



(Incorporated in the Cayman Islands with limited liability)  
(Stock Code: 6811)

## Tai Hing Group Announces 2023 Annual Results

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### ***Achieves Turnaround with Profit For The Year of HK\$94 Million Strictly Controls Costs and Increases Investment in Digital Technology to Unleash Brand Potential***

(Hong Kong, 20 March 2024) – **Tai Hing Group Holdings Limited** (“Tai Hing Group” or the “Group”; stock code: 6811), a multi-brand casual dining restaurant group with roots in Hong Kong and more than 210 restaurants in Hong Kong, Chinese Mainland and Macau, today announced its annual results for the year ended 31 December 2023 (the “Review Year” or “FY2023”).

During the Review Year, the Group’s total revenue increased by 20.1% year-on-year to HK\$3,212.0 million, which is close to the pre-pandemic 2019 turnover level. Gross profit was HK\$2,369.4 million, an increase of 22.0% year-on-year, and gross profit margin was 73.8%, an increase of 1.2 percentage points. As a result of the Group’s stringent cost control and improvement in the quality of its business operations, it achieved a turnaround from loss to profit during the Review Year. Profit attributable to owners of the Company was HK\$93.8 million for FY2023.

The Group implemented prudent financial management policies and effective cost control measures, which enabled it to maintain a healthy financial position. As at 31 December 2023, the Group had no bank borrowings and had cash and cash equivalents of approximately HK\$328.1 million. The Group maintains a stable dividend policy and is confident of its future business development. The Board has resolved to propose a final dividend of HK3.50 cents per share for the year ended 31 December 2023. As this year marks the 35th anniversary of the Group and the 5th anniversary of its listing, the Board has also resolved a special dividend of HK3.50 cents per share in addition to the final dividend to extend its gratitude to its shareholders for their continued support. Together with the interim dividend of HK3.40 cents per share already paid, the proposed total dividend for FY2023 will be HK10.40 cents per share.

**Ms. Chan Shuk Fong, Executive Director of Tai Hing Group**, said, “In FY2023, amidst a complex and changing business environment, the Group methodically controlled operating costs and optimised our restaurant network. Meanwhile, we actively refurbished our stores, resulting in successful sales growth and achieving steady performance growth. In addition, we made good use of digital technology, including the launch of the first integrated mobile application of the ‘Tai Hing FanFanStore’, to develop it into a comprehensive and diversified food and beverage service platform to launch promotional offers to encourage customers to increase their frequency of consumption, enhancing operational efficiency and internal management, leading to cost reduction and profit increment. The results have been remarkable.”

As at 31 December 2023, the Group had a network of 211 restaurants (as at 31 December 2022: 209), of which 165 restaurants and 45 restaurants are located in Hong Kong and Chinese Mainland, respectively, and one restaurant is located in Macau. Among restaurants in Chinese Mainland, 24 are located in the Greater Bay Area.

As the Group’s flagship brand, “**Tai Hing**” has maintained stable growth. Its revenue increased by 14.5% year-on-year to HK\$1,206.3 million during the Review Year, accounting for 37.6% of the Group’s total revenue. It has maintained its status as the Group’s largest revenue contributor. In FY2023, the Group actively rebranded “**Tai Hing**” and promoted its products under the theme “King of the Roast (燒味天王)” to enhance its brand image.

Revenue from the “**Men Wah Bing Teng**” brand increased by 21.0% year-on-year to HK\$893.0 million, accounting for 27.8% of the Group’s total revenue. With joint efforts from Hong Kong and Chinese Mainland, “**Men Wah Bing Teng**” has been developing new products, formulating strategies and launching marketing and promotional activities to maximise the brand’s competitive advantage. It also expanded its menu to increase customer flow and enhance the operating capacity of the stores at different times of the day. Revenue from “**TeaWood**” increased by 26.7% year-on-year to HK\$345.7 million, accounting for 10.8% of the Group’s total revenue. Marking the 10th anniversary of “**TeaWood**” last year, the Group successively revamped its branches. Nearly half of the stores have been revitalised with a brand-new image, and the brand maintained its leading position as the Taiwanese restaurant with the largest number of branches in Hong Kong during the Review Year. With the geographical expansion of branches, it has successfully attracted young family customers and white-collar workers, and is gradually transforming into a local and stylish restaurant. “**Asam Chicken Rice**” continued to be one of the Group’s main growth drivers, with its revenue increasing by 27.5% year-on-year to HK\$247.0 million, accounting for 7.7% of the Group’s total revenue. “**Asam Chicken Rice**” launched a new range of seafood dishes to reinforce its speciality as a Sing Ma restaurant and focused on regional marketing and promotion to attract more family customers.

During the Review year, the Group’s other brands also performed well. Among them, “**Phở Lê**”, the flagship restaurant in Vietnam, was included in the “MICHELIN Guide 2023 – Hanoi & Ho Chi Minh City” as a recommended restaurant. “**Trusty Congee King**” launched Hakka dishes, which successfully generated revenue at the stores. “**Sing Kee Seafood Restaurant**” continued to maintain its high-quality and excellent service and achieved satisfactory profits. The Group’s new stylish dining brands “**Tommy Yummy**” also opened its second branch during the year to further unleash its brand potential.

**Mr. Chan Wing On, Chairman and Executive Director of Tai Hing Group**, said, “As the tourism industry gradually recovers, the Group will continue to consider the establishment of new stores at airports, borders and tourist spots in order to capitalise on expansion opportunities and maintain the momentum. At the same time, we will implement our multi-brand strategy to strengthen the position of our existing brands while giving them new momentum. In Chinese Mainland, the Group will proactively explore market trends and consumer needs in the Greater Bay Area, strengthen and integrate the impact of each brand. It will also strengthen the promotion of its brands on popular social media channels, including Douyin and Xiaohongshu. In order to attract more potential customers, we will promote collaboration among the Group’s various brands through synergies. The year 2024 not only marks 35 years of Tai Hing Group, but also an important milestone for the fifth anniversary of its listing. Going forward, the Group will continue to flexibly consolidate and leverage the Group’s resources based on market trends to maximise its multi-brand effect.”

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#### **About Tai Hing Group Holdings Limited (stock code: 6811)**

Tai Hing Group Holdings Limited is a multi-brand casual dining restaurant group with root in Hong Kong, In addition to its flagship “Tai Hing (太興)” brand, the Group has acquired and being licensed multiple brands, including “Trusty Congee King (靠得住)”, “Phở Lê (錦麗)”, “Men Wah Bing Teng (敏華冰廳)”, “Sing Kee Seafood Restaurant (星記海鮮飯店)”, self-created and launched “TeaWood (茶木)”, “Dao Cheng (稻埕飯店)”, “Asam Chicken Rice (亞參雞飯)”, “Dimpot (點煲)”, “Dumpling Station (餃子駅)”, “Tommy Yummy”, “Tori Yoichi (鳥世一)” and “Bingle Bingle”. Currently, Tai Hing Group has a network of more than 210 restaurants in Hong Kong, Chinese Mainland and Macau.

#### **For Press Enquiries**

##### **Strategic Financial Relations Limited**

Vivienne Leung	Tel: (852) 2864 4862
Cynthia Ng	Tel: (852) 2114 4952
Ashley Liang	Tel: (852) 2114 4950

Email: <a href="mailto:vivienne.leung@sprg.com.hk">vivienne.leung@sprg.com.hk</a>
Email: <a href="mailto:cynthia.ng@sprg.com.hk">cynthia.ng@sprg.com.hk</a>
Email: <a href="mailto:ashley.liang@sprg.com.hk">ashley.liang@sprg.com.hk</a>