

SmarTone announces 2024/25 annual results

数码通公布2024/25年度全年业绩



SmarTone Telecommunications Holdings Limited announced the annual results for the year ended 30 June 2025, reporting a profit attributable to equity holders of HK\$479 million, representing a 2% increase year-on-year.

Throughout the year, SmarTone delivered a resilient performance by maintaining a market-leading position in the premium segment and exercising strong cost discipline amid a challenging business environment. Core service revenue, post-paid ARPU and 5G penetration were broadly stable, while growth engines – notably 5G Home Broadband, which delivered an EBITDA growth at 18% year-on-year, and the revenue from consumer outbound data roaming, which grew 5.5% year-on-year – continued to drive incremental returns. Leveraging Hong Kong's Smart City and Mega Event initiatives as well as the synergies with SHKP, SmarTone's Enterprise Solutions business continued to register solid growth in profit, with EBITDA increasing 24% year-on-year.

Through AI-driven productivity improvements and targeted efficiency programmes, SmarTone reduced operating expenses by 4% and core capex by 10% year-on-year, reinforcing its commitment to financial discipline and sustainable value creation. SmarTone will continue to invest in AI to enhance productivity and elevate customer experience, while strengthening its presence through tailored solutions targeting key growth segments, including new talent and immigrants to Hong Kong.

数码电讯集团有限公司公布截至2025年6月30日止全年业绩，股东应占溢利为4.79亿港元，按年增长2%。

年内，数码通凭借于高端市场维持领导地位及严谨的成本控制措施，在充满挑战的运营环境下表现稳健。核心服务收入、月费计划ARPU及5G服务渗透率大致保持平稳。5G家居宽带服务的EBITDA按年增长18%，加上消费者境外漫游数据业务的收入按年增长5.5%，成为数码通的增长引擎，持续推动回报上升。数码通也充分把握香港发展成为智慧城市及推动盛事经济的机遇，并与新地紧密合作，使企业应用方案业务持续录得稳健的利润增长，EBITDA按年增加24%。

数码通恪守审慎的财务管理守则，致力创造可持续价值，年内通过人工智能提高生产力，也实施了针对性的效率提升计划，经营开支按年减少4%，核心资本支出按年减少10%。数码通将继续投资人工智能，以提升生产力并优化客户体验，同时通过量身定制方案，积极拓展重点增长领域，包括新来港专才及新移民人士。