

SF Holding

FY2024 Investor Presentation

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March 2025

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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					
gs Highlights	Business Overview Operation Overview Financials & ESG Appendix					

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

Parcel Volume

13.3bn¹ +**11.3%** +**15.3%** (excl. Fengwang)²

EBITDA / Margin

EBITDA RMB32.7bn +11.0%

EBITDA margin

11.5% +0.1ppts

Revenue

RMB284.4bn +10.1% +10.4% (excl. Fengwang)²

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**

Express & Logistics Revenue³

RMB205.8bn +7.7% +8.0% (excl. Fengwang)²

EPS & ROE

Basic earnings per share

RMB2.11 +24.1%

Weighted average return on net assets

11.2% +2.0ppts Supply Chain & International Revenue

RMB70.5bn +17.5%

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

Key Strategies for 2024

Unite for Shared Goals

Energize Organizational Vitality

Provide Frontlines with More Business Authorization

Further Activate Headquarter to Support Business Regions

Motivate All Staff with Shared Interests

Customer-centric

Pioneer with

Steadfast Drive

Deepen Penetration Across Industry Segments with Customized Solutions

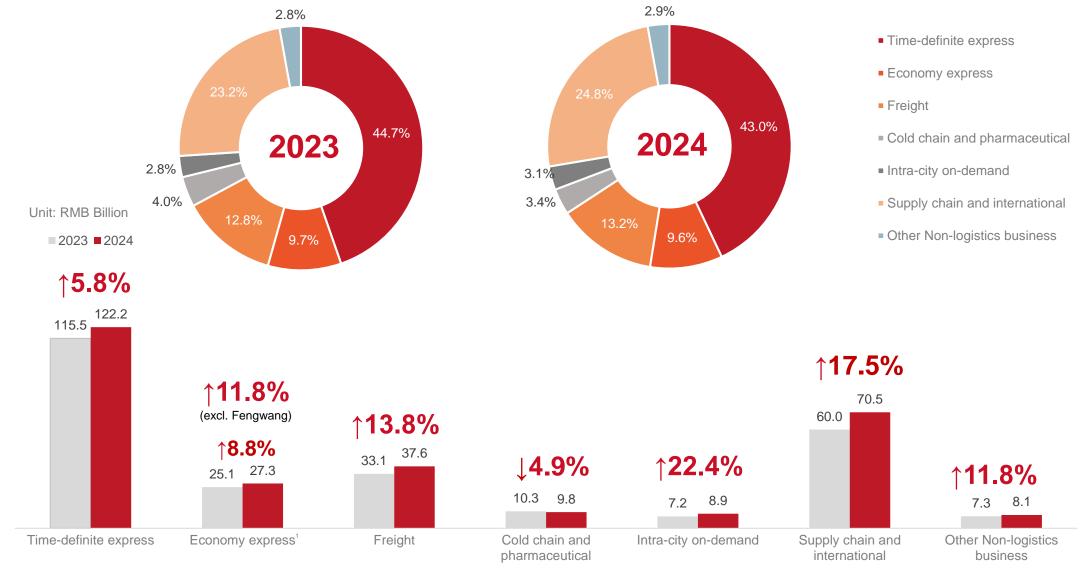
Empower Customers' Overseas Expansion

Structural Cost-saving to Enhance Product Competitiveness

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Earnings Highlights	Business Overview Operation Overview Financials & ESG Appendix 6						

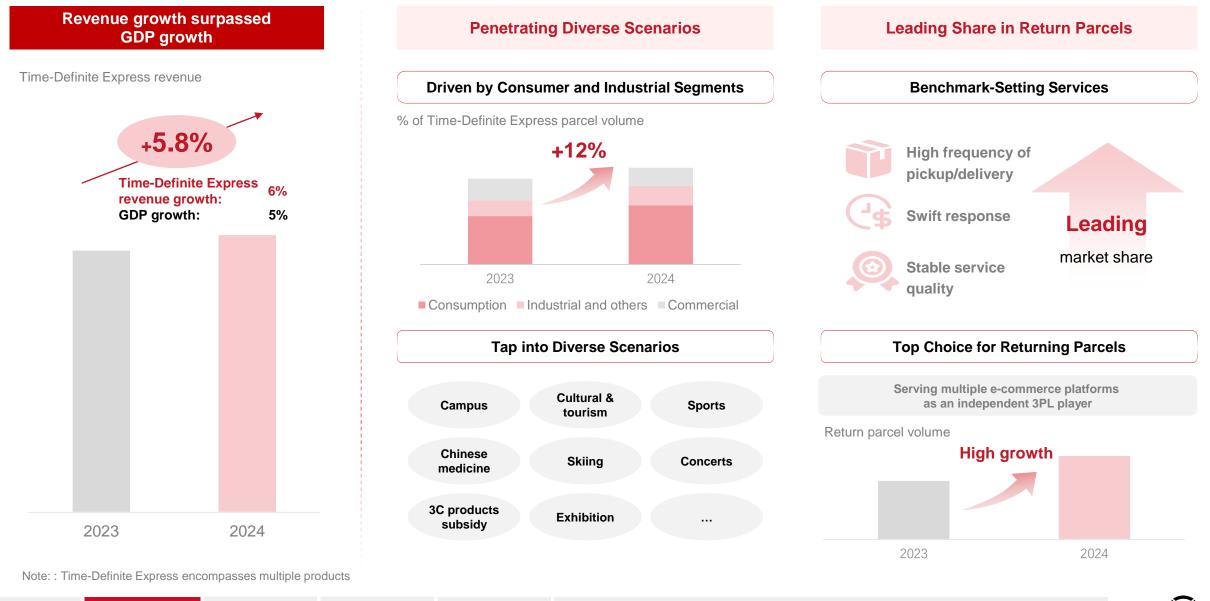
Revenue by Segment: High Quality Growth Underpinned by Global and Domestic Drivers



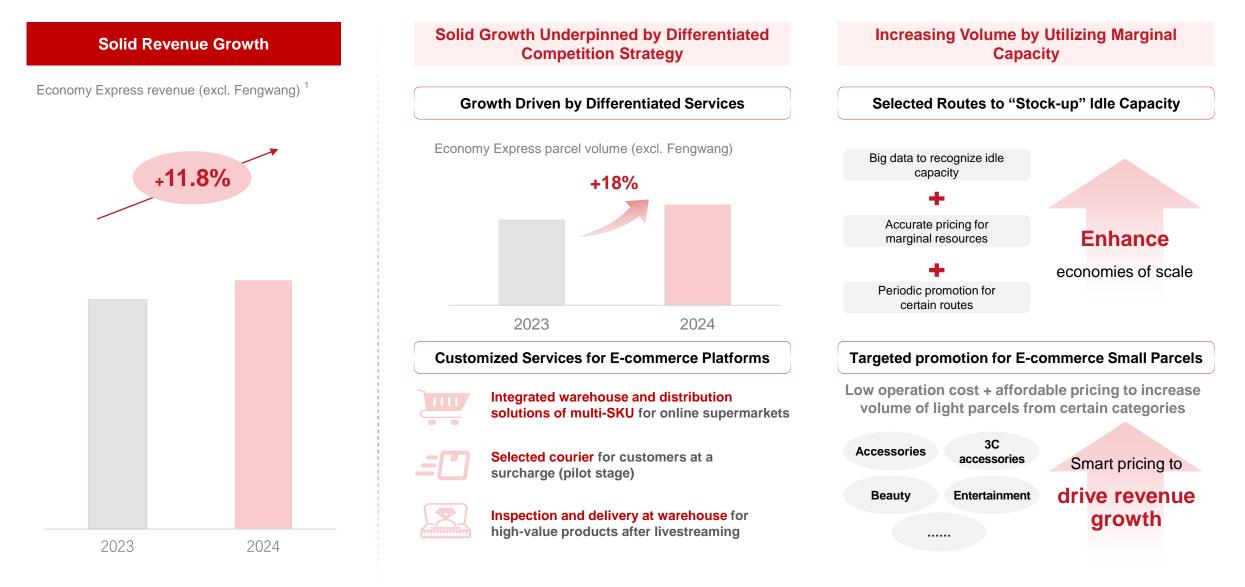
Note: ¹ The Company completed the sale of Fengwang Express business under the franchise model at the end of June 2023

7 (SF)

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

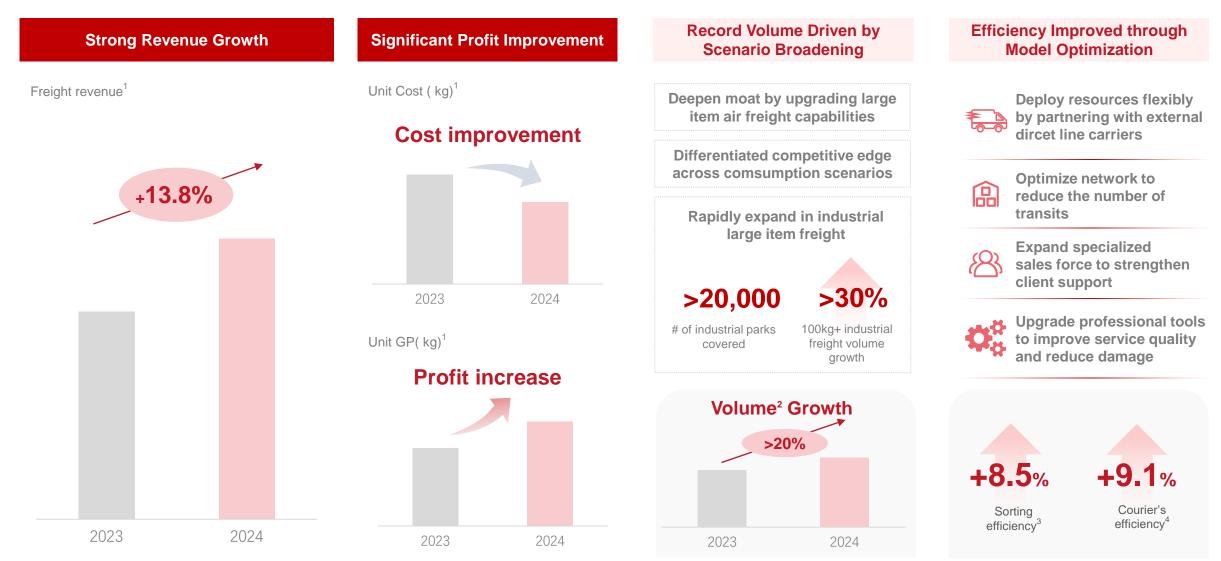


Economy Express: Differentiated Services Unlock New Demands, Marginal Capacity Drives New Increments



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

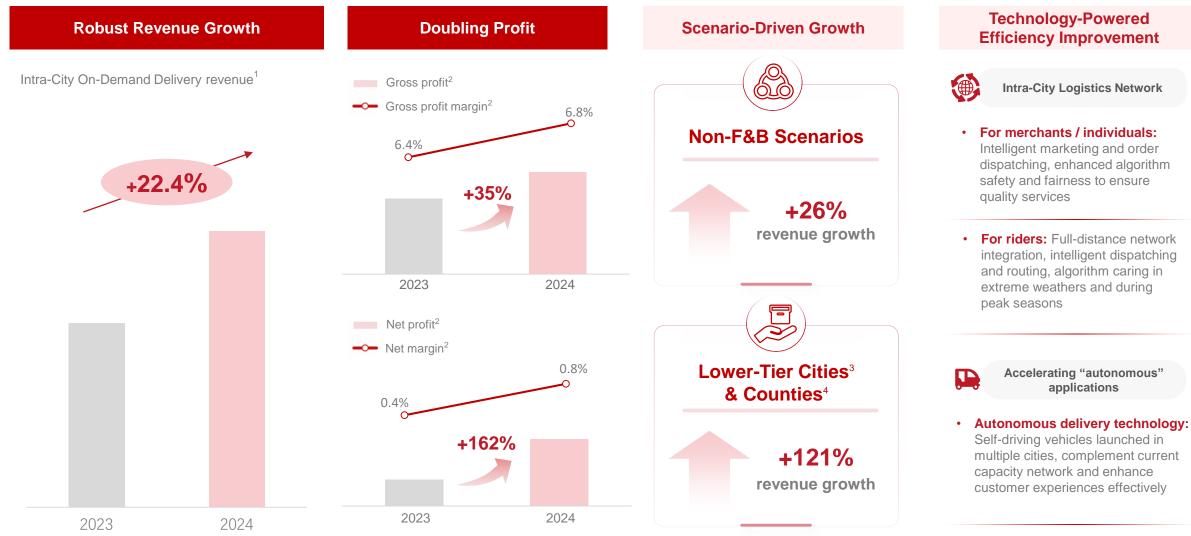
Freight: Broadened Scenarios Drive Record-high Volume, Cost Optimization and Profit Improvement



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



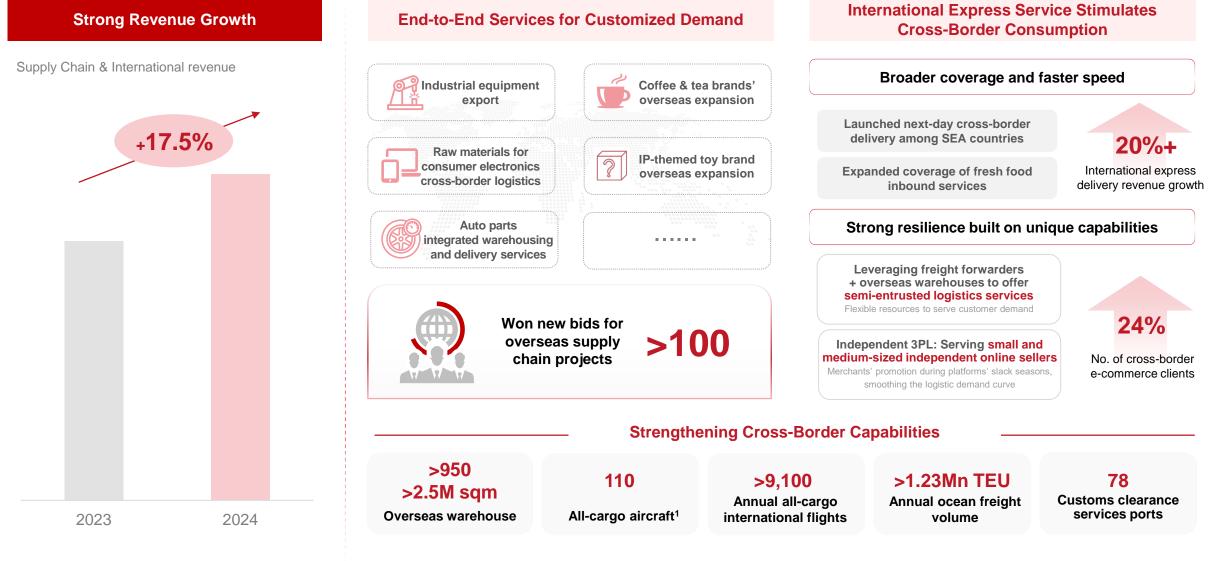
Intra-City: Robust Growth in Revenue and Profit, Quality and Efficiency Improvement Driven by Technology Upgrading



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

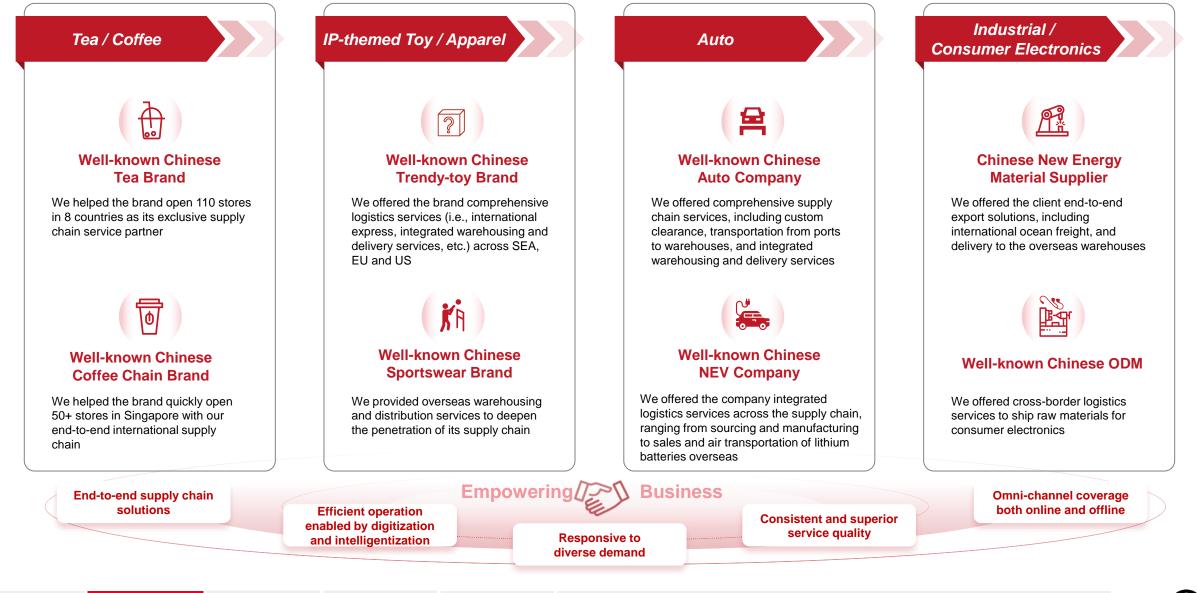


Supply Chain & International: Deepening Roots in Asia with Diversified Capabilities, Reshaping Supply Chain to Unlock New Potentials



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

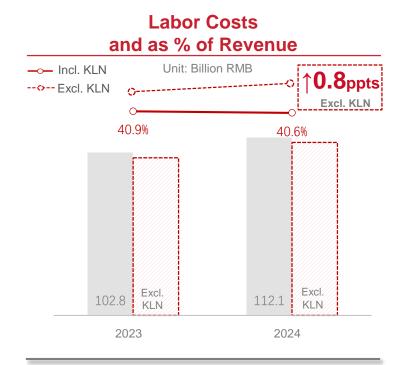
Supply Chain & International (Cont'd): New Breakthroughs across Sectors and Countries, Empowering Clients' Overseas Expansion



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Structural Cost Optimization Leading to Lower Costs of Revenue

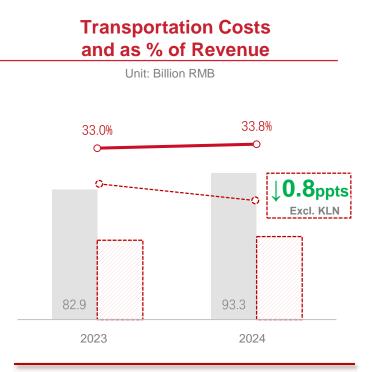


Drivers for the increase/ decrease in labor costs as % of revenue (excl. KLN):

✓ 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

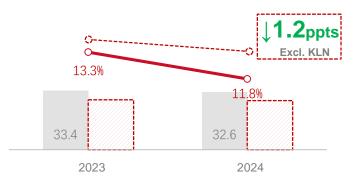


Drivers for the decrease in transportation costs as % of revenue (excl . KLN):

- 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



Unit: Billion RMB



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

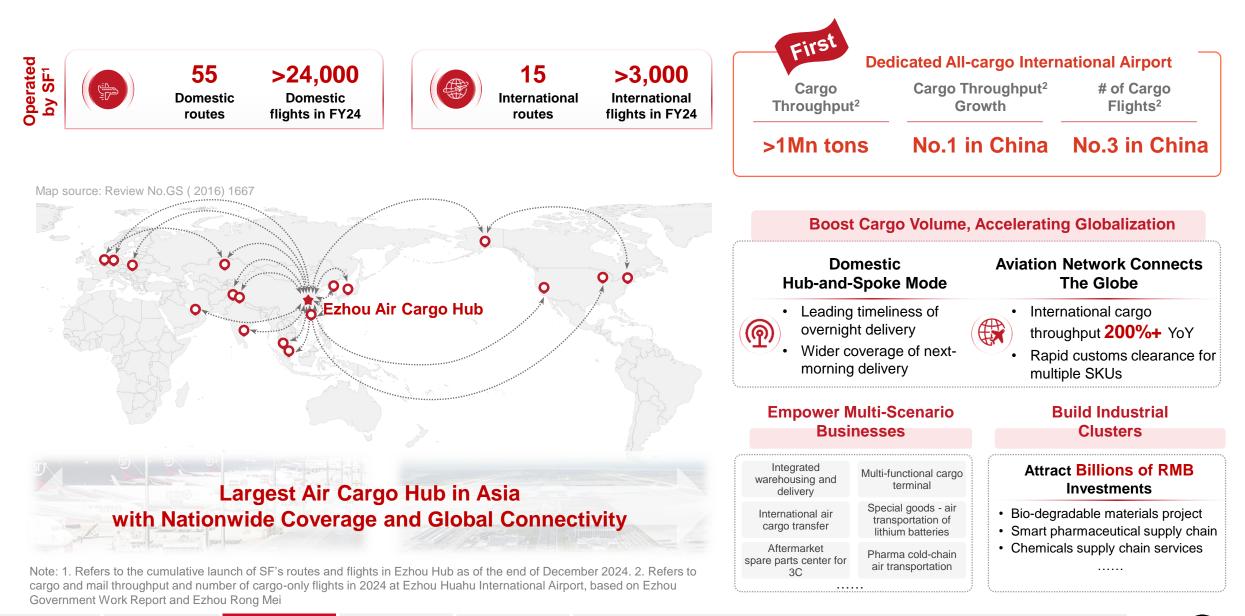
- ✓ Consolidated soring centers to maximize productivity
- ✓ Prudent ROI strategy and sustained a healthy level of

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

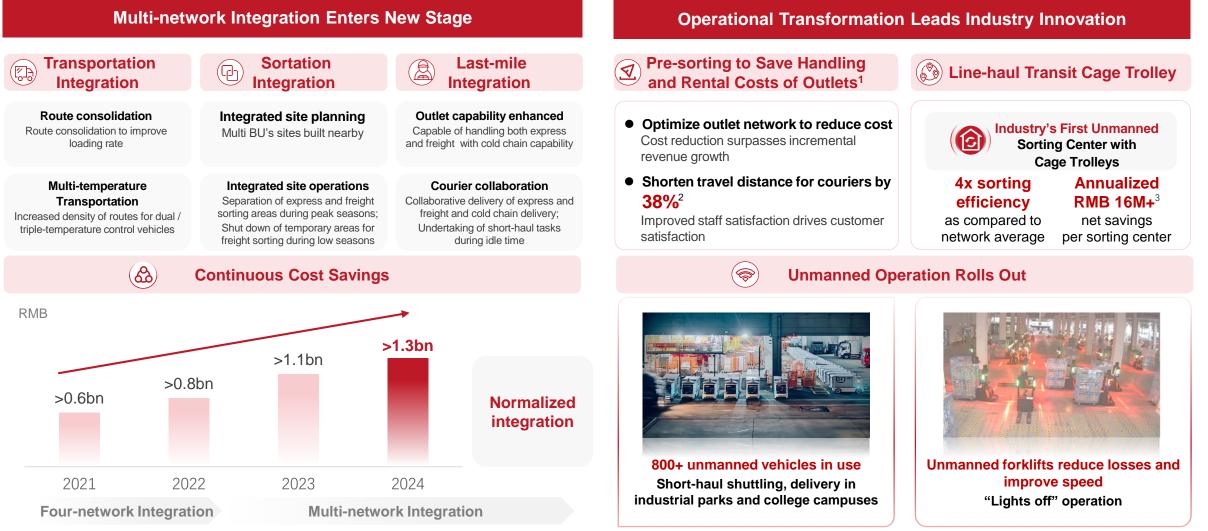


Ezhou Air Cargo Hub: A New International Gateway, Faster Speed For Global Connections





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



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



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



Enhance Service Coverage

Wider region	Broadened	Optimized	More service
coverage	scenarios	routes	outlets

Solidify Resource Foundations

Designated sorting centers	Sorting engineering upgrade
Customized	Recycling
auto parts for vehicles	package system

>RMB60Mn

Investment to guarantee high-value parcels delivery >RMB860Mn

Automation equipment investment

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



Optimize Network



Improve Resource Structure

Higher % of stable-cost transportation resources	Higher % of high -capacity vehicles	Organizational elitism
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Enhance Efficiency across the Chain

Sortation Innovation	Transportation Optimization	Last Mile Optimization
Expand usable space Enhance equipment performance	Seamless connection	Couriers transiting to "sales" roles
Differentiated staff scheduling	and intelligence- assisted driving	Wider execution of operational transformation

C₋ 440 Incremental direct line for inter-cities

Appendix

22

Sorting centers consolidated



New Tools Powered by Tech Innovation

Intelligent Decision-making



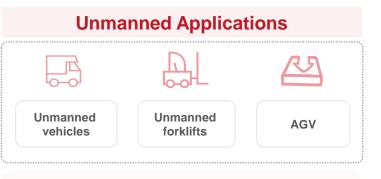


Digitization and Intelligence Transition

allocation

Robotic Process Data-driven smart Intelligent Automation response

business analysis



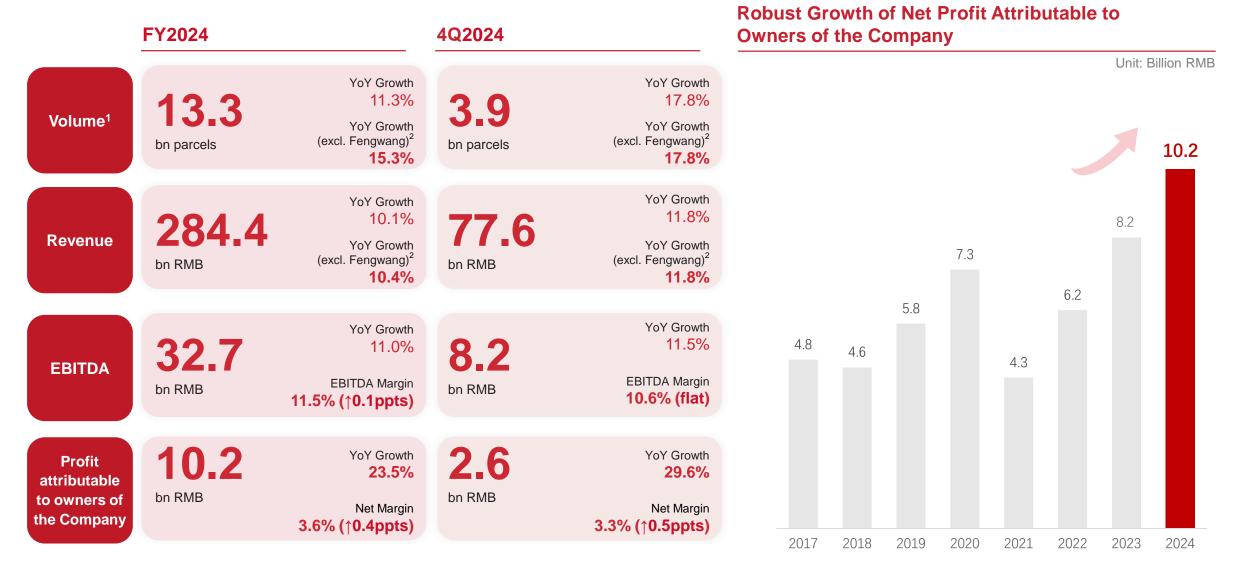
>100 Sorting centers with digital twin application

>780 Unmanned forklifts in use

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Earnings Highlights	Business Overview Operation Overview Financials & ESG Appendix 19						

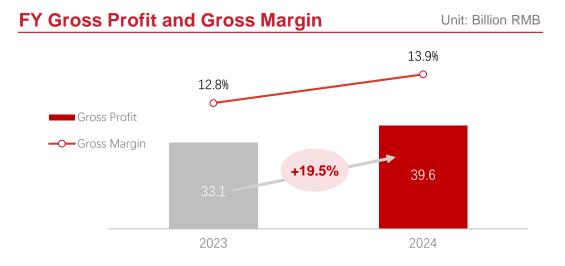
FY2024 Results: Net Profit Surpassed RMB10bn, Setting a New Record



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



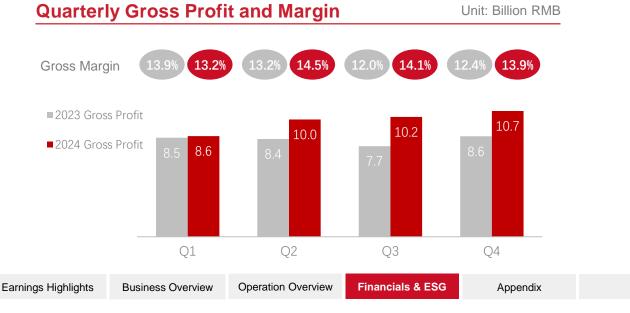
External Environment



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

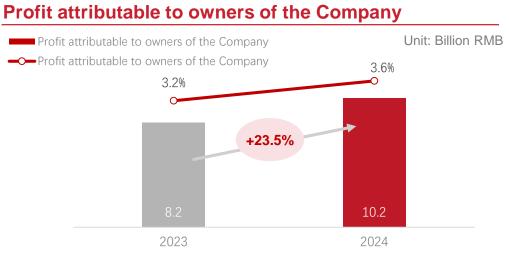


Revenue: Satisfy the diversified demands of clients through integrated logistics services, and capture the opportunities to expand international business

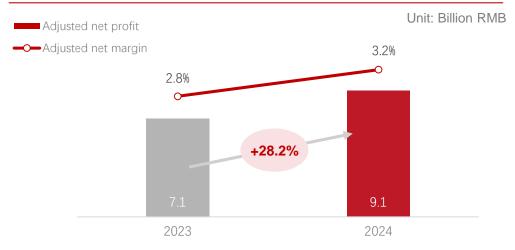


Cost: Deepen multi-network integration; successful execution of operational transformation, unlocking the potential for structural cost reductions

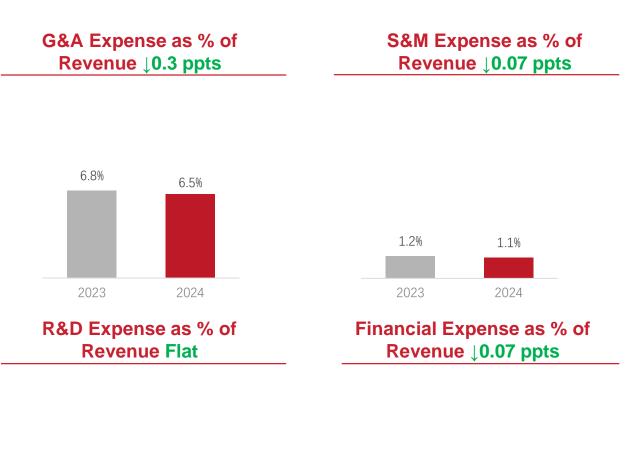
Expenses as % of Revenue Decreased Moderately, and Net Margin Improved

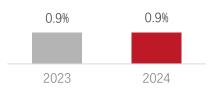


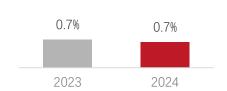
Adjusted Net Profit and Margin¹



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





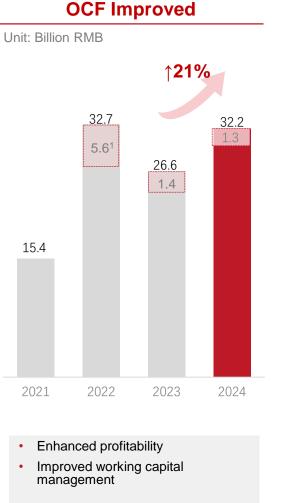


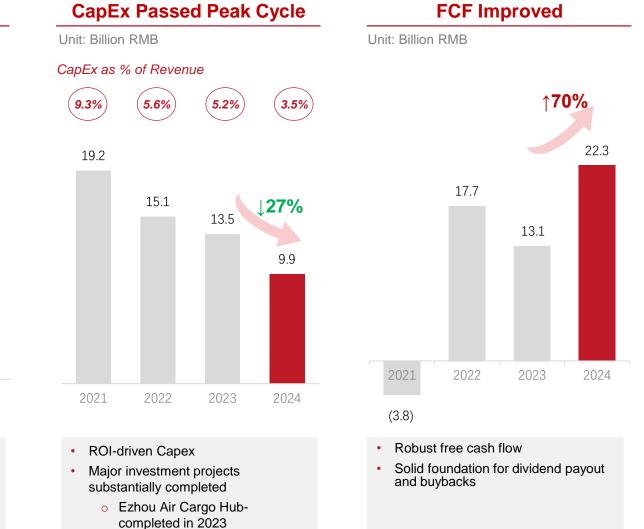
22

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CapEx Passed Peak Cycle, and FCF Improved Significantly

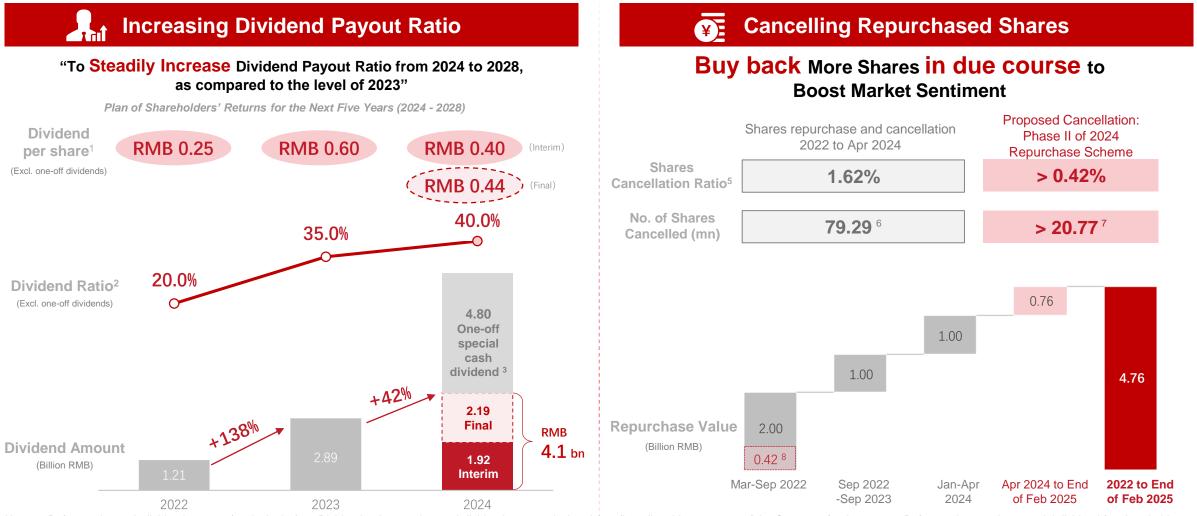






Note: 1. Operating cash flow includes tax refunds, which stood at RMB5.6 billion in 2022, RMB1.4 billion in 2023, and RMB1.3 billion in 2024

Combining Dividend and Share Repurchase to Improve Shareholder Returns

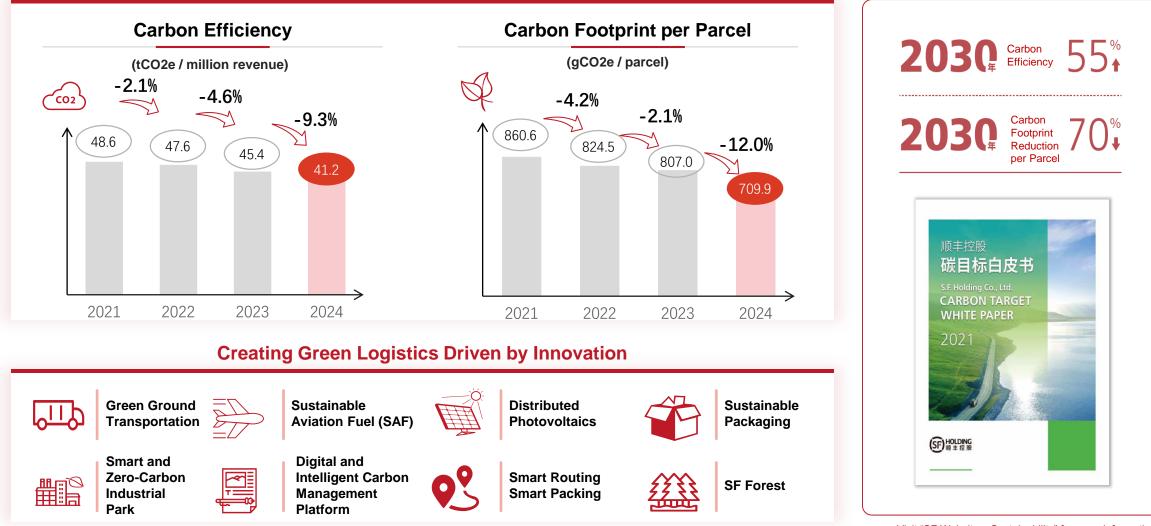


Note: 1. Refers to the cash dividend amount (tax inclusive); 2. Dividend ratio = total annual dividend amount declared / profit attributable to owners of the Company for the year; 3. Refers to the one-time special dividend for shareholder returns distributed prior to the 2024 H-share listing; 4. The 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

24 **(SF**

ESG: Building Sustainable Logistics with a Strong Commitment to ESG

Significant Improvement in Carbon Efficiency with Continuous Reduction in Carbon Footprint¹



Visit "SF Website - Sustainability" for more information

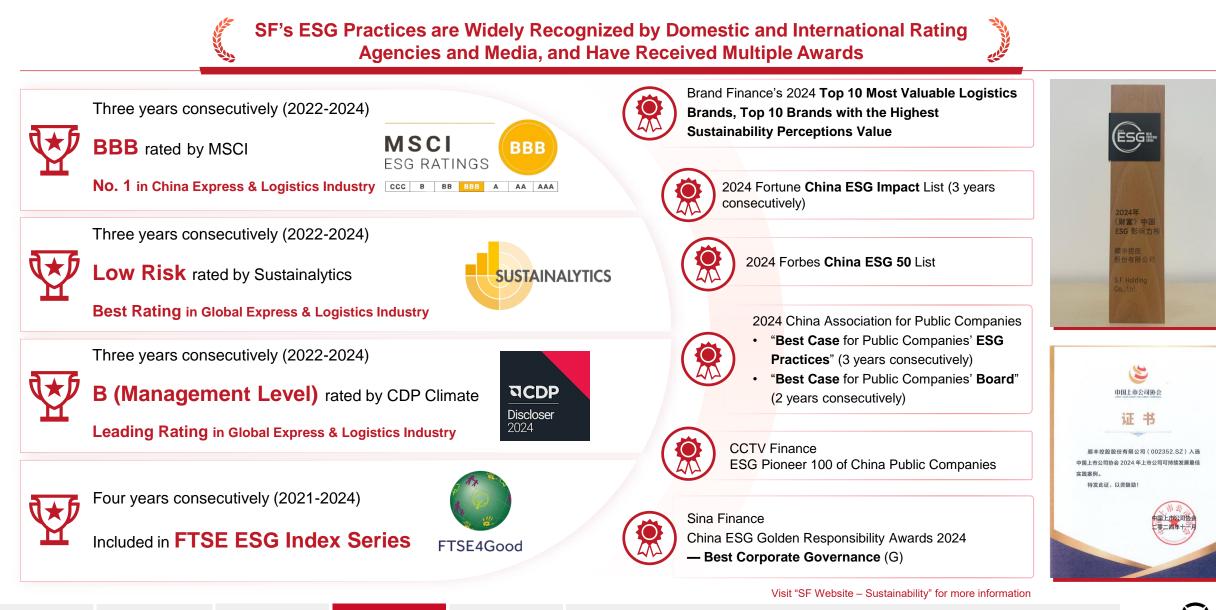
Compared to Carbon Target²

Baseline year (2021)

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



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





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Highlights	Business Overview Operation Overview Financials & ESG Appendix 27						

Appendix: Summary Financials - CAS vs. IFRS

	Chinese Accour	nting Standards	(CAS)	International Finan	cial Reporting S	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 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 IFRS); ⁶ Interest coverage ratio = (Net profit + Total interest expense) / Total interest expense; ⁷ Calculated as 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

For more information, please visit https://ir.sf-express.com/cn/