FINANCIAL HIGHLIGHTS

Highlights (HK\$ Million)	2024/25 Financial Year	Year-on-year change
Turnover	3,941.7	-9.7%
Gross profit	1,570.7	-11.9%
Gross profit margin (%)	39.8%	-1.0 ppt
Recurring profit*	107.0	-51.1%
Profit for the Year	77.0	-64.8%
Core earnings per share (HK cents)*	3.5	-3.6
Basic earnings per share (HK cents)	2.5	-4.6
Final dividend per share (HK cents)	1.7	
Dividend payout ratio	~70% of core profit for the Year	
* Exclude provision for closure costs of retail stores in Mainland China Solid Financial Position (as of 31 March 2025)		
Total cash balance	HK\$371.1 million	-HK\$86.7 million YoY change
Total available funds	HK\$686.8 million	
Current ratio (times)	1.6	



Our Footprint in Asia

As of 31 March 2025



* The retail sector is predominantly online, therefore the Group plans to focus on online business and close all physical stores by 30 June 2025.

Group Geographical Sales Mix

For the year ended 31 March 2025



Beautiful Services

Shop-Simple

Sa Sa is dedicated to providing customers with comprehensive and professional beauty advice for inside-out wellness. We provide a diverse selection of quality brands and authentic products in the globe and commit to a 30-day purchase guarantee with assured product and service quality.









Beautiful Platforms

Link More

We are actively seeking partnerships with emerging and niche brands to create synergies and develop these brands with the brand owners. We review product portfolio to curate a selection of skincare and personal care products in line with trend.



