

# 2024年中期业绩

## 2024 Interim Results



2024年8月  
August 2024



香港交易所股份代号：9658；纳斯达克股票代码：HDL  
HKEX Stock Code: 9658; NASDAQ Ticker: HDL

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# 业务回顾

Performance Overview



# 业绩亮点

## Performance Highlights

### 服务顾客人次 Total guest visits



**14.5** 百万人次  
Million guest visits

同比增长  
YOY %

**+17.9** %

### 翻台率 Table turnover rate



**3.8** 次/天  
Times/ Day

同比增长  
YOY

**+0.5** 次/天  
Times/ Day

### 业务覆盖13个国家 Expanded to 13 countries



**122** 家餐厅  
Restaurants

本期新开  
Opened

**+8** 家餐厅  
Restaurants

### 收入 Revenue



**370.9** 百万美元  
US\$ million

同比增长  
YOY %

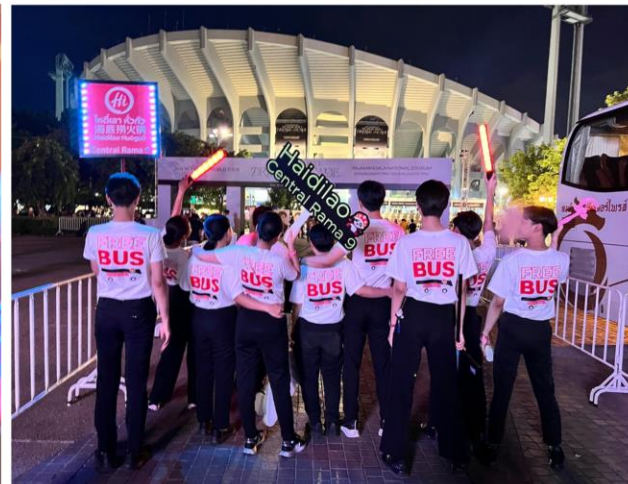
**+14.5** %

# 业务回顾

## Business Overview

扩大消费群体  
丰富消费场景

Expand our  
consumer base  
and enrich  
consumption  
scenarios



以顾客满意度为  
核心，加强四色  
卡管理

Strengthen four-  
color card  
management  
with customer  
satisfaction at  
our core

# 业务回顾

## Business Overview

“以考代培”  
组织“海底捞岗位之星”比赛

Examination-based training and organizing Haidilao All-star competition



蒸美味系列  
Steaming Delicacies

特色烤肉系列  
Premium Grill Series



500+  
全球上新  
New Products  
Worldwide

# 发展举措和战略

## Development Initiatives and Strategies

持续提升顾客就餐体验  
Improving dining experiences



深入本地化运营 提升餐厅经营表现  
Deeply localized operations to improve restaurant performance



持续提高总部赋能门店的能力  
Enhancing the ability of headquarters to contribute to restaurants



坚持「自下而上」开店原则 持续扩大餐厅网络  
Adhere to the principle of 'bottom-up' restaurant openings and continue to expand the restaurant network

- 积极在已进入国家加密, 并识别机会同步进入新市场  
Actively increase the density of restaurants in operating countries and simultaneously identify opportunities to enter new markets.
- 兼顾质量和数量, 持续拓展餐厅网络  
Balancing quality and quantity while expanding the restaurant network



丰富我们的业务和顾客基础  
Enriching our business and expanding our customer base

- 积极通过孵化、探索、策略性收购等方式发展其他品牌及业务形态  
Developing other brands and business formats through incubation, exploration and strategic acquisition, etc.





## 财务回顾

Financial Results



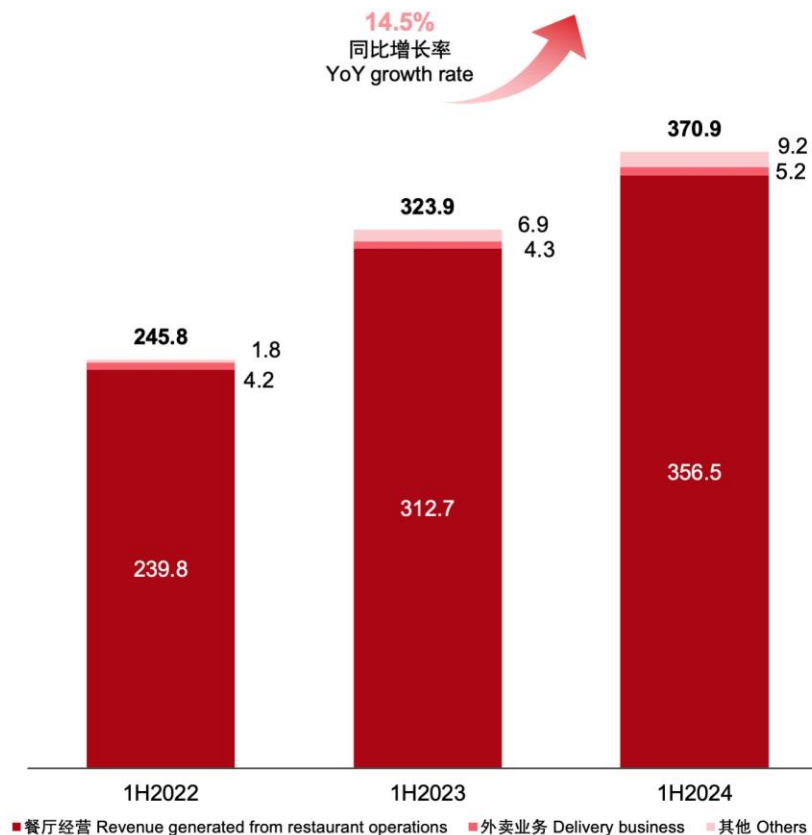


# 财务回顾

## Financial Results

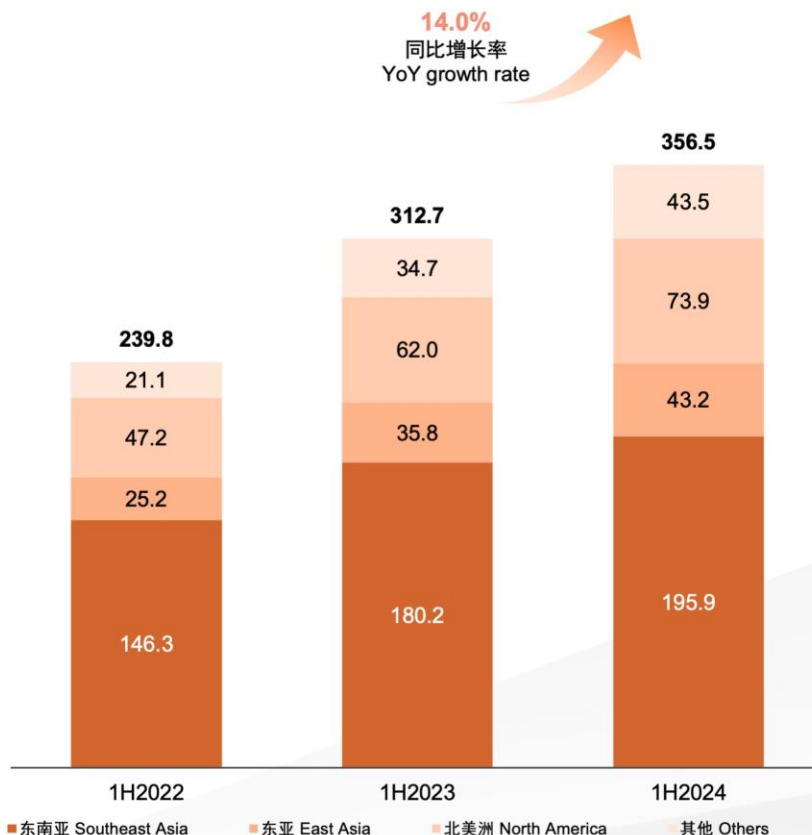
### 总收入分布 Revenue distribution

百万美元 \$ million



### 餐厅经营收入分布 Revenue Distribution by Region for Restaurant Operations

百万美元 \$ million

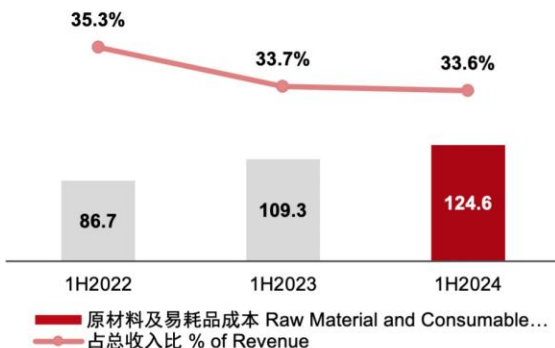


# 财务回顾

## Financial Results

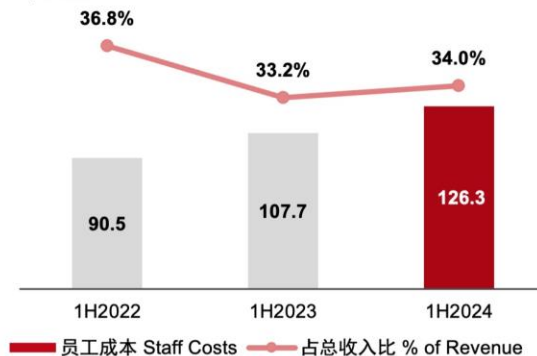
### 原材料及易耗品成本 Raw materials and consumables used

百万美元  
\$ Million



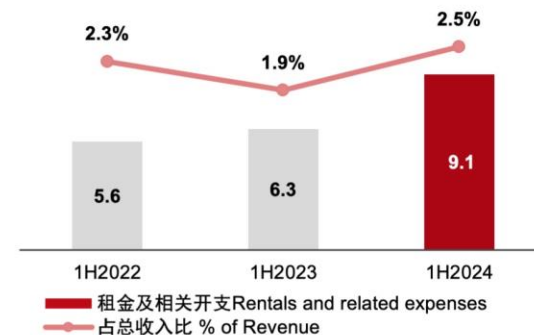
### 员工成本 Staff costs

百万美元  
\$ Million



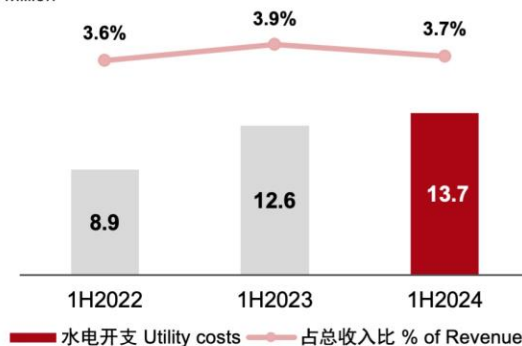
### 租金及相关开支 Rentals and related expenses

百万美元  
\$ Million



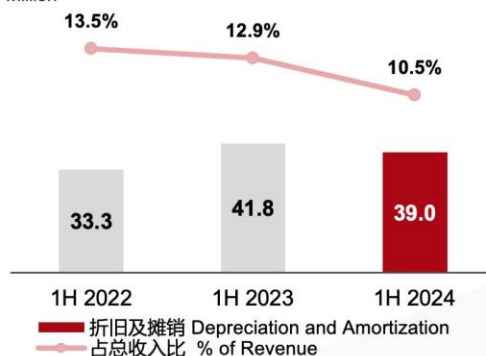
### 水电开支 Utility costs

百万美元  
\$ Million



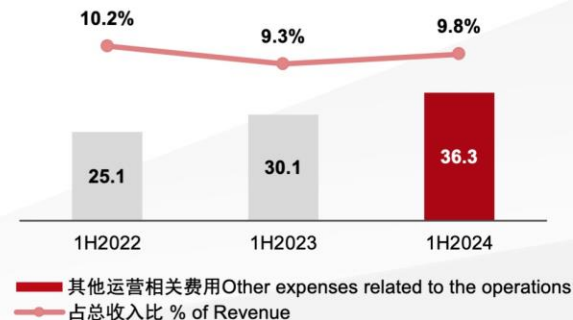
### 折旧及摊销 Depreciation and amortization

百万美元  
\$ Million



### 其他运营相关费用<sup>(1)</sup> Other expenses related to the operations<sup>(1)</sup>

百万美元  
\$ Million



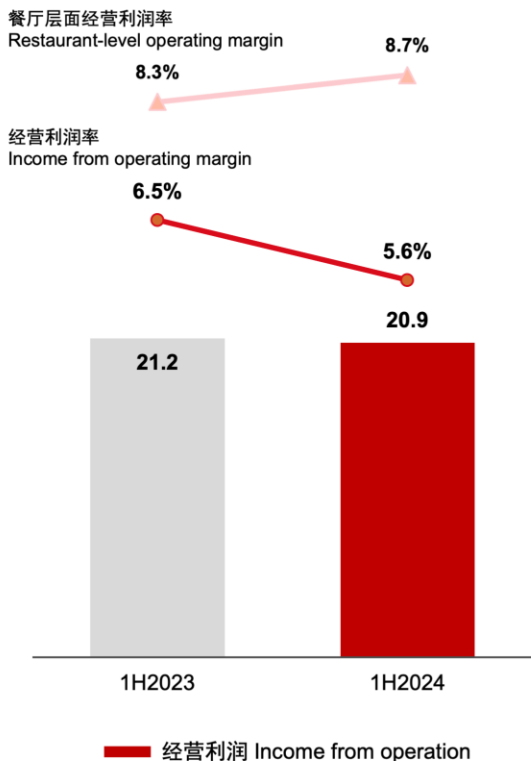
注：(1) 包含差旅及通讯开支，及其他开支  
Notes: (1) Including Travelling and communication expenses, and other expenses

# 财务回顾

## Financial Results

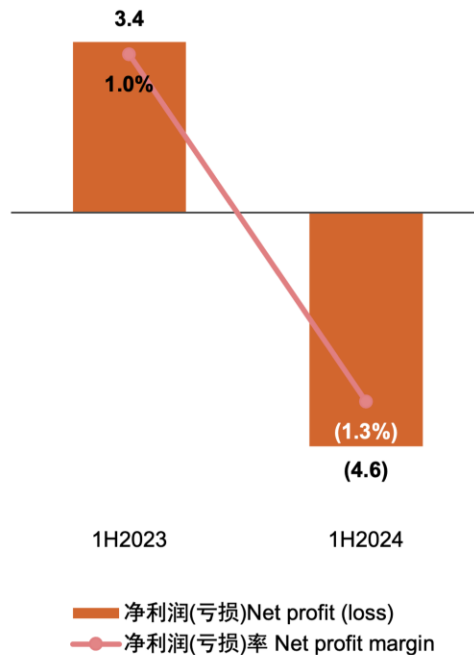
### 经营利润及经营利润率 Income from operations and income from operations margin

百万美元 \$ Million



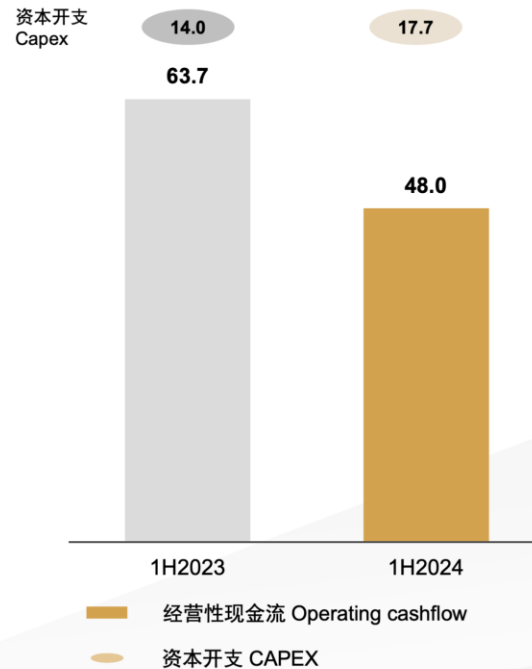
### 净利润(亏损)及净利润(亏损)率 Net profit (loss) and net profit (loss) margin

百万美元 \$ Million



### 经营性现金流及资本开支 Operating cashflow and CAPEX

百万美元 \$ Million

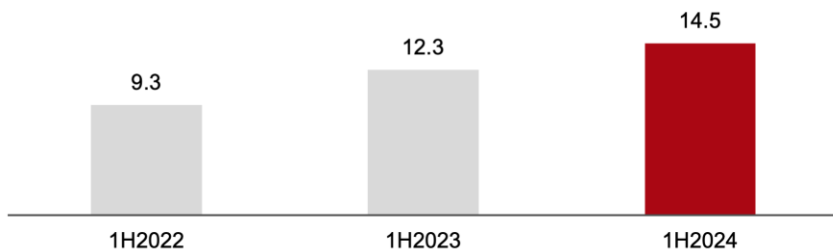


# 餐厅关键表现指标

## Key performance indicators

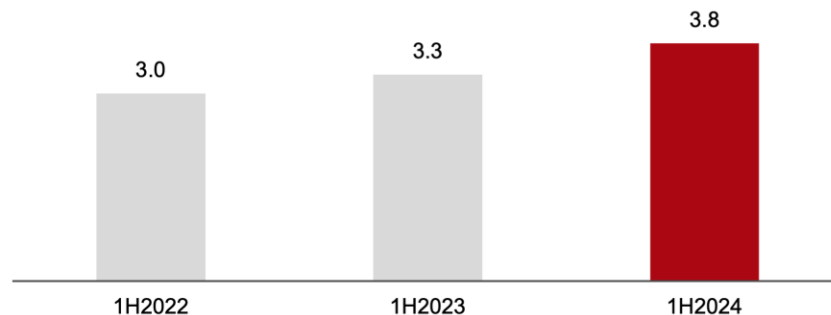
### 总客流量 Total guest visits

百万人次  
Million visits



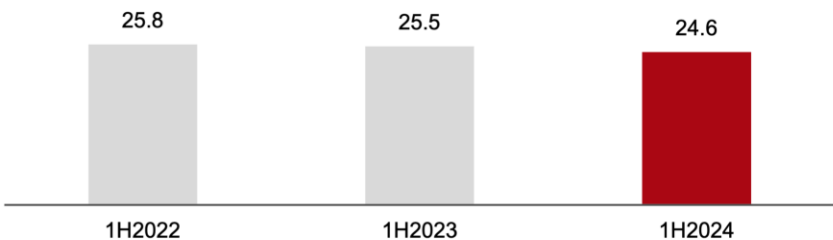
### 翻台率 Average table turnover rate

次/天  
Times/ Day



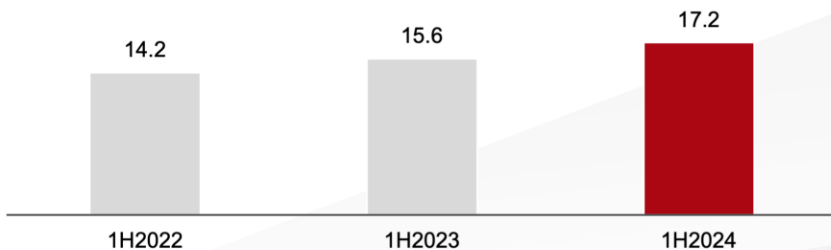
### 人均消费 Average spending per guest

美元  
US\$



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

千美元  
US\$ '000

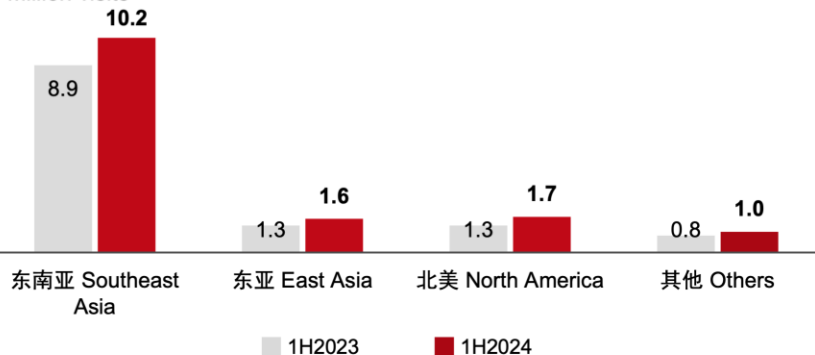


# 分区域餐厅关键表现指标

## Key performance indicators by region

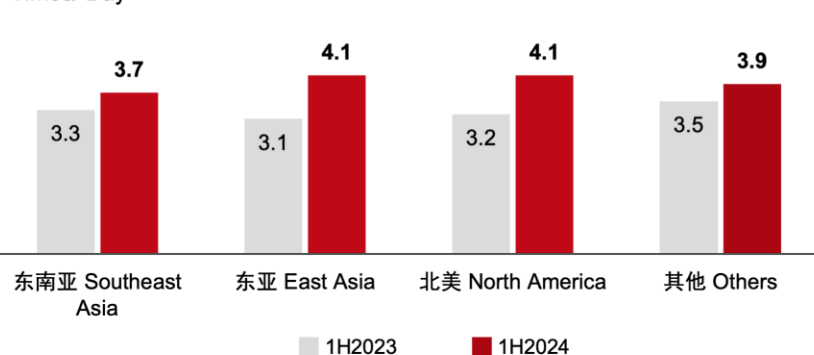
### 总客流量 Total guest visits

百万人次  
Million visits



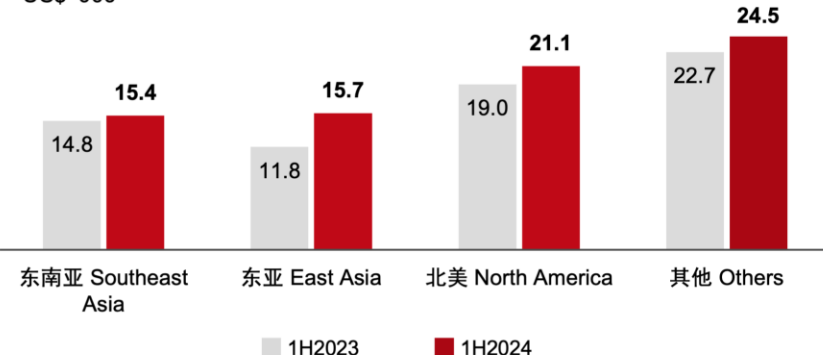
### 翻台率 Average table turnover rate

次/天  
Times/ Day



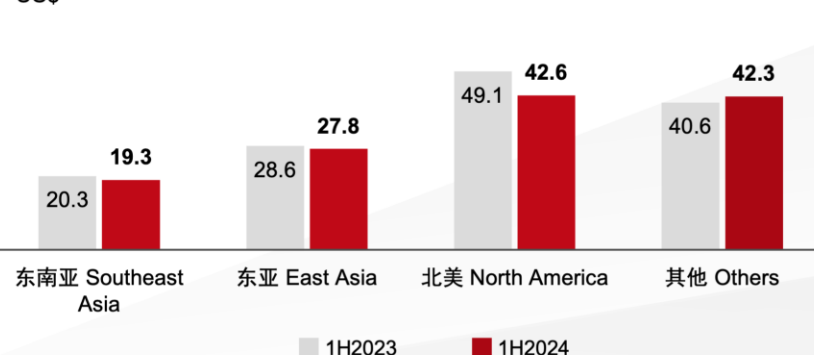
### 单个餐厅日均收入 Average daily revenue per restaurant

千美元  
US\$ '000



### 人均消费 Average spending per guest

美元  
US\$



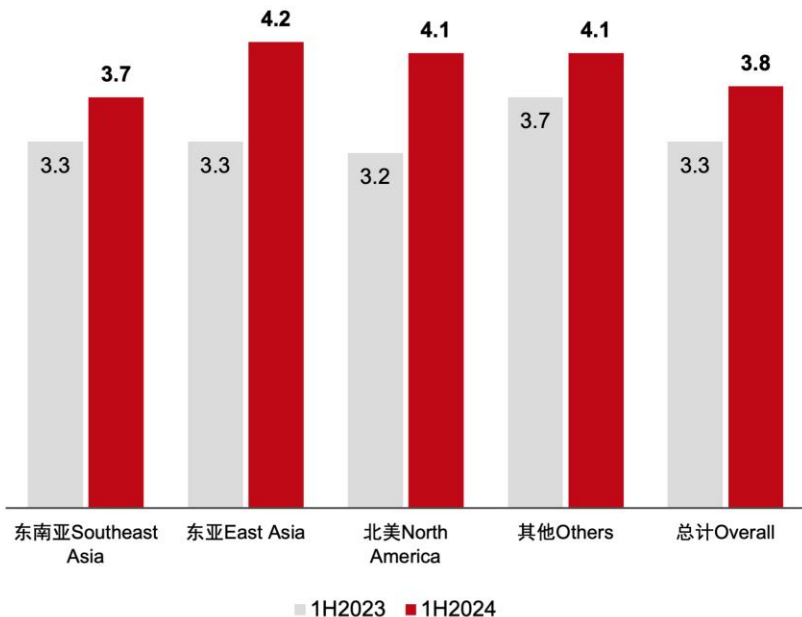
# 同店表现

## Same Store Performance

### 同店翻台率

#### Same store table turnover rate

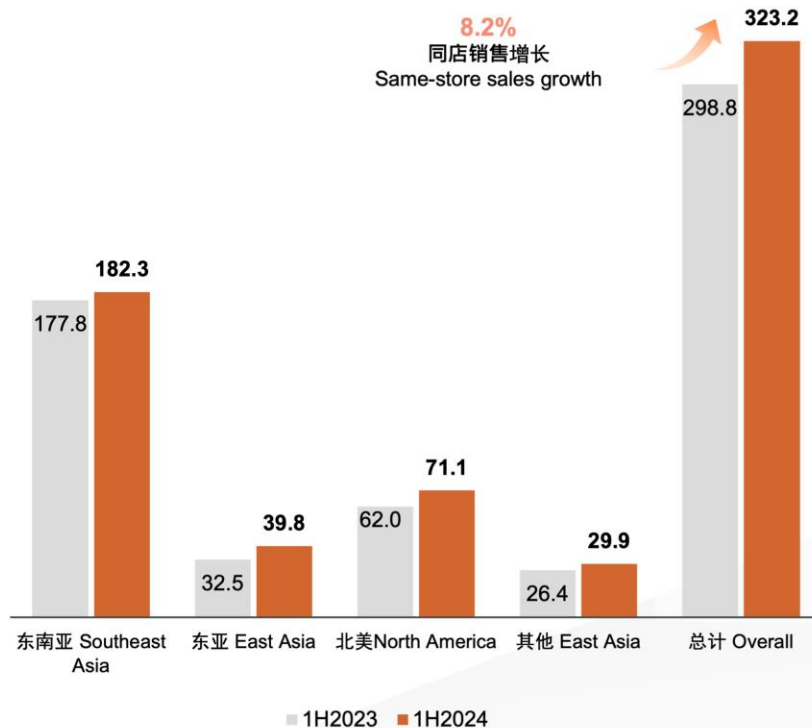
次/天  
Times/Day



### 同店销售

#### Same store sales

百万美元  
\$ million



**感谢聆听**  
Thanks for listening

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