

(Stock Code 股份代號: 00336)

2024 Annual Results Presentation

31 March 2025



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- The latest developments of the Company are subject to the official announcement on the HKEX by the Company.

Agenda

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Financial Review

01



RMB: Millions (Except EPS and dividend per share)	2024 FY	2023 FY	Change
Revenue	3,374	3,308	2.0%
Gross Profit	1,441	1,469	-1.9%
Gross Margin	42.7%	44.4%	(1.7) p.p.
Operating (Loss) Profit	(402)	378	N/A
Operating Margin	-11.9%	11.4%	N/A
(Loss) Profit for the Year	(459)	290	N/A
(Loss) Profit attributable the equity holders of the Company	(386)	234	N/A
Basic and diluted (loss) earnings per share* (RMB cents)	(11.94)	7.23	N/A
Final dividend per share (HKD cents)	N/A	0.8	
Special dividend per share (HKD cents)	5.0	4.2	
Non-HKFRS Financial Metrics			
Operating Profit ¹	292	449	(34.9) %
Operating Margin ¹	8.7%	13.6%	(4.9) p.p.
Profit for the Year ²	284	383	(25.9) %

Flavour your Life

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1. Excluding goodwill impairment of RMB630 million (FY2023: RMB56.5 million), intangible assets impairment of RMB14.38million (FY2023: RMB9.85 million), share-based compensation expense of RMB48.55 million(FY2023: RMB4.1 million)

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2. Excluding goodwill impairment of RMB630 million (FY2023: RMB56.5 million), intangible assets impairment of RMB14.38million (FY2023: RMB9.85 million), share-based compensation expense of RMB48.55 million(FY2023: RMB4.1 million) and the impairment of investments in associates and joint ventures of RMB49.12 million (FY2023: 22.29 million)

Operating efficiency and financial condition analysis

	As at 31 December 2024	As at 31 December 2023	Change
Inventory turnover (days)	176	197	(21)
Accounts receivable turnover (days) 81		97	(16)
Accounts payable turnover (days)	47	51	(4)
Current ratio (times) 7.2		6.0	
Quick ratio (times)	6.4	5.3	
Debt ratio*	1.6%	3.6%	(2.0) p.p.
Net cash^ (RMB million) 6,018		5,977	

*Debt ratio=current and non-current borrowings/total equity(non-controlling equity excluded)

*Net Cash=Cash and cash equivalents + Financial Products (Stated in the "Financial assets at fair value through profit or loss/other comprehensive income" under the current assets)-debt

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Business Review

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RMB: Million	2024 FY	2023 FY	Change
Revenue	1,339	1,464	(8.6)%
Operating (Loss) Profit	(300)	406	N/A
Operating Margin	N/A	27.7%	N/A
Non-HKFRS Fin	nancial Metrics		
Operating Profit*	248	415	(40.3) %
Operating Margin*	18.5%	28.4%	(9.9) p.p.

*Excluding the goodwill impairment of the cash generating unit of tobacco flavour of RMB505 million and the share-based compensation expense of RMB43.77 million

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RMB: Million 2024 FY		2023 FY	Change		
Revenue 468		465	0.7%		
Operating (Loss) Profit (82)		90	N/A		
Operating Margin	N/A	19.5%	N/A		
Non-HKFRS Financial Metrics					
Operating Profit*	15	90	(83.6) %		
Operating Margin*	3.2%	19.5%	(16.3) p.p.		

*Excluding the goodwill impairment of RMB97 million the RTL's cash generating unit

Performance

Traditional RTL sales decreased, tobacco new materials sales increased, and the overall sales increased

Highlights

- Factories in Indonesia achieved the goal of supplying innovative tobacco products to clients
- Business development of the tobacco new materials achieved significant success

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RMB: Million	2024 FY	2023 FY	Change	
Revenue	792	625	26.7%	 Performance Analysis Clients completed destoct which resulted in the revel Rebound in demand turne Highlights New factories in Zhaoging
Operating Profit (Loss)	23	(83)	N/A	
Operating Margin	2.9%	N/A	N/A	
Non-HKFRS Fin	ancial Metrics		which improved productsJiangxi Xianghai rated as	
Operating Profit*	66	(27)	N/A	demonstrated the segmendevelopment
Operating Margin*	8.4%	N/A	N/A	

 Performance Analysis ➤ Clients completed destocking and resumed normal purchases which resulted in the revenue growth ➤ Rebound in demand turned the business from losses to profits
 Highlights New factories in Zhaoqing completed and put into production, which improved products 'quality and production capabilities Jiangxi Xianghai rated as State level Green factory and demonstrated the segment's capabilities in sustainable development

*Excluding the goodwill impairment of RMB29.31 million in 2024 and the goodwill impairment of RMB50.92 million in 2023

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Revenue	2024 FY	2023 FY	Change	
Revenue	775	754	+2.7%	 Performance Analysis ➢ Growth in the new products sales volume resulted in the revenue growth
Operating Profit	98	117	(16.4)%	 Increased the marketing expense to cope with the intense competition and thereby squeezed the margins Highlights First tier distributors increased to 905
Operating Margin	12.6%	15.5%	(2.9) p.p.	Improved brand awareness via short dramas and videos

Outlook



Group Strategies



Strengthen R&D innovation to lead development



Empower the Group with AI to make big strides in development



Facilitate the internationalization of business



Lean production to consolidate core capabilities



Boost growth through M&As



Strengthen supply chain management



Develop the incentive scheme to realize double wins



Increase communication with the capital market

Thanks for watching!



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