

## SmarTone announces 2023/24 annual results 数码通公布 2023/24 年度全年业绩



SmarTone Telecommunications Holdings Limited announced the annual results for the year ended 30 June 2024 and reported a profit attributable to equity holders of HK\$470 million, a rise of 75% compared with the prior year. Excluding the provision made for the potential financial investment loss in the last financial year, the underlying profit this year was the same as last year.

Throughout the year, SmarTone's business maintained a strong performance despite intense competition. In recognition of SmarTone's distinguished network and customer service, the core 5G postpaid customer base continued to grow and average revenue per user (ARPU) maintained its premium. Additionally, 5G penetration increased to approximately 40%, with 5G ARPU now double that of 4G. SmarTone's 5G Home Broadband and Enterprise Solutions have both continued to deliver promising results. The resilience of SmarTone's customer base, coupled with its premium ARPU, underscores SmarTone's dedication in serving customers with superior service and network.

SmarTone continues to operate under a highly disciplined cost management framework. Despite regular salary increases, total operating cost for the financial year was down 2% compared with last year. This strong cost discipline allows SmarTone to deploy more resources to further improve the network and customer experience. It also enables investment in new technologies that benefit enterprise customers and consumers.

数码电讯集团有限公司公布截至2024年6月30日的全年业绩，股东应占溢利达4.7亿港元，较去年增长75%。若撇除上个财政年度计入的潜在金融投资亏损拨备，本年度基本溢利与去年水平相若。

年内，尽管面对激烈的市场竞争，数码通的业绩仍然保持强劲。核心5G月费计划客户持续增加，每用户平均收入（ARPU）仍然维持高水平，反映数码通网络及客户服务质量卓越。此外，5G服务客户渗透率上升至约40%，而5G服务的ARPU已达4G服务的两倍。5G家居宽频服务及企业应用方案持续创造佳绩。客户人数稳健增长，加上高水平的ARPU，彰显数码通致力为其客户提供卓越的服务和网络。

数码通将继续严守谨慎的成本管理策略。计及恒常薪酬上升，本财政年度的总经营成本仍较去年减少2%。严格控制成本让数码通得以投入更多资源，以进一步改善网络和客户体验，同时也可投放更多资源于新技术，惠及企业客户及一般消费者。