



同程艺龙

Tongcheng-Elong Holdings Limited

Stock Code: 0780



Investor Presentation

August 2021

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Agenda

1

2Q2021 and 1H2021 Review

2

Business Highlights and Updates

3

Financial Highlights



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Section 1

2Q2021 and 1H2021 Review

2Q2021 and 1H2021 Review – Operating Metrics



2Q2021 MAU
277.9MM

Record high

58.3%
YoY Change

53.0%
YoY Change vs 2019



1H2021 MAU
256.1MM

58.1%
YoY Change

34.5%
YoY Change vs 2019



2Q2021 MPU
33.4MM

Record high

79.6%
YoY Change

20.6%
YoY Change vs 2019



1H2021 MPU
30.4MM

82.0%
YoY Change

19.7%
YoY Change vs 2019



2Q2021 GMV
RMB43.9Bn

96.0%
YoY Change

6.2%
YoY Change vs 2019



1H2021 GMV
RMB77.2Bn

90.1%
YoY Change

**Fully Recovered
vs 2019**



APU⁽¹⁾
181.9MM

20.0%
YoY Change

Notes

1. Twelve-month period ended June 30, 2021

2Q2021 and 1H2021 Review – Financial Metrics



2Q2021 Revenue
RMB 2.1Bn

78.1%
YoY Change

34.4%
YoY Change vs 2019



1H2021 Revenue
RMB 3.8Bn

70.1%
YoY Change

11.2%
YoY Change vs 2019



2Q2021 Adjusted EBITDA⁽¹⁾
RMB 530.1MM **24.8%**
Margin



1H2021 Adjusted EBITDA⁽¹⁾
RMB 947.5MM **25.3%**
Margin



2Q2021 Adjusted Net Profit⁽²⁾
RMB 398.3MM **18.6%**
Margin



1H2021 Adjusted Net Profit⁽²⁾
RMB 694.6MM **18.5%**
Margin

Notes

1. Calculated as operating profit adding back share-based compensation, amortization of intangible assets, depreciation of property, plant, and equipment, and right-of-use assets, and acquisition-related cost
2. Calculated as profit for the period adding back share-based compensation (net), amortization of intangible assets from acquisitions, and acquisition-related cost

2Q2021 Review – Business Highlights



Domestic Room Nights

65%+

YoY Growth

100%+

YoY Growth in
Lower-tier cities



Domestic Air Ticketing Volume

30%

YoY Growth



Bus Ticketing Volume

270%+

YoY Growth



Notes
All of the above figures represented year-on-year changes when compared to 2Q2019



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Section 2

Business Highlights and Updates

Our Business and Strategic Highlights

User Base

Significantly elevated traffic with diversified sources

*Lower-tier
Cities*

Solidified market position in lower-tier cities

*User
Experience*

Enhance user experience on one-stop shop platform

*User
Engagement*

Strengthen brand recognition through precise marketing campaigns

*Data &
Technology*

Innovative pioneer from OTA to ITA

1

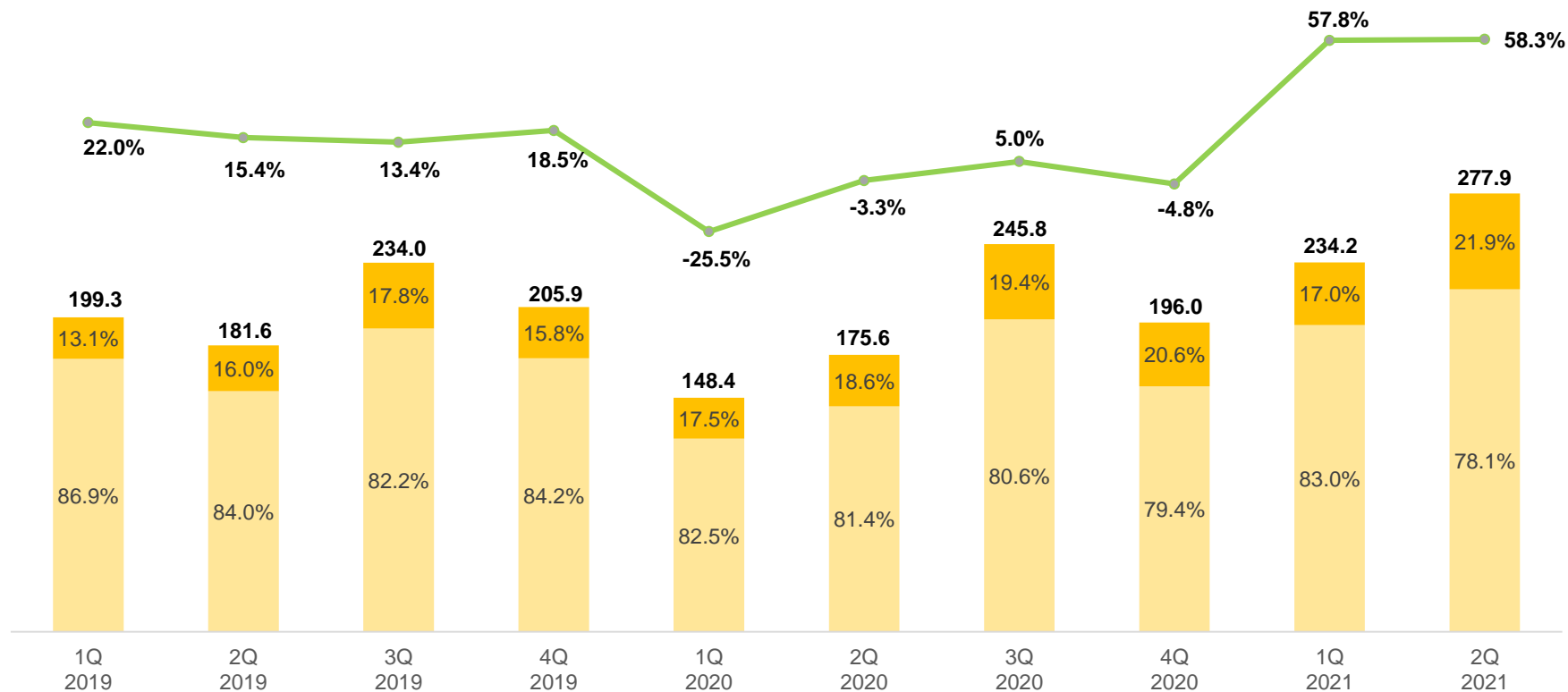
Significantly Elevated Traffic with Diversified Sources

Average MAU

MM

Own Apps, Quick Apps and other Channels

YoY



Weixin Mini-Program

Own Apps, Quick Apps and other Channels

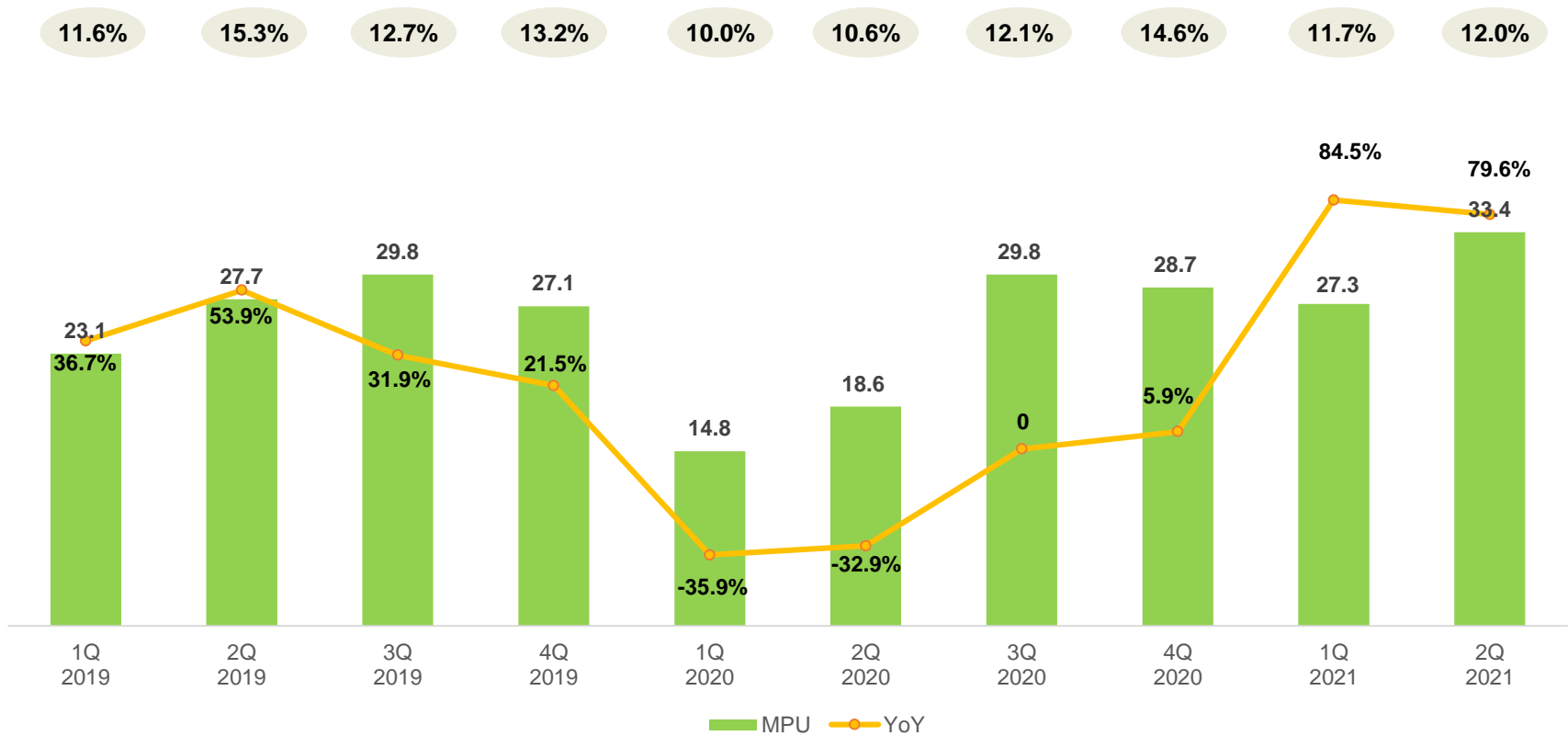
YoY

1

Significantly Elevated Traffic with Diversified Sources

Average MPU

MM



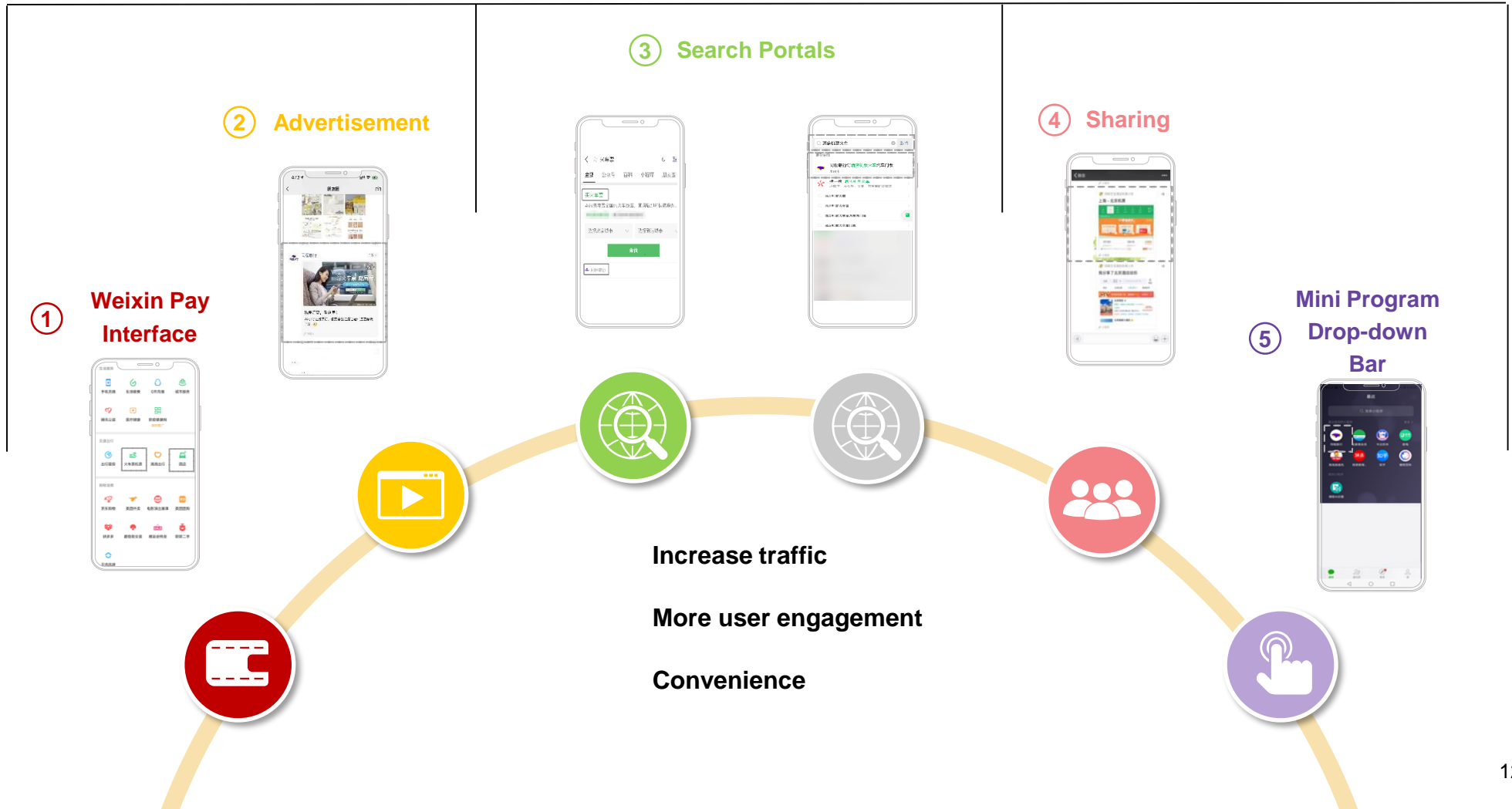
Paying ratio⁽¹⁾

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 Extensive Cooperation within Weixin

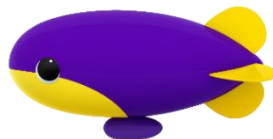
① Joined hands with Weixin Pay to launch promotional campaigns to enhance online user acquisition efficiency



② Collaborated with Tencent Video and QQ Music to enrich Black Whale membership benefits to increase user loyalties



In-depth cooperation with Tencent ecosystem



③ Cooperation with Weixin search portal to boost traffic growth



④ Promotion on Tencent online game platform to improve brand awareness



⑤ Provided travel products on Tencent Map to explore new scenarios



1

Expand User Base through Multiple Channels

Offline Traffic Acquisition

IP Entitlement from Tencent

Cooperation with Handset Vendors

Cooperation with Short-Video Platforms



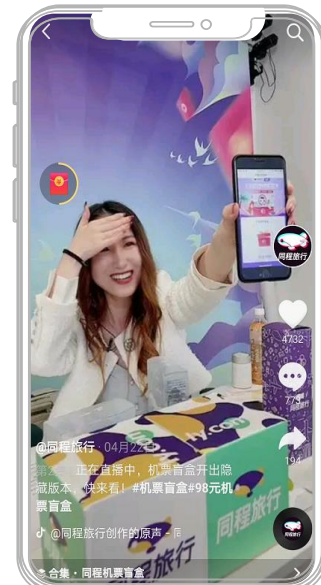
User acquisition at hotels, bus stations, and tourist attractions



Privileges for users



Travel benefits for users

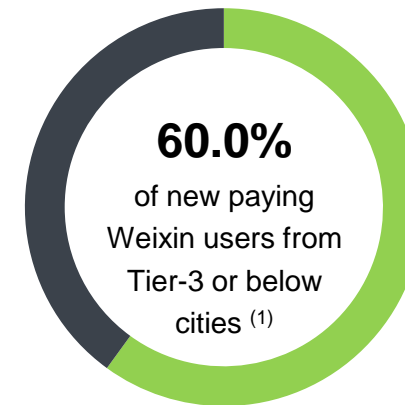


Brand promotion to attract more users

2

Preeminent Market Position in Lower-tier Cities

Attractive Demographic Feature of Our Users



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 June 30, 2021

3

Enhance User Experience on One-stop Shop Platform



Capture More Revenue Opportunities



Increase User Engagement and Stickiness



Higher Spending Per User



More Repeat Purchase

4 Strengthen Brand Recognition through Precise Marketing Campaigns

Innovative Marketing Campaigns



“Blind Box of Air Tickets” initiative



“Blind Box of Travel Products” initiative



“48 Hours” initiative

Offline Marketing Campaigns



Branding campaigns at various scenarios

5 Innovative Pioneer 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
- 

Provided 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
- 

Launched 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



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



Support voice ticket inquiry and ticket booking





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Section 3

Financial Highlights

Our Financial Highlights



Strong Recovery with Robust Growth

1



**Distinguished Operating Leverage from
Technology and Synergy**

2



**Optimized Cost Structure and
Flexible Operations**

3



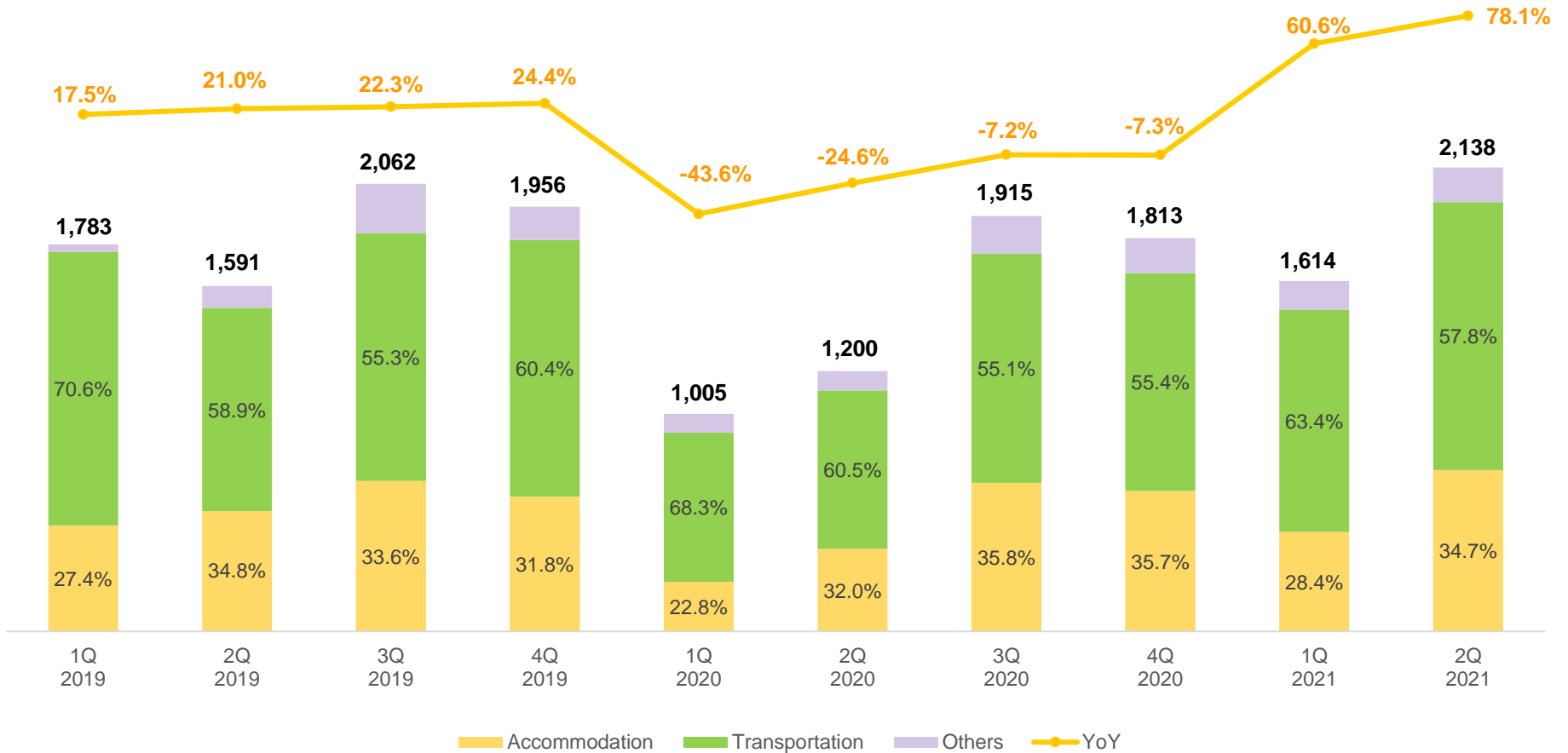
Efficient Operations and Impressive Profitability

4

Strong Recovery with Robust Growth

Revenue

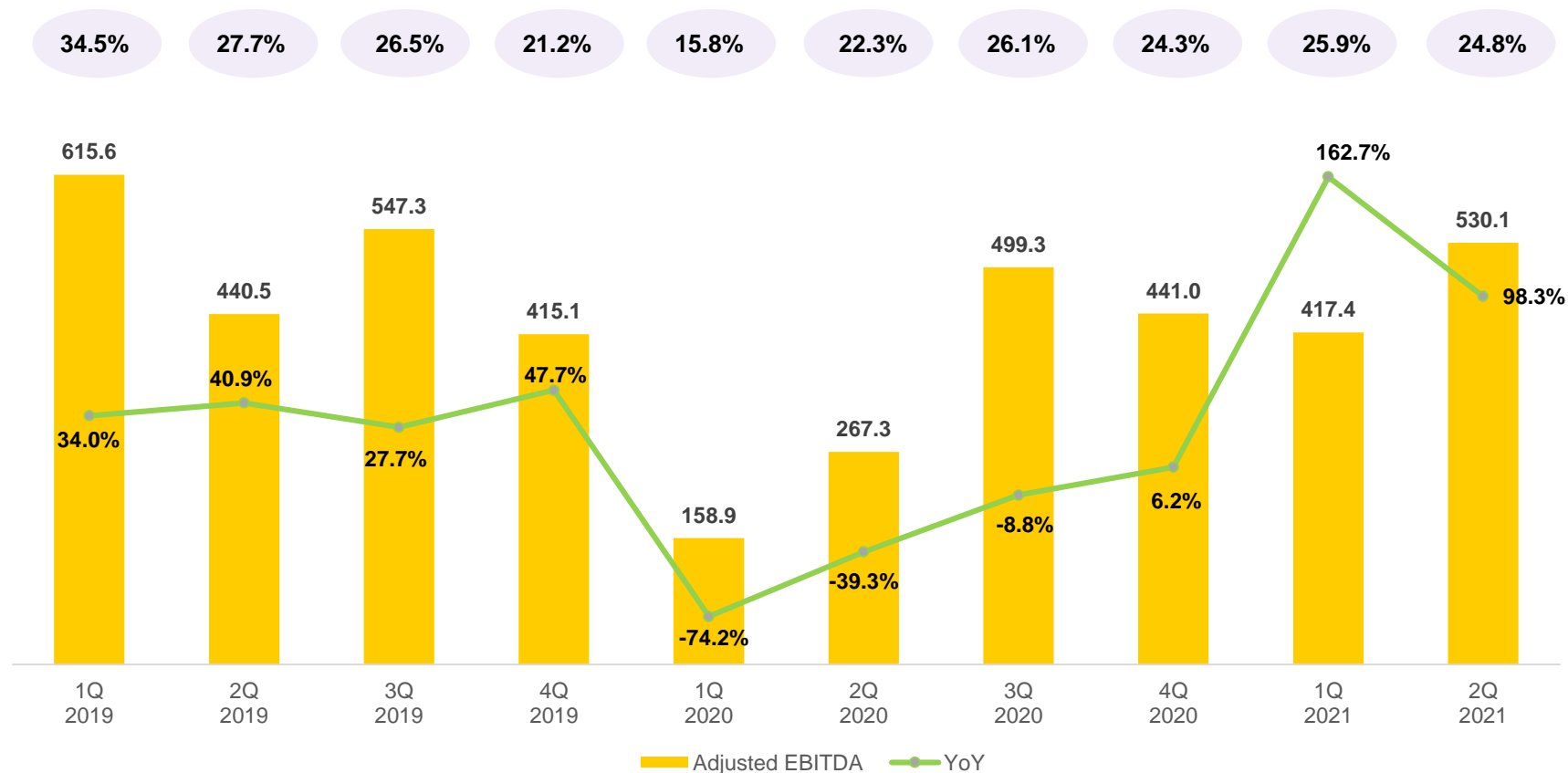
RMB MM



Efficient Operations and Impressive Profitability

Adjusted EBITDA⁽¹⁾

RMB MM



Adjusted EBITDA Margin

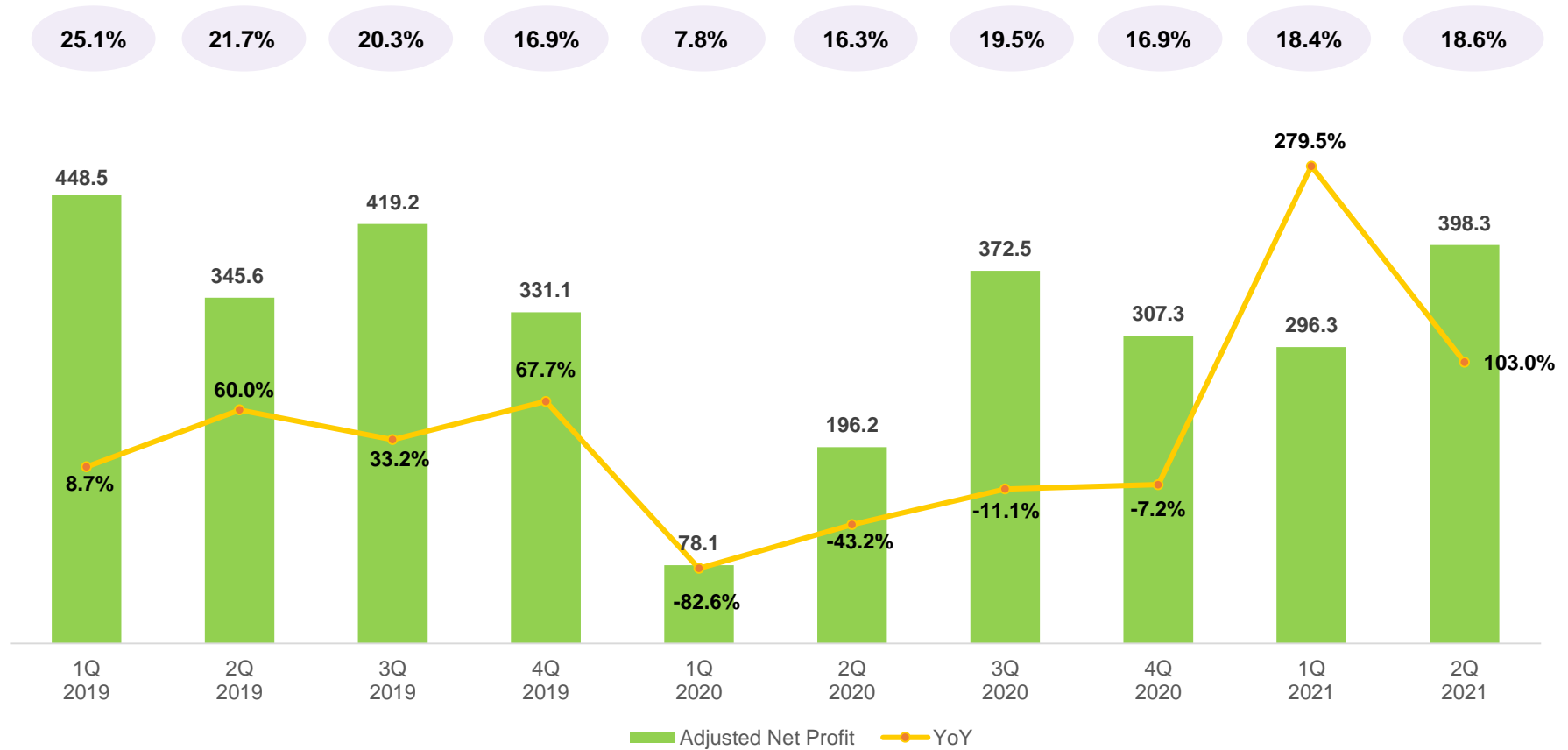
Notes

1. Calculated as operating profit adding back share-based compensation, amortization of intangible assets, depreciation of property, plant, and equipment, and right-of-use assets, and acquisition-related cost

Efficient Operations and Impressive Profitability

Adjusted Net Profit⁽¹⁾

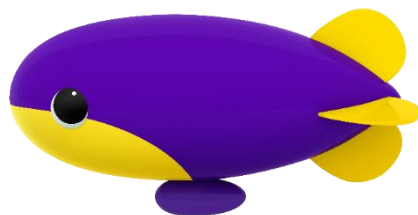
RMB MM



Adjusted Net Margin

Notes

1. Calculated as profit for the period adding back share-based compensation, amortization of intangible assets from acquisitions, and acquisition-related cost



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

Initiatives to Fight Coronavirus Outbreak



2021



Provide **change or cancellation of reservation** for hotels and attraction tickets **free of charge**



Co-launch “**map of good will hotels**” with Tencent Map amid the natural disaster to assist users to find hotels with shelter and supplies

2020



Penalty-free cancellations of all domestic orders on our platform and open up **self-service cancellation** function



Set up RMB200 million **emergency fund** for timely refund



Work with an online medical platform to provide **medical consultation** for free



Launch an **inquiry service**, allowing users to check any COVID-19 diagnosed patients in same train / flight



Provide COVID-19 related **insurance free** of charge for users with travel demand



Initiate “**Safe Riding**” service to ensure the safety of drivers and passengers



Establish “**Ark Alliance**” to help promote tourist attractions free of charge via online marketing tools for members within the alliance



Extend **validity period** of membership for all members



Launch “**Safe Room**” to ensure the safety of guests



Initiate “**Return to Work Platform**” to provide customized bus transport services for enterprises



Give **Black Whale membership** for free to medical workers across Mainland China to pay tribute to their contribution and sacrifices



Upgrade the “**Hit The Road**” initiative, with successive safety measures, in an effort to relieve users’ anxiety of going out after the epidemic, meanwhile work with partners to help revitalize the travel industry



Establish **strategic cooperation** with Inner Mongolia government to promote the autonomous region’s tourism industry by building a new pattern of “Internet + Tourism”



Take part in “**Digitalization Transformation Action**” to help micro-small and medium enterprises as well as empower their transformation



Join hands with local governments to **live stream** tourist destinations so as to help stimulate consumption



Work with Tencent Map to provide users with **locational information** of COVID-19 nucleic acid test availability

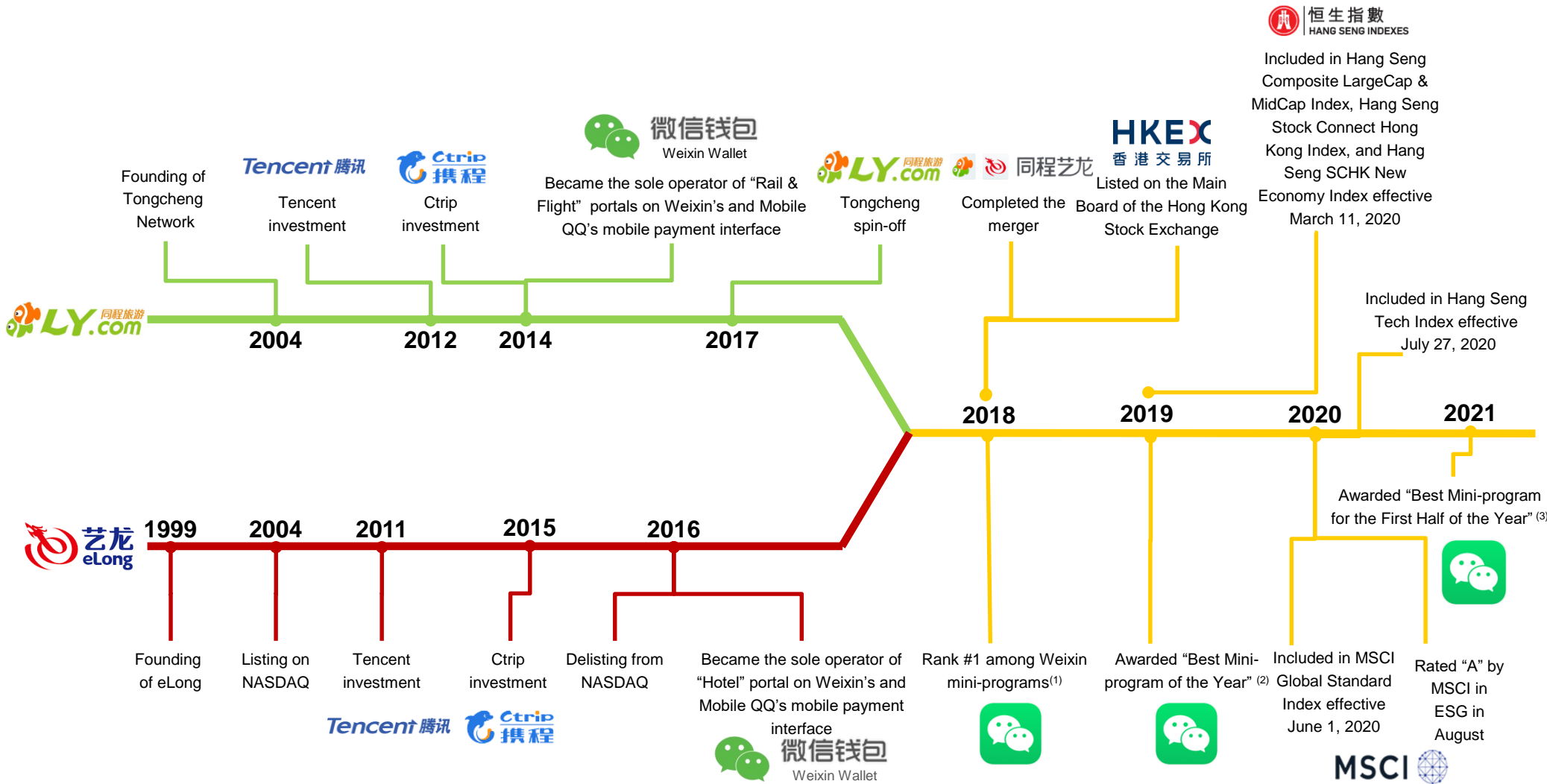


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Appendix

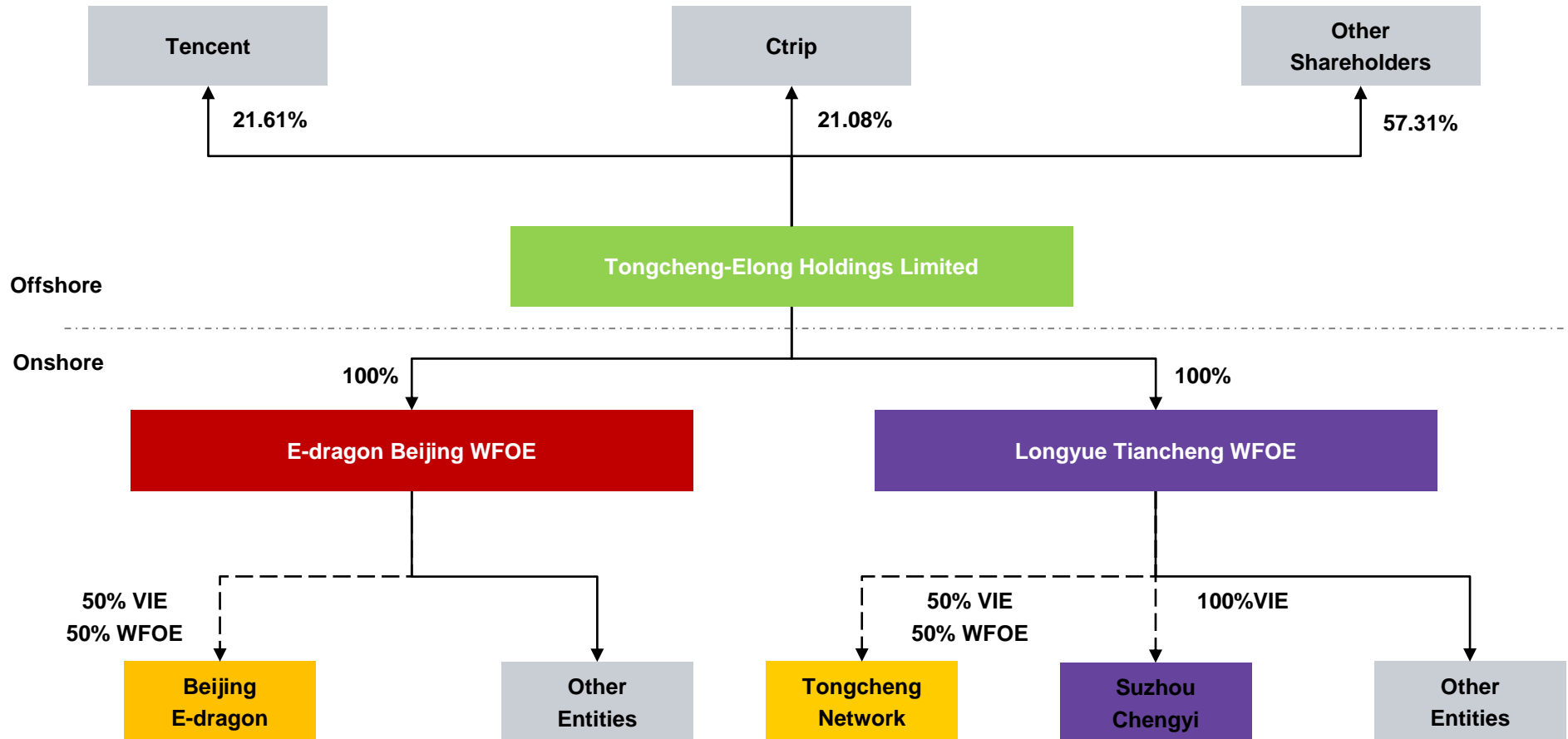
Corporate Milestones



Notes

- 1. According to the Aladdin Index
- 2. At the Aladdin Annual Conference
- 3. At the Aladdin Semi-Annual Conference

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, 2021 base on information from Hong Kong Share Registrar

Online Travel Market in China is Rapidly Evolving



Source: iResearch

Notes

1. In terms of user base, according to iResearch