



# 同程旅行

Tongcheng Travel Holdings Limited

Stock Code: 0780



## Investor Presentation

May 2022

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# Agenda

1

**1Q2022 Review**

2

**Business Highlights and Updates**

3

**Financial Highlights**



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Section 1

1Q2022 Review

# 1Q2022 Review



Revenue  
**RMB 1.7Bn**

**6.5%**  
YoY Change



MAU  
**244.8MM**

**4.5%**  
YoY Change



Adjusted EBITDA<sup>(1)</sup>  
**RMB 438.4MM**

**25.5%**  
Margin



MPU  
**31.7MM**

**16.1%**  
YoY Change



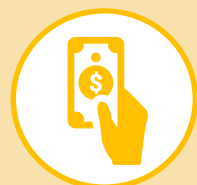
Adjusted Net Profit<sup>(2)</sup>  
**RMB 245.0MM**

**14.3%**  
Margin



GMV  
**RMB32.4Bn**

**(2.7%)**  
YoY Change



APU<sup>(3)</sup>  
**205.6MM**

**Record high**

**21.4%**  
YoY Change

## Notes

1. Calculated as operating profit adding back share-based compensation(gross), amortization of intangible assets, depreciation of property, plant and equipment, and right-of-use assets, unrealized foreign exchange (gain)/loss, net losses/(gains) on investees, and others
2. Calculated as profit for the period adding back share-based compensation(net), amortization of intangible assets from acquisition, unrealized foreign exchange (gain)/loss, net losses/(gains) on investees, and others
3. Twelve-month period ended March 31, 2022

# 1Q2022 Review – Business Highlights



**Domestic Room Nights**

**Over 10%  
YoY Growth in  
Lower-tier cities**



**Bus Ticketing Volume**

**Over 170%  
YoY Growth**



## Notes

All of the above figures represented year-on-year changes when compared to 1Q2021



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Section 2

## Business Highlights and Updates

# Our Business and Strategic Highlights

*User Base*

**Resilient traffic with diversified sources**

*Lower-tier  
Cities*

**Strengthened market position in lower-tier cities**

*User  
Experience*

**Improved user satisfaction through one-stop shop platform**

*User  
Engagement*

**Elevated brand recognition through effective marketing campaigns**

*Data &  
Technology*

**Leading innovator from OTA to ITA**

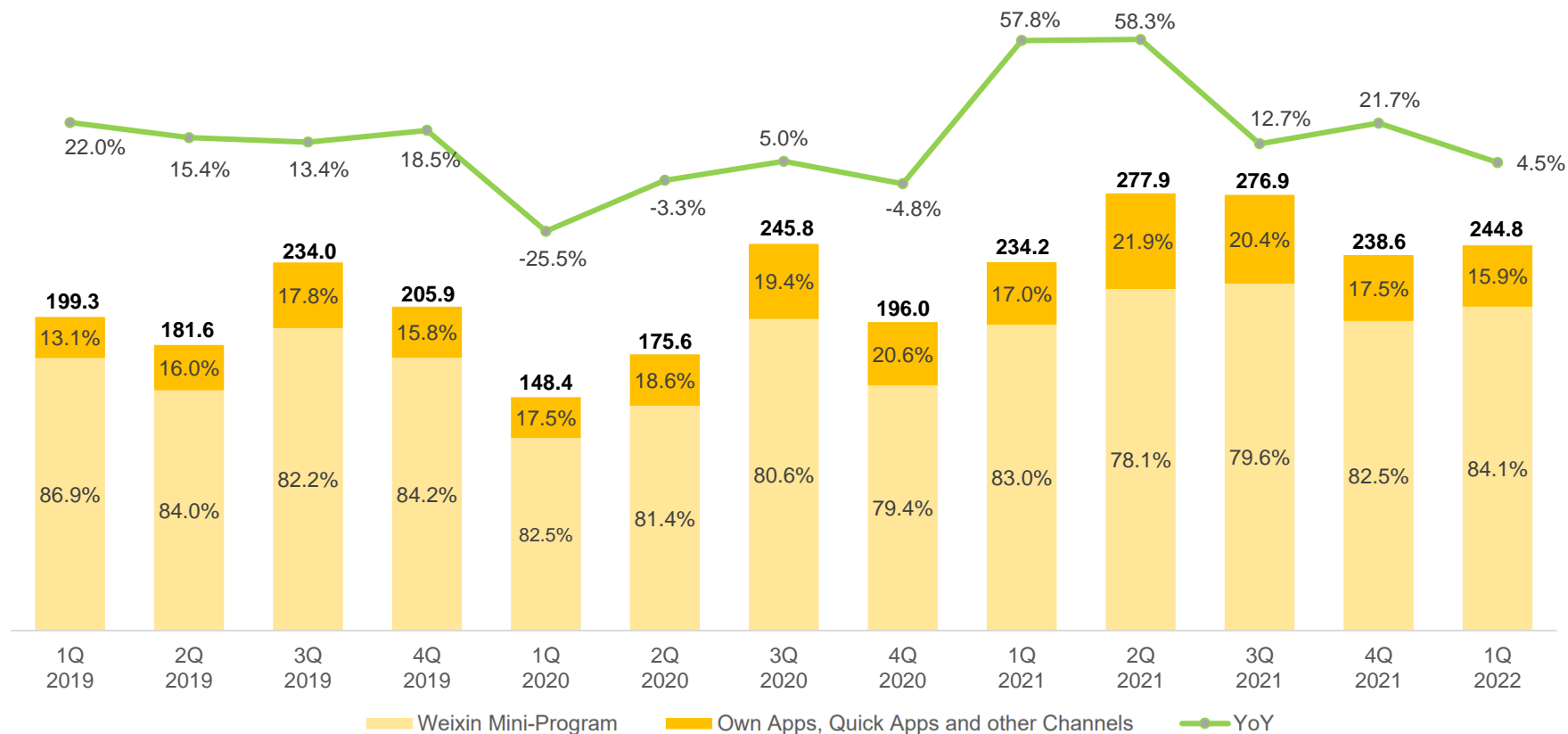


## 1

## Resilient Traffic with Diversified Sources

## Average MAUs

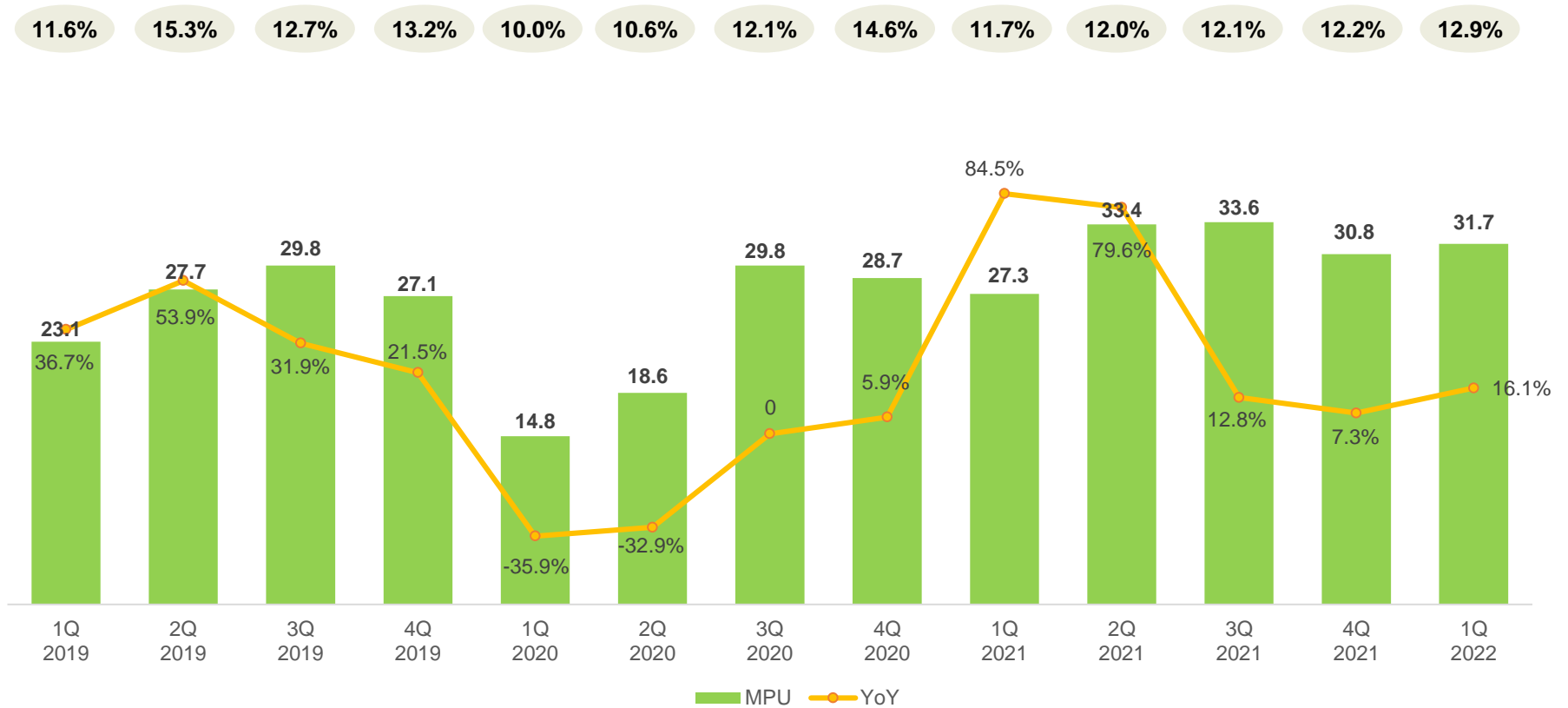
MM



# 1 Resilient Traffic with Diversified Sources

## Average MPUs

MM



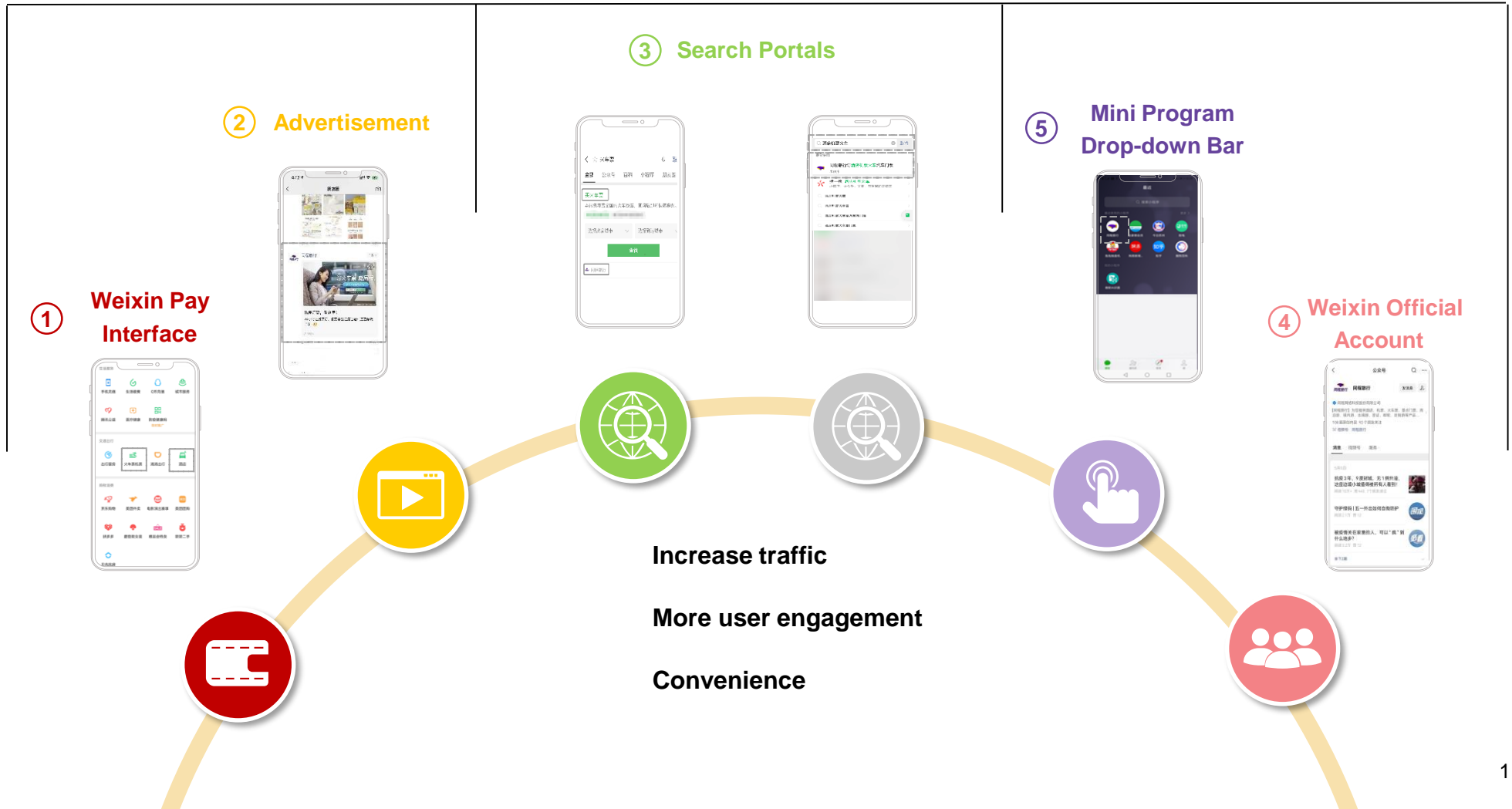
Paying ratio<sup>(1)</sup>

**Notes**

1. Calculated as MPUs divided by MAUs.

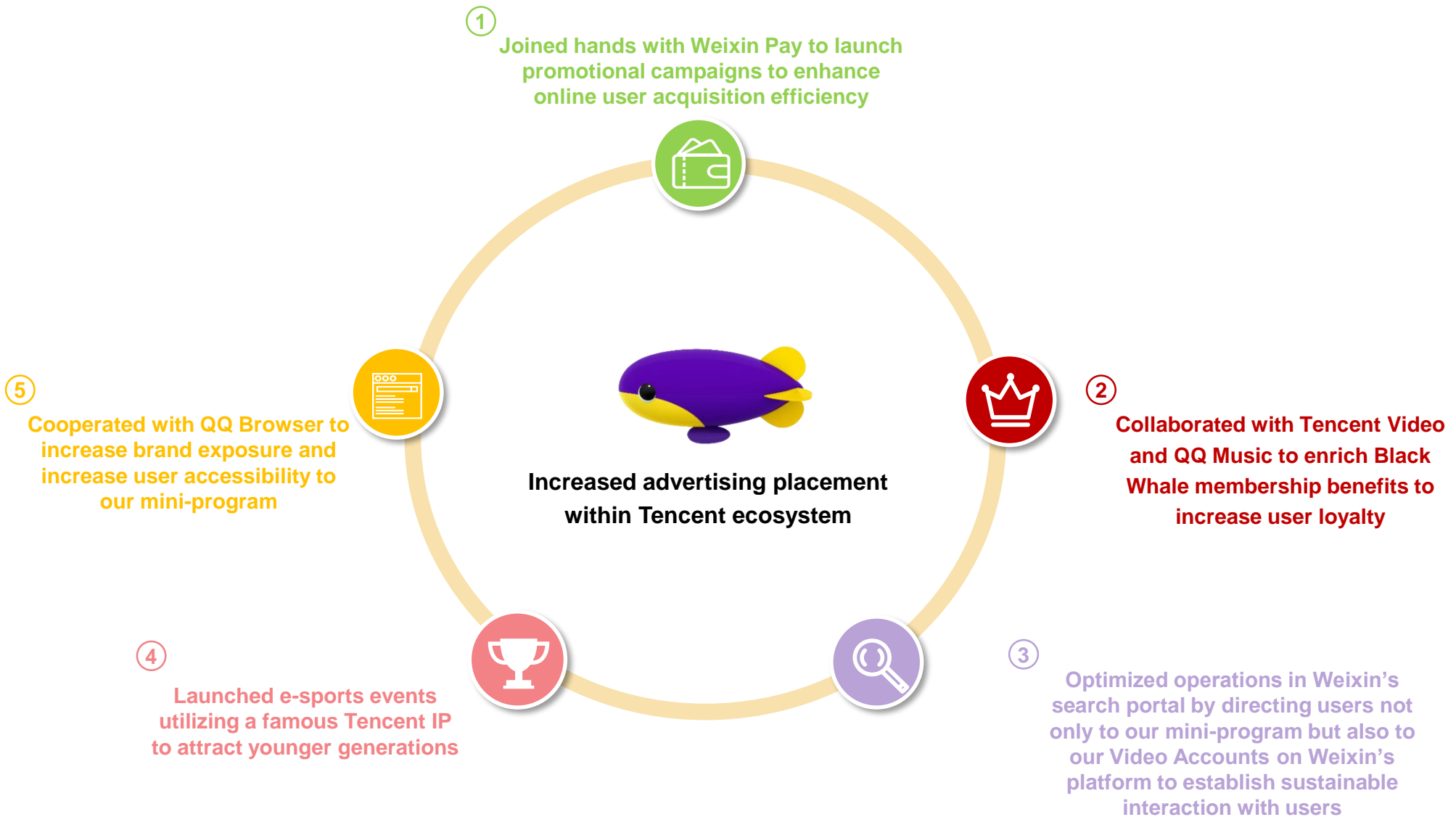
# 1 Extensive Cooperation within Weixin

We Direct Users to Our Mini Program Based Platform from Various Channels on Weixin



# 1

## Deepened Engagement in Tencent Ecosystem



# 1

## Expand User Base through Multiple Channels

### Offline Traffic Acquisition



User acquisition at bus stations, hotels, and tourist attractions

### Cooperation with Handset Vendors



Convenient access for users

### "Campus Card" Program



Tailor-made benefit packages for students

## Reinforce Market Position in Lower-tier Cities

### Attractive Demographic Feature of Our Users

**87.0%**

of registered users  
from non-first-tier  
cities in China <sup>(1)</sup>

**59.7%**

of new paying  
Weixin users from  
Tier-3 or below  
cities <sup>(1)</sup>



The **great migration to internet** under COVID-19 has accelerated online penetration, creating opportunities for OTA like us



The **resilience and vitality** of lower-tier cities in China provide us great potential for future change



Residents in non-first-tier cities have **increasing demands for quality travel products**


#### Notes


1. As of March 31, 2022

# 3


## Improved User Satisfaction Through One-stop Shop Platform



 Capture More Revenue Opportunities

 Increase User Engagement and Stickiness

 Higher Spending Per User

 More Repeat Purchase

# 4 Elevated Brand Recognition through Effective Marketing Campaigns

## Online Campaigns



Promotional campaigns for weekend stayouts



Blind box initiatives for car-hailing service

## Branding



Appointment of new brand ambassador



Promotional campaigns at various scenarios



# 5 Leading Innovator from OTA to ITA

## Intelligent Travel Assistant (ITA)

-  **“Huixing” system** provides users with intelligent transportation product combo booking system
-  **“Technology Solutions”** help airports with well-built big data capability to enhance operational efficiency
-  Provide value proposition to TSPs to boost the digitalization of bus ticketing and tourist attractions ticketing
-  **“Hotel SaaS Solutions”** help individual hotels and small hotel chains in the management of daily operations as well as for the management of inventory, revenue and marketing
-  Launch an intelligent platform with in-depth data monitor and analysis capability to enhance customer satisfaction and customer service efficiency

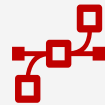
## “Huixing” Smart System



Provide all-in-one transportation planning to allow availability, affordability and achievability



Launch various transportation methods such as train, flight, bus etc.



Provide a combination of train tickets that connect different legs of the trip when direct train tickets are unavailable. Users can change seats on the same train during their journey





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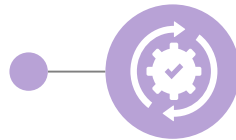
Section 3  
Financial Highlights

# Our Financial Highlights



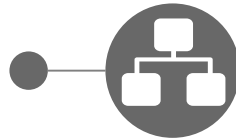
**Solid Recovery with Business Resilience**

**1**



**Efficient Operations Supported by  
Technology and Synergy**

**2**



**Balanced Revenue Mix and Flexible Cost Structure**

**3**



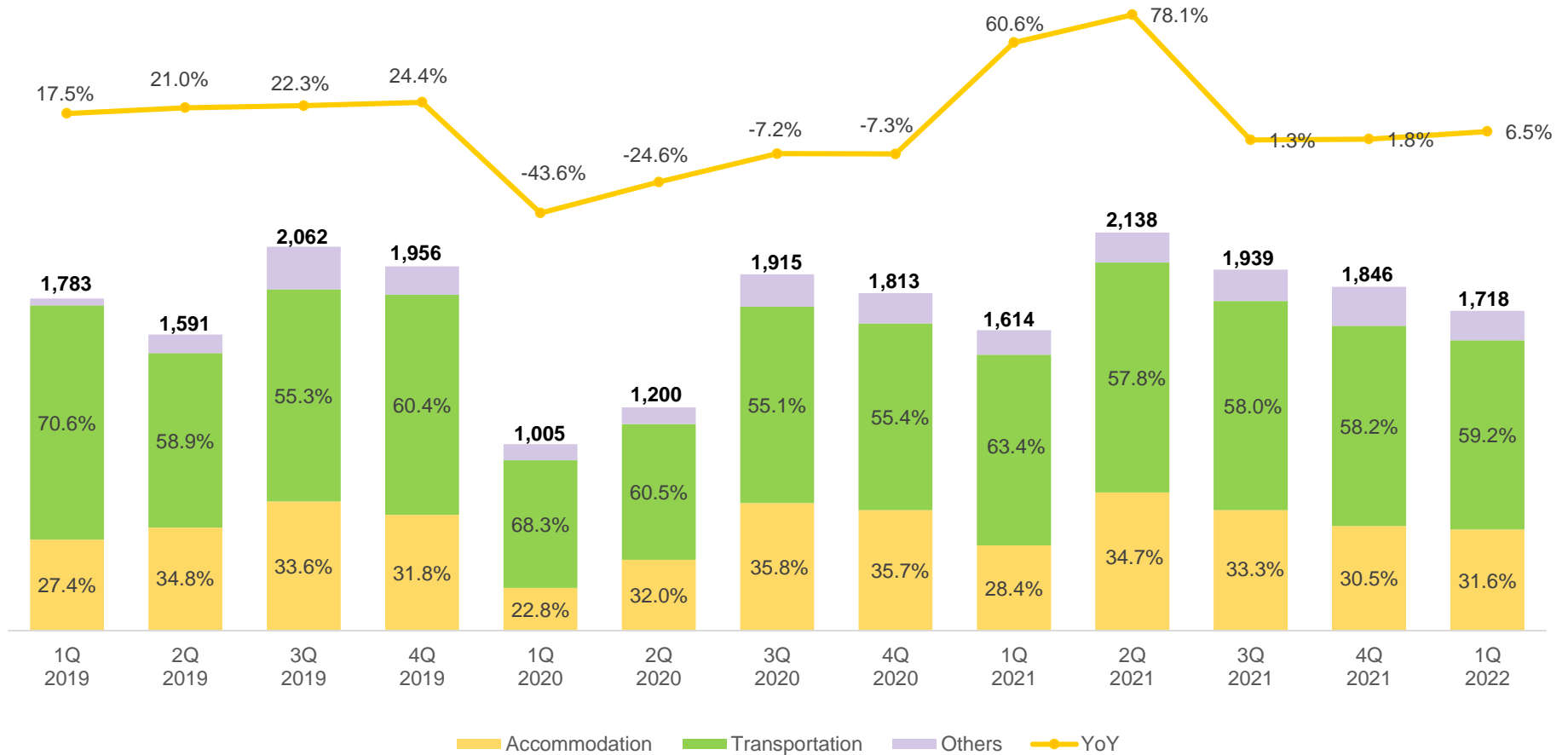
**Resilient Profitability and Healthy Financial Position**

**4**

# Solid Recovery with Business Resilience

## Revenue

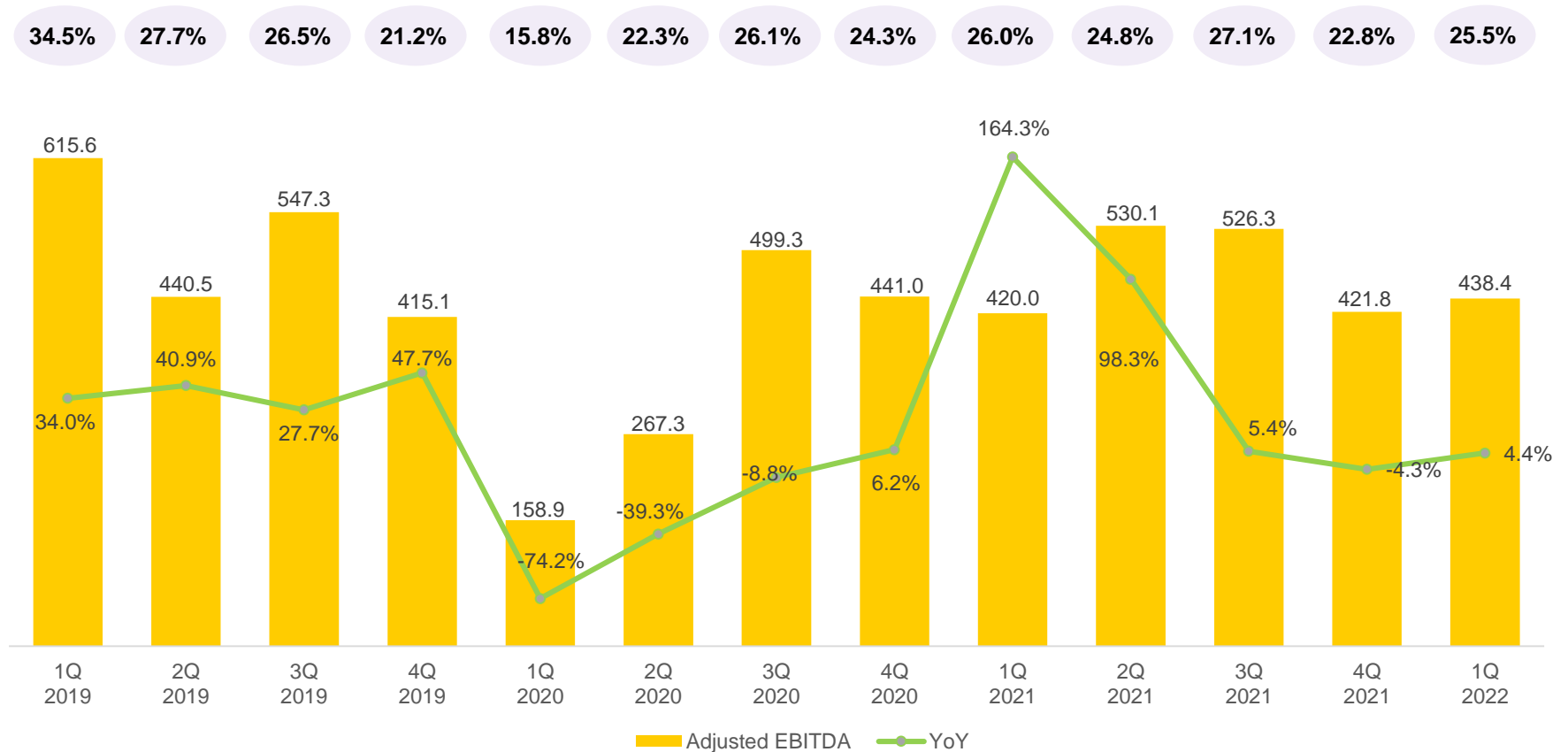
RMB MM



# Resilient Profitability and Healthy Financial Position

## Adjusted EBITDA<sup>(1)</sup>

RMB MM



Adjusted EBITDA Margin

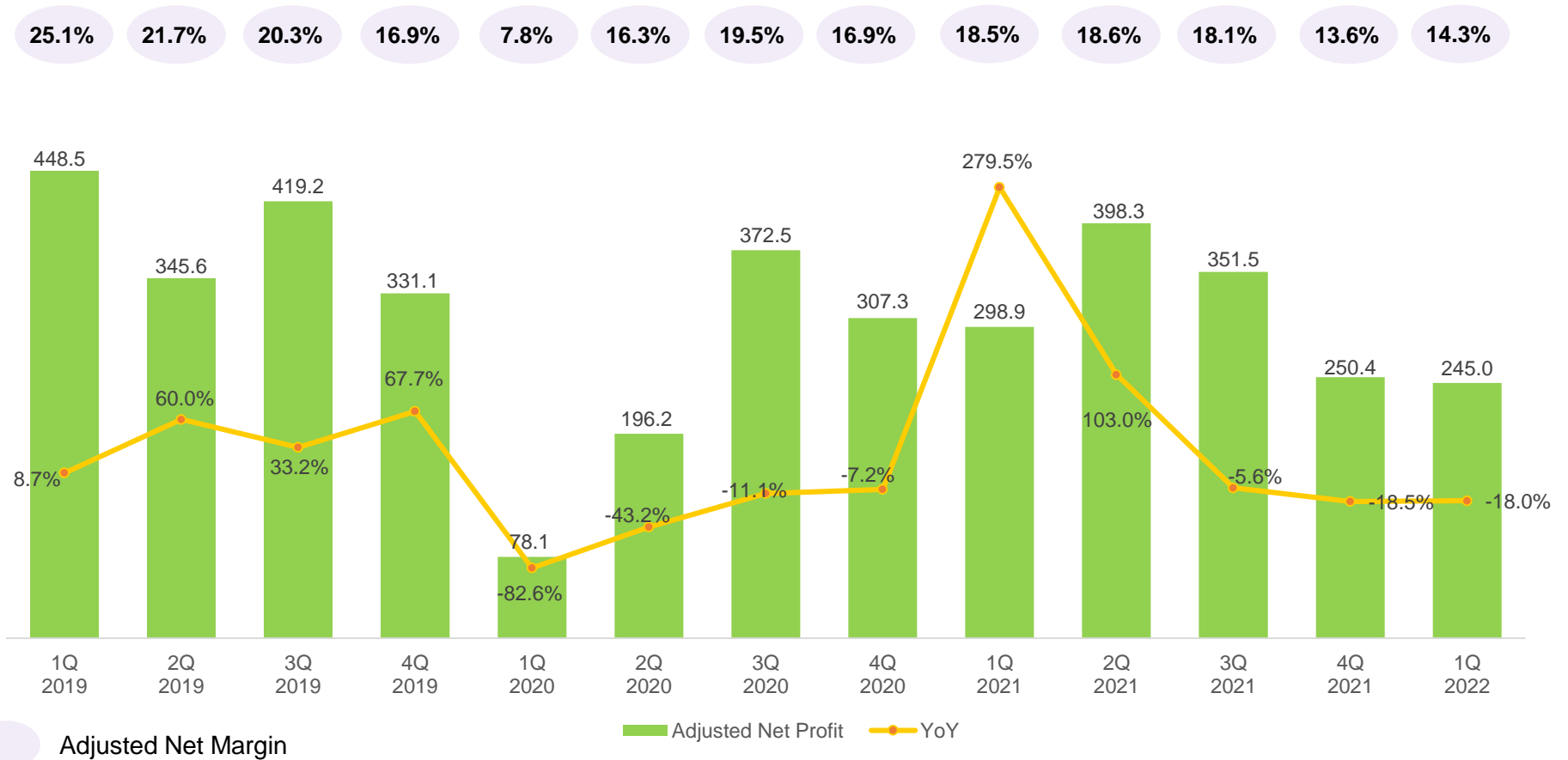
**Notes**

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# Resilient Profitability and Healthy Financial Position

## Adjusted Net Profit<sup>(1)</sup>

RMB MM



### Notes

1. Calculated as profit for the period adding back share-based compensation(net), amortization of intangible assets from acquisition, unrealized foreign exchange (gain)/loss, net losses/(gains) on investees, and others

# Fulfill Social Responsibilities



## Contributions to the society

- Cooperated with local governments in Guangzhou and Bijie to help migrant workers return home safely by providing **end-to-end pickup and drop-off services**
- Cooperated with Tencent and participated in a **charity activity to help to rebuild the village** that was suffered from the previous flooding disaster in Henan Province



## Various initiatives to fight Coronavirus outbreak

- Provided **penalty-free change or cancellation** for all domestic orders on our platform
- Volunteered to utilize our **artificial intelligence automated calling system** to help circulate COVID prevention policy in Suzhou



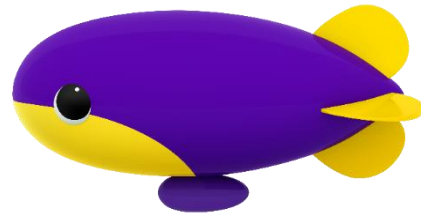
## User caring undertakings

- Tailor-made **a barrier-free user interface** for the elderly to facilitate online booking and provide them with a more convenient and joyful experience
- Provided customer service **in gesture language** to satisfy certain users' needs



## ESG practice to achieve sustainable development

- Set up **a board-level ESG committee** and **a corporate-level ESG and Data Security Committee** to seek sustainable development that benefits both the Company and the society
- Established **task forces** under the committee to further improve ESG initiatives and better fulfill corporate social responsibility



**Our Mission is to Make Travel  
Easier and More Joyful**



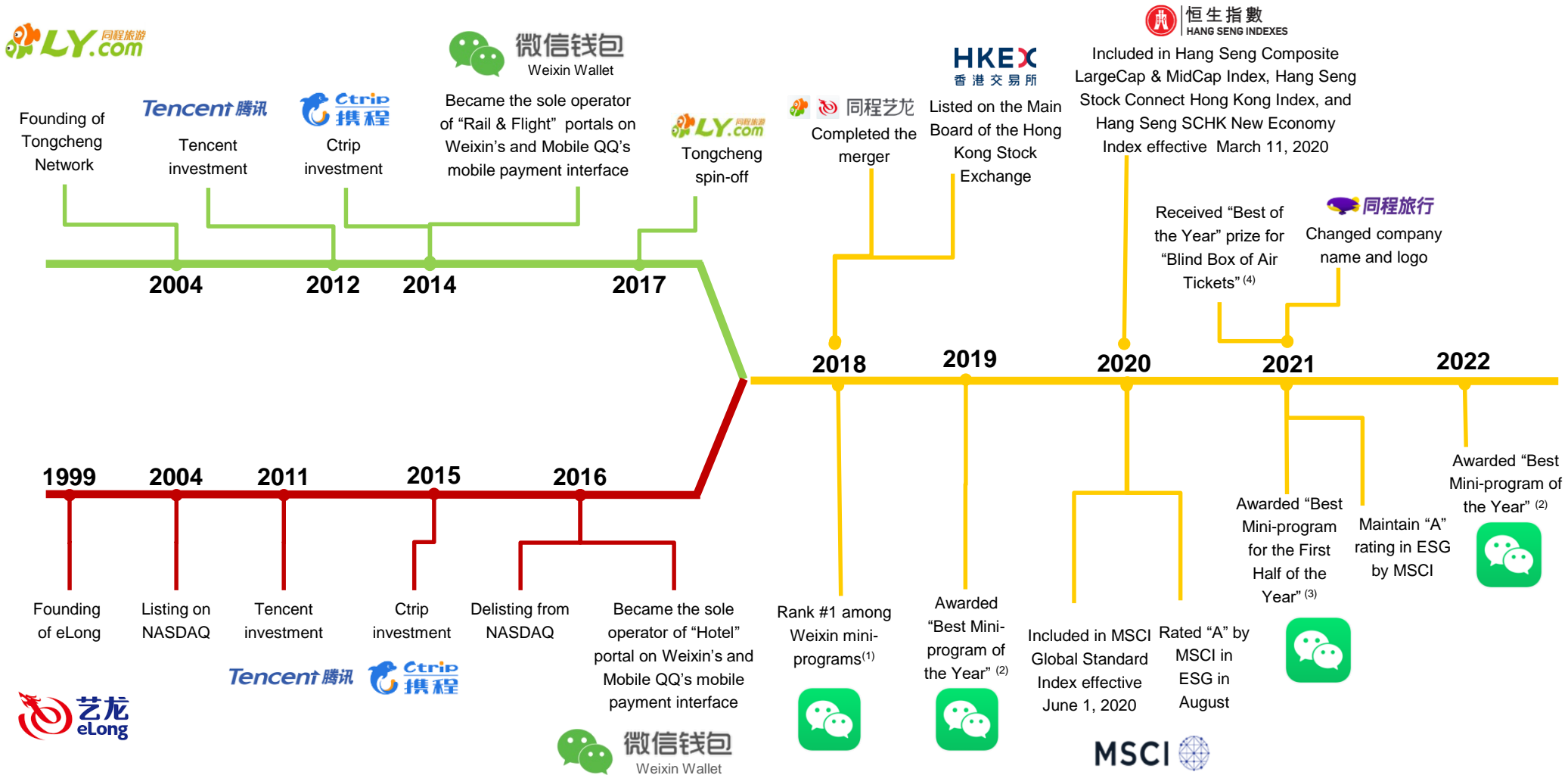


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Appendix

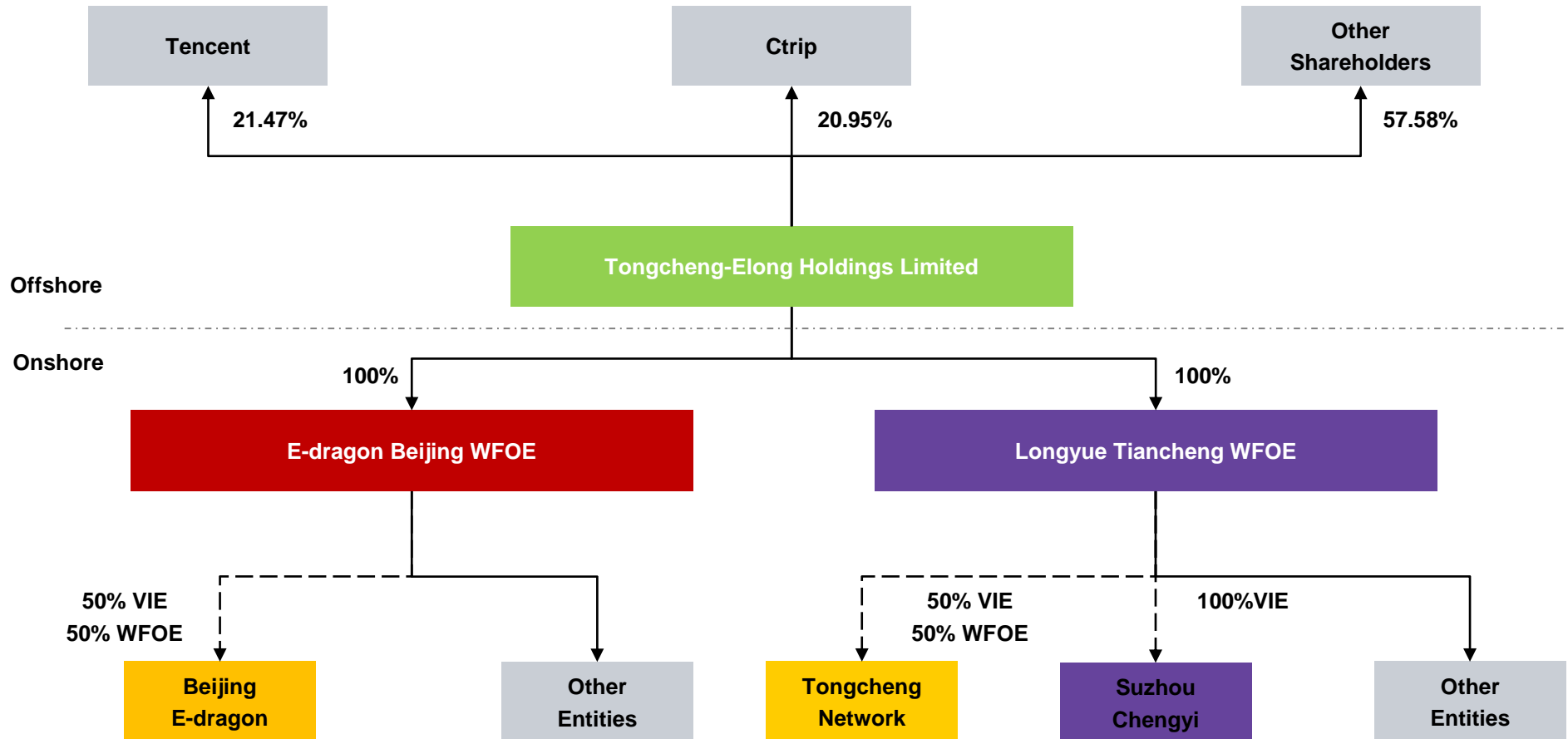
# Corporate Milestones



## Notes

1. According to the Aladdin Index
2. At the Aladdin Annual Conference
3. At the Aladdin Semi-Annual Conference
4. In 2021 Tencent IN Innovative Marketing Award

# Updated Corporate Structure<sup>(1)</sup>



## Notes

1. This is a simplified structure and for illustrative purpose only. The diagram illustrates the corporate structure as of March 31, 2022 base on information from Hong Kong Share Registrar