

## SmarTone announces 2023/24 annual results 數碼通公布 2023/24 年度全年業績



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.

**數**碼通電訊集團有限公司公布截至2024年6月30日的全年業績，股東應佔溢利達4.7億港元，較去年增長75%。若撇除上個財政年度計入的潛在金融投資虧損撥備，本年度基本溢利與去年水平相若。

年內，儘管面對激烈的市場競爭，數碼通的業績仍然保持強勁。核心 5G 月費計劃客戶持續增加，每用戶平均收入 (ARPU) 仍然維持高水平，反映數碼通網絡及客戶服務質素卓越。此外，5G 服務客戶滲透率上升至約 40%，而 5G 服務的 ARPU 已達 4G 服務的兩倍。5G 家居寬頻服務及企業應用方案持續創造佳績。客戶人數穩健增長，加上高水平的 ARPU，彰顯數碼通致力為其客戶提供卓越的服務和網絡。

數碼通將繼續嚴守謹慎的成本管理策略。計及恆常薪酬上升，本財政年度的總經營成本仍較去年減少 2%。嚴格控制成本讓數碼通得以投入更多資源，以進一步改善網絡和客戶體驗，同時亦可投放更多資源於新技術，惠及企業客戶及一般消費者。