



# SF Holding Corporate Overview

September 2025

Stock Ticker: 002352.SZ, 6936.HK

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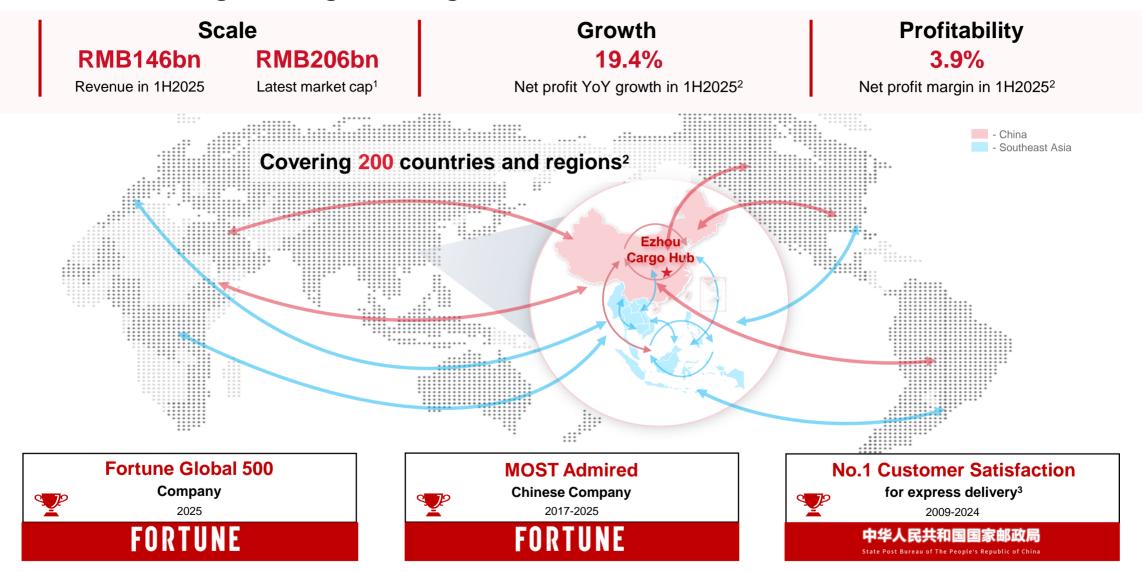
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# 01 Company Overview

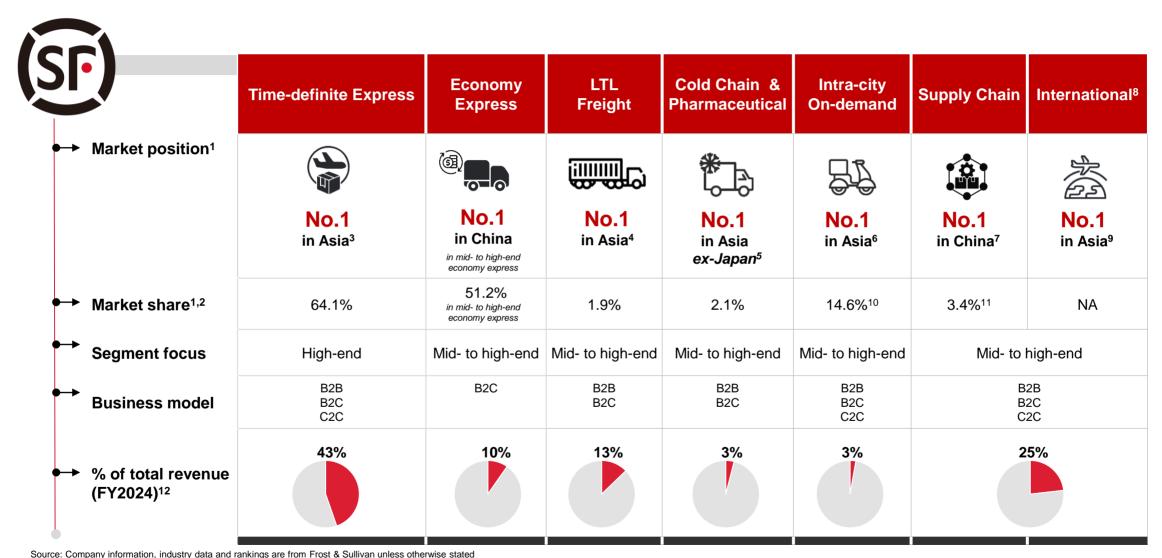
# SF is Asia's Largest Integrated Logistics Service Provider





# Leadership across Logistics Sub-sectors in Asia

GAAP Remaining portion not shown was 3% from other segment of non-logistics services and undistributed units



Note: ¹ In terms of revenue in 2024; ² Refers to respective market share in China; ³ The largest express and time definite express delivery service provider in Asia; ⁴ The largest LTL freight service provider in Asia; ⁵ Largest cold chain logistics service provider in Asia (ex-Japan); ⁶ Among third-party intra-city on-demand delivery service providers; ⁿ Among non-state-owned independent third-party supply chain solutions providers; ⁿ International delivery services and international freight forwarding services; ゥ Largest international operations among Asia-based integrated logistics service providers; ¹⁰ Market share in the third-party on-demand delivery service in 2024; ¹¹ Market share of end-to-end supply chain solutions: ¹² Numbers based on PRC



# **Premium Brand Serving the Largest Customer Base in Asia**



Synonymous with

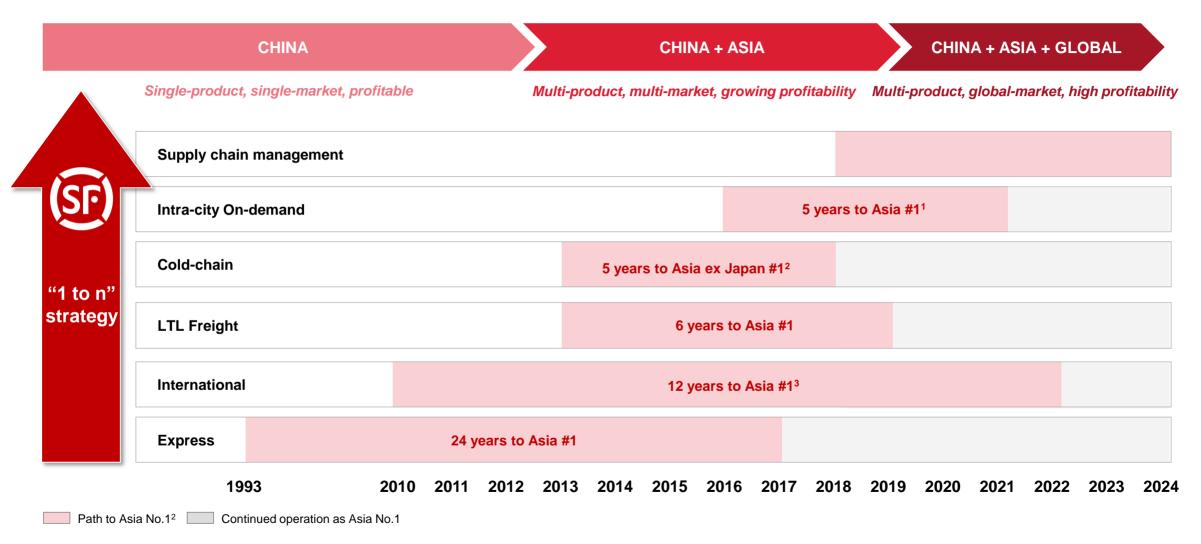
"Let me
EXPRESS MAIL
this to you"



c.95% of China's Top 500 Enterprises are our customers1 60%+ of China's Top 500 Enterprises are our international logistics service customers<sup>2</sup> **Largest Customer Base** Among logistics service providers in Asia1 2.35 million Customers with active credit accounts<sup>3</sup> 760 million Retail customers<sup>3</sup>



# **Evolution from China's No.1 Express Company into a Top Global Integrated Player**





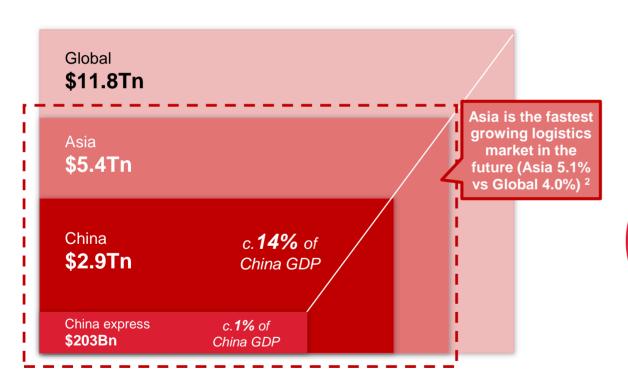


Investment Highlights

# **Logistics Represents an Enormous Market Opportunity**

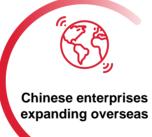
#### Massive TAM<sup>1</sup>

#### 2024A Global, Asia and China logistics spending



#### SF has enormous room to grow

- ✓ SF targets an addressable market worth \$11.8tn, over 19x the size of global e-commerce logistics and 58x of China's express market<sup>3</sup>
- ✓ Asia and China's logistics market remains highly fragmented, with massive potential for further consolidation
- ✓ SF is a direct beneficiary of multiple structural growth drivers in China,
  Southeast Asia and globally









# SF is Best Positioned to Tap This Enormous Logistics Opportunity

1 Scale Asia's largest integrated logistics service provider

Winning business model Directly-operated, integrated and independent

Global Global gateway connecting Asia and the world

Premium focus Premium and differentiated services commanding premium pricing

5 Technology Proprietary technology platform driving operating efficiency

Visionary management promoting a people-centric culture



**Management** 

# Winning Business Model – Directly Operated, Integrated and Independent



#### **Directly operated**

#### All processes directly operated

- **Premium services**
- Greater control over network
- Ownership of customer relationships

#### Directly operated











Last-mile deliverv

#### Integrated

#### **Full spectrum of services**

- Able to address all customer needs
- Greater customer wallet share
- Synergies across multiple product lines and networks

Modular Capabilities

Integrated, **One-stop Solutions** 







#### Independent

#### No affiliation with e-commerce platform

- Best positioned to capture growth from emerging e-commerce platforms
- New emerging e-commerce platforms gaining share from traditional ones

#### **New E-commerce Platforms**

**Domestic** 

**Cross-border** 

Livestreaming E-commerce E-commerce

Content

Cross-border E-commerce Platform

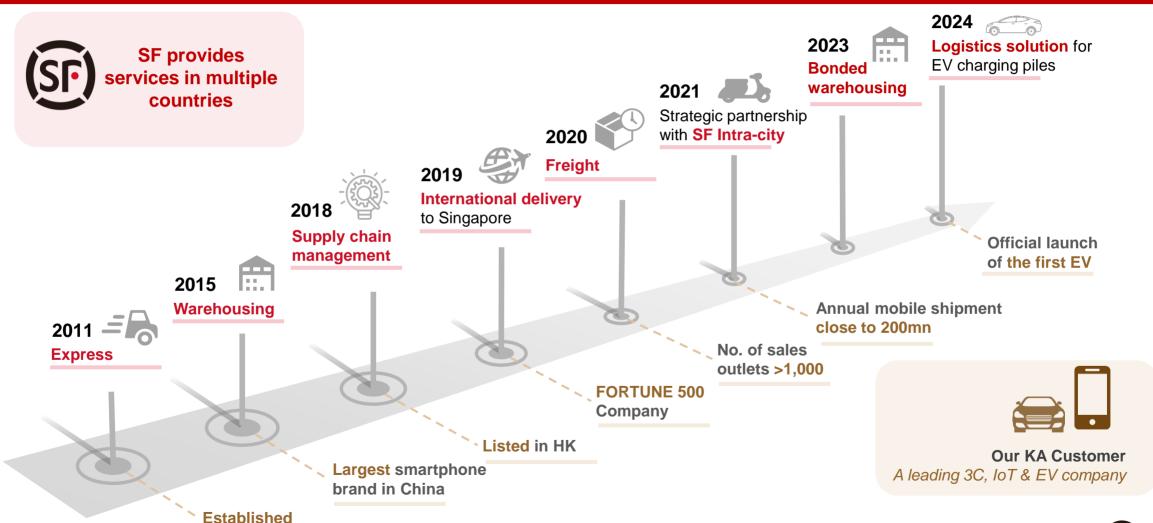
Re-sale platform Video-based E-commerce **DTC<sup>1</sup> Website** 

pickup



# Case Study: Full-spectrum Coverage and Long-term Partnership with a Leading 3C + EV Brand

Our dedicated and integrated services enable us to continuously capture larger wallet share and grow with the client



(SF)

# Case Study: Comprehensive Capabilities Penetrating Industries Vertically

# Products Go-Global

Deliver products to overseas consumers quickly

# Capacity Go-Global

Ensure supply chain stability for clients' overseas factories

#### **Consumer Goods**



#### Multiple milktea brands

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

#### **Telecom & High-Tech**



#### A mowing robot brand

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

#### **Industrial Equipment**



#### 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

#### **Automotive**



#### An international auto part brand

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



# 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 Gateway Connecting Asia and the World

### Unrivalled network and capabilities in Asia with significant early-mover advantages

Largest aircraft and ground fleet in Asia



107

all-cargo aircraft1 (34% cargo market share<sup>6</sup>)



230k+

Vehicles<sup>1,2</sup>

Global ground network



1,500

Warehouses<sup>1,4</sup>



>38,000

Outlets<sup>1,5</sup>

**200** Countries and regions<sup>1</sup>



Leading ocean freight forwarder



>12,000

Maritime routes<sup>1</sup> in operation

Most extensive railroad coverage



1.019

High-speed railway lines<sup>1,5</sup>

Asia's only dedicated air cargo hub<sup>3</sup>

Ezhou Cargo Hub

China Global

**Expanded city coverage** of next-morning delivery



**Enhanced international** connectivity

Source: Company information

operated

Primarily owned &

Asset-light

# **Proprietary Technology Platform Powering Complex Operations**



Advanced technology platform driving superior operating efficiency

4,1341

Patents and patent applications obtained by SF<sup>1</sup>



Intelligent forecasts of volumes



Intelligent deployment of resources

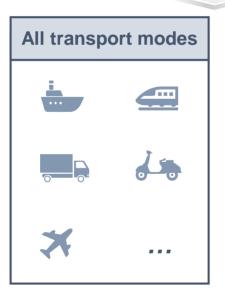


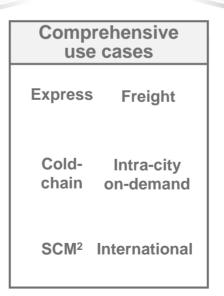
High degree of automation

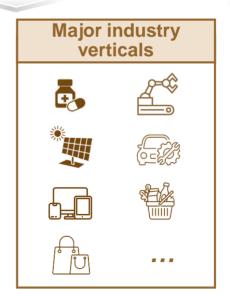


Data-driven financial management









Diverse scenarios				
Online	Offline			
B2B	B2C			
B2B2C	C2C			

# Visionary Management Promoting a People-centric Culture



# "Most Admired Chinese Companies" - 9 years in a row



Founder of SF Led SF's expansion and evolution since inception



Former CFO of Changyou CPA in Hong Kong and US EMBA, Tsinghua University



Former Global Senior Partner of Roland Berger MBA, CEIBS



Former general manager of SF Beijing district Assistant Chief Operating Officer EMBA, Peking University

**Dick WANG**Chairman and CEO



**Tina WANG**Chief Strategy Officer





Former Senior Regional Manager of Wal-Mart China Bachelor of Laws, Sichuan Normal University



Former Deputy President of E-commerce, Regional General Manager of SF



Former Co-founder and CTO of Baidu Waimai Master of Engineering, Peking University



Former analyst at Coatue
Current member of the Appeal
Review Committee of the SZSE
MBA, University of Texas at
Austin

Sheng LI
President of SF Airlines

Haiqiang ZHOU
Chief Human Resources Officer

Yankun GENG
Chief Technology Officer

**Ling GAN**Board Secretary

# Visionary Management Promoting a People-centric Culture (cont'd)

"There is always a SF courier in your contacts to make your life easier."

#### Self-achievement

- Career progression to senior management in SF
- More career choices
- Personal success

03

#### **Success stories**



Mr. Wang, from a warehouse keeper to a captain, and finally to a flight instructor, with more than 5,000 safe flight hours accumulatively

02

#### **Work Satisfaction**

- ✓ Competitive remuneration
- Equal, diversified and supportive working environment
- Merit based incentives

## **Career Development**

- Tailored training programs
- Opportunity to pursue higher education



# Our people-centric culture



We care for our people

01















# **Commit to Sustainable and Healthy Development**

# Resilience - Breakthrough - Cohesion - Expansion









**Continuously Enhancing Customer Value Proposition** 

**Product Leadership** 

**Practical Value** 

+

Brand Equity
Emotional Value



# 03 Growth Strategies

# **Growth Strategies**



**Grow business and consumer** mindshare as "The One in Asia"

- Promote strengths in full coverage, strong network, deep relationships and seamless integration
- Establish a brand image to be the first choice for consumers

2

**Expand international** and cross-border capabilities

- Expand network coverage in Asia and rest of the world
- Tailored approach by geography directly operate / M&A / partnerships

3

Further strengthen network and service offerings

- Enhance network coverage and network infrastructure
- Fulfill new customer demand and offer bespoke solutions



Continue to enhance efficiency and productivity

- Multi-network integration
- Enhance automation and optimize personnel management



**Invest in technology** 

- Promote end-to-end digitalization
- Offer pioneering solutions through technology innovation



## Grow Business and Consumer Mindshare as "The One in Asia"

# To become the first name in minds for clients with integrated logistics needs in Asia

# Full coverage in







Geographic



**Industry verticals** 



# Strong network consisting

- Directly operated network
- Broad first and last-mile access across China and SEA
- Asia's only dedicated air cargo hub<sup>1</sup>

# Deep relationships with



of China's Top 500 Enterprises served (1H2025)





## Highest coverage

of blue-chip customers among integrated logistics service providers in Asia

# Seamless integration across

**Product lines** 

Countries and regions

Customers

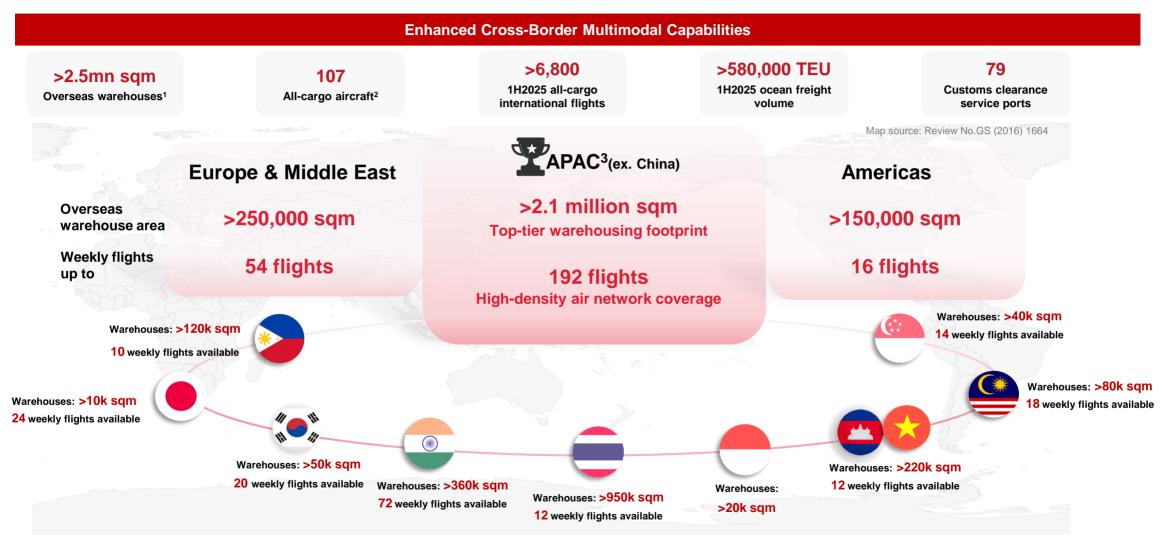




Source: Company information, industry data and rankings are from Frost & Sullivan unless otherwise stated Note: 1 Civil Airport



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

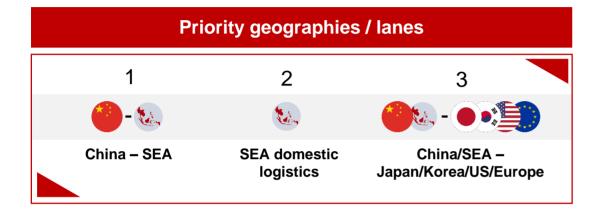


Notes: 1. Warehouse figures include self-operated and co-operated area of SF, KLN and other joint ventures; 2. 107 all-cargo aircrafts in operation, including 91 self-operated; 3. Warehouse area in the Asia-Pacific region excludes Mainland China, Hong Kong, Macau, and Taiwan. Flight data covers cross-border 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.

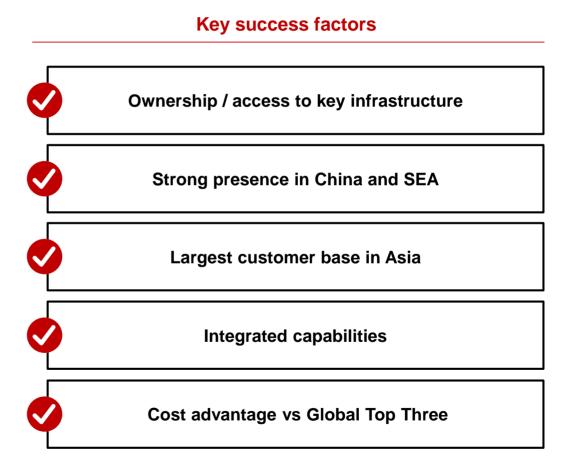
## **Our Areas of Focus for International Growth**



## Become a global leader providing end-to-end services fulfilling diverse customer needs







# **Long-term Commitment to ESG**

#### **Environment**

#### Net-Zero Science-Based Targets Approved by SBTi

#### Near-Term Targets (by 2030) 1

- To reduce absolute scope 1 and 2 GHG emissions
   42% by 2030 from a 2023 base year
- To reduce absolute scope 3 GHG emissions<sup>2</sup>
   25% within the same timeframe
- By 2029, 60% of SF's suppliers by emissions covering upstream transportation and distribution, will have science-based targets

#### Long-Term Targets (by 2050) 1

- To reduce absolute scope 1 and 2 GHG emissions
   90% by 2050 from a 2023 base year
- To reduce absolute scope 3 GHG emissions 90% within the same timeframe

#### **Net-Zero Science-Based Targets**

 To reach net-zero greenhouse gas emissions across the value chain by 2050

# Social responsibility

## Care for employees



The only China logistics company awarded

### Care for society

- Critical logistics provider during the pandemic
- Rural vitalization
- Education and social welfare



### Governance



A seasoned A+H listed company with leading governance and control

**Ranked A** on information disclosure by SZSE<sup>3</sup> for **8 consecutive years** 



The Best Board of Directors in China

21世纪经济报道 21st CENTURY BUSINESS HERALD





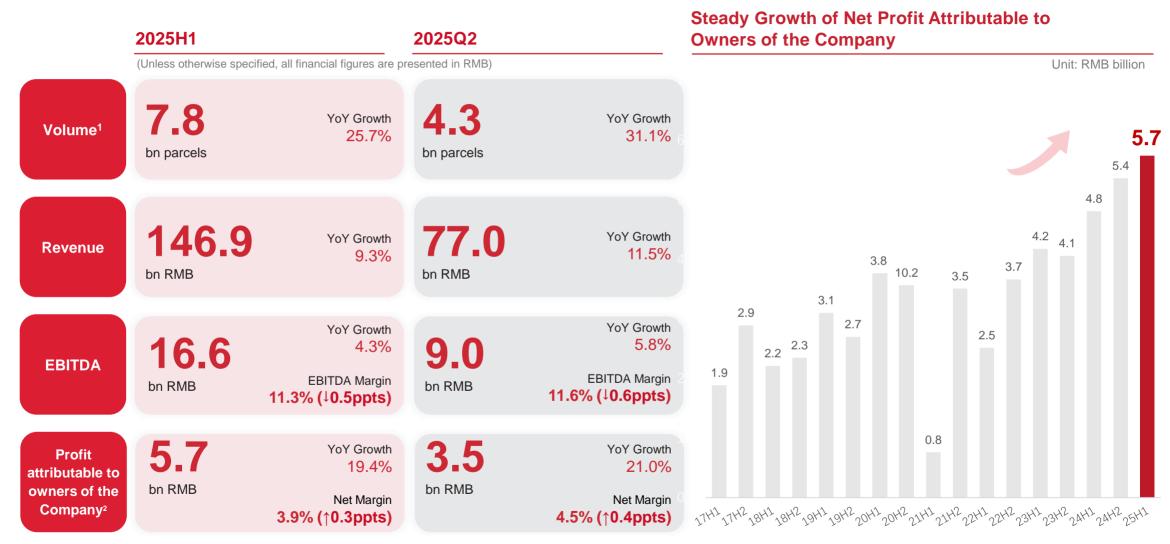






# 04 Recent Financial Highlights

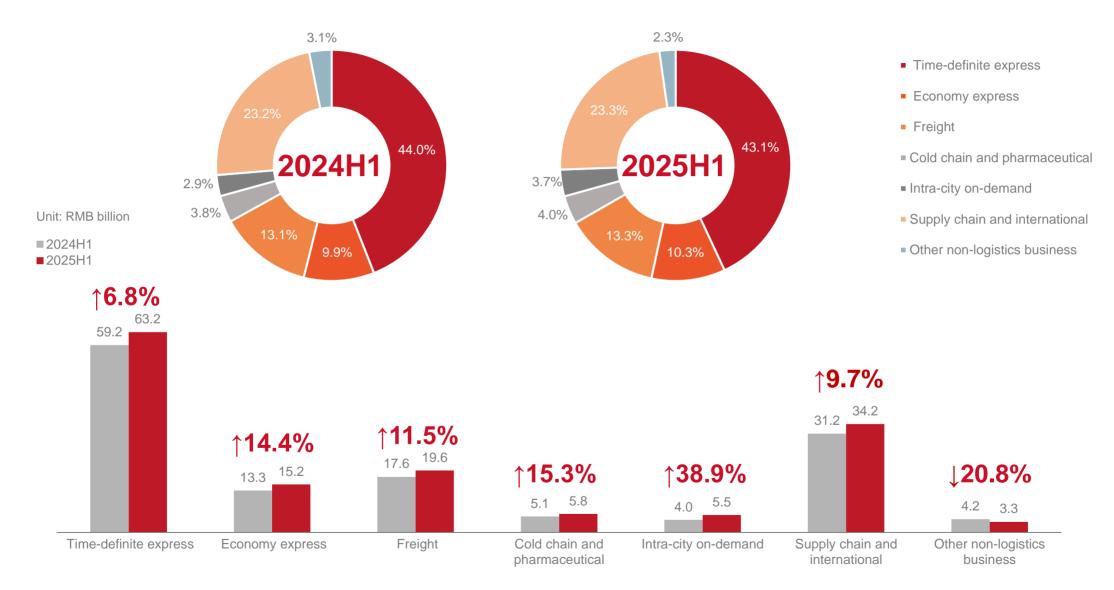
# 2025H1 Results: Both Domestic & International Businesses Solidify Revenue Base, Steady Profitability Demonstrates Resilience







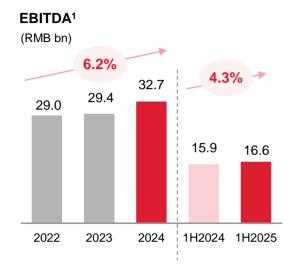
# Revenue by Segment: Balanced Revenue Mix with High Quality Business Growth



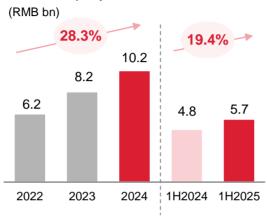
# **Steady Earnings Growth and Margins**



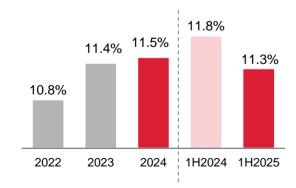
#### Strong earnings growth



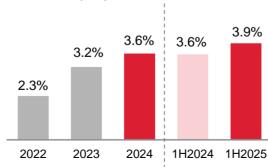
# Net profit attributable to owners of our company



EBITDA<sup>1</sup> margin %



Net margin attributable to owners of our company %





#### **Multiple drivers of continued growth**



New businesses turning profitable



**Optimize cost efficiencies from:** 

- ① Operational cost reduction (Integration & Transformation)
- 2 Managerial cost reduction

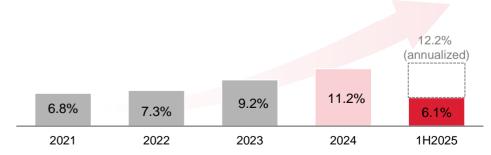


Passed heavy capex phase and enhanced asset utilization rate



**Economies of scale** 

Improving return on equity<sup>2</sup> %



Source: Company information

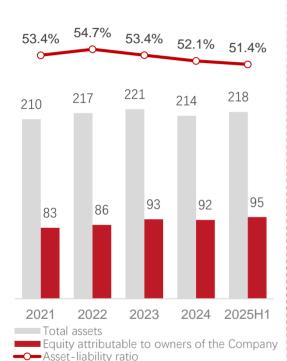
Note: <sup>1</sup> EBITDA = Profit for the year + Depreciation and Amortization + Net Finance Cost + Income tax expense; <sup>2</sup> Based on weighted average return on equity



# CapEx Passes Peak Cycle, with Abundant Free Cash Flow

#### **Healthy Capital Structure**

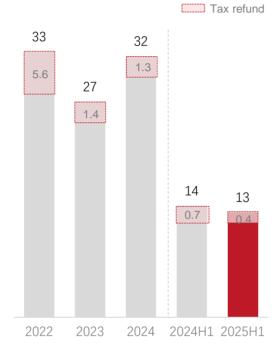
Unit: RMB billion



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

#### **OCF Maintains Steady**

Unit: RMB billion

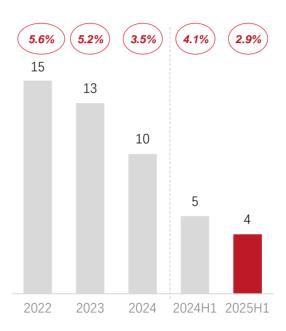


- Enhance profitability
- Improve working capital management
- Invest in product competitiveness

#### **CapEx Passes Peak Cycle**

Unit: RMB billion

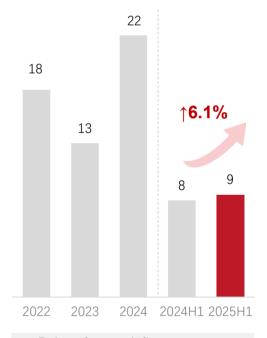
#### CapEx as % of Revenue



- 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



# **Fortress Balance Sheet and Strong Liquidity**

### Low leverage and strong liquidity

# Strong investment grade credit rating

Interest-bearing debt ratio <sup>1</sup>	26%
Interest coverage ratio <sup>2</sup>	9.2x
Cost of debt <sup>3</sup>	3.3%
Cash, cash equivalents and financial assets <sup>1</sup>	RMB47.7bn
Interest-bearing debt <sup>1</sup>	RMB56.6bn

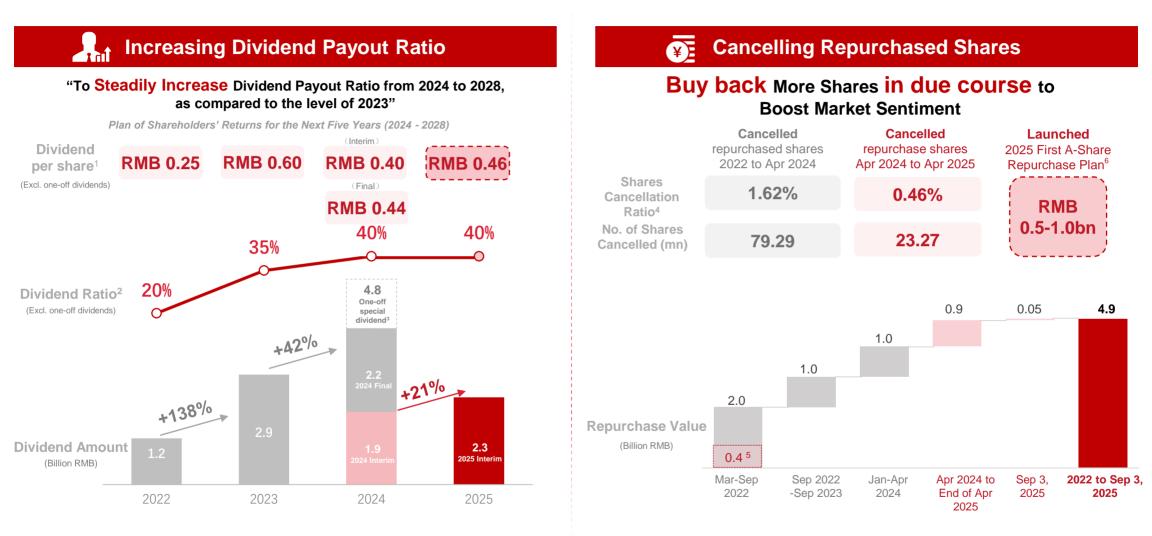
(SF)	Peer C	Peer A	Peer B
Α-	N/A	A	BBB
А3	<b>A2</b>	<b>A2</b>	Baa2
Α-	Α-	N/A	N/A
	A- A3	A- N/A A3 A2	A- N/A A  A3 A2 A2

Source: Company information

Note: 1 Interest-bearing debt 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 + Bank supply chain financing/payables under reverse factoring + Loans from non-controlling interests. Interest-bearing debt ratio = Interest-bearing debt / Total assets.; 2 Interest coverage ratio = (Net profit + Total interest expenses + Income tax expenses) / Total interest expenses. 3 Interest expenses are calculated based on LTM interest expenses as of the period end, divided by the average quarterly balance of interest-bearing debt. 4 Cash and cash equivalents and trading financial assets are calculated as Cash and cash equivalents + Structured deposits



# 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. Cancellation Ratio = Cancelled Repurchased Shares / Total Share Capital Before Cancellation; 5. 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; 6. For details, please refer to the announcement regarding 2025 FIRST A-SHARE REPURCHASE PLAN released by the company on April 28, 2025.



# **Vision**

To be the Well-respected and the World's Leading digital intelligence logistics solution provider