



Tongcheng Travel Holdings Limited

Stock Code: 0780



Investor Presentation

November 2022



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Agenda

1

3Q2022 Review

2

Business Highlights and Updates

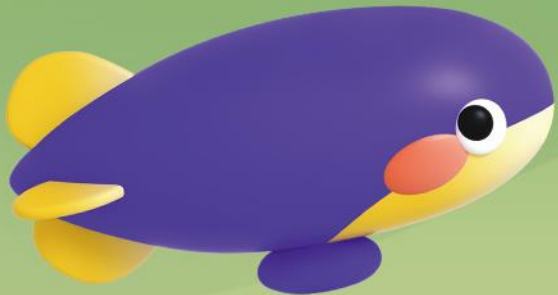
3

Financial Highlights



Section 1

3Q2022 Review



3Q2022 Review



Revenue
RMB 2.0Bn

5.6%
YoY Change



MAU
281.5MM
Record high

1.7%
YoY Change



Adjusted EBITDA⁽¹⁾
RMB 462.2MM

22.6%
Margin



MPU
36.8MM
Record high

9.5%
YoY Change



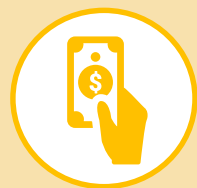
Adjusted Net Profit⁽²⁾
RMB 251.7MM

12.3%
Margin



GMV
RMB 40.6Bn

(1.2%)
YoY Change



APU⁽³⁾
200.5MM
2.2%
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, foreign exchange loss/(gain), 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 acquisitions, foreign exchange loss/(gain), net losses/(gains) on investees, and others
3. Twelve-month period ended September 30, 2022



Section 2

Business Highlights and Updates



Our Business and Strategic Highlights

User Base

Robust traffic with diversified sources

*Lower-tier
Cities*

Solidified market position in lower-tier cities

*User
Experience*

Enhanced user satisfaction through one-stop shop platform

*User
Engagement*

Improved brand recognition through effective marketing campaigns

*Data &
Technology*

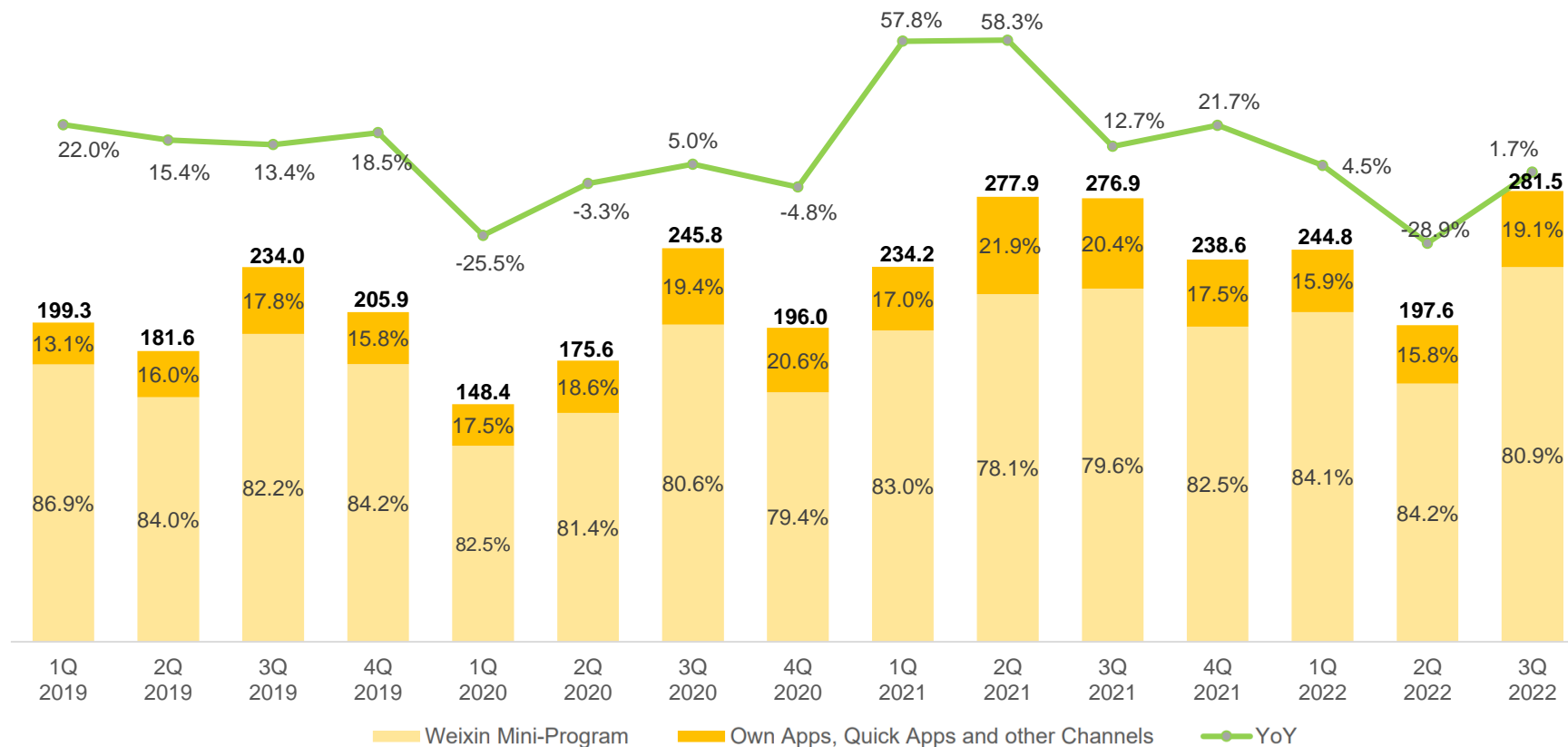
Pioneer innovator from OTA to ITA

1

Robust Traffic with Diversified Sources

Average MAUs

MM



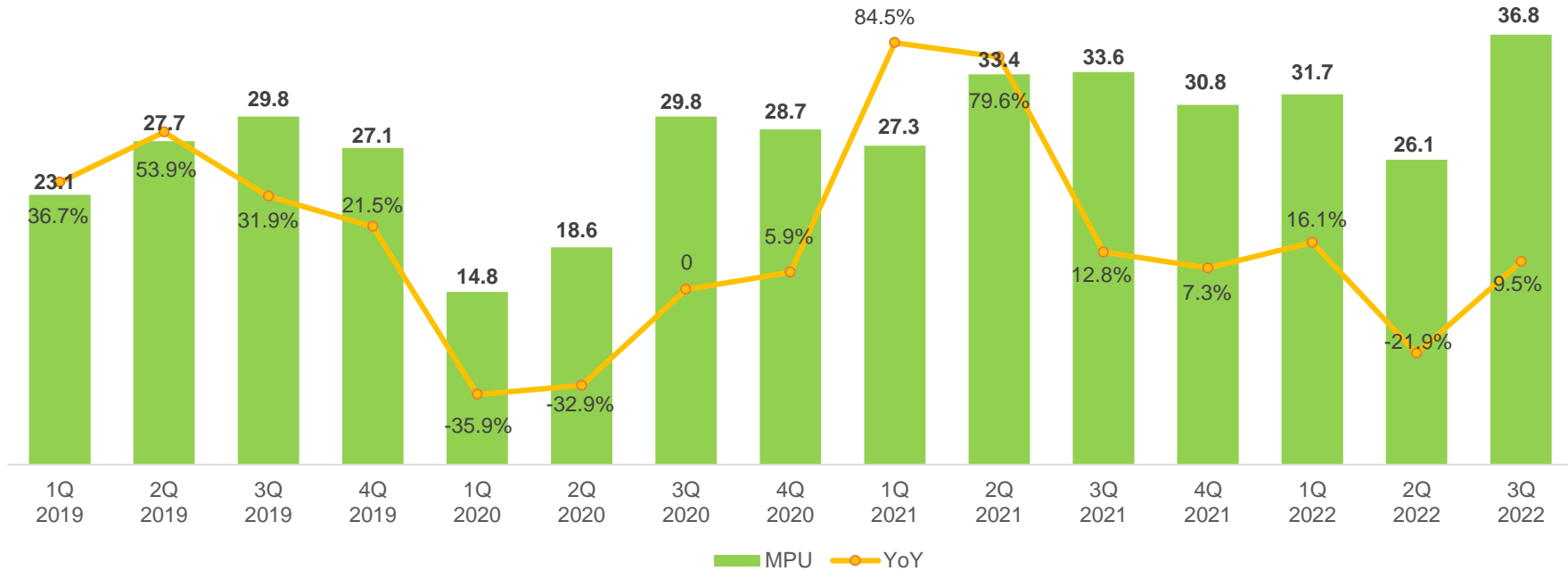
1

Robust Traffic with Diversified Sources

Average MPUs

MM

11.6% 15.3% 12.7% 13.2% 10.0% 10.6% 12.1% 14.6% 11.7% 12.0% 12.1% 12.2% 12.9% 13.2% 13.1%



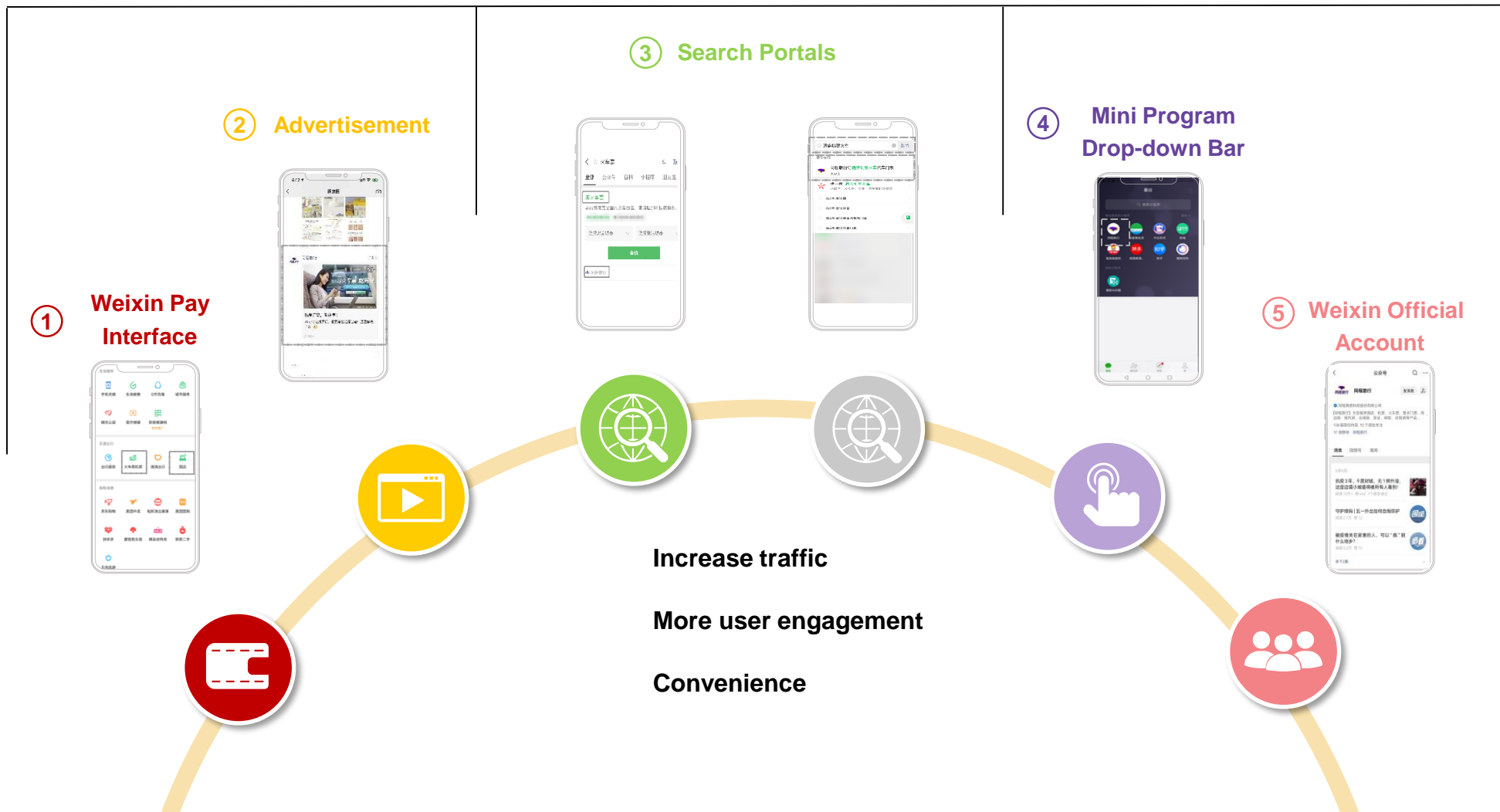
○ Paying ratio⁽¹⁾

Notes

1. Calculated as MPUs divided by MAUs.

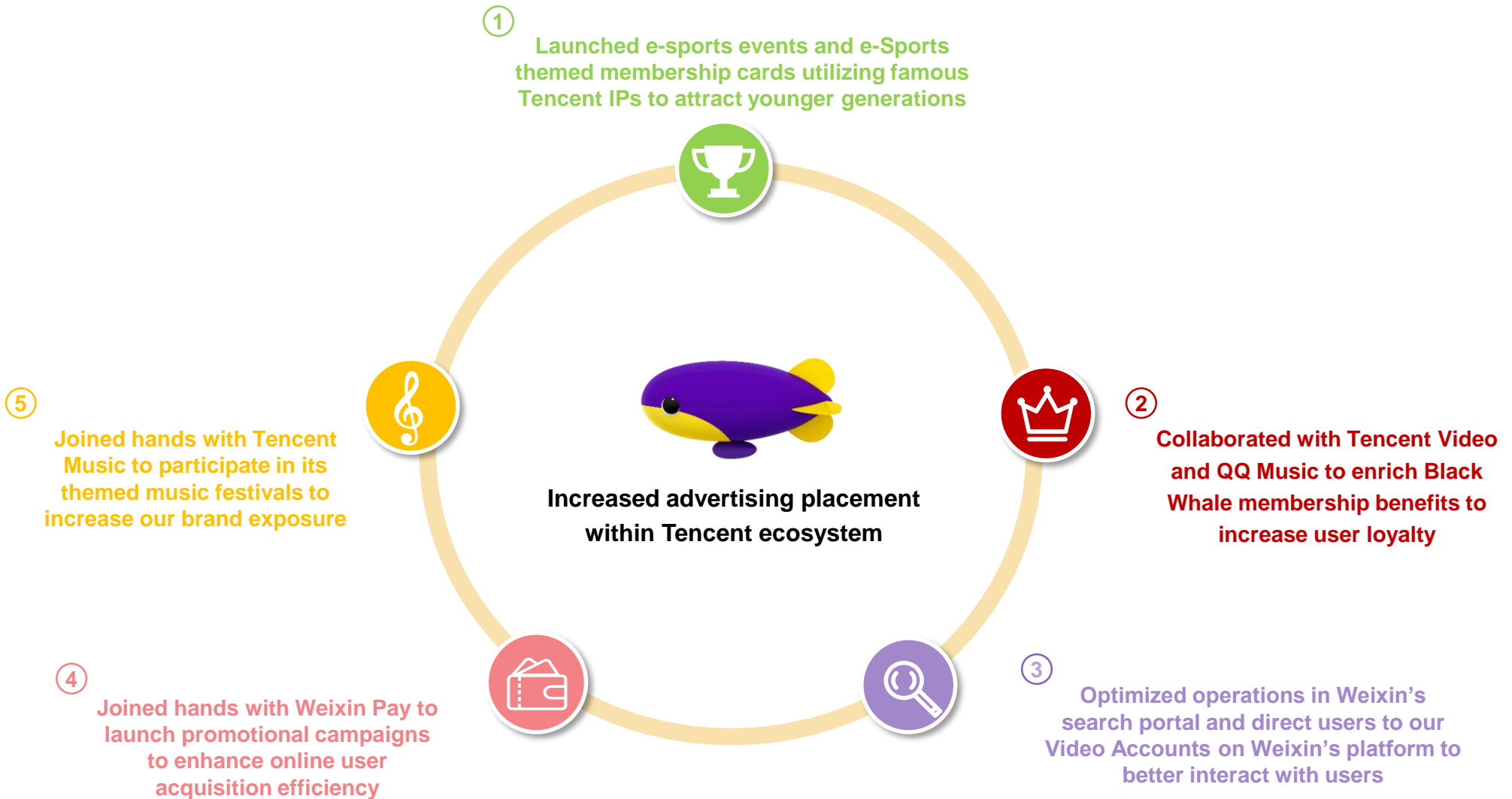
1 Extensive Cooperation within Weixin

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



1

Deepened Engagement in Tencent Ecosystem



1

Expand User Base through Multiple Channels

Offline Traffic Acquisition



Offline user acquisition initiatives

Cooperation with Handset Vendors



Convenient access for users

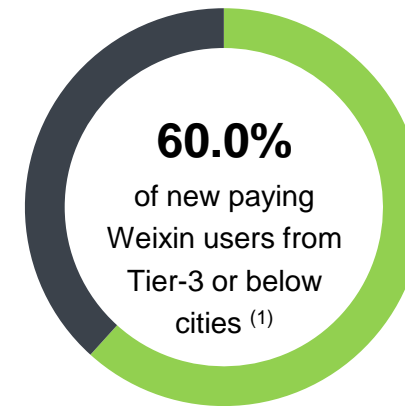
Innovative Marketing Campaign



"Blind Box" benefit packages for students

Solidified 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 September 30, 2022

3

Enhanced User Satisfaction Through One-stop Shop Platform



Capture More Revenue Opportunities



Increase User Engagement and Stickiness



Higher Spending Per User



More Repeat Purchase

4 Improved Brand Recognition through Effective Marketing Campaigns

Online Campaigns



Promotional campaigns for short-haul travels



E-Sports activities entitled by Tencent Game IP rights



NFT Collection of Firmon

Branding



Co-branded city transportation card



Promotions on the Tencent Video Platform

5 Pioneer 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

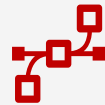
“Huixing” Smart System



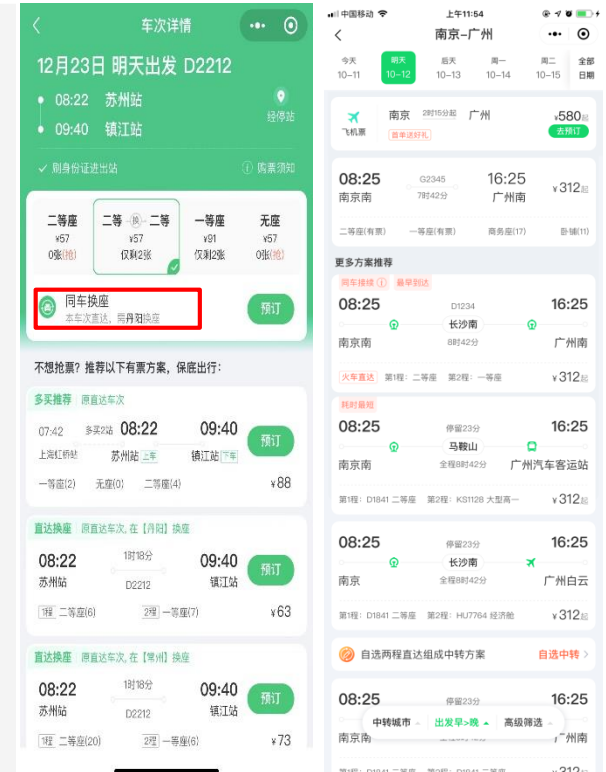
Provide all-in-one transportation planning to allow availability, affordability and achievability



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



5 Fulfill Social Responsibilities



ESG practice to achieve sustainable development

- **Our MSCI ESG rating was upgraded from “A” to “AA”**
- Set up a board-level ESG committee and a corporate-level ESG and Data Security Committee. Established task forces under the committee to further improve ESG initiatives and better fulfill corporate social responsibility
- Enhanced our information transparency and risk management to pursue better ESG practice



Contributions to the society

- Worked with hotels and provide outdoor workers with shelters and services to protect them from extreme heat
- Provided pick-up and drop-off services for migrant workers
- Filmed a video concerning hotels' hospitalities towards disabled minorities
- Helped Suzhou local government to build a rural resort and cooperated with Yan'an and other local governments to promote local produce



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



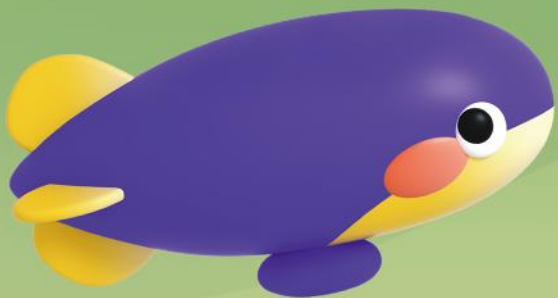
Various initiatives to fight Coronavirus outbreak

- Provided penalty-free change or cancellation for domestic orders on our platform during COVID outbreak
- Utilized our artificial intelligence automated calling system to help circulate COVID prevention policy
- Cooperated with several hotels in Suzhou and Shenzhen to provide medical staff and volunteers with free accommodations and services amid the pandemic



Section 3

Financial Highlights

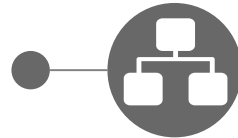


Our Financial Highlights



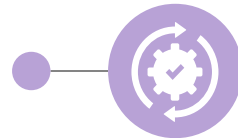
Solid Performance with Strong Resilience

1



Diversified Revenue Stream with Balanced Mix

2



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

3



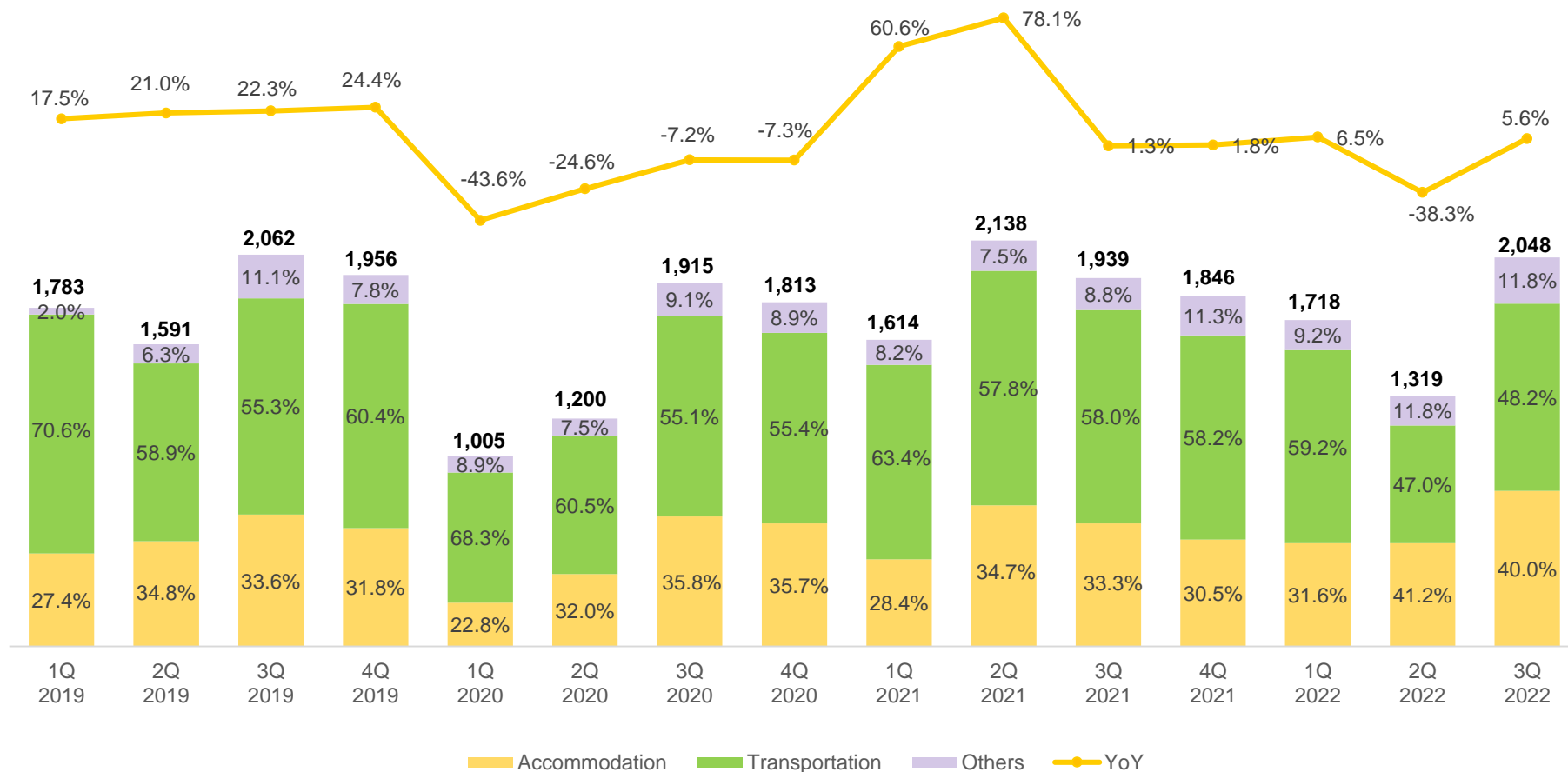
Flexible Cost Structure and Decent Profitability

4

Solid Performance with Strong Resilience

Revenue

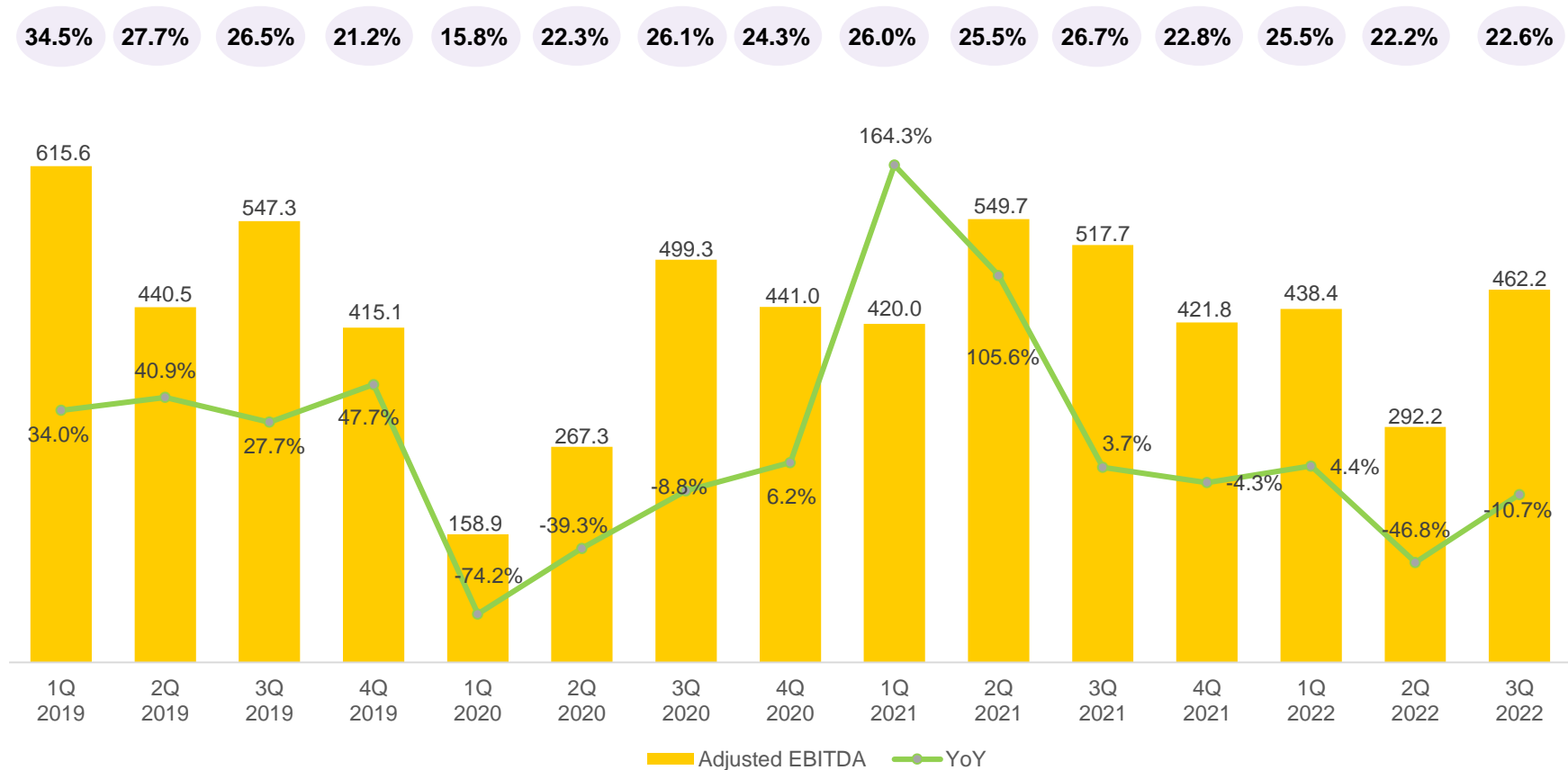
RMB MM



Flexible Cost Structure and Decent Profitability

Adjusted EBITDA⁽¹⁾

RMB MM



Adjusted EBITDA Margin

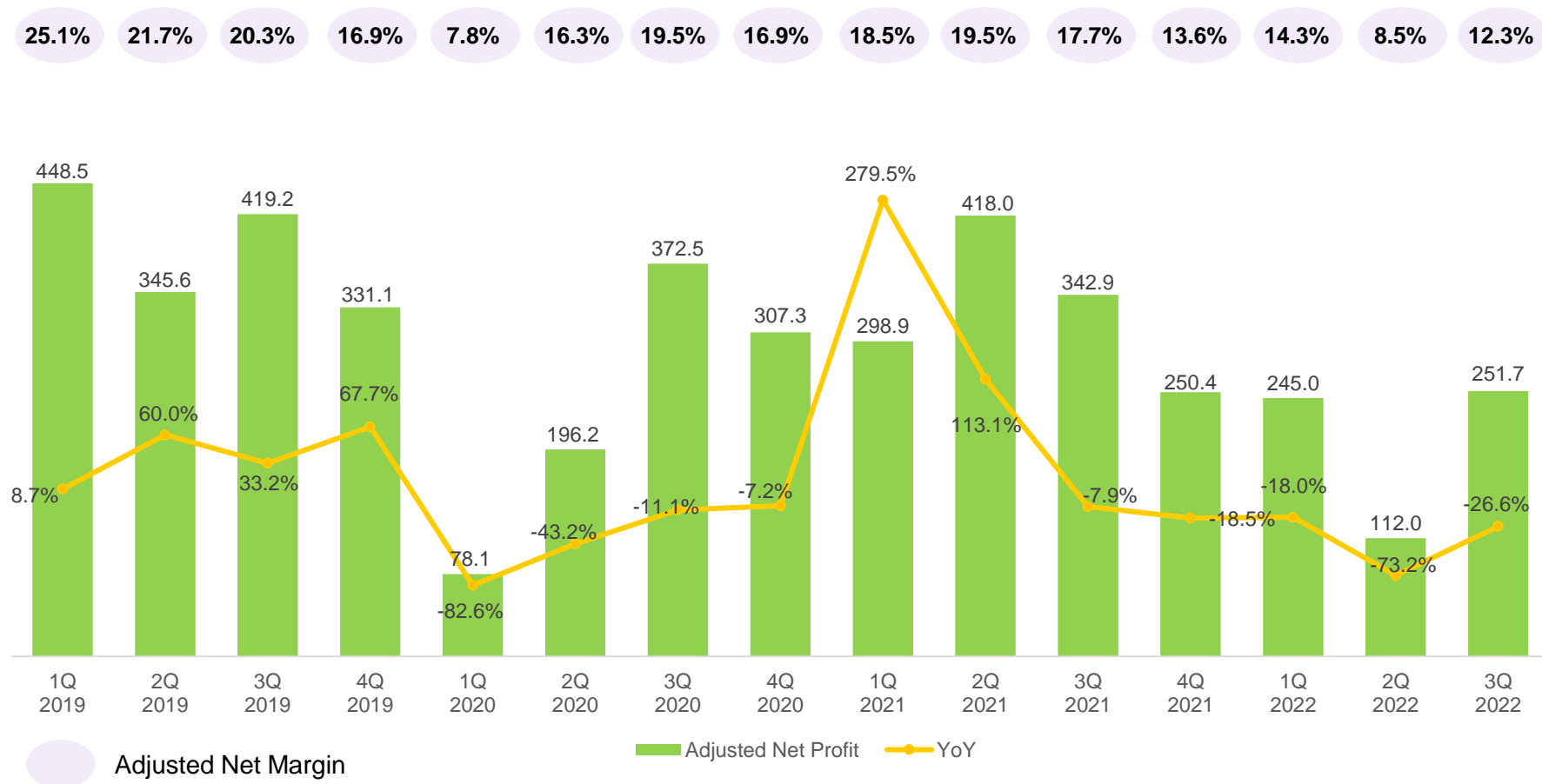
Notes

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/(gain), net losses/(gains) on investees, and others

Flexible Cost Structure and Decent Profitability

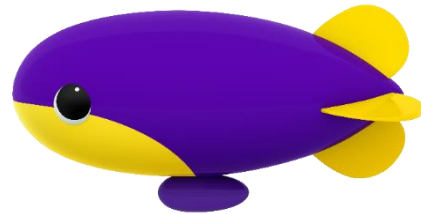
Adjusted Net Profit⁽¹⁾

RMB MM



Notes

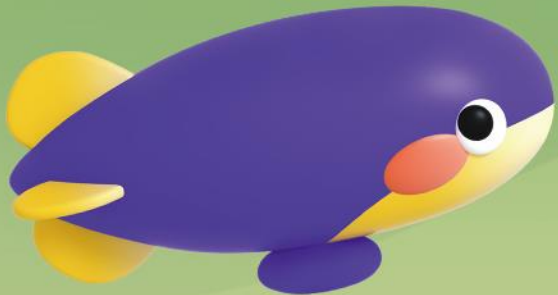
1. Calculated as profit for the period adding back share-based compensation (net), amortization of intangible assets from acquisitions, foreign exchange loss/(gain), net losses/(gains) on investees, and others



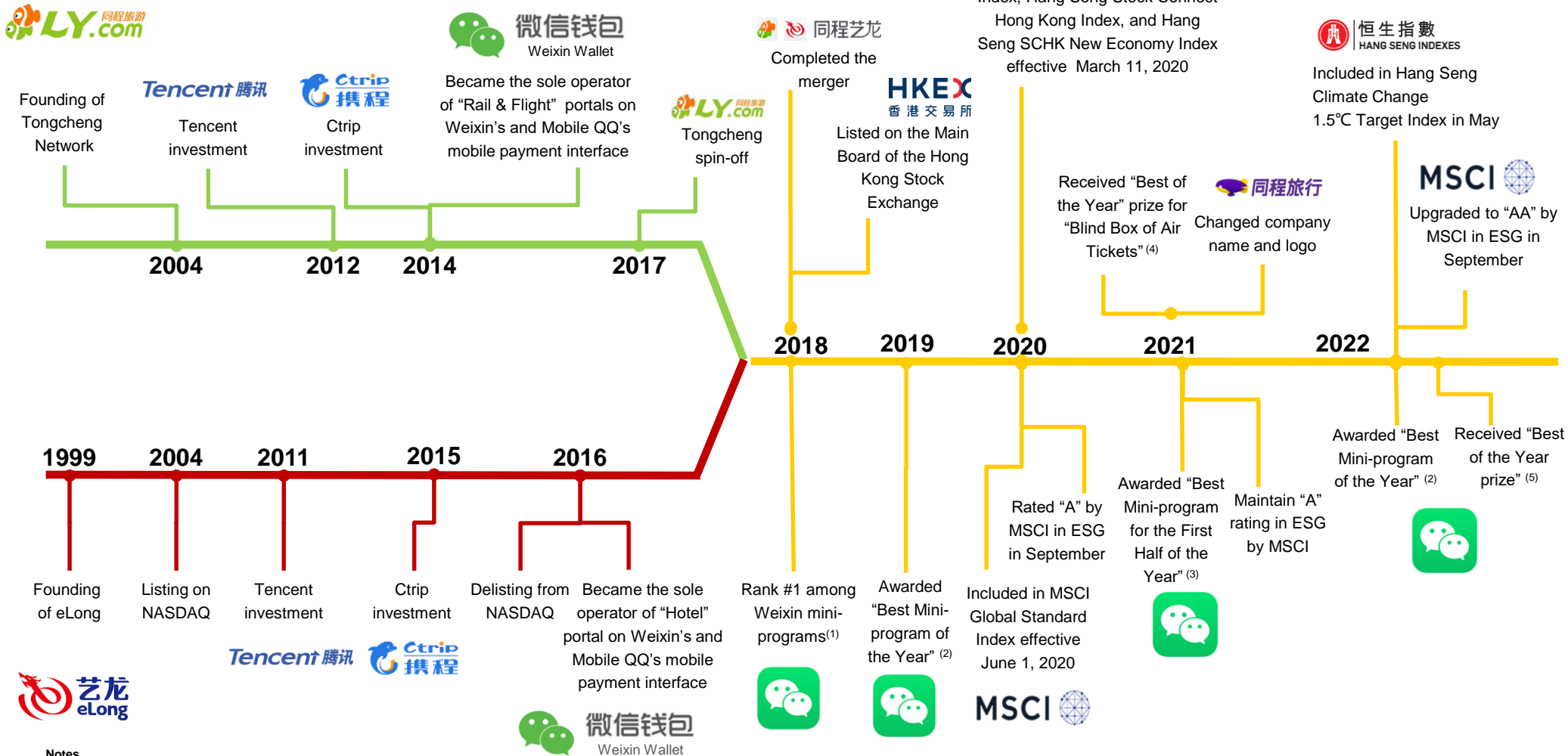
Our Mission is to Make Travel
Easier and More Joyful



Appendix



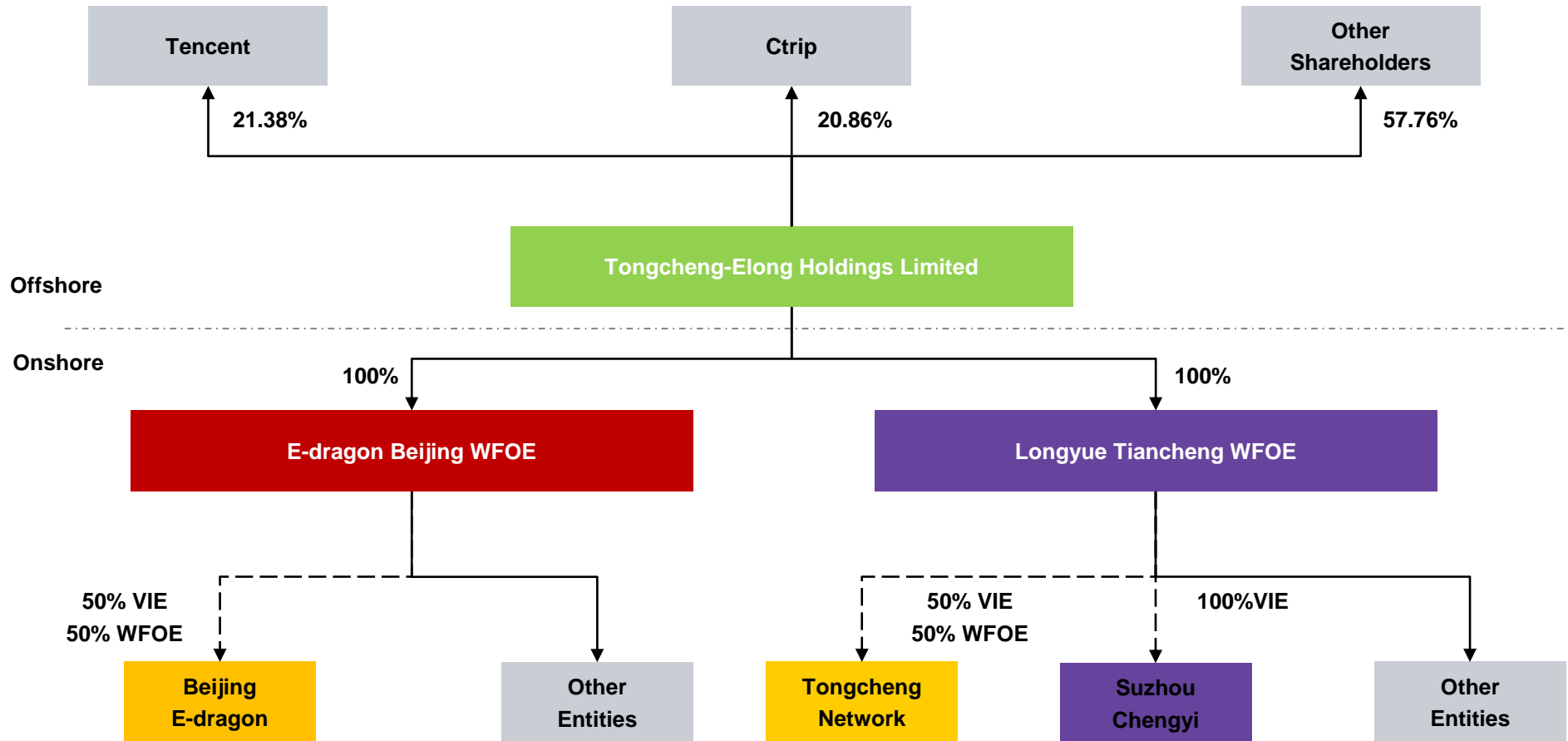
Corporate Milestones



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 September 30, 2022 base on information from Hong Kong Share Registrar