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(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)
Stock Codes: 3690 (HKD counter) and 83690 (RMB counter)

ANNOUNCEMENT OF THE RESULTS FOR THE YEAR ENDED DECEMBER 31, 2024

The Board of Directors (the “**Board**”) of Meituan 美团 (the “**Company**”) is pleased to announce the audited consolidated results of the Company for the year ended December 31, 2024. These results have been audited by the Auditor in accordance with International Standards on Auditing, and have also been reviewed by the Audit Committee.

In this announcement, “we”, “us”, or “our” refers to the Company.

HIGHLIGHTS

Financial Summary

	Unaudited Three Months Ended				Year-over- year change
	December 31, 2024		December 31, 2023		
	Amount	As a	Amount	As a	
		percentage		percentage	
		of revenues		of revenues	
(RMB in thousands, except for percentages)					
Revenues	88,487,296	100.0%	73,695,951	100.0%	20.1%
Operating profit	6,693,499	7.6%	1,758,134	2.4%	280.7%
Profit for the period	6,222,051	7.0%	2,216,987	3.0%	180.7%
Non-IFRS Accounting Standards					
measures ¹ :					
Adjusted EBITDA	11,522,592	13.0%	3,744,406	5.1%	207.7%
Adjusted net profit	9,848,538	11.1%	4,374,712	5.9%	125.1%

¹ See the section entitled “Reconciliation of Non-IFRS Accounting Standards Measures to the Nearest IFRS Accounting Standards Measures” for more information about the non-IFRS Accounting Standards measures.

	Year Ended				Year-over-year change
	December 31, 2024		December 31, 2023		
	Amount	As a percentage of revenues	Amount	As a percentage of revenues	
	<i>(RMB in thousands, except for percentages)</i>				
Revenues	337,591,576	100.0%	276,744,954	100.0%	22.0%
Operating profit	36,844,956	10.9%	13,415,387	4.8%	174.6%
Profit for the year	35,808,322	10.6%	13,857,331	5.0%	158.4%
Non-IFRS Accounting Standards measures:					
Adjusted EBITDA	49,119,400	14.5%	23,878,018	8.6%	105.7%
Adjusted net profit	43,772,449	13.0%	23,253,418	8.4%	88.2%

Financial Information by Segment

	Unaudited Three Months Ended December 31, 2024			
	Core local commerce	New initiatives	Unallocated items ²	Total
	(RMB in thousands)			
Revenues:				
Delivery services	26,194,820	–	–	26,194,820
Commission	24,066,077	902,420	–	24,968,497
Online marketing services	12,842,276	108,230	–	12,950,506
Other services and sales (including interest revenue)	2,463,659	21,909,814	–	24,373,473
Total revenues	65,566,832	22,920,464	–	88,487,296
Cost of revenues, operating expenses and unallocated items	(52,666,505)	(25,096,478)	(4,030,814)	(81,793,797)
Operating profit/(loss)	12,900,327	(2,176,014)	(4,030,814)	6,693,499

	Unaudited Three Months Ended December 31, 2023			
	Core local commerce	New initiatives	Unallocated items	Total
	(RMB in thousands)			
Revenues:				
Delivery services	21,927,023	–	–	21,927,023
Commission	19,426,729	569,576	–	19,996,305
Online marketing services	10,907,096	76,905	–	10,984,001
Other services and sales (including interest revenue)	2,869,794	17,918,828	–	20,788,622
Total revenues	55,130,642	18,565,309	–	73,695,951
Cost of revenues, operating expenses and unallocated items	(47,111,217)	(23,398,001)	(1,428,599)	(71,937,817)
Operating profit/(loss)	8,019,425	(4,832,692)	(1,428,599)	1,758,134

² Unallocated items mainly include (i) share-based compensation expenses, (ii) amortisation of intangible assets resulting from acquisitions, (iii) fair value changes of other financial investments at fair value through profit or loss, (iv) certain items in other gains/(losses), net, and (v) certain corporate administrative expenses and other items. They are not allocated to individual segments.

	Year-over-year change			Total
	Core local commerce	New initiatives	Unallocated items	
	(Percentages %)			
Revenues:				
Delivery services	19.5	NA	NA	19.5
Commission	23.9	58.4	NA	24.9
Online marketing services	17.7	40.7	NA	17.9
Other services and sales (including interest revenue)	(14.2)	22.3	NA	17.2
Total revenues	18.9	23.5	NA	20.1
Cost of revenues, operating expenses and unallocated items	11.8	7.3	182.2	13.7
Operating profit/(loss)	60.9	(55.0)	182.2	280.7

	Year Ended December 31, 2024			
	Core local commerce	New initiatives	Unallocated items	Total
	(RMB in thousands)			
Revenues:				
Delivery services	98,065,260	–	–	98,065,260
Commission	92,288,620	3,052,336	–	95,340,956
Online marketing services	48,836,066	404,326	–	49,240,392
Other services and sales (including interest revenue)	11,057,550	83,887,418	–	94,944,968
Total revenues	250,247,496	87,344,080	–	337,591,576
Cost of revenues, operating expenses and unallocated items	(197,832,334)	(94,617,394)	(8,296,892)	(300,746,620)
Operating profit/(loss)	52,415,162	(7,273,314)	(8,296,892)	36,844,956

	Year Ended December 31, 2023			
	Core local commerce	New initiatives	Unallocated items	Total
	<i>(RMB in thousands)</i>			
Revenues:				
Delivery services	82,190,980	–	–	82,190,980
Commission	74,630,737	2,057,806	–	76,688,543
Online marketing services	40,266,890	246,326	–	40,513,216
Other services and sales (including interest revenue)	9,818,325	67,533,890	–	77,352,215
Total revenues	206,906,932	69,838,022	–	276,744,954
Cost of revenues, operating expenses and unallocated items	(168,208,085)	(90,004,506)	(5,116,976)	(263,329,567)
Operating profit/(loss)	<u>38,698,847</u>	<u>(20,166,484)</u>	<u>(5,116,976)</u>	<u>13,415,387</u>
	Year-over-year change			
	Core local commerce	New initiatives	Unallocated items	Total
	<i>(Percentages %)</i>			
Revenues:				
Delivery services	19.3	NA	NA	19.3
Commission	23.7	48.3	NA	24.3
Online marketing services	21.3	64.1	NA	21.5
Other services and sales (including interest revenue)	12.6	24.2	NA	22.7
Total revenues	20.9	25.1	NA	22.0
Cost of revenues, operating expenses and unallocated items	17.6	5.1	62.1	14.2
Operating profit/(loss)	35.4	(63.9)	62.1	174.6

BUSINESS REVIEW AND OUTLOOK

Company Financial Highlights

For the full year of 2024, our revenues increased by 22.0% to RMB337.6 billion from RMB276.7 billion in 2023. Our total segment operating profit increased by 143.6% from RMB18.5 billion in 2023 to RMB45.1 billion in 2024, and the total segment operating margin increased from 6.7% to 13.4%, on a year-over-year basis. Our Core local commerce segment achieved an operating profit of RMB52.4 billion in 2024, which increased by 35.4% from RMB38.7 billion in 2023. Meanwhile, the operating loss for our New initiatives segment narrowed to RMB7.3 billion in 2024 from RMB20.2 billion in 2023. Our profit for the year was RMB35.8 billion in 2024, representing a 158.4% year-on-year growth. Our adjusted EBITDA and adjusted net profit increased to RMB49.1 billion and RMB43.8 billion in 2024, respectively. We also achieved an operating cash inflow of RMB57.1 billion in 2024. We held cash and cash equivalents of RMB70.8 billion and short-term treasury investments of RMB97.4 billion as of December 31, 2024.

Company Business Highlights

Core local commerce

For the full year of 2024, revenue for the Core local commerce segment increased by 20.9% year over year to RMB250.2 billion, thanks to further online penetration and strong consumer demand. Operating profit increased by 35.4% year over year to RMB52.4 billion, and operating margin improved to 20.9%, up from 18.7% in 2023, thanks to the high-quality growth and efficiency improvement across all businesses.

For the fourth quarter of 2024, revenue for the Core local commerce segment increased by 18.9% year over year to RMB65.6 billion. Operating profit increased by 60.9% year over year to RMB12.9 billion, with operating margin improving year over year to 19.7%.

In 2024, on-demand delivery business experienced steady growth. Nowadays, food delivery has become an important growth driver for the catering industry, and on-demand retail has become an indispensable component of the retail industry. We have adapted to the evolving consumption trends and fortified the “value-for-money” mindshare of our consumers, thereby cultivating a more efficient and inclusive ecosystem. We delved into supply chain innovations and refined our operations to address the diverse demand from consumers. Our new supply models brought new growth opportunities for merchants, enabling them to weather external challenges. Through Pin Hao Fan (“拼好飯”), a large number of restaurant merchants managed to boost their sales and attracted new customers. In the meantime, consumers were presented with more affordable food delivery options. We further expanded the supply, enhanced food safety control, and enhanced the user experience of Pin Hao Fan, which incentivized consumer demand under more scenarios and lifted consumer purchase frequency. The Branded Satellite Store (“品牌衛星店”) served as a cost-efficient expansion avenue for branded restaurants. By leveraging merchants’ branding assets and adopting a more favorable cost structure, these Branded Satellite Stores offer consumers high-quality options at more affordable prices compared to in-store dining. We also enhanced our product assortment for Shen Qiang Shou (“神搶手”), better catering to consumer demand for quality products. Moreover, Meituan InstaMart (“美团閃電倉”) experienced remarkable growth throughout 2024, especially in lower-tier markets. It has emerged as an important new growth channel for a wide array of retailers. Many large traditional retailers actively embraced the Meituan InstaMart model. It complements traditional offline retail supply and enhances the convenience of on-demand retail, which further stimulates consumer demand. On-demand retail has now firmly

established itself as a new lifestyle, characterized by a high level of certainty. We also continued to improve our services across different on-demand delivery categories. For example, consumers can enjoy one-stop services covering home testing, online diagnosis, medical insurance payment and on-demand delivery when purchasing medicines on our platform.

As our on-demand delivery business grows, we remain steadfast in our commitment to cultivating a sustainable ecosystem. On the merchant front, we streamlined our promotional schemes, standardized marketing activities, enhanced food safety management and improved the governance over malicious negative reviews. We also launched a RMB1 billion merchant support program in the fourth quarter. By offering cash support and platform subsidies, we aim to help merchants improve their service quality, optimize efficiency, and explore innovations. Regarding couriers, enhancing their rights and benefits and improving their work experience are our top priorities. Under the guidance of government authorities, we have accumulatively provided RMB1.4 billion in occupational injury insurance for all the couriers in seven pilot provinces and cities since July 2022. Moreover, we implemented a series of courier-friendly measures. These include the introduction of anti-fatigue features in our system and providing special caring and accommodations for deaf and hearing-impaired couriers. Additionally, we have provided support to the family members of numerous couriers who are facing major illnesses or are in need of educational aid. Looking ahead, we will continue to invest in the ecosystem to drive the sustainable development of the industry. Specifically, through in-depth research and under the guidance of relevant authorities, we have come up with a pilot plan for couriers' social security. We expect to start rolling it out in some cities in the second quarter of 2025.

In 2024, our in-store business posted stellar growth. The order volume soared by over 65%, and both annual Transacting Users and annual Active Merchants reached new highs. Following our organizational restructuring, we have integrated resources across different business lines. This integration has enabled us to provide merchants with an augmented business infrastructure and traffic support. By leveraging Special Deals (“特價團購”), live-streaming events, and theme-based campaigns, we were able to offer merchants more customized, diversified, and efficient marketing tools. In addition, we provided merchants with a suite of digital tools and services. These offerings are designed to enhance operations and help them accumulate digital assets. Moreover, our upgraded Shen Hui Yuan (“神會員”) membership program has effectively directed high-quality food delivery user traffic to in-store merchants. As a result, marketing efficiency of the participating merchants has been improved, and their transaction volumes have increased notably. Our strengthened supply-side advantages have consistently enhanced consumer mindshare. During 2024, we actively capitalized on consumer demand in leisure and entertainment services at more affordable prices. Leveraging our extensive offerings, strong brand awareness and high-quality services, we continuously expanded into new categories and effectively stimulated consumption. To capture the emerging trend of the county economy, we accelerated our penetration into lower-tier markets. We streamlined the merchant onboarding process for small and medium-sized merchants and facilitated their online operations through our easier-to-use operating toolkits. Furthermore, through our tailored Special Deals sessions, we enhanced our offerings in group-buy deals and packaged products. These strategies have driven notable growth for our in-store businesses in the lower-tier markets.

In the hotel and travel business, during 2024, we witnessed strong consumer demand with evolving travel preferences. Thanks to our early establishment in lower-tier markets and low-star hotels, we further strengthened our collaborations with industry partners and enhanced our product diversity and price attractiveness. Additionally, leveraging our platform capabilities, we effectively realized cross-sells. We also integrated our resources with other categories to improve our Hotel+X packaged deals. These packaged deals were designed to more comprehensively address all aspects of consumers' travel-related needs, encompassing transportation, dining, and entertainment. In the low-star hotel domain, we leveraged Shen Hui Yuan (“神會員”) and other programs to accurately direct user traffic to the hotel merchants. We also provided merchants with comprehensive online tools and room renovation solutions. As for high-star hotels, we deepened our collaborations with hotel groups through joint membership and joint marketing programs. Notably, several leading hotel brands have actively engaged with us in Shen Hui Yuan.

New initiatives

In 2024, revenues from the New initiatives segment increased by 25.1% year over year to RMB87.3 billion. Operating loss narrowed to RMB7.3 billion, while operating margin improved to negative 8.3%, primarily attributable to improvement in operational efficiency across all businesses in this segment.

For the fourth quarter of 2024, revenues from the New initiatives segment increased by 23.5% year over year to RMB22.9 billion. Operating loss for the segment narrowed by 55.0% year over year to RMB2.2 billion. Operating margin improved year over year to negative 9.5%.

In 2024, we continued to refine our operations in grocery retail as well as software and hardware services, thereby achieving a substantial enhancement in operational efficiency. We solidified our market position across the majority of our new initiatives, such as B2B food distribution services, bike sharing, e-moped sharing, restaurant SaaS, and power bank services. These initiatives further strengthened our ecosystem, enhanced both consumer and merchant engagement, and are expected to unlock greater financial value in the future. In addition, we accelerated our exploration of overseas markets. After launching in Riyadh last October, we further expanded Keeta to all the major cities in Saudi Arabia, with user base and order volume growing rapidly. In the long run, we will continue to deliver high-quality products and services to consumers and merchants in more regions globally, and help more people eat better, live better.

Company Outlook and Strategy for 2025

2024 represented an important year for Meituan in adapting to the evolving consumption trends and propelling industry transformation. Looking ahead, we remain committed to advancing the digital transformation of the industry, empowering merchant operations, and unleashing consumer demand. As we continue to execute the “Retail + Technology” corporate strategy, we will expand our investments in cutting-edge technologies and the relevant applications, such as AI, unmanned aerial delivery, and autonomous delivery vehicles. In the long run, we are convinced that technology will continue to transform the retail industry. As the industry leader, we are also dedicated to fulfilling our social responsibilities by creating employment opportunities, improving courier welfare, and promoting the sustainable development of the local service ecosystem. Our objective is not merely to drive industry growth and technological innovations but also to make contributions to society at large.

MANAGEMENT DISCUSSION AND ANALYSIS

The Fourth Quarter of 2024 Compared to the Fourth Quarter of 2023

The following table sets forth the comparative figures for the fourth quarter of 2024 and 2023:

	Unaudited Three Months Ended	
	December 31, 2024	December 31, 2023
	<i>(RMB in thousands)</i>	
Revenues	88,487,296	73,695,951
Including: Interest revenue	394,119	438,293
Cost of revenues	(55,043,149)	(48,702,612)
Gross profit	33,444,147	24,993,339
Selling and marketing expenses	(17,301,322)	(16,725,310)
Research and development expenses	(5,420,285)	(5,425,285)
General and administrative expenses	(2,938,189)	(2,700,281)
Net provisions for impairment losses on financial and contract assets	(170,390)	(408,417)
Fair value changes of other financial investments at fair value through profit or loss	12,835	(61,652)
Other (losses)/gains, net	(933,297)	2,085,740
Operating profit	6,693,499	1,758,134
Finance income	354,470	216,153
Finance costs	(468,151)	(366,725)
Share of profits of investments accounted for using the equity method	316,482	705,484
Profit before income tax	6,896,300	2,313,046
Income tax expenses	(674,249)	(96,059)
Profit for the period	6,222,051	2,216,987
Non-IFRS Accounting Standards measures:		
Adjusted EBITDA	11,522,592	3,744,406
Adjusted net profit	9,848,538	4,374,712

Revenues

Our revenues increased by 20.1% to RMB88.5 billion for the fourth quarter of 2024 from RMB73.7 billion for the same period of 2023. We achieved revenue growth in both reportable segments.

The following table sets forth our revenues by segment and type for the fourth quarter of 2024 and 2023:

	Unaudited Three Months Ended December 31, 2024		
	Core local commerce	New initiatives	Total
	<i>(RMB in thousands)</i>		
Revenues			
Delivery services	26,194,820	–	26,194,820
Commission	24,066,077	902,420	24,968,497
Online marketing services	12,842,276	108,230	12,950,506
Other services and sales (including interest revenue)	2,463,659	21,909,814	24,373,473
Total	65,566,832	22,920,464	88,487,296
	Unaudited Three Months Ended December 31, 2023		
	Core local commerce	New initiatives	Total
	<i>(RMB in thousands)</i>		
Revenues			
Delivery services	21,927,023	–	21,927,023
Commission	19,426,729	569,576	19,996,305
Online marketing services	10,907,096	76,905	10,984,001
Other services and sales (including interest revenue)	2,869,794	17,918,828	20,788,622
Total	55,130,642	18,565,309	73,695,951

Our revenues from the Core local commerce segment increased by 18.9% to RMB65.6 billion for the fourth quarter of 2024 from RMB55.1 billion for the same period of 2023. The revenue growth in delivery services was mainly due to the increased Number of On-demand Delivery transactions and the decreased incentives deducted from revenues. The revenue growth in commission was mainly driven by the increased GTV. The revenue growth in online marketing services was mainly attributable to the increased number of and the average revenue from online marketing Active Merchants.

Our revenues from the New initiatives segment increased by 23.5% to RMB22.9 billion for the fourth quarter of 2024 from RMB18.6 billion for the same period of 2023, which was primarily attributable to the revenue growth in our grocery retail businesses and the development of our overseas businesses.

Costs and Expenses

The following table sets forth a breakdown of our costs and expenses by function for the periods indicated:

Unaudited Three Months Ended			
December 31, 2024		December 31, 2023	
As a percentage of revenues		As a percentage of revenues	
Amount	Amount	Amount	Amount
<i>(RMB in thousands, except for percentages)</i>			

Costs and Expenses:

Cost of revenues	55,043,149	62.2%	48,702,612	66.1%
Selling and marketing expenses	17,301,322	19.6%	16,725,310	22.7%
Research and development expenses	5,420,285	6.1%	5,425,285	7.4%
General and administrative expenses	2,938,189	3.3%	2,700,281	3.7%

Cost of Revenues

Our cost of revenues increased by 13.0% to RMB55.0 billion for the fourth quarter of 2024 from RMB48.7 billion for the same period of 2023, and decreased by 3.9 percentage points to 62.2% from 66.1% as a percentage of revenues on a year-over-year basis. The increase in amount was primarily driven by the increase in cost of revenues of our on-demand delivery business and grocery retail businesses. The decrease in cost of revenues as a percentage of revenues on a year-over-year basis was mainly due to the improved gross margin of our grocery retail businesses and our efforts in improving operating leverage.

Selling and Marketing Expenses

Our selling and marketing expenses was RMB17.3 billion for the fourth quarter of 2024, remaining stable on a year-over-year basis. The percentage of revenues decreased by 3.1 percentage points to 19.6% for the fourth quarter of 2024 from 22.7% for the fourth quarter of 2023 on a year-over-year basis, mainly due to the improved marketing efficiency and the improved operating leverage.

Research and Development Expenses

Our research and development expenses was RMB5.4 billion for the fourth quarter of 2024, remaining stable on a year-over-year basis. The percentage of revenues decreased by 1.3 percentage points to 6.1% for the fourth quarter of 2024 from 7.4% for the fourth quarter of 2023 on a year-over-year basis, primarily due to the improved operating leverage.

General and Administrative Expenses

Our general and administrative expenses increased by 8.8% to RMB2.9 billion for the fourth quarter of 2024 from RMB2.7 billion for the same period of 2023, which was primarily driven by the increased tax surcharge expenses as a result of growth in business scale and the increased employee benefits expenses. The percentage of revenues was 3.3% for the fourth quarter of 2024, remaining stable on a year-over-year basis.

Net Provisions for Impairment Losses on Financial and Contract Assets

Our net provisions for impairment losses on financial and contract assets decreased to RMB170.4 million for the fourth quarter of 2024 from RMB408.4 million for the same period of 2023, which reflected the changes in expected credit losses for financial assets.

Fair Value Changes of Other Financial Investments at Fair Value Through Profit or Loss

Our fair value changes of other financial investments at fair value through profit or loss changed to a gain of RMB12.8 million for the fourth quarter of 2024 from a loss of RMB61.7 million for the same period of 2023, which was driven by the fluctuation in the fair value of our investment portfolios.

Other (Losses)/Gains, Net

Our other (losses)/gains, net changed to a loss of RMB933.3 million for the fourth quarter of 2024 from a gain of RMB2.1 billion for the same period of 2023, which was primarily due to the fluctuation in unrealised foreign exchange gains/(losses) from intercompany balances, and the decreases in both tax preference and fair value changes and gains from treasury investments.

Operating Profit

As a result of the foregoing, our operating profit and operating margin for the fourth quarter of 2024 were RMB6.7 billion and 7.6% respectively, compared to operating profit of RMB1.8 billion and operating margin of 2.4% for the same period of 2023.

Operating profit/(loss) and operating margin by segment are set forth in the table below:

	Unaudited Three Months Ended			
	December 31, 2024		December 31, 2023	
	As a		As a	
	Amount	percentage of revenues	Amount	percentage of revenues
	<i>(RMB in thousands, except for percentages)</i>			
Core local commerce	12,900,327	19.7%	8,019,425	14.5%
New initiatives	(2,176,014)	(9.5%)	(4,832,692)	(26.0%)
Unallocated items	(4,030,814)	NA	(1,428,599)	NA
Including: Share-based compensation expenses	(1,772,332)	NA	(1,857,422)	NA
Total operating profit	6,693,499	7.6%	1,758,134	2.4%

Our operating profit from the Core local commerce segment increased to RMB12.9 billion for the fourth quarter of 2024 from RMB8.0 billion for the same period of 2023, and the operating margin increased by 5.2 percentage points to 19.7% from 14.5% on a year-over-year basis. The increase in operating profit was mainly attributable to revenue growth and improved operating margin. The increase in operating margin was mainly due to the improved gross profit margin, lower Transacting User incentives as a percentage of revenues, and the improved operating efficiency.

Our operating loss from the New initiatives segment narrowed to RMB2.2 billion for the fourth quarter of 2024 from RMB4.8 billion for the same period of 2023, and the operating margin for this segment improved by 16.5 percentage points to negative 9.5% from negative 26.0% on a year-over-year basis. The improvements in both operating loss and operating margin were primarily attributable to our efforts in improving operating efficiency in our grocery retail businesses.

Our operating loss from the unallocated items increased to RMB4.0 billion for the fourth quarter of 2024 from RMB1.4 billion for the same period of 2023, which was primarily due to the fluctuation in unrealised foreign exchange gains/(losses) from intercompany balances, and the decreases in both tax preference and fair value changes and gains from treasury investments.

Share of Profits of Investments Accounted for Using the Equity Method

Our share of profits of investments accounted for using the equity method decreased to RMB316.5 million for the fourth quarter of 2024 from RMB705.5 million for the same period of 2023, as a result of the fluctuation in financial results of our investees.

Income Tax Expenses

Our income tax expenses increased to RMB674.2 million for the fourth quarter of 2024 from RMB96.1 million for the same period of 2023, which was primarily attributable to both the profit growth and a higher provision for withholding taxes from some of our entities.

Profit for the Period

As a result of the foregoing, we recorded a profit of RMB6.2 billion for the fourth quarter of 2024, compared to a profit of RMB2.2 billion for the same period of 2023.

The Fourth Quarter of 2024 Compared to the Third Quarter of 2024

The following table sets forth the comparative figures for the fourth quarter of 2024 and the third quarter of 2024:

	Unaudited Three Months Ended	
	December 31, 2024	September 30, 2024
	<i>(RMB in thousands)</i>	
Revenues	88,487,296	93,577,319
Including: Interest revenue	394,119	475,106
Cost of revenues	(55,043,149)	(56,823,456)
Gross profit	33,444,147	36,753,863
Selling and marketing expenses	(17,301,322)	(17,953,163)
Research and development expenses	(5,420,285)	(5,293,483)
General and administrative expenses	(2,938,189)	(2,797,760)
Net provisions for impairment losses on financial and contract assets	(170,390)	(275,298)
Fair value changes of other financial investments at fair value through profit or loss	12,835	765,239
Other (losses)/gains, net	(933,297)	2,485,778
Operating profit	6,693,499	13,685,176
Finance income	354,470	313,088
Finance costs	(468,151)	(261,651)
Share of profits of investments accounted for using the equity method	316,482	213,821
Profit before income tax	6,896,300	13,950,434
Income tax expenses	(674,249)	(1,085,480)
Profit for the period	6,222,051	12,864,954
Non-IFRS Accounting Standards measures:		
Adjusted EBITDA	11,522,592	14,529,197
Adjusted net profit	9,848,538	12,829,261

Revenues

Our revenues decreased by 5.4% to RMB88.5 billion for the fourth quarter of 2024 from RMB93.6 billion for the third quarter of 2024. The decrease was primarily due to seasonality.

The following table sets forth our revenues by segment and type for the fourth quarter of 2024 and the third quarter of 2024:

	Unaudited Three Months Ended December 31, 2024		
	Core local commerce	New initiatives	Total
	<i>(RMB in thousands)</i>		
Revenues			
Delivery services	26,194,820	–	26,194,820
Commission	24,066,077	902,420	24,968,497
Online marketing services	12,842,276	108,230	12,950,506
Other services and sales (including interest revenue)	2,463,659	21,909,814	24,373,473
Total	65,566,832	22,920,464	88,487,296
	Unaudited Three Months Ended September 30, 2024		
	Core local commerce	New initiatives	Total
	<i>(RMB in thousands)</i>		
Revenues			
Delivery services	27,784,111	–	27,784,111
Commission	26,080,135	809,773	26,889,908
Online marketing services	13,423,641	115,499	13,539,140
Other services and sales (including interest revenue)	2,085,212	23,278,948	25,364,160
Total	69,373,099	24,204,220	93,577,319

Our revenues from the Core local commerce segment decreased by 5.5% to RMB65.6 billion for the fourth quarter of 2024 from RMB69.4 billion for the third quarter of 2024. The revenue decrease was primarily due to the decreased number of transactions and reduced marketing spending by merchants which resulted from seasonality.

Our revenues from the New initiatives segment decreased by 5.3% to RMB22.9 billion for the fourth quarter of 2024 from RMB24.2 billion for the third quarter of 2024, mainly due to the seasonality of our certain new initiatives.

Costs and Expenses

The following table sets forth a breakdown of our costs and expenses by function for the periods indicated:

	Unaudited Three Months Ended			
	December 31, 2024		September 30, 2024	
	As a		As a	
	Amount	percentage of revenues	Amount	percentage of revenues
<i>(RMB in thousands, except for percentages)</i>				
Costs and Expenses:				
Cost of revenues	55,043,149	62.2%	56,823,456	60.7%
Selling and marketing expenses	17,301,322	19.6%	17,953,163	19.2%
Research and development expenses	5,420,285	6.1%	5,293,483	5.7%
General and administrative expenses	2,938,189	3.3%	2,797,760	3.0%

Cost of Revenues

Our cost of revenues decreased by 3.1% to RMB55.0 billion for the fourth quarter of 2024 from RMB56.8 billion for the third quarter of 2024, and increased by 1.5 percentage points to 62.2% from 60.7% as a percentage of revenues. The decrease in amount was primarily due to the decreased Number of On-demand Delivery transactions resulting from seasonality. The increase in cost of revenues as a percentage of revenues was mainly due to the increased seasonal couriers incentives, the increased costs related to overseas businesses and the seasonality of our certain new initiatives.

Selling and Marketing Expenses

Our selling and marketing expenses was RMB17.3 billion for the fourth quarter of 2024, and the percentage of revenues was 19.6%, both of which remained stable on a quarter-over-quarter basis.

Research and Development Expenses

Our research and development expenses was RMB5.4 billion for the fourth quarter of 2024, remaining stable on a quarter-over-quarter basis. The percentage of revenues increased by 0.4 percentage points to 6.1% for the fourth quarter of 2024 from 5.7% for the third quarter of 2024 on a quarter-over-quarter basis, which was primarily attributable to the increase in employee benefits expenses.

General and Administrative Expenses

Our general and administrative expenses increased by 5.0% to RMB2.9 billion for the fourth quarter of 2024 from RMB2.8 billion for the third quarter of 2024, which was primarily driven by the increases in employee benefits expenses, and tax surcharge expenses as a result of growth in business scale. The percentage of revenues was 3.3% for the fourth quarter of 2024, remaining stable on a quarter-over-quarter basis.

Net Provisions for Impairment Losses on Financial and Contract Assets

Our net provisions for impairment losses on financial and contract assets decreased to RMB170.4 million for the fourth quarter of 2024 from RMB275.3 million for the third quarter of 2024, which reflected the changes in expected credit losses for financial assets.

Fair Value Changes of Other Financial Investments at Fair Value Through Profit or Loss

Our fair value changes of other financial investments at fair value through profit or loss decreased to a gain of RMB12.8 million for the fourth quarter of 2024 from a gain of RMB765.2 million for the third quarter of 2024, which was driven by the fluctuation in the fair value of our investment portfolios.

Other (Losses)/Gains, Net

Our other (losses)/gains, net changed to a loss of RMB933.3 million for the fourth quarter of 2024 from a gain of RMB2.5 billion for the third quarter of 2024, which was primarily due to the fluctuation in unrealised foreign exchange gains/(losses) from intercompany balances.

Operating Profit

As a result of the foregoing, our operating profit and operating margin for the fourth quarter of 2024 were RMB6.7 billion and 7.6% respectively, compared to operating profit of RMB13.7 billion and operating margin of 14.6% for the third quarter of 2024.

Operating profit/(loss) and operating margin by segment are set forth in the table below:

	Unaudited Three Months Ended			
	December 31, 2024		September 30, 2024	
	As a		As a	
	Amount	percentage of revenues	Amount	percentage of revenues
<i>(RMB in thousands, except for percentages)</i>				
Core local commerce	12,900,327	19.7%	14,582,403	21.0%
New initiatives	(2,176,014)	(9.5%)	(1,026,042)	(4.2%)
Unallocated items	(4,030,814)	NA	128,815	NA
Including: Share-based compensation expenses	(1,772,332)	NA	(1,890,022)	NA
Total operating profit	<u>6,693,499</u>	7.6%	<u>13,685,176</u>	14.6%

Our operating profit from the Core local commerce segment decreased to RMB12.9 billion for the fourth quarter of 2024 from RMB14.6 billion for the third quarter of 2024, and the operating margin for this segment decreased by 1.3 percentage points to 19.7% from 21.0% on a quarter-over-quarter basis. The decrease in operating profit was mainly due to the decreased revenue resulting from seasonality. Moreover, the increased seasonal couriers incentives as a percentage of revenues, the higher Transacting User incentives as a percentage of revenues, and the adverse impact of operating leverage due to lower revenues resulted in a decline in operating margin.

Our operating loss from the New initiatives segment increased to RMB2.2 billion for the fourth quarter of 2024 from RMB1.0 billion for the third quarter of 2024. The operating margin for this segment was negative 9.5% for the fourth quarter of 2024, representing a 5.3 percentage points decline from negative 4.2% for the third quarter of 2024. The widened operating loss and higher operating loss ratio were primarily due to the increased costs related to overseas businesses, the lower revenues resulting from the seasonality of our certain new initiatives and the adverse impact of operating leverage due to lower revenues.

The operating loss from the unallocated items was RMB4.0 billion for the fourth quarter of 2024, compared to operating profit of RMB128.8 million for the third quarter of 2024. The change was primarily due to fluctuations in unrealised foreign exchange gains/(losses) from intercompany balances and in the fair value of our investment portfolios.

Share of Profits of Investments Accounted for Using the Equity Method

Our share of profits of investments accounted for using the equity method increased to RMB316.5 million for the fourth quarter of 2024 from RMB213.8 million for the third quarter of 2024, as a result of the fluctuation in financial results of our investees.

Income Tax Expenses

Our income tax expenses decreased to RMB674.2 million for the fourth quarter of 2024 from RMB1.1 billion for the third quarter of 2024, which was primarily attributable to the recognition of deferred tax assets based on the estimation of an increase in future taxable income from some of our entities.

Profit for the Period

As a result of the foregoing, we recorded a profit of RMB6.2 billion for the fourth quarter of 2024, compared to a profit of RMB12.9 billion for the third quarter of 2024.

The Year ended December 31, 2024 Compared to the Year ended December 31, 2023

The following table sets forth the comparative figures for the years ended December 31, 2024 and 2023:

	Year Ended	
	December 31, 2024	December 31, 2023
	<i>(RMB in thousands)</i>	
Revenues	337,591,576	276,744,954
Including: Interest revenue	1,964,341	1,449,743
Cost of revenues	(207,806,982)	(179,553,793)
Gross profit	129,784,594	97,191,161
Selling and marketing expenses	(63,975,235)	(58,616,997)
Research and development expenses	(21,053,601)	(21,201,005)
General and administrative expenses	(10,729,203)	(9,372,067)
Net provisions for impairment losses on financial and contract assets	(897,505)	(1,135,405)
Fair value changes of other financial investments at fair value through profit or loss	140,921	234,227
Other gains, net	3,574,985	6,315,473
Operating profit	36,844,956	13,415,387
Finance income	1,291,807	818,986
Finance costs	(1,337,038)	(1,425,157)
Share of profits of investments accounted for using the equity method	1,185,704	1,212,652
Profit before income tax	37,985,429	14,021,868
Income tax expenses	(2,177,107)	(164,537)
Profit for the year	35,808,322	13,857,331
Non-IFRS Accounting Standards measures:		
Adjusted EBITDA	49,119,400	23,878,018
Adjusted net profit	43,772,449	23,253,418

Revenues

Our revenues increased by 22.0% to RMB337.6 billion in 2024 from RMB276.7 billion in 2023. We achieved revenue growth in both reportable segments.

The following table sets forth our revenues by segment and type in 2024 and 2023:

	Year Ended December 31, 2024		
	Core local commerce	New initiatives	Total
	<i>(RMB in thousands)</i>		
Revenues			
Delivery services	98,065,260	–	98,065,260
Commission	92,288,620	3,052,336	95,340,956
Online marketing services	48,836,066	404,326	49,240,392
Other services and sales (including interest revenue)	11,057,550	83,887,418	94,944,968
Total	250,247,496	87,344,080	337,591,576
	Year Ended December 31, 2023		
	Core local commerce	New initiatives	Total
	<i>(RMB in thousands)</i>		
Revenues			
Delivery services	82,190,980	–	82,190,980
Commission	74,630,737	2,057,806	76,688,543
Online marketing services	40,266,890	246,326	40,513,216
Other services and sales (including interest revenue)	9,818,325	67,533,890	77,352,215
Total	206,906,932	69,838,022	276,744,954

Our revenues from the Core local commerce segment increased by 20.9% to RMB250.2 billion in 2024 from RMB206.9 billion in 2023. The revenue growth in delivery services and commission was mainly due to the increased number of transactions. The revenue growth in online marketing services was mainly attributable to the increased number of and the average revenue from online marketing Active Merchants.

Our revenues from the New initiatives segment increased by 25.1% to RMB87.3 billion in 2024 from RMB69.8 billion in 2023, mainly due to the revenue growth in our grocery retail businesses.

Costs and Expenses

The following table sets forth a breakdown of our costs and expenses by function for the years indicated:

	Year Ended			
	December 31, 2024		December 31, 2023	
	Amount	As a percentage of revenues	Amount	As a percentage of revenues
<i>(RMB in thousands, except for percentages)</i>				
Costs and Expenses:				
Cost of revenues	207,806,982	61.6%	179,553,793	64.9%
Selling and marketing expenses	63,975,235	19.0%	58,616,997	21.2%
Research and development expenses	21,053,601	6.2%	21,201,005	7.7%
General and administrative expenses	10,729,203	3.2%	9,372,067	3.4%

Cost of Revenues

Our cost of revenues increased by 15.7% to RMB207.8 billion in 2024 from RMB179.6 billion in 2023, and decreased by 3.3 percentage points to 61.6% from 64.9% as a percentage of revenues on a year-over-year basis. The increase in amount was primarily due to the increase in cost of revenues of our on-demand delivery business and grocery retail businesses. The decrease in cost of revenues as a percentage of revenues on a year-over-year basis was mainly attributable to the improved gross margin of our grocery retail businesses and our efforts in improving operating leverage.

Selling and Marketing Expenses

Our selling and marketing expenses increased by 9.1% to RMB64.0 billion in 2024 from RMB58.6 billion in 2023, which was mainly due to the increases in expenses related to promotion, advertising and user incentives and employee benefits expenses as business scale further increased. Meanwhile, the percentage of revenues decreased by 2.2 percentage points to 19.0% in 2024 from 21.2% in 2023 on a year-over-year basis, mainly due to the improved marketing efficiency and the improved operating leverage.

Research and Development Expenses

Our research and development expenses was RMB21.1 billion in 2024, remaining stable on a year-over-year basis. The percentage of revenues decreased by 1.5 percentage points to 6.2% in 2024 from 7.7% in 2023 on a year-over-year basis, primarily due to the improved operating leverage.

General and Administrative Expenses

Our general and administrative expenses increased by 14.5% to RMB10.7 billion in 2024 from RMB9.4 billion in 2023, which was primarily driven by the increases in employee benefits expenses, and tax surcharge expenses as a result of growth in business scale. The percentage of revenues was 3.2% in 2024, remaining stable on a year-over-year basis.

Net Provisions for Impairment Losses on Financial and Contract Assets

Our net provisions for impairment losses on financial and contract assets decreased to RMB897.5 million in 2024 from RMB1.1 billion in 2023, which reflected the changes in expected credit losses for financial assets.

Fair Value Changes of Other Financial Investments at Fair Value through Profit or Loss

Our fair value changes of other financial investments at fair value through profit or loss decreased to a gain of RMB140.9 million in 2024 from a gain of RMB234.2 million in 2023, which was driven by the fluctuation in the fair value of our investment portfolios.

Other Gains, Net

Our other gains, net in 2024 was RMB3.6 billion, compared to RMB6.3 billion in 2023, which was primarily due to the decreases in tax preference and fair value changes and gains from treasury investments.

Operating Profit

As a result of the foregoing, our operating profit and operating margin in 2024 were RMB36.8 billion and 10.9% respectively, compared to operating profit of RMB13.4 billion and operating margin of 4.8% in 2023.

Operating profit/(loss) and operating margin by segment are set forth in the table below:

	Year Ended			
	December 31, 2024		December 31, 2023	
	Amount	As a percentage of revenues	Amount	As a percentage of revenues
<i>(RMB in thousands, except for percentages)</i>				
Core local commerce	52,415,162	20.9%	38,698,847	18.7%
New initiatives	(7,273,314)	(8.3%)	(20,166,484)	(28.9%)
Unallocated items	(8,296,892)	NA	(5,116,976)	NA
Including: Share-based compensation expenses	(7,582,693)	NA	(8,383,353)	NA
Total operating profit	36,844,956	10.9%	13,415,387	4.8%

Our operating profit from the Core local commerce segment increased to RMB52.4 billion in 2024 from RMB38.7 billion in 2023, and the operating margin for this segment increased by 2.2 percentage points to 20.9% from 18.7% on a year-over-year basis. The increase in operating profit was mainly attributable to revenue growth and improved gross profit for this segment, partially offset by the increased Transacting User incentives. The increase in operating margin was mainly attributable to our efforts in improving operating efficiency.

Our operating loss from the New initiatives segment narrowed to RMB7.3 billion in 2024 from RMB20.2 billion in 2023, and our operating margin for this segment improved by 20.6 percentage points to negative 8.3% from negative 28.9% on a year-over-year basis. The improvements in both operating loss and operating margin were primarily attributable to our efforts in improving operating efficiency, especially in our grocery retail businesses.

Our operating loss from the unallocated items increased to RMB8.3 billion in 2024 from RMB5.1 billion in 2023, which was primarily attributable to the increased company-level investments in developing language model and building-up live-streaming, the decreases in tax preference and fair value changes and gains from treasury investments.

Share of Profits of Investments Accounted for Using the Equity Method

Our share of profits of investments accounted for using the equity method was RMB1.2 billion in 2024, which remained stable on a year-over-year basis.

Income Tax Expenses

Our income tax expenses increased to RMB2.2 billion in 2024 from RMB164.5 million in 2023, which was primarily attributable to both the profit growth and a higher provision for withholding taxes from some of our entities.

Profit for the Year

As a result of the foregoing, we recorded a profit of RMB35.8 billion in 2024, compared to a profit of RMB13.9 billion in 2023.

Reconciliation of Non-IFRS Accounting Standards Measures to the Nearest IFRS Accounting Standards Measures

To supplement our consolidated results which are prepared and presented in accordance with IFRS Accounting Standards, we also use adjusted EBITDA and adjusted net profit as additional financial measures, which are not required by, or presented in accordance with IFRS Accounting Standards. We believe that these non-IFRS Accounting Standards measures facilitate comparisons of operating performance from period to period and company to company by eliminating potential impacts of items that our management does not consider to be indicative of our operating performance such as certain non-cash or one-off items and certain impact of investment transactions. The use of these non-IFRS Accounting Standards measures has limitations as an analytical tool, and one should not consider them in isolation from, or as a substitute for analysis of, our results of operations or financial conditions as reported under IFRS Accounting Standards. In addition, these non-IFRS Accounting Standards measures may be defined differently from similar terms used by other companies.

Adjusted EBITDA represents profit/(loss) for the year/period adjusted for (i) fair value changes of other financial investments at fair value through profit or loss, certain items in other gains/(losses), net, finance income, finance costs, share of profits/(losses) of investments accounted for using the equity method and income tax credits/(expenses); and (ii) certain non-cash or one-off items, consisting of share-based compensation expenses, amortisation of intangible assets, depreciation of property, plant and equipment, and certain impairment and expense reversal/(provision).

Adjusted net profit represents profit/(loss) for the year/period adjusted for (i) certain non-cash or one-off items, consisting of share-based compensation expenses, foreign exchange gains/(losses) from intercompany balances, amortisation of intangible assets resulting from acquisitions, and certain impairment and expense reversal/(provision); (ii) net gains/(losses) from certain investments; and (iii) related income tax effects.

The following tables set forth the reconciliations of our non-IFRS Accounting Standards measures for the three months ended December 31, 2024 and 2023, the three months ended September 30, 2024, and the years ended December 31, 2024 and 2023 to the nearest measures prepared in accordance with IFRS Accounting Standards.

	Unaudited		
	Three Months Ended		
	December 31, 2024	December 31, 2023	September 30, 2024
	<i>(RMB in thousands)</i>		
Profit for the period	6,222,051	2,216,987	12,864,954
Adjusted for:			
Share-based compensation expenses	1,772,332	1,857,422	1,890,022
Foreign exchange losses/(gains) from intercompany balances	1,668,043	–	(1,548,588)
Net losses/(gains) from investments ^{(Note (i))}	78,069	98,933	(567,679)
Impairment and expense provision	73,327	242,223	–
Amortisation of intangible assets resulting from acquisitions	42,605	42,825	42,841
Tax effects ^{(Note (ii))}	(7,889)	(83,678)	147,711
Adjusted net profit	9,848,538	4,374,712	12,829,261
Adjusted for:			
Income tax expenses not adjusted for adjusted net profit	682,138	179,737	937,769
Share of profits of investments accounted for using the equity method not adjusted for adjusted net profit	(311,725)	(742,765)	(385,300)
Finance income	(354,470)	(216,153)	(313,088)
Finance costs	468,151	366,725	261,651
Certain items in other gains, net	(1,046,580)	(2,085,740)	(963,271)
Amortisation of software and others	18,124	16,037	17,622
Depreciation of property, plant and equipment	2,218,416	1,851,853	2,144,553
Adjusted EBITDA	11,522,592	3,744,406	14,529,197

Note (i) Mainly include fair value changes related to certain investments, gains or losses on disposal of investees or subsidiaries, dilution gains or losses, and certain share of profits or losses of investments accounted for using the equity method.

Note (ii) Tax effects primarily comprise tax effects relating to share-based compensation expenses, foreign exchange gains/(losses) from intercompany balances, net gains/(losses) from investments, impairment and expense reversal/(provision), and amortisation of intangible assets resulting from acquisitions.

	Year Ended	
	December 31, 2024	December 31, 2023
	<i>(RMB in thousands)</i>	
Profit for the year	35,808,322	13,857,331
Adjusted for:		
Share-based compensation expenses	7,582,693	8,383,353
Foreign exchange losses from intercompany balances	119,455	—
Net (gains)/losses from investments	(192,795)	12,486
Impairment and expense provision	202,480	817,785
Amortisation of intangible assets resulting from acquisitions	171,127	246,190
Tax effects	81,167	(63,727)
Adjusted net profit	43,772,449	23,253,418
Adjusted for:		
Income tax expenses not adjusted for adjusted net profit	2,095,940	228,264
Share of profits of investments accounted for using the equity method not adjusted for adjusted net profit	(934,361)	(1,554,673)
Finance income	(1,291,807)	(818,986)
Finance costs	1,337,038	1,425,157
Certain items in other gains, net	(4,110,082)	(6,405,729)
Amortisation of software and others	68,522	62,744
Depreciation of property, plant and equipment	8,181,701	7,687,823
Adjusted EBITDA	49,119,400	23,878,018

Liquidity and Capital Resources

Historically, our demand for cash was principally funded by capital contribution from Shareholders and financing through issuance and sale of equity and debt securities. We held cash and cash equivalents of RMB70.8 billion and short-term treasury investments of RMB97.4 billion as of December 31, 2024.

The following table sets forth our cash flows for the years indicated:

	Year Ended	
	December 31, 2024	December 31, 2023
	<i>(RMB in thousands)</i>	
Net cash flows generated from operating activities	57,146,784	40,521,850
Net cash flows generated from/(used in) investing activities	10,205,252	(24,663,844)
Net cash flows used in financing activities	(30,414,660)	(2,781,303)
Net increase in cash and cash equivalents	36,937,376	13,076,703
Cash and cash equivalents at the beginning of the year	33,339,754	20,158,606
Exchange gains on cash and cash equivalents	556,967	104,445
Cash and cash equivalents at the end of the year	70,834,097	33,339,754

Net Cash Flows Generated from Operating Activities

Net cash flows generated from operating activities represents the cash generated from our operations minus the income tax paid. Cash generated from our operations primarily consisted of our profit before income tax, as adjusted by non-cash items and changes in working capital.

For the year ended December 31, 2024, net cash flows generated from operating activities was RMB57.1 billion, which was primarily attributable to our profit before income tax, as adjusted by (i) depreciation and amortisation, share-based compensation expenses and fair value changes and gains related to treasury investments and other investments, and (ii) the changes in working capital, which primarily consisted of increases in certain current liabilities driven by business development.

Net Cash Flows Generated from Investing Activities

For the year ended December 31, 2024, net cash flows generated from investing activities was RMB10.2 billion, which was principally derived from net cash inflows from treasury investments, partially offset by capital expenditures and some other investments.

Net Cash Flows Used in Financing Activities

For the year ended December 31, 2024, net cash flows used in financing activities was RMB30.4 billion, which was mainly driven by repurchase of Class B Shares and repayments of borrowings' principal and interest, partially offset by issuance of notes payable.

Gearing Ratio

As of December 31, 2024, our gearing ratio, calculated as total borrowings and notes payable divided by total equity attributable to equity holders of the Company, was approximately 32%.

FINANCIAL INFORMATION

CONSOLIDATED INCOME STATEMENT FOR THE YEAR ENDED DECEMBER 31, 2024

		Year ended December 31,	
	Note	2024	2023
		<i>(RMB in thousands)</i>	
Revenues	3	337,591,576	276,744,954
Including: Interest revenue		1,964,341	1,449,743
Cost of revenues	4	(207,806,982)	(179,553,793)
Gross profit		129,784,594	97,191,161
Selling and marketing expenses	4	(63,975,235)	(58,616,997)
Research and development expenses	4	(21,053,601)	(21,201,005)
General and administrative expenses	4	(10,729,203)	(9,372,067)
Net provisions for impairment losses on financial and contract assets		(897,505)	(1,135,405)
Fair value changes of other financial investments at fair value through profit or loss		140,921	234,227
Other gains, net	5	3,574,985	6,315,473
Operating profit	3	36,844,956	13,415,387
Finance income		1,291,807	818,986
Finance costs		(1,337,038)	(1,425,157)
Share of profits of investments accounted for using the equity method		1,185,704	1,212,652
Profit before income tax		37,985,429	14,021,868
Income tax expenses	7	(2,177,107)	(164,537)
Profit for the year		35,808,322	13,857,331
Profit for the year attributable to:			
Equity holders of the Company		35,807,179	13,855,828
Non-controlling interests		1,143	1,503
		35,808,322	13,857,331
		RMB	RMB
Earnings per share for profit for the year attributable to the equity holders of the Company	6		
Basic earnings per share		5.85	2.23
Diluted earnings per share		5.66	2.11

**CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED DECEMBER 31, 2024**

	Year ended December 31,	
	2024	2023
	<i>(RMB in thousands)</i>	
Profit for the year	35,808,322	13,857,331
Other comprehensive income, net of tax:		
<i>Items that may be reclassified to profit or loss</i>		
Share of other comprehensive (loss)/income of investments accounted for using the equity method	(4,218)	5,192
Fair value changes of debt instruments at fair value through other comprehensive income	74,913	334,551
Net provisions for impairment losses on debt instruments at fair value through other comprehensive income	4,675	142,190
Net movement for net investment hedges	351,737	—
Currency translation differences	(3,553,277)	(1,577,819)
<i>Items that will not be reclassified to profit or loss</i>		
Share of other comprehensive income of investments accounted for using the equity method	2,038	36,880
Fair value changes of other financial investments at fair value through other comprehensive income	493,470	(426,513)
Currency translation differences	4,490,470	1,852,874
Other comprehensive income for the year	1,859,808	367,355
Total comprehensive income for the year	37,668,130	14,224,686
Total comprehensive income for the year attributable to:		
Equity holders of the Company	37,666,987	14,223,183
Non-controlling interests	1,143	1,503
	37,668,130	14,224,686

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION
AS OF DECEMBER 31, 2024**

		As of December 31,	
	Note	2024	2023
		<i>(RMB in thousands)</i>	
ASSETS			
Non-current assets			
Property, plant and equipment		30,238,782	25,977,845
Intangible assets		30,230,342	30,397,947
Deferred tax assets		1,925,046	1,914,449
Long-term treasury investments		7,528,508	8,527,142
Other financial investments at fair value through profit or loss		17,776,330	18,481,104
Investments accounted for using the equity method		19,800,129	18,289,183
Other financial investments at fair value through other comprehensive income		3,732,341	2,314,536
Prepayments, deposits and other assets		3,388,578	4,011,247
		114,620,056	109,913,453
Current assets			
Inventories		1,734,124	1,304,595
Trade receivables	8	2,653,046	2,742,999
Prepayments, deposits and other assets		17,554,813	14,534,923
Short-term treasury investments		97,409,161	111,820,679
Restricted cash		19,549,620	19,373,229
Cash and cash equivalents		70,834,097	33,339,754
		209,734,861	183,116,179
Total assets		324,354,917	293,029,632
EQUITY			
Share capital		404	418
Share premium		308,861,196	325,578,612
Treasury shares		—	—
Shares held for shares award scheme		—	—
Other reserves		3,603,145	2,051,062
Accumulated losses		(139,801,785)	(175,616,885)
Equity attributable to equity holders of the Company		172,662,960	152,013,207
Non-controlling interests		(58,882)	(56,840)
Total equity		172,604,078	151,956,367

CONSOLIDATED STATEMENT OF FINANCIAL POSITION (CONTINUED)
AS OF DECEMBER 31, 2024

		As of December 31,	
	Note	2024	2023
		<i>(RMB in thousands)</i>	
LIABILITIES			
Non-current liabilities			
Deferred tax liabilities		1,480,825	968,230
Financial liabilities at fair value through profit or loss		–	378,720
Borrowings		1,175,045	610,103
Notes payable		38,009,069	34,610,966
Lease liabilities		3,134,776	3,598,252
Other non-current liabilities		15,484	32,899
		43,815,199	40,199,170
Current liabilities			
Trade payables	9	25,193,149	22,980,506
Payables to merchants		25,131,850	23,798,004
Advances from transacting users		11,147,206	8,547,635
Other payables and accruals		21,340,998	17,942,215
Borrowings		1,079	19,321,793
Notes payable		16,567,532	–
Deferred revenues		5,724,688	5,598,132
Lease liabilities		2,622,066	2,479,785
Income tax liabilities		207,072	206,025
		107,935,640	100,874,095
Total liabilities		151,750,839	141,073,265
Total equity and liabilities		324,354,917	293,029,632

**CONSOLIDATED STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED DECEMBER 31, 2024**

	Share capital	Share premium	Treasury shares	Shares held for shares award scheme	Other reserves	Accumulated losses	Equity attributable to equity holders of the Company	Non- controlling interests	Total
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
As of January 1, 2024	418	325,578,612	-	-	2,051,062	(175,616,885)	152,013,207	(56,840)	151,956,367
Comprehensive income									
Profit for the year	-	-	-	-	-	35,807,179	35,807,179	1,143	35,808,322
Other comprehensive income, net of tax									
Share of other comprehensive income of investments accounted for using the equity method	-	-	-	-	(2,180)	-	(2,180)	-	(2,180)
Fair value changes of other financial investments at fair value through other comprehensive income	-	-	-	-	493,470	-	493,470	-	493,470
Fair value changes of debt instruments at fair value through other comprehensive income	-	-	-	-	74,913	-	74,913	-	74,913
Net provisions for impairment losses on debt instruments at fair value through other comprehensive income	-	-	-	-	4,675	-	4,675	-	4,675
Net movement for net investment hedges	-	-	-	-	351,737	-	351,737	-	351,737
Currency translation differences	-	-	-	-	937,193	-	937,193	-	937,193
Total comprehensive income	-	-	-	-	1,859,808	35,807,179	37,666,987	1,143	37,668,130

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY (CONTINUED)
FOR THE YEAR ENDED DECEMBER 31, 2024

	Share capital	Share premium	Treasury shares	Shares held for shares award scheme	Other reserves	Accumulated losses	Equity attributable to equity holders of the Company	Non- controlling interests	Total
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Transfer of gains on disposal of other financial investments at fair value through other comprehensive income to accumulated losses	-	-	-	-	(30,111)	30,111	-	-	-
Share of other changes in net assets of associates	-	-	-	-	367,399	-	367,399	-	367,399
Transaction with owners in their capacity as owners									
Equity-settled share-based payments	-	-	-	-	7,592,398	-	7,592,398	-	7,592,398
Shares held for shares award scheme	4	-	-	(4)	-	-	-	-	-
Repurchase of ordinary shares	-	-	(26,081,235)	-	-	-	(26,081,235)	-	(26,081,235)
Cancellation of ordinary shares	(19)	(26,089,602)	26,081,235	-	-	-	(8,386)	-	(8,386)
Exercise of share options and RSUs vesting	1	9,372,186	-	4	(9,221,528)	-	150,663	-	150,663
Distributions from a non wholly- owned subsidiary	-	-	-	-	-	-	-	(3,185)	(3,185)
Tax benefit from share-based payments	-	-	-	-	961,927	-	961,927	-	961,927
Appropriations to general reserves	-	-	-	-	22,190	(22,190)	-	-	-
Total transaction with owners in their capacity as owners	(14)	(16,717,416)	-	-	(645,013)	(22,190)	(17,384,633)	(3,185)	(17,387,818)
As of December 31, 2024	404	308,861,196	-	-	3,603,145	(139,801,785)	172,662,960	(58,882)	172,604,078

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY (CONTINUED)
FOR THE YEAR ENDED DECEMBER 31, 2024

	Share capital	Share premium	Shares held for shares award scheme	Other reserves	Accumulated losses	Equity attributable to equity holders of the Company	Non- controlling interests	Total
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
As of January 1, 2023	415	316,743,344	–	1,484,187	(189,466,336)	128,761,610	(55,893)	128,705,717
Comprehensive income								
Profit for the year	–	–	–	–	13,855,828	13,855,828	1,503	13,857,331
Other comprehensive income, net of tax								
Share of other comprehensive income of investments accounted for using the equity method	–	–	–	42,072	–	42,072	–	42,072
Fair value changes of other financial investments at fair value through other comprehensive income	–	–	–	(426,513)	–	(426,513)	–	(426,513)
Fair value changes of debt instruments at fair value through other comprehensive income	–	–	–	334,551	–	334,551	–	334,551
Net provisions for impairment losses on debt instruments at fair value through other comprehensive income	–	–	–	142,190	–	142,190	–	142,190
Currency translation differences	–	–	–	275,055	–	275,055	–	275,055
Total comprehensive income	–	–	–	367,355	13,855,828	14,223,183	1,503	14,224,686

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY (CONTINUED)
FOR THE YEAR ENDED DECEMBER 31, 2024

	Share capital	Share premium	Shares held for shares award scheme	Other reserves	Accumulated losses	Equity attributable to equity holders of the Company	Non- controlling interests	Total
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Share of other changes in net assets of associates	–	–	–	322,150	–	322,150	–	322,150
Transaction with owners in their capacity as owners								
Equity-settled share-based payments	–	–	–	8,394,315	–	8,394,315	–	8,394,315
Shares held for shares award scheme	2	–	(2)	–	–	–	–	–
Exercise of share options and RSUs vesting	1	8,835,268	2	(8,739,989)	–	95,282	–	95,282
Distributions from a non wholly-owned subsidiary	–	–	–	–	–	–	(2,450)	(2,450)
Tax benefit from share-based payments	–	–	–	216,667	–	216,667	–	216,667
Appropriations to general reserves	–	–	–	6,377	(6,377)	–	–	–
Total transaction with owners in their capacity as owners	3	8,835,268	–	(122,630)	(6,377)	8,706,264	(2,450)	8,703,814
As of December 31, 2023	418	325,578,612	–	2,051,062	(175,616,885)	152,013,207	(56,840)	151,956,367

**CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED DECEMBER 31, 2024**

	Year ended December 31,	
	2024	2023
	<i>(RMB in thousands)</i>	
Net cash flows generated from operating activities	57,146,784	40,521,850
Net cash flows generated from/(used in) investing activities	10,205,252	(24,663,844)
Net cash flows used in financing activities	(30,414,660)	(2,781,303)
Net increase in cash and cash equivalents	36,937,376	13,076,703
Cash and cash equivalents at the beginning of the year	33,339,754	20,158,606
Exchange gains on cash and cash equivalents	556,967	104,445
Cash and cash equivalents at the end of the year	70,834,097	33,339,754

NOTES TO THE FINANCIAL INFORMATION

1 General information, basis of preparation and presentation

The Company was incorporated in the Cayman Islands on September 25, 2015 as an exempted company with limited liability under the laws of the Cayman Islands. The registered office is at PO Box 309, Ugland House, Grand Cayman, KY1-1104, Cayman Islands. The Company's Class B shares have been listed on the Main Board of the Hong Kong Stock Exchange since September 20, 2018.

The Company is an investment holding company. The Company and its subsidiaries, together with structured entities, offers diversified daily goods and services in the broader retail by leveraging technology.

The financial information of our Company has been prepared in accordance with applicable International Financial Reporting Standards as issued by the International Accounting Standards Board ("IFRS Accounting Standards"). The financial information has been prepared under the historical cost convention, as modified by the revaluation of financial assets and financial liabilities at fair value through profit or loss or through other comprehensive income, which are carried at fair value.

2 Changes in accounting policies and disclosures

New amendments adopted by the Company

The Company has applied the following new amendments for the first time commencing January 1, 2024:

Amendments to IAS 1	Classification of Liabilities as Current or Non-current
Amendments to IAS 1	Non-current Liabilities with Covenants
Amendments to IFRS 16	Lease Liability in a Sale and Leaseback
Amendments to IAS 7 and IFRS 7 (Note (i))	Supplier Finance Arrangements

Note (i) The Company applied Amendments to IAS 7 and IFRS 7 from the effective date on January 1, 2024. The comparative information disclosure is exempted when the Company first applies the amendments.

The adoption of the other new amendments did not have any significant financial impact on these consolidated financial statements.

New standards and amendments not yet adopted by the Company

The following relevant new standards and amendments have been issued, but are not effective for the Company's financial year beginning on January 1, 2024 and have not been early adopted by the Company.

		Effective for financial year beginning on or after
Amendments to IAS 21	Lack of Exchangeability	January 1, 2025
Amendment to IFRS 9 and IFRS 7	Classification and Measurement of Financial Instruments	January 1, 2026
Amendment to IFRS accounting standards	Annual Improvements – Volume 11 IFRS accounting standards	January 1, 2026
IFRS 18	Presentation and Disclosure in Financial Statements	January 1, 2027

The Company is still in the process of assessing the effects of adopting these new standards and amendments to standards and has not identified any significant effect on its financial statements, except for IFRS 18 which will have an impact on presentation and disclosure. The Company will continue to assess the effects of these new and amended standards.

3 Segment information

The segment information provided to our chief operating decision maker for the reportable segments for the years ended December 31, 2024 and 2023 is as follows:

	Year ended December 31, 2024			
	Core local commerce	New initiatives	Unallocated items (Note (ii))	Total
	(RMB in thousands)			
Revenues:				
Delivery services	98,065,260	–	–	98,065,260
Commission	92,288,620	3,052,336	–	95,340,956
Online marketing services	48,836,066	404,326	–	49,240,392
Other services and sales (including interest revenue)	11,057,550	83,887,418	–	94,944,968
Total revenues	250,247,496	87,344,080	–	337,591,576
Cost of revenues, operating expenses and unallocated items	(197,832,334)	(94,617,394)	(8,296,892)	(300,746,620)
Operating profit/(loss)	52,415,162	(7,273,314)	(8,296,892)	36,844,956
	Year ended December 31, 2023			
	Core local commerce	New initiatives	Unallocated items	Total
	(RMB in thousands)			
Revenues:				
Delivery services	82,190,980	–	–	82,190,980
Commission	74,630,737	2,057,806	–	76,688,543
Online marketing services	40,266,890	246,326	–	40,513,216
Other services and sales (including interest revenue)	9,818,325	67,533,890	–	77,352,215
Total revenues	206,906,932	69,838,022	–	276,744,954
Cost of revenues, operating expenses and unallocated items	(168,208,085)	(90,004,506)	(5,116,976)	(263,329,567)
Operating profit/(loss)	38,698,847	(20,166,484)	(5,116,976)	13,415,387

Note (ii) Unallocated items mainly include (i) share-based compensation expenses, (ii) amortisation of intangible assets resulting from acquisitions, (iii) fair value changes of other financial investments at fair value through profit or loss, (iv) certain items in other gains/(losses), net and (v) certain corporate administrative expenses and other items. They are not allocated to individual segments.

4 Expenses by nature

	Year ended December 31,	
	2024	2023
	<i>(RMB in thousands)</i>	
Logistics expenses	124,150,285	106,209,101
Transaction costs (Note (iii))	50,714,987	38,906,399
Employee benefits expenses	45,219,277	43,094,011
Promotion, advertising and user incentives	39,117,851	36,474,673
Outsourcing costs	13,352,504	14,667,368
Depreciation of property, plant and equipment	8,181,701	7,687,823
Amortisation of intangible assets	239,649	308,934
Auditor's remuneration		
– Audit and audit-related services	33,956	32,197
– Non-audit services	7,020	2,434

Note (iii) Transaction costs consist of cost of inventories sold and certain costs for services rendered.

5 Other gains, net

	Year ended December 31,	
	2024	2023
	<i>(RMB in thousands)</i>	
Fair value changes and gains from treasury investments	3,743,149	4,108,802
Foreign exchange (losses)/gains, net	(197,631)	74,998
Others	29,467	2,131,673
	3,574,985	6,315,473

6 Earnings per share

- (a) Basic earnings per share for the years ended December 31, 2024 and 2023 were calculated by dividing the profit attributable to the Company's equity holders by the weighted average number of ordinary shares outstanding during the year.

	Year ended December 31,	
	2024	2023
Profit for the year attributable to the equity holders of the Company (RMB'000)	35,807,179	13,855,828
Weighted average number of ordinary shares outstanding (thousands)	6,125,058	6,212,999
Basic earnings per share (RMB)	5.85	2.23

- (b) The Company has three categories of dilutive potential ordinary shares: share options, RSUs and convertible bonds. Diluted earnings per share is calculated by adjusting the weighted average number of ordinary shares (denominator) outstanding to assume conversion of all potential dilutive ordinary shares arising from share options and RSUs granted by the Company. As the inclusion of potential ordinary shares from the convertible bonds would be anti-dilutive, it is not included in the calculation of diluted earnings per share. In addition, profit for the year attributable to the equity holders of the Company (numerator) has been adjusted by all the dilutive effects.

	Year ended December 31,	
	2024	2023
Profit for the year attributable to the equity holders of the Company (RMB'000)	35,807,179	13,855,828
Dilutive effect arising from share options and RSUs granted by associates (RMB'000)	(568,146)	(585,295)
Profit for the year attributable to the equity holders of the Company used as the numerator in calculating diluted earnings per share (RMB'000)	35,239,033	13,270,533
Weighted average number of ordinary shares outstanding (thousands)	6,125,058	6,212,999
Adjustments for the dilutive impact of share options and RSUs (thousands)	100,631	87,269
Weighted average number of ordinary shares used as the denominator in calculating diluted earnings per share (thousands)	6,225,689	6,300,268
Diluted earnings per share (RMB)	5.66	2.11

7 Income tax expenses

The following table sets forth our income tax expenses for the years indicated:

	Year ended December 31,	
	2024	2023
	<i>(RMB in thousands)</i>	
Current income tax expenses	(1,157,899)	(388,300)
Deferred income tax (expenses)/credits	(1,019,208)	223,763
	<u>(2,177,107)</u>	<u>(164,537)</u>

8 Trade receivables

Trade receivables represent amounts due from customers for services performed or goods sold in the ordinary course of business. Trade receivables are generally due for settlement within one year and therefore are all classified as current assets. The following table sets forth our trade receivables as of the dates indicated:

	As of December 31,	
	2024	2023
	<i>(RMB in thousands)</i>	
Trade receivables	3,170,119	3,034,648
Less: allowance for impairment	(517,073)	(291,649)
	<u>2,653,046</u>	<u>2,742,999</u>

We generally allow a credit period within 180 days to our customers. Aging analysis of trade receivables (net of allowance for impairment of trade receivables) based on recognition date is as follows:

	As of December 31,	
	2024	2023
	<i>(RMB in thousands)</i>	
Trade receivables		
Within 3 months	2,274,723	2,411,778
3 to 6 months	306,678	250,334
6 months to 1 year	61,492	66,861
Over 1 year	10,153	14,026
	<u>2,653,046</u>	<u>2,742,999</u>

9 Trade payables

Trade payables represent liabilities for inventories sold or services provided to us prior to the end of the year which are unpaid. As of December 31, 2024 and 2023, the aging analysis of the trade payables based on invoice date is as follows:

	As of December 31,	
	2024	2023
	<i>(RMB in thousands)</i>	
Trade payables		
Within 3 months	24,515,415	22,467,344
3 to 6 months	278,013	194,288
6 months to 1 year	133,986	129,805
Over 1 year	265,735	189,069
	25,193,149	22,980,506

10 Dividends

No dividends have been paid or declared by the Company during each of the years ended December 31, 2024 and 2023.

OTHER INFORMATION

Purchase, Sale or Redemption of the Company's Listed Securities or Sale of Treasury Shares

During the year ended December 31, 2024 and up to the date of this announcement, the Company repurchased a total of 261,396,700 Class B Shares (the “**Shares Repurchased**”) on the Stock Exchange at the aggregate consideration of HK\$28,158,878,199.98 before expenses. The repurchase was effected to benefit the Company and create value to its Shareholders. Particulars of the Shares Repurchased are as follows:

Month of Repurchase	No. of Shares Repurchased	Price Paid per Share		Aggregate Consideration (HK\$)
		Highest (HK\$)	Lowest (HK\$)	
January 2024	44,131,100	77.05	68.20	3,199,839,636.20
April 2024	35,076,000	115.40	97.55	3,587,699,016.24
May 2024	3,301,200	119.00	109.70	386,160,958.11
June 2024	58,824,700	120.00	107.90	6,772,817,761.52
July 2024	80,777,000	120.10	105.20	9,379,352,091.70
September 2024	39,286,700	143.50	115.80	4,833,008,736.21
Total	261,396,700			28,158,878,199.98

During the year ended December 31, 2024, the number of Class B Shares in issue was reduced by a total of 261,396,700 as a result of the cancellations of the same number of Class B Shares repurchased during the year ended December 31, 2024. In connection with such cancellations, Mr. Mu Rongjun, as a WVR beneficiary, converted a total of 25,080,612 Class A Shares into Class B Shares on a one-to-one ratio pursuant to Rule 8A.21 of the Listing Rules, such that the proportion of Shares carrying WVR shall not be increased, pursuant to the requirements under Rules 8A.13 and 8A.15 of the Listing Rules.

As of December 31, 2024, there were no treasury shares (as defined under the Listing Rules) held by the Company.

Save as disclosed above, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's securities listed on the Stock Exchange (including sale of treasury shares (as defined under the Listing Rules)) during the year ended December 31, 2024 and up to the date of this announcement.

Audit Committee

The Audit Committee, together with the Auditor, has reviewed the Company's audited consolidated financial statements for the year ended December 31, 2024. The Audit Committee has also reviewed the accounting principles and practices adopted by the Company and discussed auditing, risk management, internal control and financial reporting matters.

Auditor's Procedures Performed on this Results Announcement

The figures in respect of the announcement of the Company's results for the year ended December 31, 2024 have been agreed by the Auditor to the amounts as set out in the Company's audited consolidated financial statements for the year. The work performed by the Auditor in this respect did not constitute an audit, review or other assurance engagement, and consequently no assurance has been expressed by the Auditor on this announcement.

Events After the Reporting Period

There were no significant events that might affect the Company since December 31, 2024 and up to the date of this announcement.

Compliance with the Corporate Governance Code

The Company is committed to maintaining and promoting stringent corporate governance standards. The principle of the Company's corporate governance is to promote effective internal control measures and to enhance the transparency and accountability of the Board to all Shareholders.

The Company has adopted the principles and code provisions of the CG Code as the basis of the Company's corporate governance practices.

Save for code provision C.2.1, the Company has complied with all the code provisions as set out in the CG Code where applicable during the year ended December 31, 2024. Pursuant to code provision C.2.1 of the CG Code, companies listed on the Stock Exchange are expected to comply with, but may choose to deviate from the requirement that the responsibilities between the chairman and the chief executive officer should be segregated and should not be performed by the same individual. The Company does not have separate chairman and chief executive officer and Mr. Wang Xing currently performs these two roles. The Board believes that vesting the roles of both chairman and chief executive officer in the same person has the benefit of ensuring consistent leadership within the Company and enables more effective and efficient overall strategic planning for the Company. The Board considers that the balance of power and authority for the present arrangement will not be impaired and this structure will enable the Company to make and implement decisions promptly and effectively. The Board will continue to review and consider segregating the roles of chairman of the Board and the chief executive officer of the Company at an appropriate time by taking into account the circumstances of the Company as a whole.

Compliance with the Model Code for Securities Transactions by Directors

The Company has adopted the Model Code as its own code of conduct regarding Directors' securities transactions. Having made specific enquiries of all Directors, the Directors have respectively confirmed their compliance with the required standards as set out in the Model Code during the year ended December 31, 2024.

Publication of the Annual Results and Annual Report

All the financial and other related information of the Company required by the Listing Rules will be published on the website of each of the Stock Exchange (www.hkexnews.hk) and the Company (about.meituan.com) in due course.

By Order of the Board
Meituan
Wang Xing
Chairman

Hong Kong, March 21, 2025

As at the date of this announcement, the Board comprises Mr. Wang Xing and Mr. Mu Rongjun as executive Directors; and Mr. Orr Gordon Robert Halyburton, Mr. Leng Xuesong, Dr. Shum Heung Yeung Harry and Ms. Yang Marjorie Mun Tak as independent non-executive Directors.

The Shareholders and potential investors should note that the information in this announcement is based on the management accounts of the Company which have not been audited or reviewed by the Auditor. This announcement contains forward-looking statements relating to the business outlook, estimates of financial performance, forecast business plans and growth strategies of the Company. These forward-looking statements are based on information currently available to the Company and are stated herein on the basis of the outlook at the time of this announcement. They are based on certain expectations, assumptions and premises, some of which are subjective or beyond our control. These forward-looking statements may prove to be incorrect and may not be realised in future. Underlying these forward-looking statements are a large number of risks and uncertainties. In light of the risks and uncertainties, the inclusion of forward-looking statements in this announcement should not be regarded as representations by the Board or the Company that the plans and objectives will be achieved, and investors should not place undue reliance on such statements.

DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following meanings:

Term	Definition
“Articles” or “Articles of Association”	the eighth amended and restated articles of association of the Company adopted by special resolution passed on June 14, 2024
“Audit Committee”	the audit committee of the Board
“Auditor”	PricewaterhouseCoopers, the external auditor of the Company
“Board”	the Board of Directors
“CG Code”	the corporate governance code as set out in Appendix C1 to the Listing Rules
“Class A Shares”	Class A ordinary shares of the share capital of the Company with a par value of US\$0.00001 each, conferring weighted voting rights in the Company such that a holder of a Class A Share is entitled to ten votes per share on any resolution tabled at the Company’s general meeting, save for resolutions with respect to any Reserved Matters, in which case they shall be entitled to one vote per share
“Class B Shares”	Class B ordinary shares of the share capital of the Company with a par value of US\$0.00001 each, conferring a holder of a Class B Share one vote per share on any resolution tabled at the Company’s general meeting
“Companies Ordinance”	the Companies Ordinance (Chapter 622 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time
“Company”, “our Company”, “the Company”	Meituan (美团) (formerly known as Meituan Dianping (美团點評)), an exempted company with limited liability incorporated under the laws of the Cayman Islands on September 25, 2015, or Meituan (美团) and its subsidiaries and Consolidated Affiliated Entities, as the case may be
“Consolidated Affiliated Entities”	the entities we control through contractual arrangements
“Director(s)”	the director(s) of the Company
“IFRS Accounting Standards”	International Financial Reporting Standards, as issued from time to time by the International Accounting Standards Board

“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, as amended, supplemented or otherwise modified from time to time
“Main Board”	the stock exchange (excluding the option market) operated by the Stock Exchange which is independent from and operates in parallel with the GEM of the Stock Exchange
“Model Code”	the Model Code for Securities Transactions by Directors of Listed Issuers as set out in Appendix C3 to the Listing Rules
“Reserved Matters”	those matters resolutions with respect to which each Share is entitled to one vote at general meetings of the Company pursuant to the Articles of Association, being (i) any amendment to the Memorandum and Articles, including the variation of the rights attached to any class of shares, (ii) the appointment, election or removal of any independent non-executive Director, (iii) the appointment or removal of the Company’s auditors, and (iv) the voluntary liquidation or winding-up of the Company
“RMB” or “Renminbi”	Renminbi, the lawful currency of China
“Share(s)”	the Class A Shares and Class B Shares in the share capital of the Company, as the context so requires
“Shares Repurchased”	has the meaning ascribed to it in the section headed “Purchase, Sale or Redemption of the Company’s Listed Securities or Sale of Treasury Shares” in this announcement
“Shareholder(s)”	holder(s) of the Share(s)
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“subsidiary(ies)”	has the meaning ascribed to it in section 15 of the Companies Ordinance
“United States”, “U.S.” or “US”	the United States of America, its territories, its possessions and all areas subject to its jurisdiction
“US\$”	U.S. dollar, the lawful currency of the United States
“WVR”	weighted voting rights as ascribed in Rule 8A.02 of the Listing Rules
“%”	per cent

GLOSSARY

“Active Merchant”	a merchant that meets any of the following conditions in a given period: (i) completed at least one transaction on our platform, (ii) purchased any online marketing services from us, (iii) processed offline payment at least once through our integrated payment systems, or (iv) generated any order through our enterprise resource planning (ERP) systems
“Gross Transaction Volume” or “GTV”	the value of paid transactions of products and services on our platform by consumers, regardless of whether the consumers are subsequently refunded. This includes delivery charges and value-added tax (VAT), but excludes any payment-only transactions, such as QR code scan payments and point-of-sale (POS) payments
“Number of On-demand Delivery transactions”	include number of transactions from food delivery and Meituan Instashopping businesses
“Transacting User”	a user account that paid for transactions of products and services on our platform in a given period, regardless of whether the account is subsequently refunded
“transaction”	the number of transactions is generally recognised based on the number of payments made. (i) With respect to our in-store business, one transaction is recognised if a user purchases multiple vouchers with a single payment; (ii) with respect to our hotel-booking business, one transaction is recognised if a user books multiple room nights with a single payment; (iii) with respect to our attraction, movie, air and train ticketing businesses, one transaction is recognised if a user purchases multiple tickets with a single payment; (iv) with respect to our bike sharing and e-moped sharing businesses, if a user uses monthly pass, then one transaction is recognised only when the user purchases or claims the monthly pass, and subsequent rides are not recognised as transactions; if a user does not use monthly pass, then one transaction is recognised for every ride