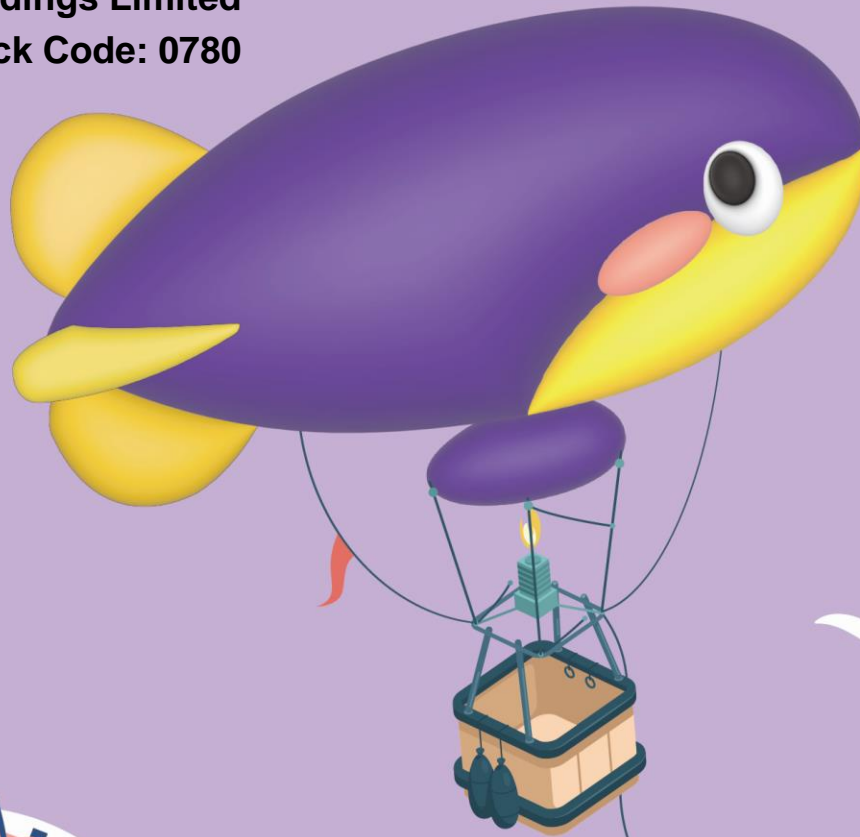




Tongcheng Travel Holdings Limited
Stock Code: 0780



Investor Presentation

August 2023



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Agenda

1

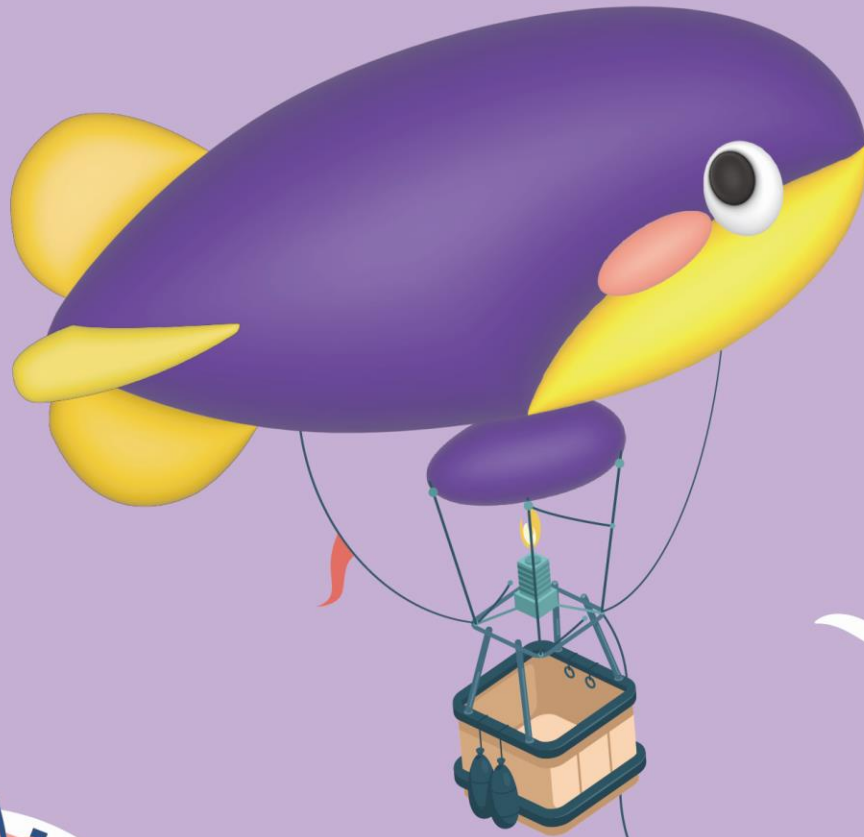
2Q2023 and 1H2023 Review

2

Business Highlights and Updates

3

Financial Highlights



Section 1

2Q2023 and 1H2023 Review



2Q2023 and 1H2023 Review – Operating Metrics



2Q2023 MAU
278.8MM

41.1%
YoY Growth
53.5%
YoY Growth vs 2019



1H2023 MAU
282.5MM

27.7%
YoY Growth
48.3%
YoY Growth vs 2019



2Q2023 MPU
42.2MM

61.7%
YoY Growth
52.3%
YoY Growth vs 2019



1H2023 MPU
41.8MM

Record high

44.6%
YoY Growth
64.6%
YoY Growth vs 2019



2Q2023 GMV
RMB59.7Bn

145.7%
YoY Growth
44.6%
YoY Growth vs 2019



1H2023 GMV
RMB116.9Bn

106.2%
YoY Growth
51.4%
YoY Growth vs 2019



APU⁽¹⁾
217.9MM
Record high

8.6%
QoQ Change

Notes

1. Twelve-month period ended June 30, 2023

2Q2023 and 1H2023 Review – Financial Metrics



2Q2023 Revenue
RMB 2.9Bn
Record high

117.4%
YoY Growth
80.2%
YoY Growth vs 2019



1H2023 Revenue
RMB 5.5Bn

79.6%
YoY Growth
61.6%
YoY Growth vs 2019



2Q2023 Adjusted EBITDA⁽¹⁾
RMB 805.8MM
Record high

28.1%
Margin



1H2023 Adjusted EBITDA⁽¹⁾
RMB 1,538.0MM
Margin

28.2%
Margin



2Q2023 Adjusted Net Profit⁽²⁾
RMB 592.4MM
Record high

20.7%
Margin



1H2023 Adjusted Net Profit⁽²⁾
RMB 1,096.0MM
Margin

20.1%
Margin

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

2Q2023 Review – Business Highlights



Domestic Room Nights

Over 130%

YoY Growth vs 2019

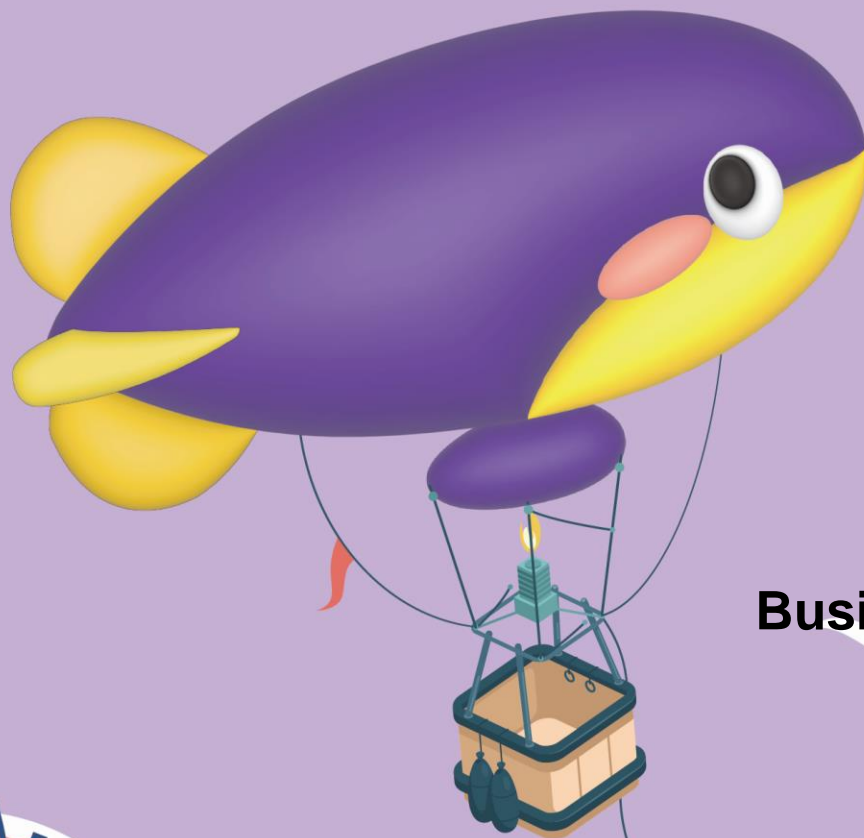


Domestic Air Ticketing Volume

40%

YoY Growth vs 2019





Section 2

Business Highlights and Updates



Business and Strategic Highlights

User Base

Substantial user base with diversified sources

*Lower-tier
Cities*

Solidified market position in lower-tier cities

*User
Experience*

Extended products and services through one-stop shop platform

*User
Engagement*

Strengthened brand awareness via effective marketing campaigns

*Data &
Technology*

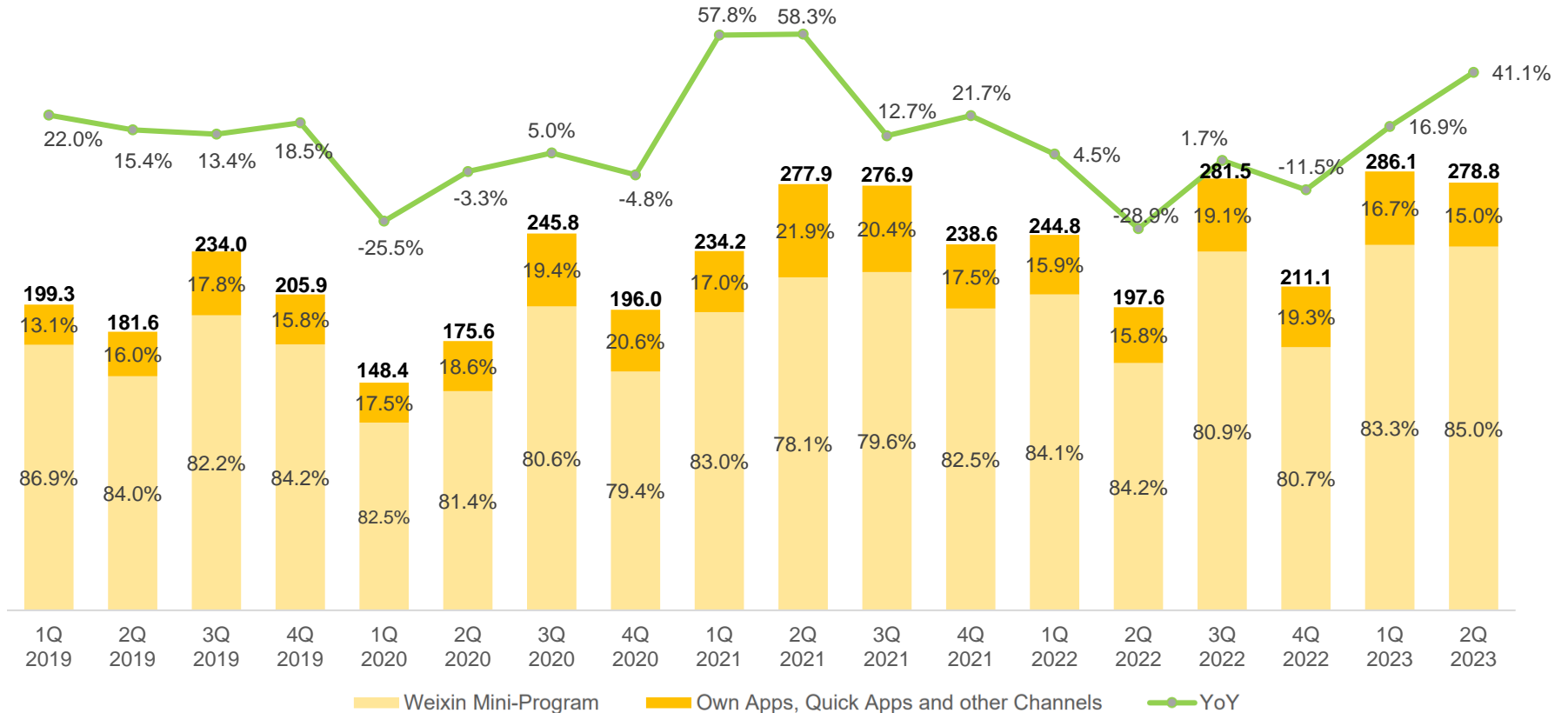
Pioneering Innovator from OTA to ITA

1

Substantial User Base with Diversified Sources

Average MAUs

MM

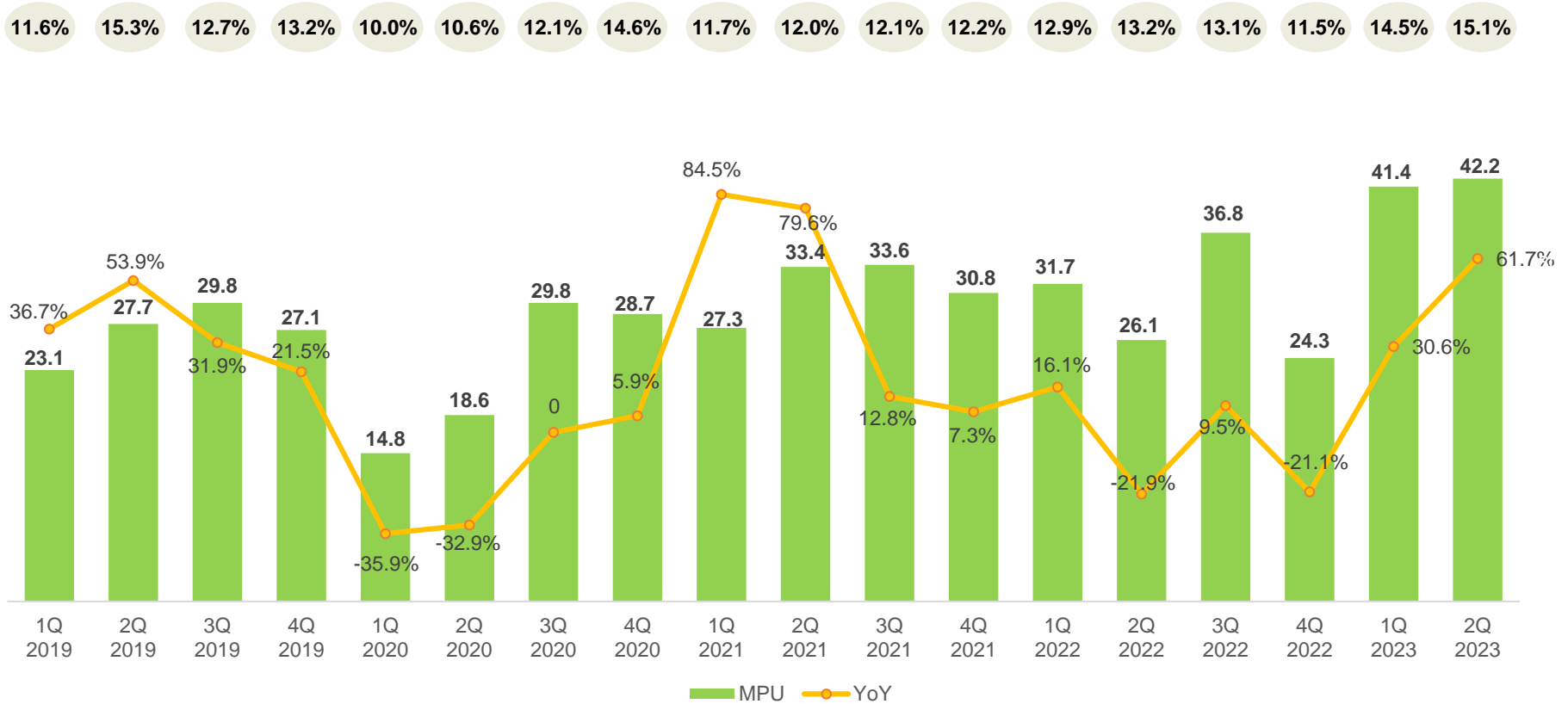


1

Substantial User Base with Diversified Sources

Average MPUs

MM



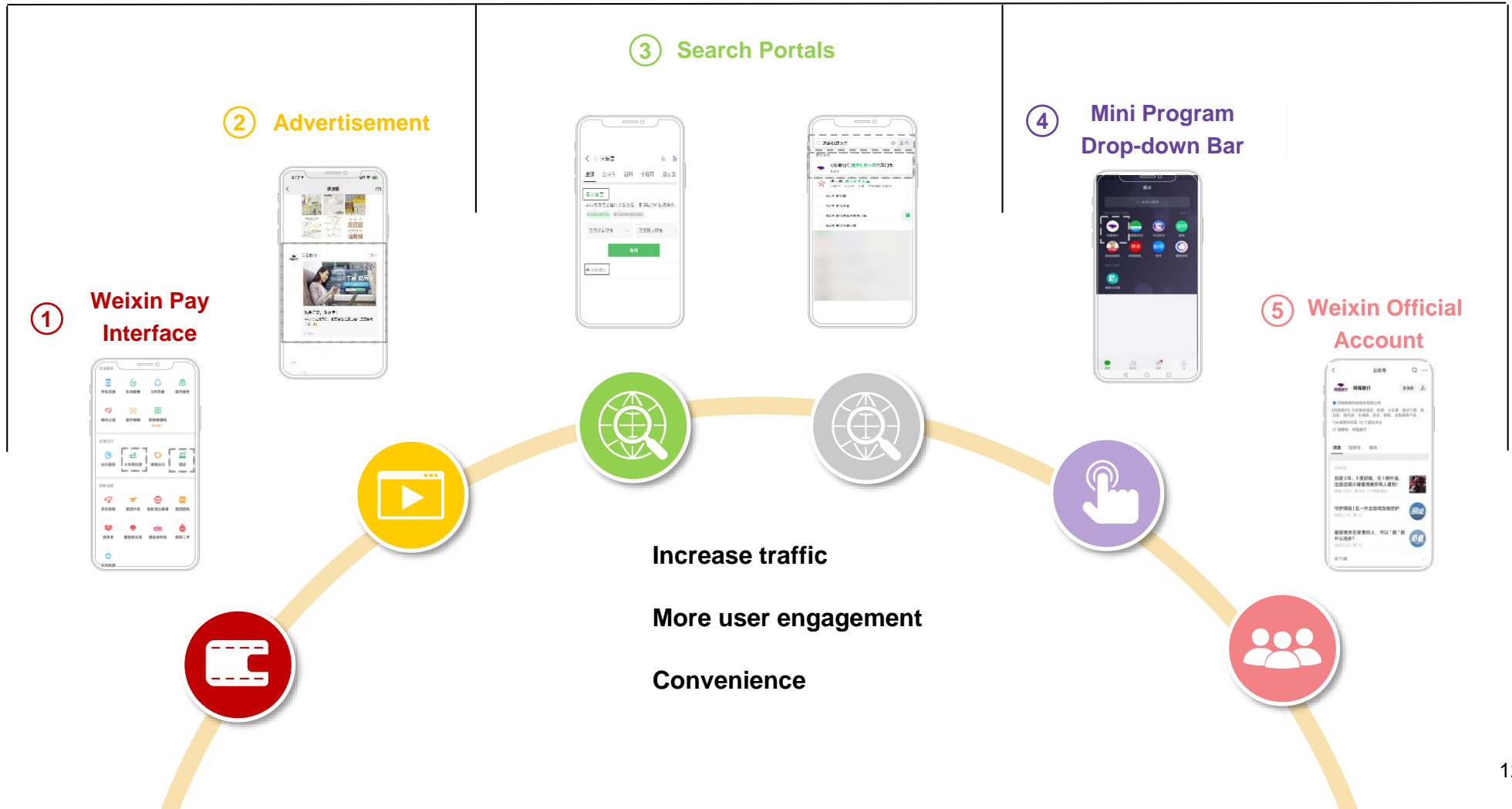
Paying ratio⁽¹⁾

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

Sponsored a professional e-sports game and launched e-sports events utilizing famous Tencent IPs to promote our brand to the younger population



②

Optimized operations in Weixin Search(搜一搜) to enhance user experience and user engagement



③

Joined hands with Tencent Docs to promote our marketing events and direct users to our mini-program



④

Joined hands with Wechat Pay Hong Kong and co-launched a marketing campaign to interact with users in Hong Kong

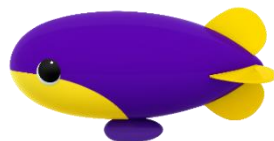


⑤

Cooperated with QQ Browser and obtained an entry point to effectively attract users to our mini-program



**Comprehensive cooperation
with Tencent**



1

Expand User Base through Multiple Channels

Offline Traffic Acquisition



Offline user acquisition initiatives

Standalone Apps



One-stop shop travel products and services

Cooperation with Handset Vendors



Convenient access for users

2

Solidified Market Position in Lower-tier Cities

Promising Demographic Feature



The **great migration to internet** 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 growth



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

Notes

1. As of June 30, 2023

2. For the three months ended June 30, 2023

3

Extended Products and Services Through One-stop Shop Platform



Transportation Ticketing

- Provides comprehensive transportation ticketing services including air, train, bus, car-hailing, metro and ferry
- Enriches and optimizes related value-added products and services including insurance, Huixing, and other long-tail services to enhance monetization
- Leverage on the huge traffic of ticketing business to cross-sale to other businesses



Accommodation Reservation

- Provides diversified hotel and alternative accommodation offerings catering to different preferences and budgets of users
- Develops value-added products and services including vouchers, disposable supplies, room cancellation insurance to enhance user experience



Other Businesses

- Enriches “To C” products and services such as Black-Whale membership card, attraction ticketing, and package tour services to utilize our vast user base and increase user stickiness
- Provides “To B” businesses such as advertising services, ITA-related services (such as PMS), corporate travel, and hotel management services to facilitate the digital transformation and growth of the travel industry

4 Strengthened Brand Awareness via Effective Marketing Campaigns

Marketing Campaigns



Summer travel benefits for users



Promotional campaigns for hotel stays surrounding concerts



Diverse Black-Whale membership versions with various privileges

Branding Campaigns




Extend the ultimate boundary of travel experience through innovative branding campaigns




5 Pioneering Innovator from OTA to ITA


Intelligent Travel Assistant (ITA)




“Huixing” system provides users with intelligent transportation product combo booking system



“Technology Solutions” help airports construct digital infrastructure and thus enhance operational efficiency




“Hotel SaaS Solutions” help individual hotels and alternative accommodations 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



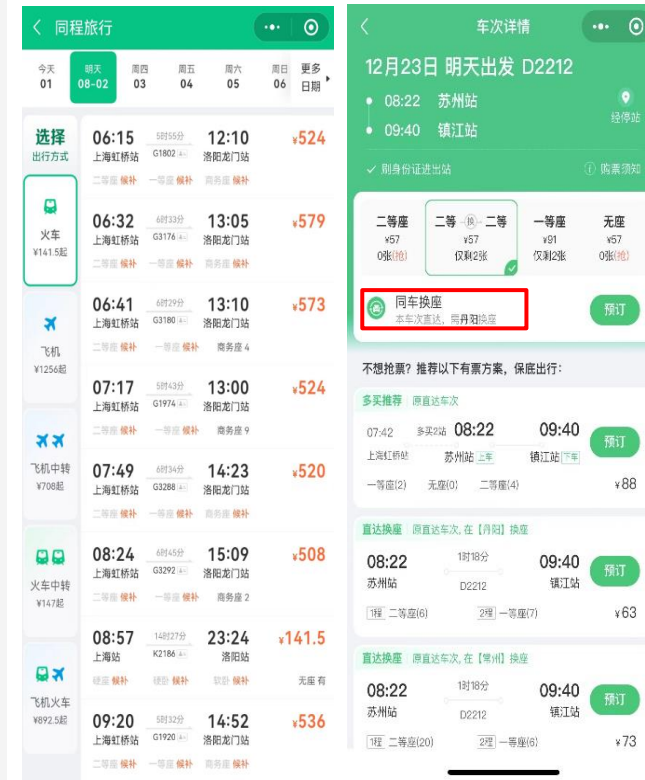
Provide all-in-one transportation planning to allow availability, affordability and achievability



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



The screenshot displays a travel app interface with two main panels. The left panel, titled '同程旅行' (Tongcheng Travel), shows a list of transportation options for a trip from Shanghai Hongqiao Station to Luoyang Longmen Station. The options include train, flight, and flight+train combinations, with prices ranging from ¥524 to ¥536. The right panel, titled '车次详情' (Train Details), shows the specific train D2212 on December 23rd, with departure at 08:22 from Suzhou Station and arrival at 09:40 at Luoyang Longmen Station. It offers various seat classes like二等座 (¥57),一等座 (¥81), and无座 (¥57), and includes a '同车换座' (Same Train Seat Change) option highlighted with a red box.

5 Practice Sustainability Philosophy



Improved ESG practices

- Obtained **“AA” MSCI ESG Rating**
- Included in The **Sustainability Yearbook (China)** by S&P Global
- Optimized ESG policies and increased efforts to enhance disclosure transparency to pursue better ESG practice
- Set up a board-level ESG committee to further improve ESG initiatives and better fulfill corporate social responsibility



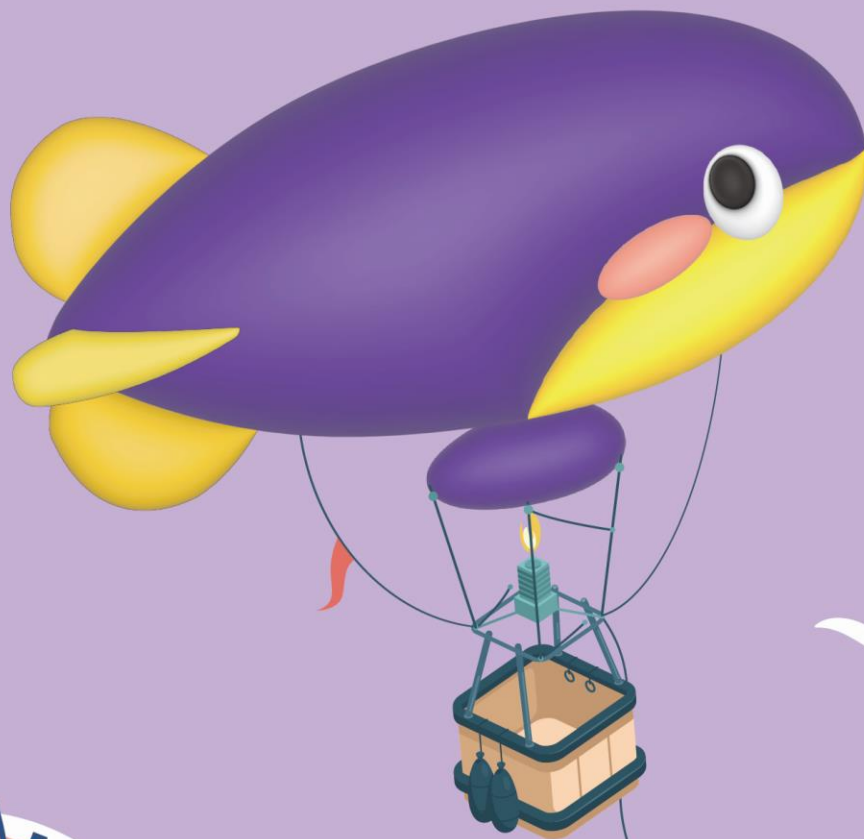
Contributions to the society

- Initiated a training program on digital operation and marketing of **rural tourism** to help stimulate and accelerate the growth of the rural economy
- Launched the **“Tongcheng Thousand Villages Program”** to help more villages build sustainable tourism models and promote developments
- launched a cultural heritage tourism initiative to build an innovative marketplace that revitalizes heritage



User caring undertakings

- Collaborated with over 200 hotels across China to offer college entrance examinees and their parents free stationery, water, and comfortable rest areas
- 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



Section 3

Financial Highlights

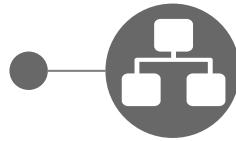


Our Financial Highlights



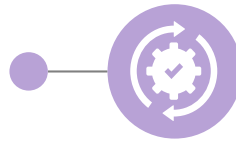
Outstanding Results with Industry Leading Growth

1



Diversified Revenue Streams with Balanced Mix

2



**Efficient Operations Supported by
Technology and Acute Management**

3



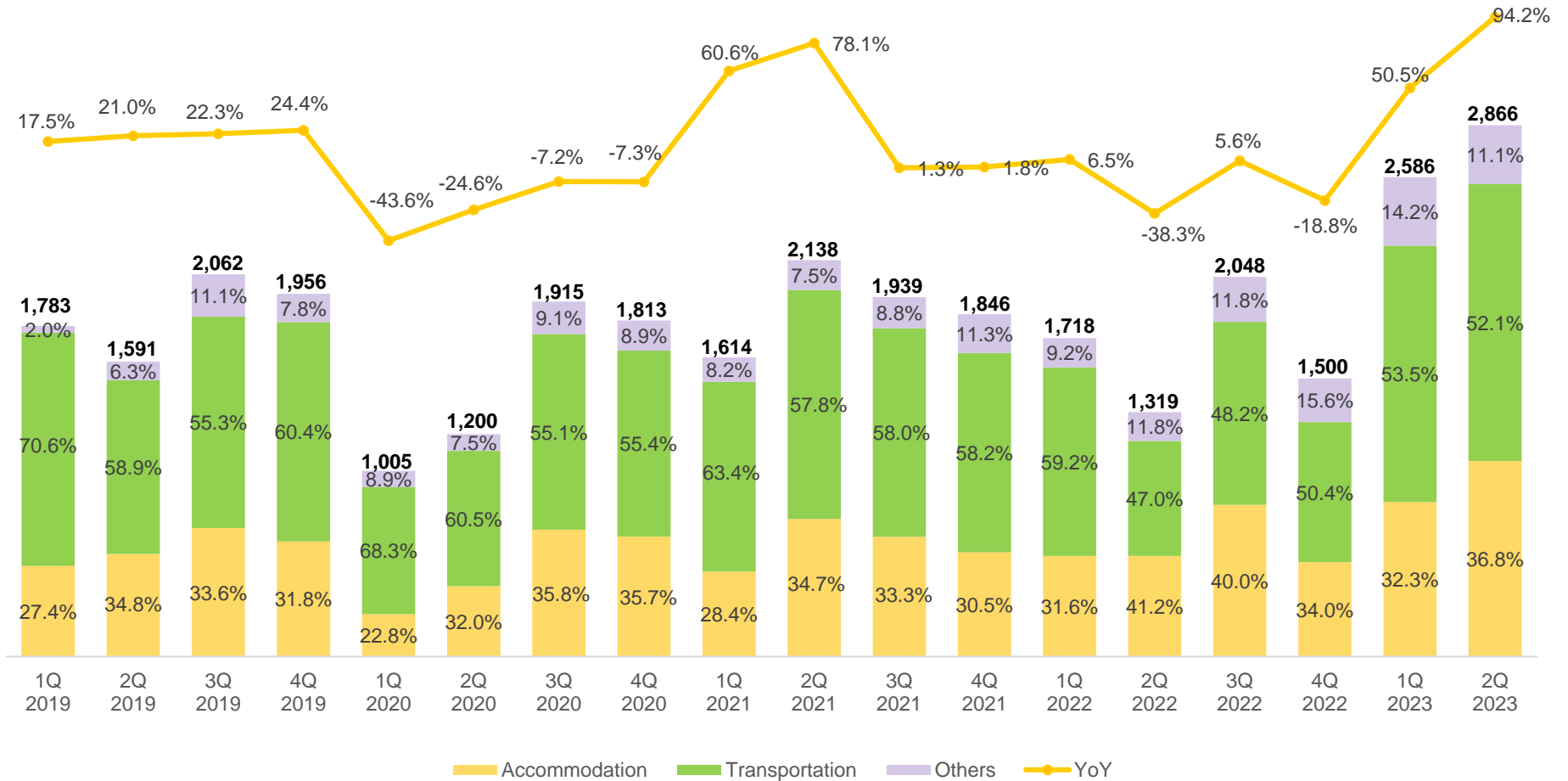
Superb Profitability with Solid Financial Position

4

Outstanding Results with Industry Leading Growth

Revenue

RMB MM

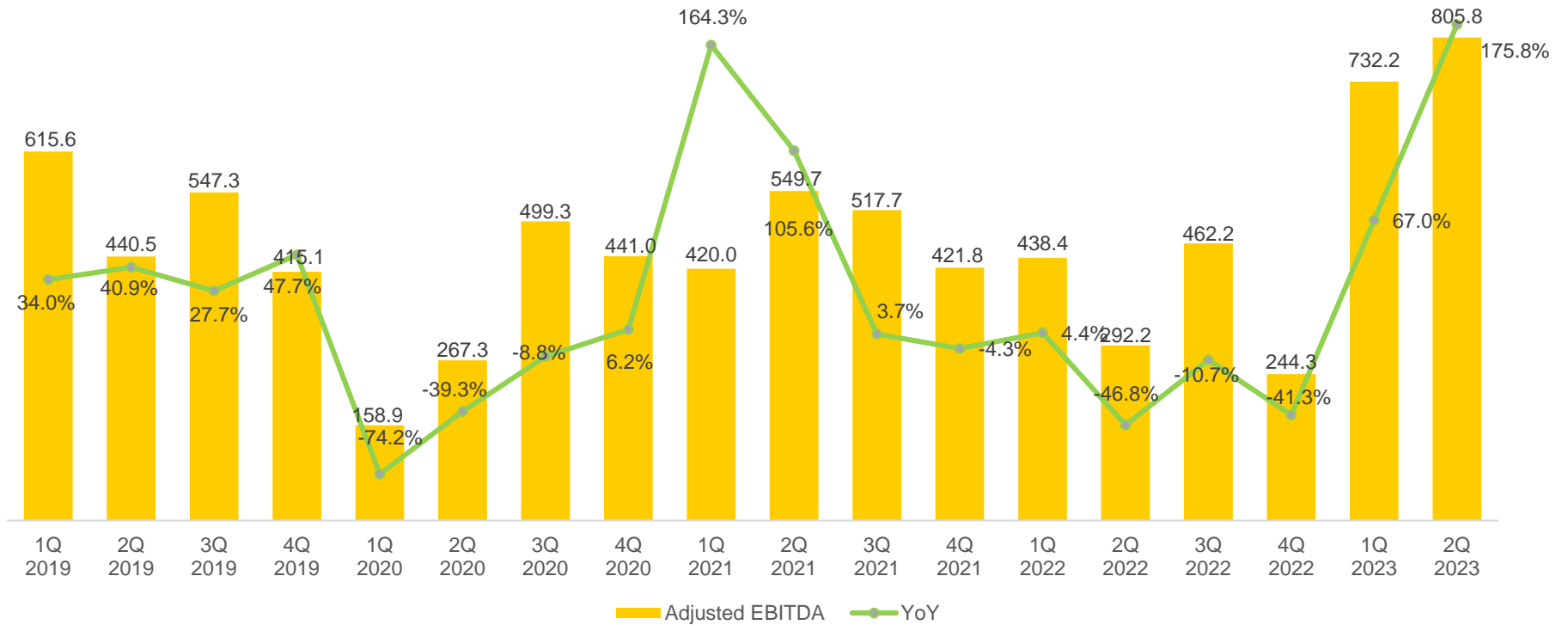


Superb Profitability with Solid Financial Position

Adjusted EBITDA⁽¹⁾

RMB MM

34.5% 27.7% 26.5% 21.2% 15.8% 22.3% 26.1% 24.3% 26.0% 25.5% 26.7% 22.8% 25.5% 22.2% 22.6% 16.3% 28.3% 28.1%



Adjusted EBITDA Margin

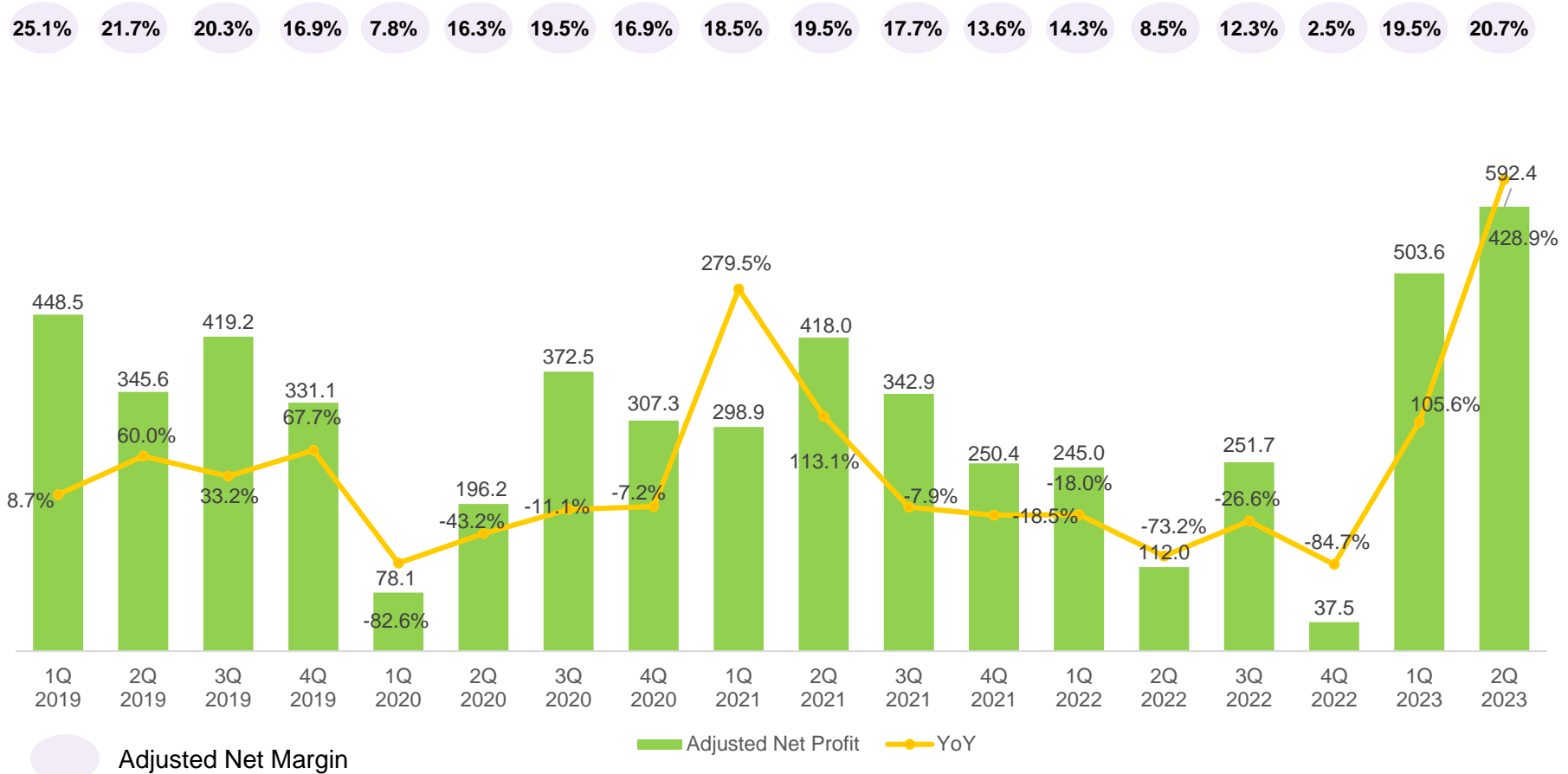
Notes

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, foreign exchange loss, net gains on investees, and others

Superb Profitability with Solid Financial Position

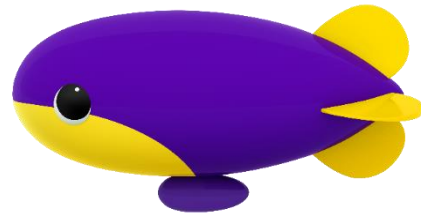
Adjusted Net Profit⁽¹⁾

RMB MM

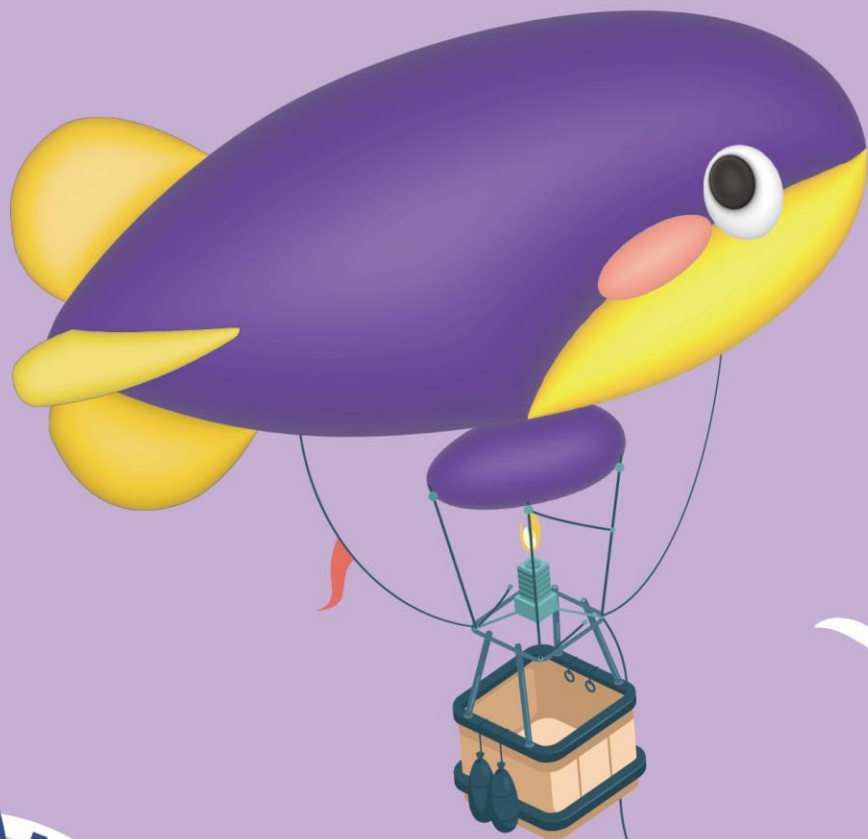


Notes

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



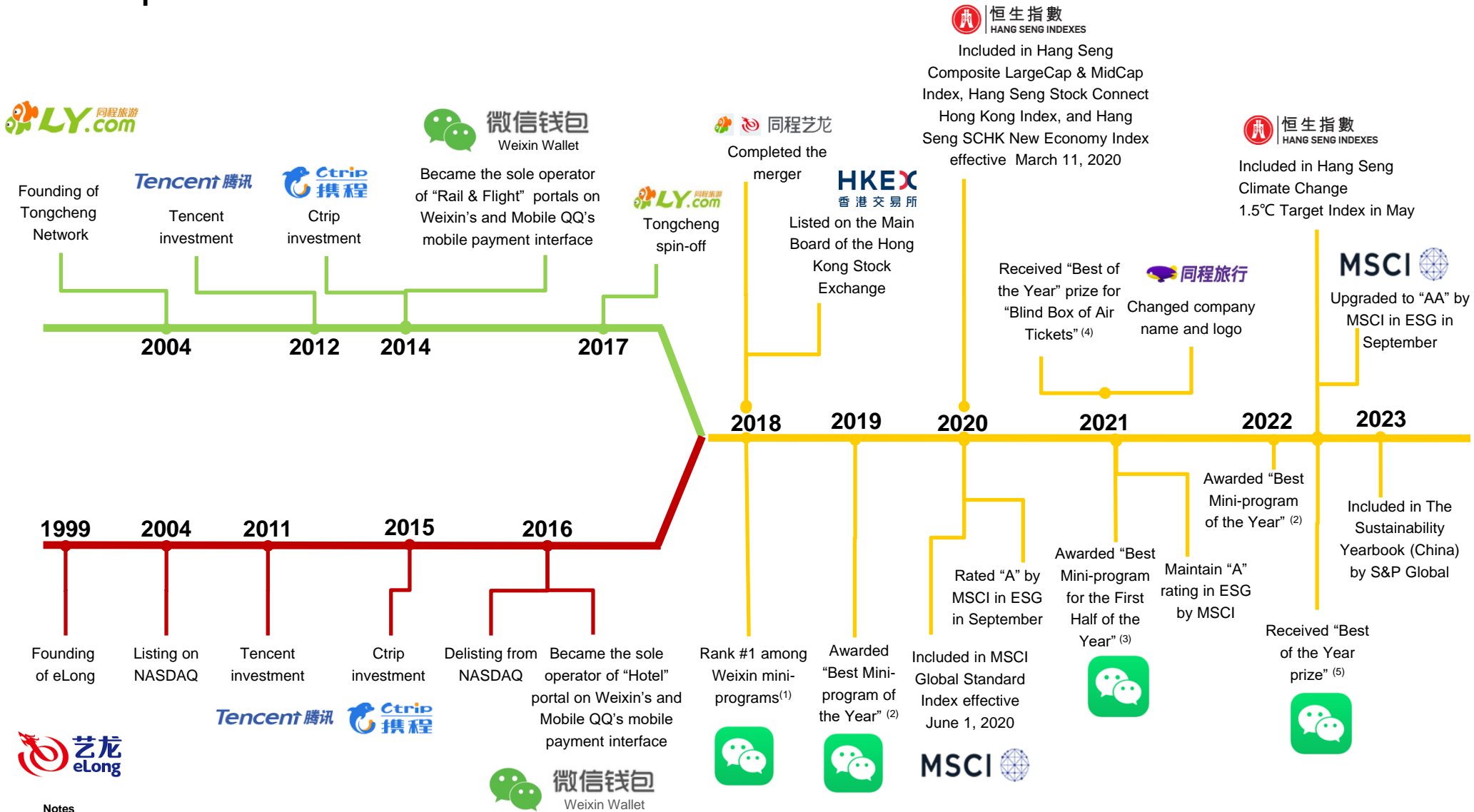
Our Mission is to Make Travel
Easier and More Joyful



Appendix



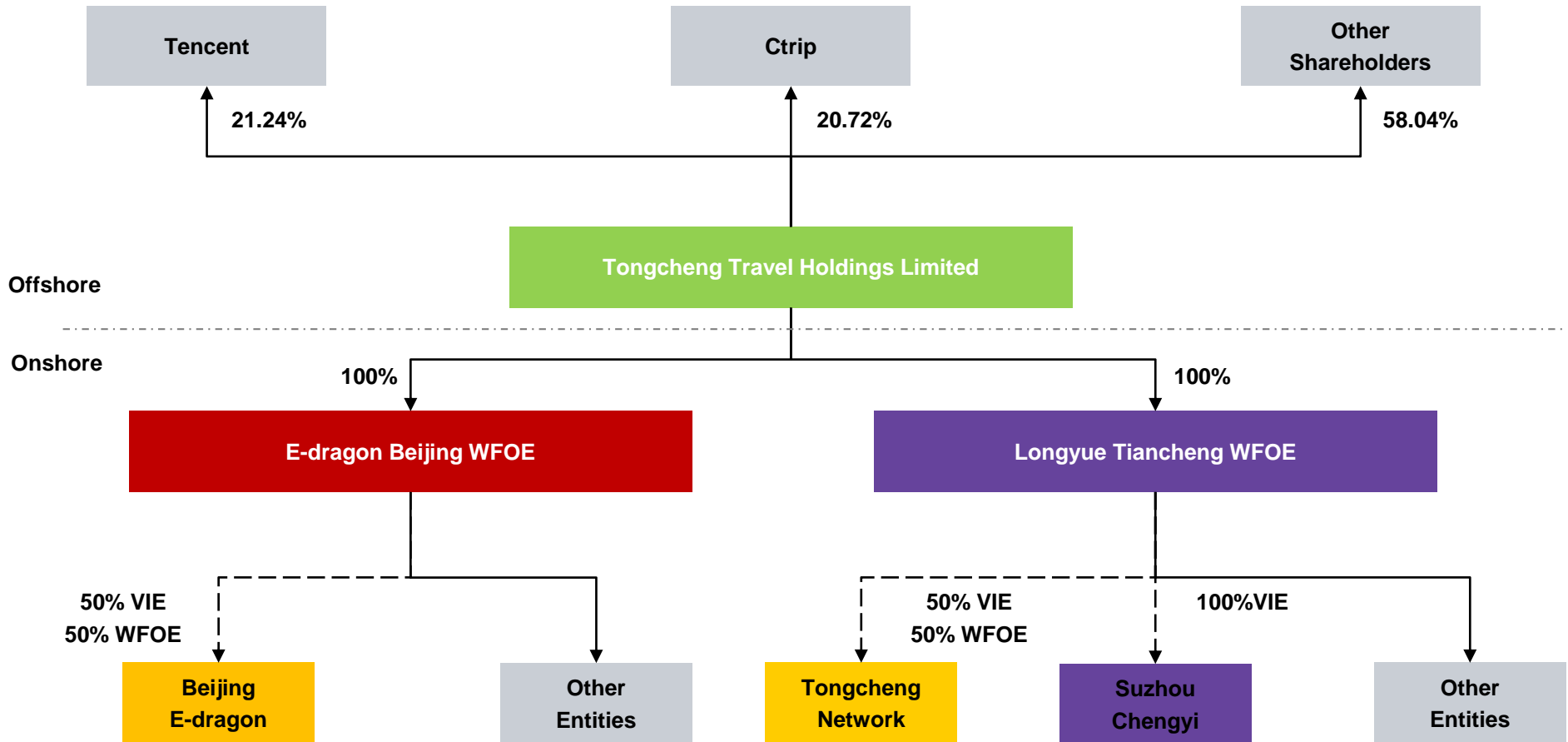
Corporate Milestones



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
5. In 2022 Tencent IN Innovative Marketing Award

Updated Corporate Structure⁽¹⁾



Notes

1. This is a simplified structure and for illustrative purpose only. The diagram illustrates the corporate structure as of June 30, 2023 base on information from Hong Kong Share Registrar