comprehensively enhance the customer experience



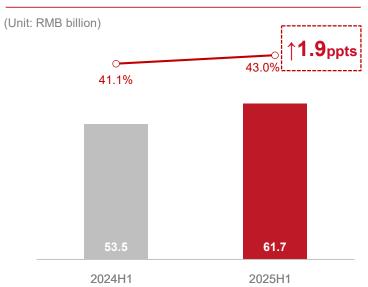
Proactively adjust market strategies, implement flexible pricing, and strengthen customers' perception of "great value for money."



Strengthen strategic resources investment to support industry-specific transformation and the international development

Costs: Structural Cost Optimization and Strategic Investment to Enhance Market Competitiveness

Labor Cost and as % of Revenue



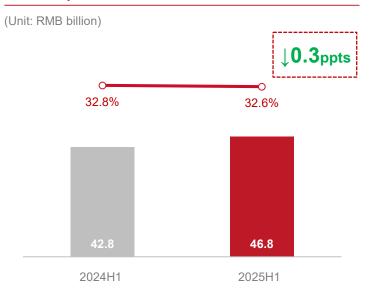
Structural Cost Optimization:

- ✓ Enhance efficiency through the application of intelligent and unmanned technologies
- ✓ Operational Transformation Normalization

Strategic Investment:

- ✓ Enhance compensation and satisfaction of courier and operation staff
- ✓ Increase couriers' incentives to promote business development
- ✓ Impact of product mix

Transportation Cost and as % of Revenue



Structural Cost Optimization:

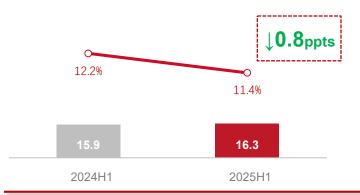
- ✓ Continuously optimize operating model, and promote delivery consolidation to reduce transit
- ✓ Refine procurement strategies to control transportation prices

Strategic Investment:

- ✓ Reinforce critical air resources, and dynamically increase flight frequencies
- ✓ Invest in transportation capacity resources to improve service timeliness

Other Operating Costs and as % of Revenue

(Unit: RMB billion)



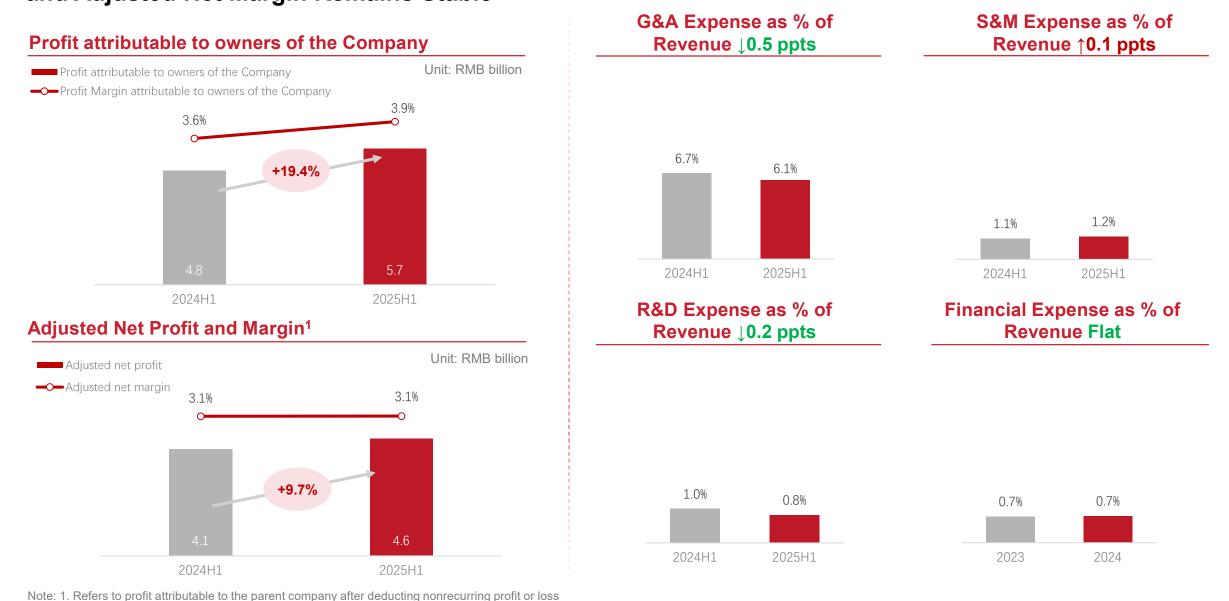
Structural Cost Optimization:

✓ Prudent ROI strategy and maintain a healthy capexto-revenue ratio, leading to better scale economy as parcel volumes are increasing

Strategic Investment:

- ✓ Densify last-mile touchpoints
- ✓ Invest in industrial strategic sites resources
- ✓ Strengthen overseas warehousing capacity

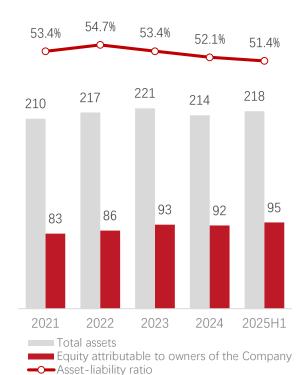
Expense Ratios Decreases Moderately, Profit Margin Attributable to Owners of the Company increases and Adjusted Net Margin Remains Stable



CapEx Passes Peak Cycle, with Abundant Free Cash Flow

Healthy Capital Structure

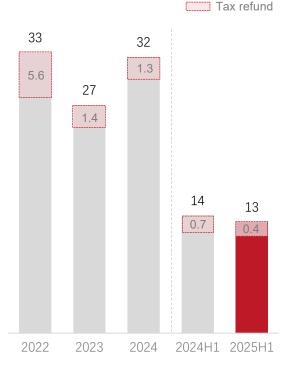
Unit: RMB billion



- Proactively repurchase US dollar bonds in advance
- Reduce the total amount of interestbearing debt

OCF Maintains Steady

Unit: RMB billion

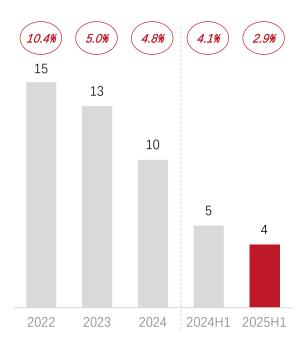


- Enhance profitability
- Improve working capital management
- Invest in product competitiveness

CapEx Passes Peak Cycle

Unit: RMB billion

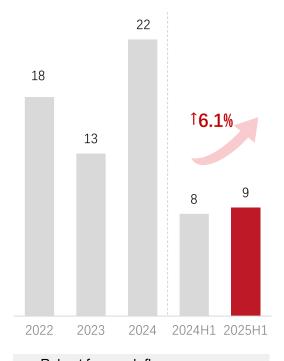
CapEx as % of Revenue



- ROI-driven Capex
- Major investment projects substantially completed
 - Ezhou Air Cargo Hubcompleted in 2023

FCF Improves

Unit: RMB billion



- Robust free cash flow
- Solid foundation for dividend payout and buybacks

Stepping-up the Stimulation of Operation Vitality: Launch "Grow Together" Shareholding Scheme (A Shares) to Share Value with Employees and Support Sustainable and Healthy Development



- Enhance the interest-sharing mechanism among employees, the Company and shareholders, with long-term goals in alignment
- Facilitate the mindset of core talents to transform from "managers" to the Company's "partners", to inject internal vitality and impetus and improve long-term competitiveness of the Company

Mindset Change from "Managers" into "Partners"

Before

Managers

Employment Mindset

Responsible only for assigned duties

Focus on short-term rewards

Salary and annual bonuses driven

After

Partners

Entrepreneurial Mindset

Pursue a career with a **strong sense of ownership**

Act for long-term value growth of the Company

Enjoy the benefits from long-term value growth

Align the Interest of Core Talents with Common Values across Multiple Hierarchies

*The maximum number of participants in each year shall not exceed 16,000 persons

Directors, Supervisors and Senior Management

Senior Management

Core Management Personnel Regional Leaders Leaders of Core BUs

Core Skeletal Personnel

Core Skeleton Personnel with Significant Contribution (including high-performing grassroot-level employees such as couriers and operators)

Notes: 1. Please refer to "Proposed Adoption of the S.F. Holding Co., Ltd. Employees "Grow Together" Shareholding Scheme (A Shares)" for the details. The proposal is subject to the approval at EGM



Stepping-up the Stimulation of Operation Vitality: Launch "Grow Together" Shareholding Scheme (A Shares) to Share Value with Employees and Support Sustainable and Healthy Development



- Medium-to-long-term arrangement: To be granted in the next 9 years
- Highlights of the scheme: The controlling shareholder donates shares to establish the scheme, and the scheme grants Virtual Share Units (linked to A share price) to employees

Source of Shares

The controlling shareholder donates voluntarily at nil consideration

No more than 200 million **A** shares

Accounting of **c. 4%** of issued share capital



Rights of Participants

Rights to the Increased Value

Grant the Virtual Share Units at Grant Price. The Units are vested to the Participants in the subsequent year. Participants enjoy the rights of the increased value of the Virtual Share Units.

Dividend Rights

During the Vesting and Service Period, Participants can enjoy the right to cash dividends of the underlying shares.



Scheme Schedule



9 years Grant of Virtual Share Units will be

made no more than twice per year. The units are vested in the subsequent year based on the increased value.



Vesting Period + Service Period



The complete rights will be realized in 2035

Note 1. Please refer to "Proposed Adoption of the S.F. Holding Co., Ltd. Employees "Grow Together" Shareholding Scheme (A Shares)" for the details. The proposal is subject to the approval at EGM.



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Appendix: Summary Financials - CAS vs. IFRS

	Chinese Accounting Standards (CAS)			International Financial Reporting Standards (IFRS)		
in RMB billion,unless otherwise specified	2024H1	2025H1	YoY	2024H1	2025H1	YoY
P&L						
Revenue	134.4	146.9	9.3%	134.4	146.9	9.3%
Gross profit ¹	18.6	19.4	4.2%	18.3	19.1	4.1%
Gross margin	13.9%	13.2%	-0.6 ppts	13.6%	13.0%	-0.6 ppts
EBITDA ²	15.9	16.6	4.3%	15.9	16.6	4.3%
EBITDA margin	11.8%	11.3%	-0.5 ppts	11.8%	11.3%	-0.5 ppts
Net profit attributable to owners of the Ccmpany	4.8	5.7	19.4%	4.8	5.7	19.4%
Net profit margin attributable to owners of the Company	3.6%	3.9%	0.3 ppts	3.6%	3.9%	0.3 ppts
Basic EPS (RMB)	1.00	1.16	16.0%	1.00	1.16	16.0%
Weighted average ROE	5.23%	6.07%	0.8 ppts	5.23%	6.07%	0.8 ppts
Cash flow						
Cash flow from operating activities	13.7	12.9	-5.7%	13.7	12.9	-5.7%
Capex ³	5.5	4.2	-23.4%	5.5	4.2	-23.4%
Capex as % of revenue	4.1%	2.9%	-1.2 ppts	4.1%	2.9%	-1.2 ppts
Free Cash Flow ⁴	8.2	8.7	6.1%	8.2	8.7	6.1%
Assets and Liabilities						
Debt-to asset ratio	55.0%	51.4%	-3.7 ppts	55.0%	51.4%	-3.7 ppts
Interest-bearing debt ⁵	72.6	56.6	-22.1%	72.6	56.6	-22.1%
Interest-bearing debt ratio	33.0%	25.9%	-7.1 ppts	33.0%	25.9%	-7.1 ppts
Interest coverage ratio ⁶	6.1x	9.2x	50.5%	6.1x	9.2x	50.5%
Cost of debt ⁷	3.5%	3.3%	-0.2 ppts	3.5%	3.3%	-0.2 ppts
Cash, cash equivalents and financial assets held for trading ⁸	50.3	47.7	-5.2%	50.3	47.7	-5.2%

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 + 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 CAS); ⁶ Interest coverage ratio = (Net profit + Total interest expense + Income tax expense) / Total interest expenses; ⁿ Refers to the annualized cost of debt, calculated as (2025H1 interest expenses / the quarterly average of interest-bearing liabilities)*2; ⁶ 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