

## SmarTone announces 2024/25 annual results

## 數碼通公布 2024/25 年度全年業績



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.

**數** 碼通電訊集團有限公司公布截至2025年6月30日止全年業績，股東應佔溢利為4.79億港元，按年增長2%。

年內，數碼通憑藉於高端市場維持領導地位及嚴謹的成本控制措施，在充滿挑戰的營運環境下表現穩健。核心服務收入、月費計劃ARPU及5G服務滲透率大致保持平穩。5G家居寬頻服務的EBITDA按年增長18%，加上消費者境外漫遊數據業務的收入按年增長5.5%，成為數碼通的增長引擎，持續推動回報上升。數碼通亦充分把握香港發展成為智慧城市及推動盛事經濟的機遇，並與新地緊密合作，使企業應用方案業務持續錄得穩健的利潤增長，EBITDA按年增加24%。

數碼通恪守審慎的財務管理守則，致力創造可持續價值，年內透過人工智能提高生產力，亦實施了針對性的效率提升計劃，經營開支按年減少4%，核心資本支出按年減少10%。數碼通將繼續投資人工智能，以提升生產力並優化客戶體驗，同時透過度身訂製方案，積極拓展重點增長領域，包括新來港專才及新移民人士。