



2025年第一季度财务业绩

First Quarter 2025 Results



2025年5月
May 2025





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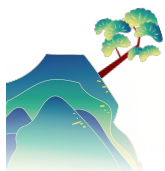
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业务回顾

Performance Overview





业绩亮点

Performance Highlights

翻台率

Table turnover rate

整体平均翻台率

Average

table turnover rate

3.9 次/天
Times/ Day

同店平均翻台率

Same store

table turnover rate

4.0 次/天
Times/ Day

服务顾客人次

Total guest visits



7.8 百万人次
Million guest visits

同比增长
YOY %

+6.8 %

收入

Revenue



197.8 百万美元
US\$ million

同比增长
YOY %

+ 5.4 %

利润

Profit

净利润
Net profit

11.9 百万美元
US\$ million

经营利润率
Income from
operation margin

4.1%

业务回顾

Business Overview

“一手抓员工” Employee Empowerment



「四色卡」+「三张表」业务管理
Operational Excellence

连住利益 锁住管理
Aligned Interests and Disciplined Management

亲情化员工关怀
Family-Style Employee Care



打造“不一样的海底捞”
Creating a Different Haidilao Experience



提升顾客的质价比体验
Enhancing Customer Value Perception



“一手抓顾客” Customer-Centric



业务回顾

Business Overview

聚焦产品创新与品牌营销双线突破

Dual Breakthroughs: Accelerating Product Innovation and Brand Marketing Excellence



一季度上新超过 300+
Refreshed Product Portfolio with 300+
New Products

延展服务场景 提供情绪价值
Multi-Channel Consumer Engagement
Driving Enhanced Customer Experience

合理性价比换取顾客长期认可
Optimizing Price and Quality to Build
Customer Loyalty

业务回顾

Business Overview



「自下而上」持续扩大餐厅网络
Continuing to expand the restaurant network through a 'Bottom-up' strategy



海底捞餐厅数量 # of Haidilao Restaurants	2025/03/31	2024/12/31	2024/03/31
东南亚 Southeast Asia	73	73	72
东亚 East Asia	19	19	18
北美 North America	20	20	19
其他 Others ⁽¹⁾	11	10	10
全部 Total	123	122	119



推进「红石榴」计划
Strategic advancement of the 'Pomegranate Plan'



鼓励孵化和发展更多的餐饮新品牌，推动餐饮服务创新。
Empowering culinary entrepreneurship and accelerating dining innovation.

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财务回顾

Financial Results



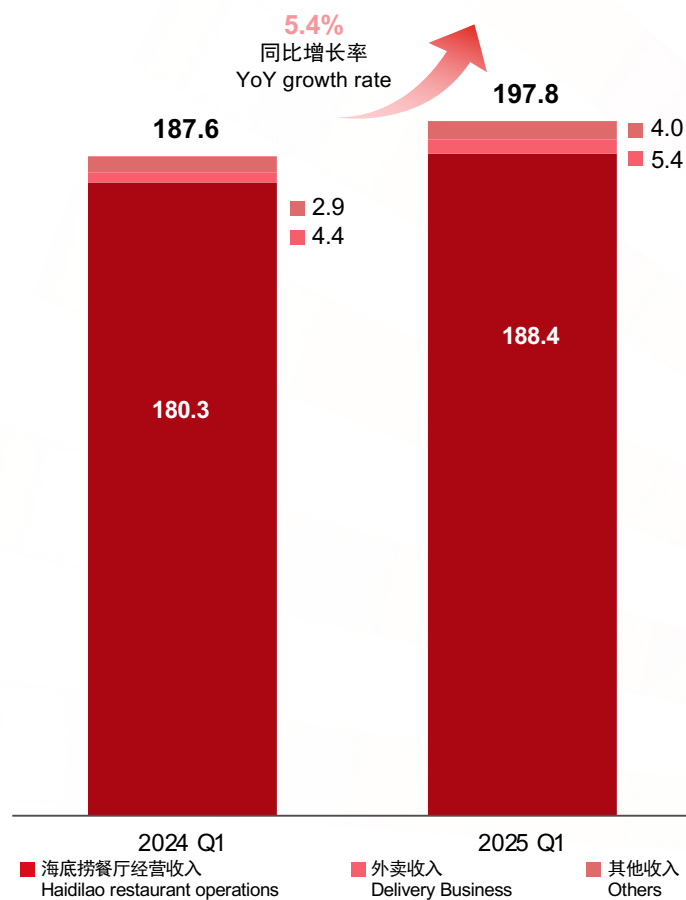
财务回顾

Financial Results

总收入分布

Revenue distribution

百万美元 \$ million



海底捞餐厅经营收入

Haidilao restaurant operations

188.4 百万美元
US\$ million

VS 2024

+4.5%

外卖收入

Delivery Business

4.0 百万美元
US\$ million

VS 2024

+37.9%

其他收入

Others

5.4 百万美元
US\$ million

VS 2024

+22.7%



财务回顾

Financial Results

原材料及易耗品成本

Raw materials and consumables used

百万美元
\$ Million

33.5% 34.0%

62.8

67.2

2024Q1

2025Q1

原材料及易耗品成本 Raw Material and Consumable used
占总收入比 % of Revenue

员工成本

Staff costs

百万美元
\$ Million

33.9% 35.3%

63.6

69.8

2024Q1

2025Q1

员工成本 Staff costs
占总收入比 % of Revenue

租金及相关开支

Rentals and related expenses

百万美元
\$ Million

2.3% 2.8%

4.4

5.6

2024Q1

2025Q1

租金及相关开支 Rentals and related expenses
占总收入比 % of Revenue

水电开支

Utility costs

百万美元
\$ Million

3.7% 3.5%

6.9

7.0

2024Q1

2025Q1

水电开支 Utilities expenses
占总收入比 % of Revenue

折旧及摊销

Depreciation and amortization

百万美元
\$ Million

10.9% 10.1%

20.5

19.9

2024Q1

2025Q1

折旧及摊销 Depreciation and amortization
占总收入比 % of Revenue

其他运营相关费用⁽¹⁾

Other expenses related to the operations ⁽¹⁾

百万美元
\$ Million

9.0% 10.7%

16.9

21.1

2024Q1

2025Q1

其他运营相关费用 Other expenses related to the operations
占总收入比 % of Revenue

注：(1) 包含差旅及通讯开支，及其他开支

Notes: (1) Including Travelling and communication expenses, and other expenses



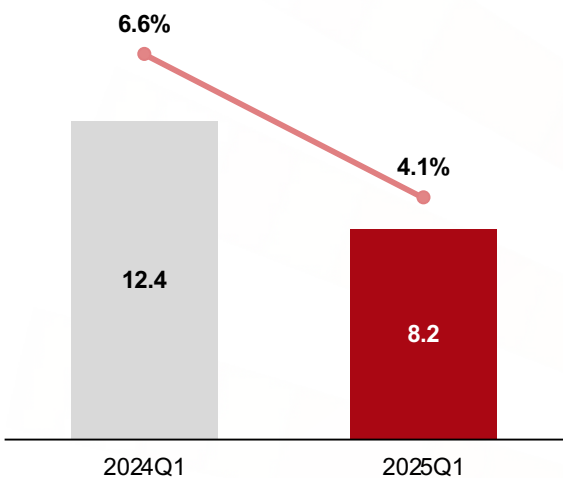
财务回顾

Financial Results

经营利润及经营利润率

Income from operation and income from operation margin

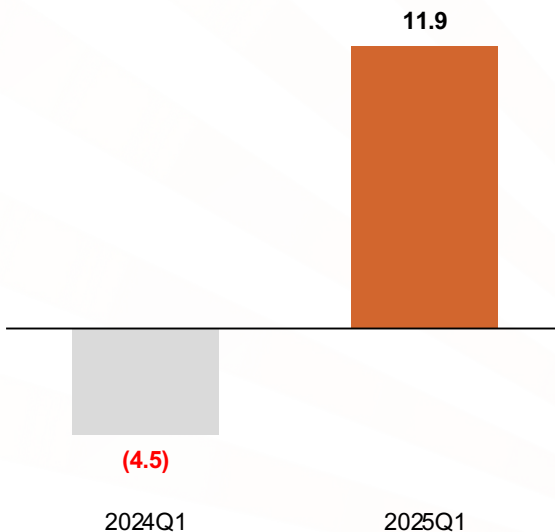
百万美元 \$ Million



■ 经营利润 Income from operation
—●— 经营利润率 Income from operation Margin

净利润(亏损) Net profit (loss)

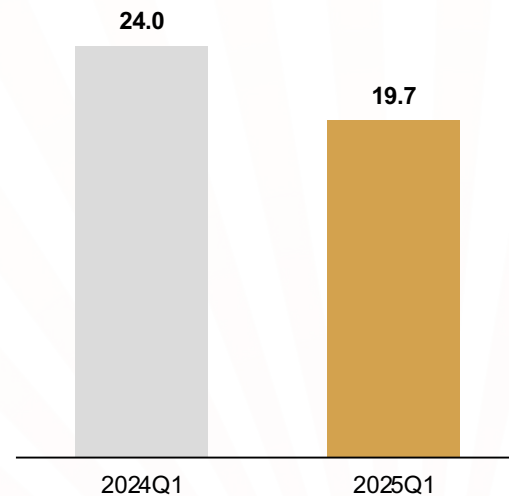
百万美元 \$ Million



■ 净利润(亏损) Net profit (loss)

经营性现金流 Operating cashflow

百万美元 \$ Million



■ 经营性现金流 Operating cashflow



餐厅关键表现指标

Key performance indicators

总客流量

Total guest visits

百万人次
Million visits



翻台率

Average table turnover rate

次/天
Times/ Day



人均消费

Average spending per guest

美元
US\$



单个餐厅日均收入

Average daily revenue per restaurant

千美元
US\$ '000





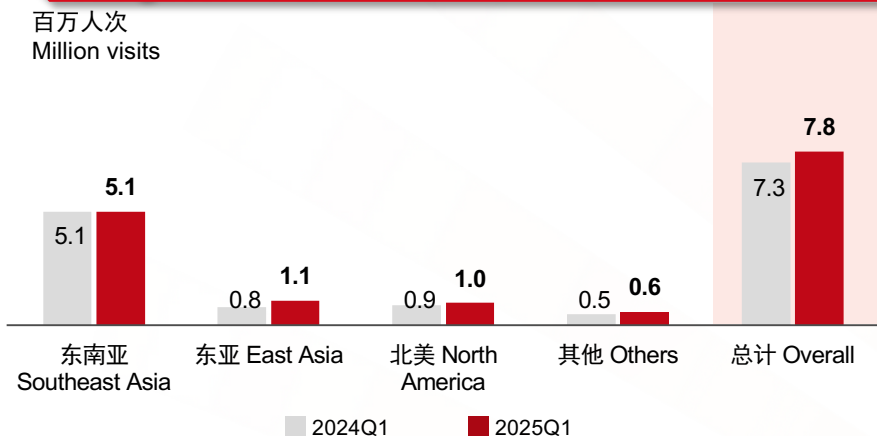
分区域餐厅关键表现指标

Key performance indicators by region

总客流量

Total guest visits

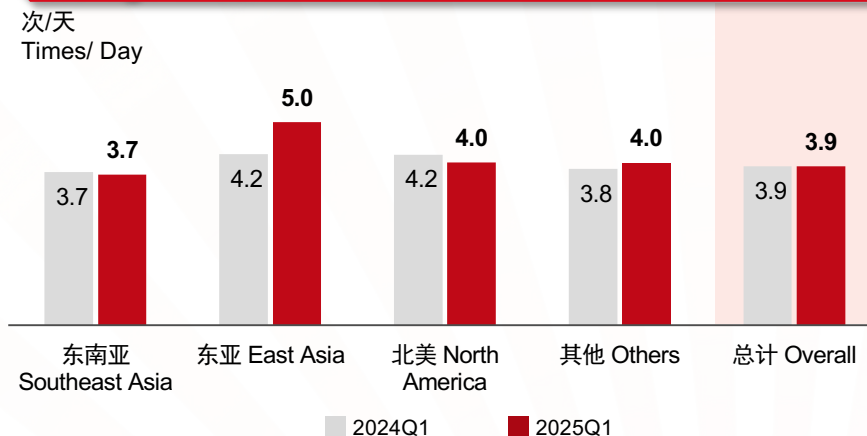
百万人次
Million visits



翻台率

Average table turnover rate

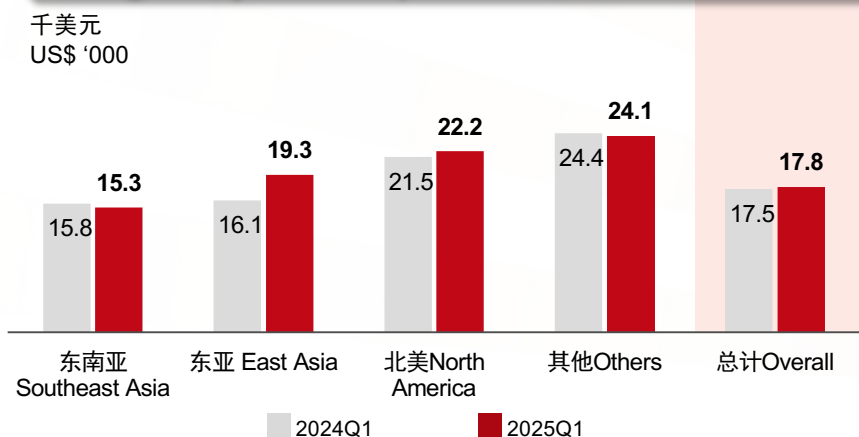
次/天
Times/ Day



单个餐厅日均收入

Average daily revenue per restaurant

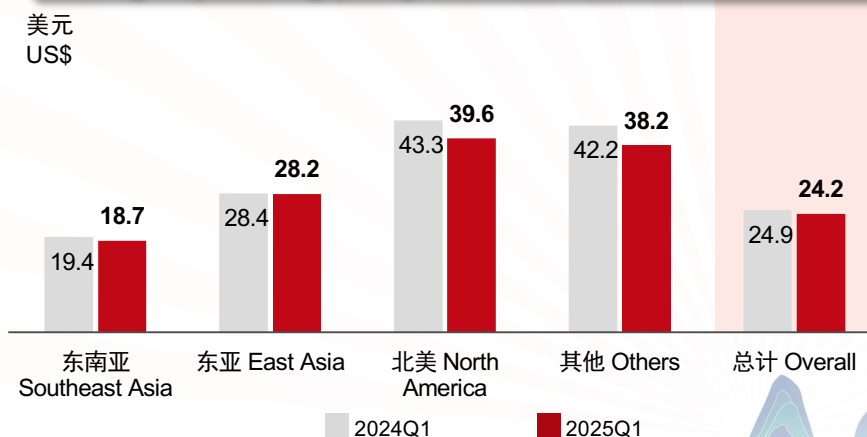
千美元
US\$ '000



人均消费

Average spending per guest

美元
US\$





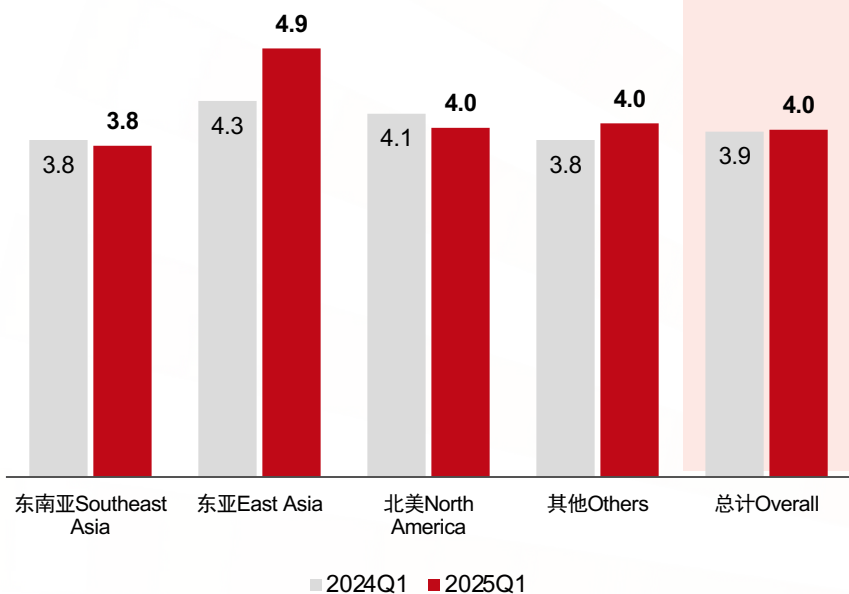
同店表现

Same Store Performance

同店翻台率

Same store table turnover rate

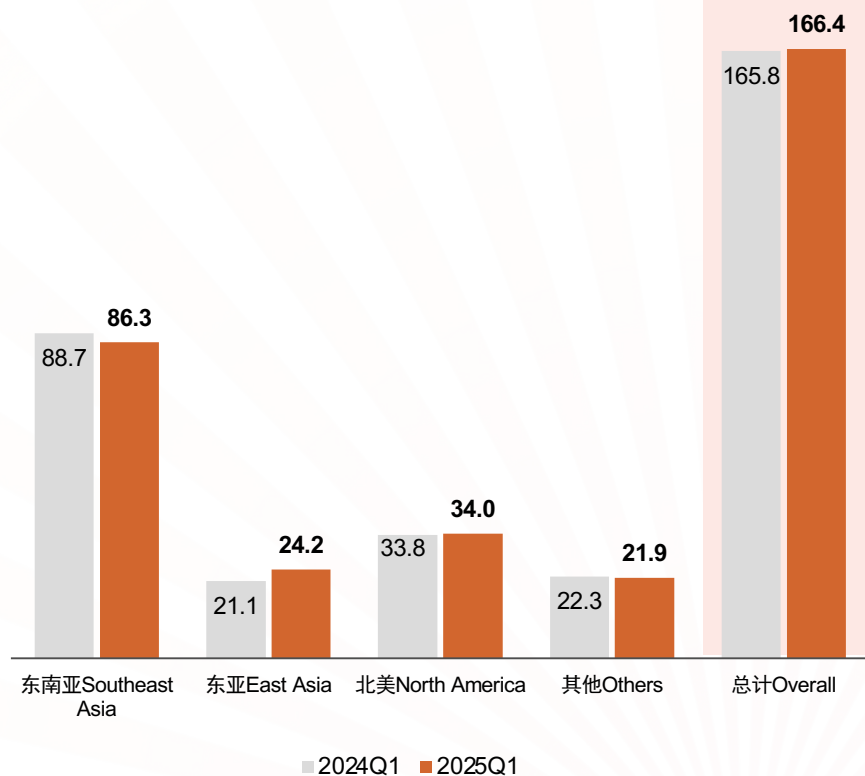
次/天
Times/Day



同店销售

Same store sales

百万美元
\$ million





感谢聆听
Thanks for listening

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