



同程艺龙

Tongcheng-Elong Holdings Limited

Stock Code: 0780



Investor Presentation

November 2021

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Agenda

1

3Q2021 Review

2

Business Highlights and Updates

3

Financial Highlights



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Section 1

3Q2021 Review

3Q2021 Review



Revenue
RMB 1.9Bn

1.3%
YoY Change
(6.0%)
YoY Change vs 2019



MAU
276.9MM

12.7%
YoY Change
18.3%
YoY Change vs 2019



Adjusted EBITDA⁽¹⁾
RMB 526.3MM

27.1%
Margin



MPU
33.6MM
Record high

12.8%
YoY Change
12.8%
YoY Change vs 2019



Adjusted Net Profit⁽²⁾
RMB 351.5MM

18.1%
Margin



GMV
RMB41.1Bn

3.5%
YoY Change
(13.8%)
YoY Change vs 2019



APU⁽³⁾
196.1MM
Record high

29.6%
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, and acquisition-related cost
2. Calculated as profit for the period adding back share-based compensation(net), amortization of acquired intangible assets from acquisition, and acquisition-related cost
3. Twelve-month period ended September 30, 2021

3Q2021 Review – Business Highlights



Domestic Room Nights

**Around 25%
YoY Growth**

**Nearly 45%
YoY Growth in
Lower-tier cities**



Bus Ticketing Volume

**Nearly 250%
YoY Growth**



Notes

All of the above figures represented year-on-year changes when compared to 3Q2019



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Section 2

Business Highlights and Updates

Our Business and Strategic Highlights

User Base

Steadily enhanced traffic with diversified sources

*Lower-tier
Cities*

Strengthened market position in lower-tier cities

*User
Experience*

Improve user experience on one-stop shop platform

*User
Engagement*

Boost brand recognition through effective marketing campaigns

*Data &
Technology*

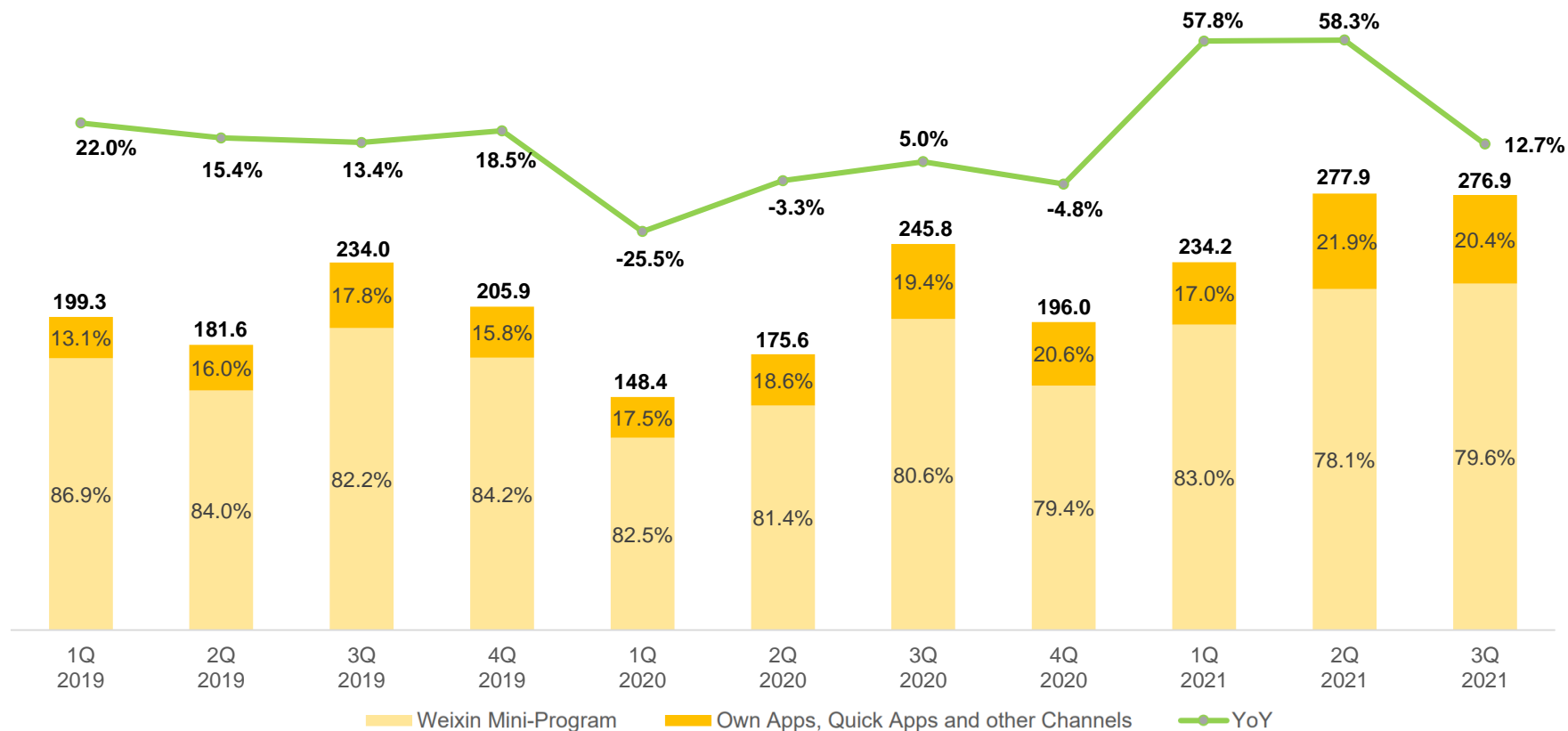
Leading innovator from OTA to ITA

1

Steadily Enhanced Traffic with Diversified Sources

Average MAU

MM

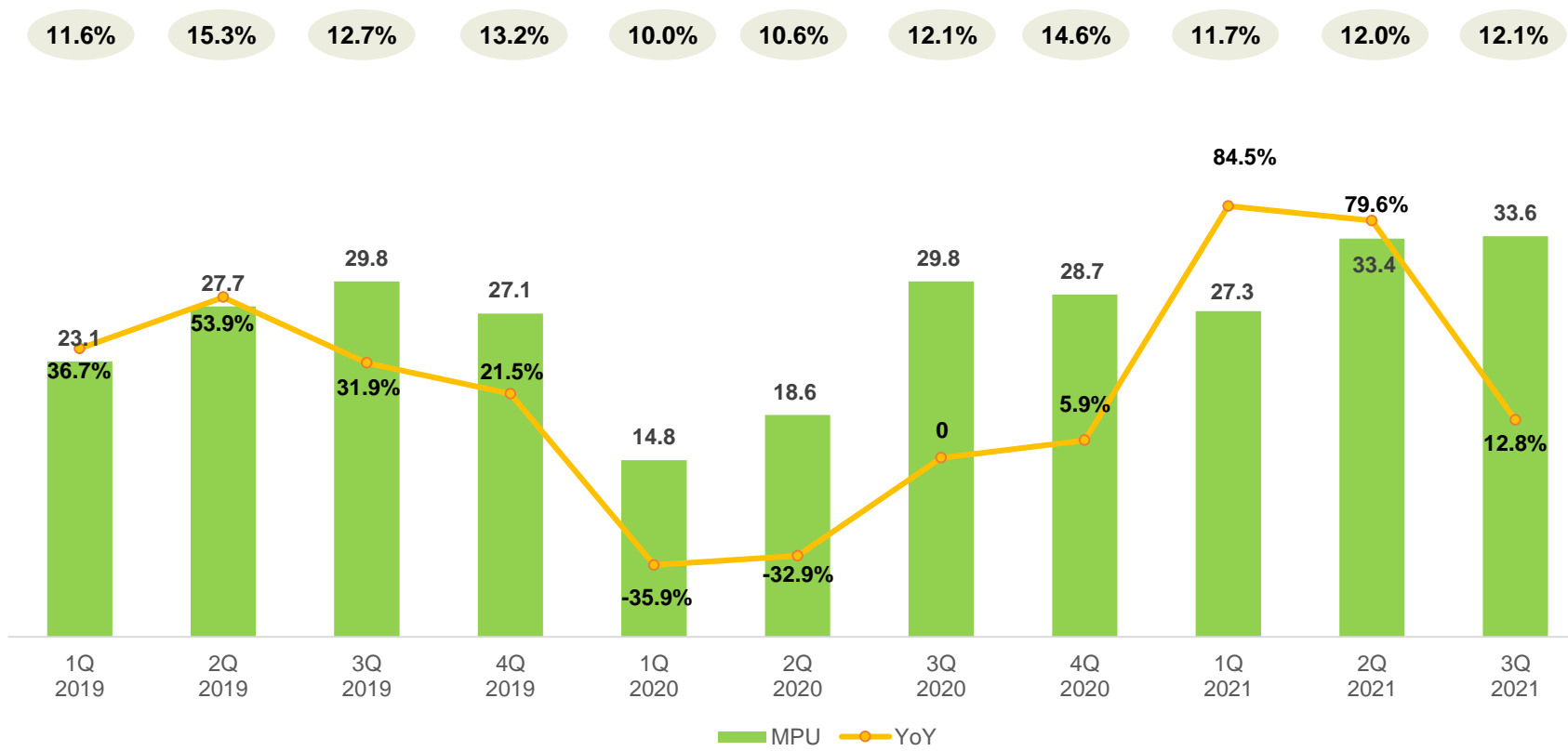


1

Steadily Enhanced Traffic with Diversified Sources

Average MPU

MM

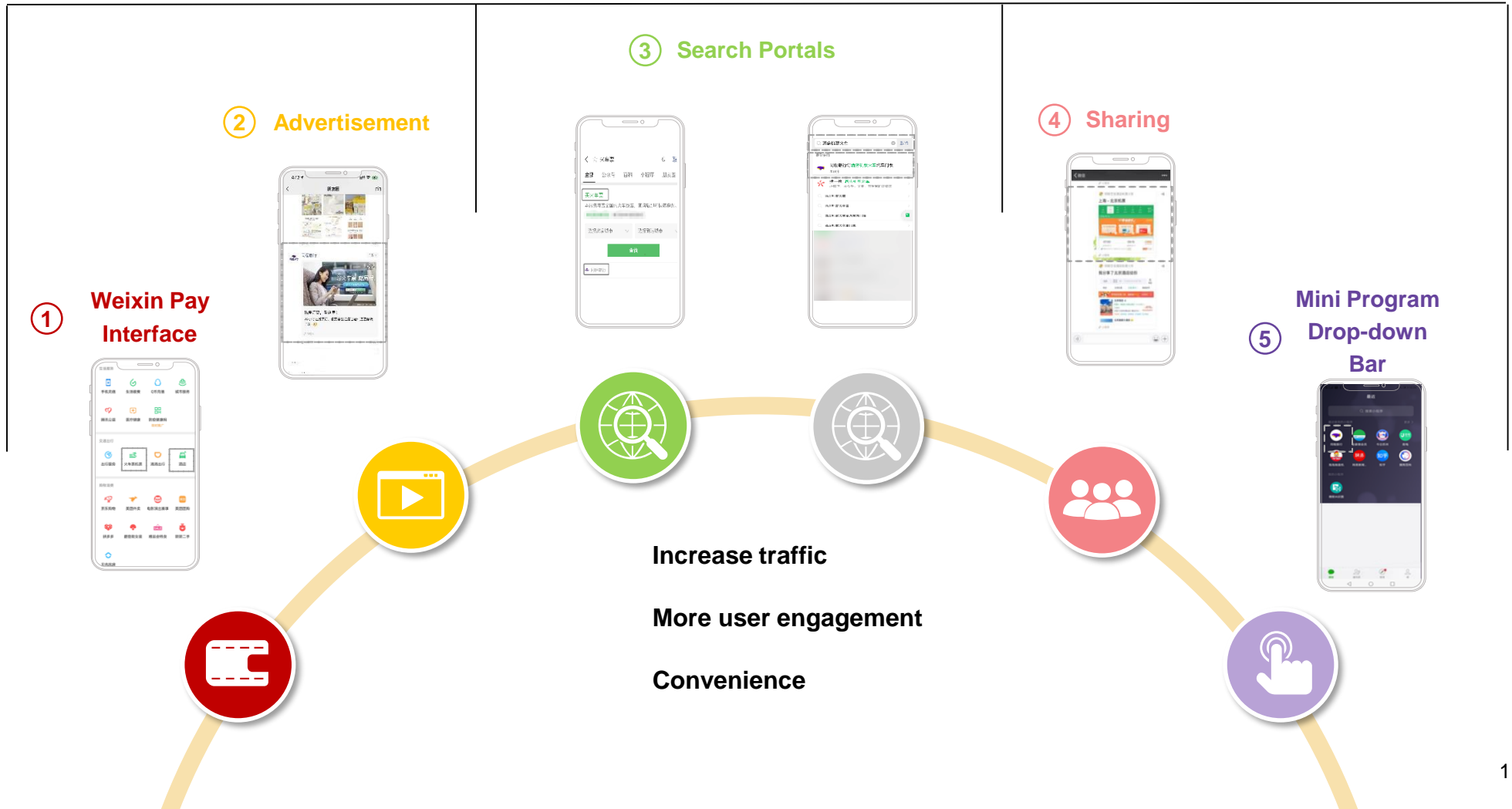


○ Paying ratio⁽¹⁾

Notes
1. Calculated as MPUs divided by MAUs.

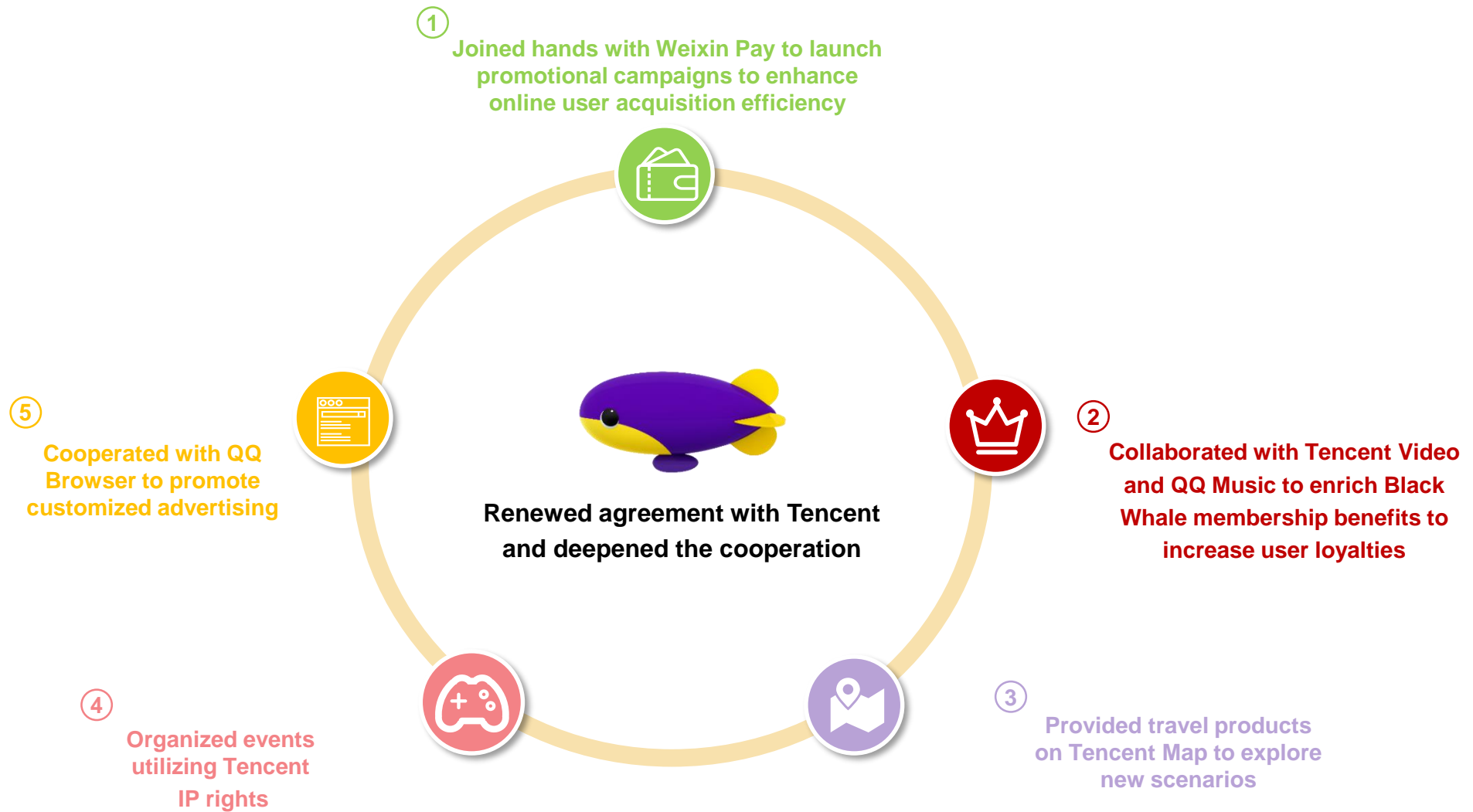
1 Extensive Cooperation within Weixin

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



1

Deepened Engagement in Tencent Ecosystem



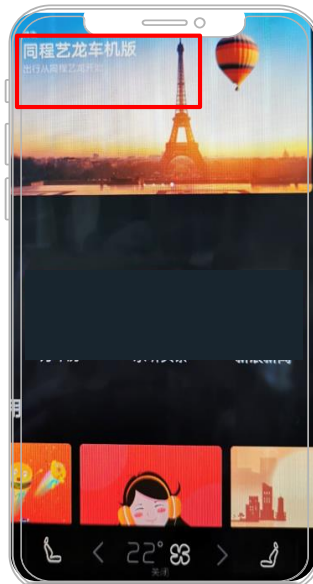
1 Expand User Base through Multiple Channels

Offline Traffic Acquisition

“Campus Card” Initiative

Cooperation with Handset Vendors

Get featured in App Store



User acquisition at hotels, bus stations, and tourist attractions

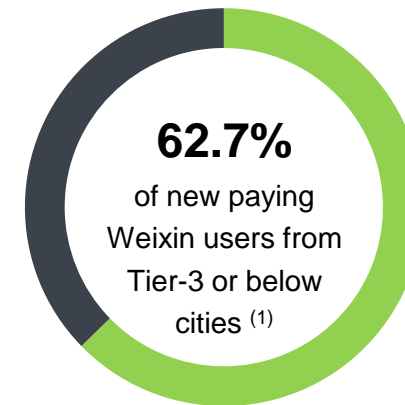
Affordable benefit packages for students

Booking service in smart car system

Selected as recommended App

Strengthened 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, 2021

3

Improve User Experience on One-stop Shop Platform



Capture More Revenue Opportunities



Increase User Engagement and Stickiness



Higher Spending Per User



More Repeat Purchase

4 Boost Brand Recognition through Effective Marketing Campaigns

Online Campaigns



“48 Hours” initiative

Branding



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
-  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



Organizational Restructuring to Capture Future Opportunities



Transportation Ticketing Business Group

Seek more internal synergies and higher efficiency as well as facilitating cross-selling



Accommodation and Local Consumption Business Group

Better serve users' emerging needs surrounding short-haul travel and local consumption



Content and Leisure Travel Business Group

Build content ecosystem and provide users with more diversified products and services to improve user engagement



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Section 3

Financial Highlights

Our Financial Highlights



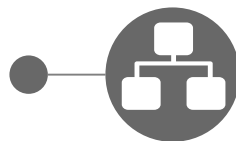
Solid Recovery with Steady Growth

1



**Outstanding Operating Capability Supported by
Technology and Synergy**

2



Healthy Revenue Mix and Flexible Cost Structure

3



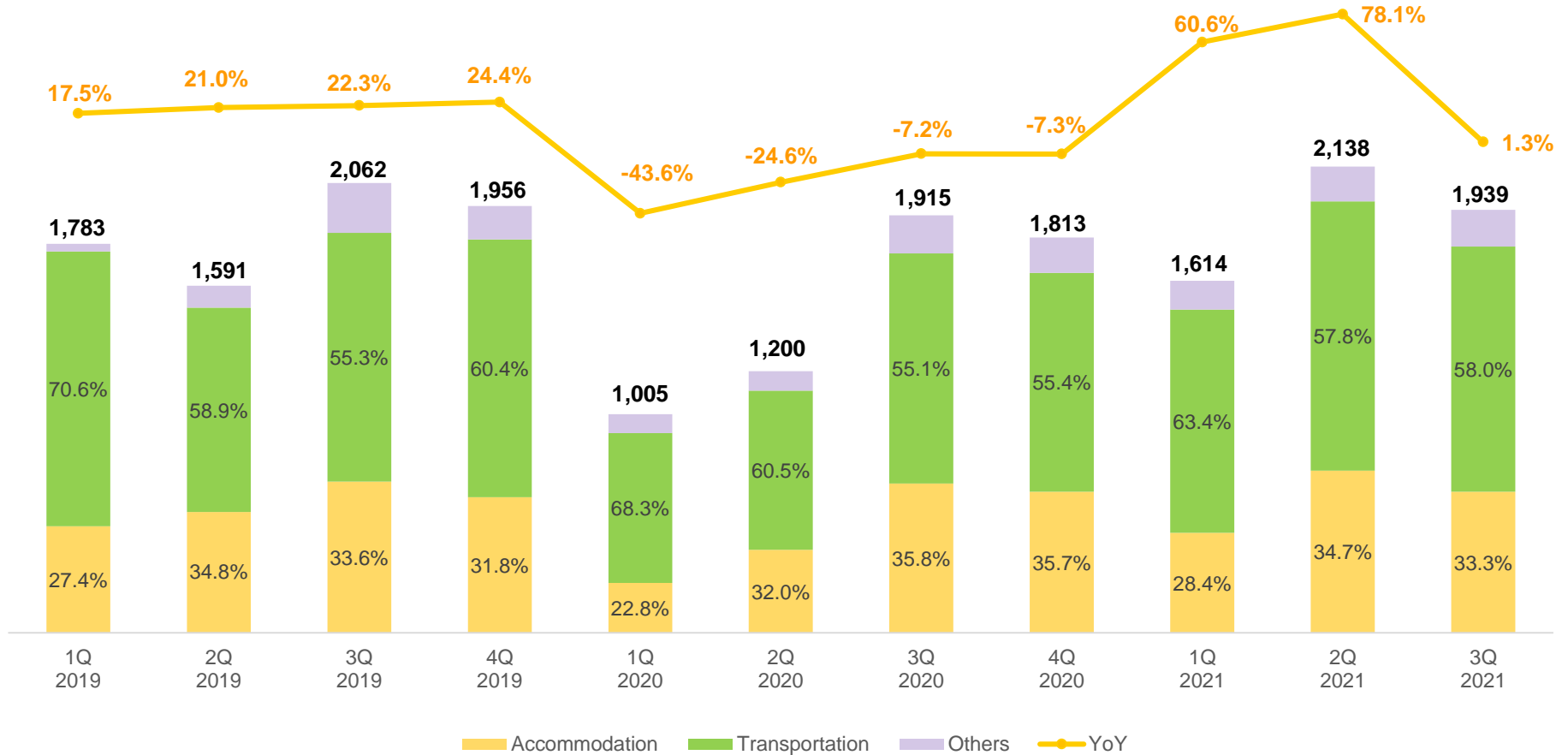
Efficient Operations and Resilient Profitability

4

Solid Recovery with Steady Growth

Revenue

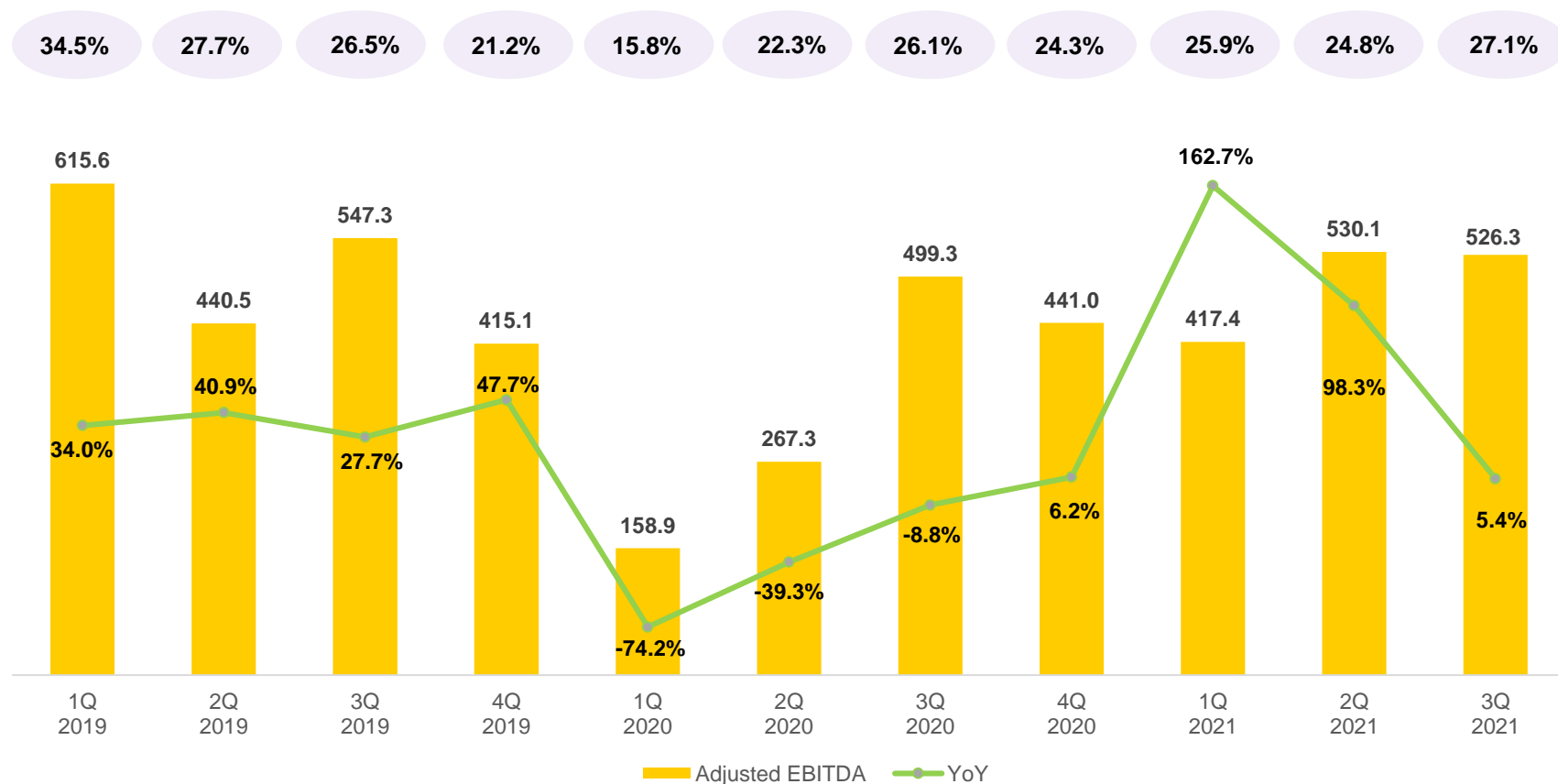
RMB MM



Efficient Operations and Resilient Profitability

Adjusted EBITDA⁽¹⁾

RMB MM



Adjusted EBITDA Margin

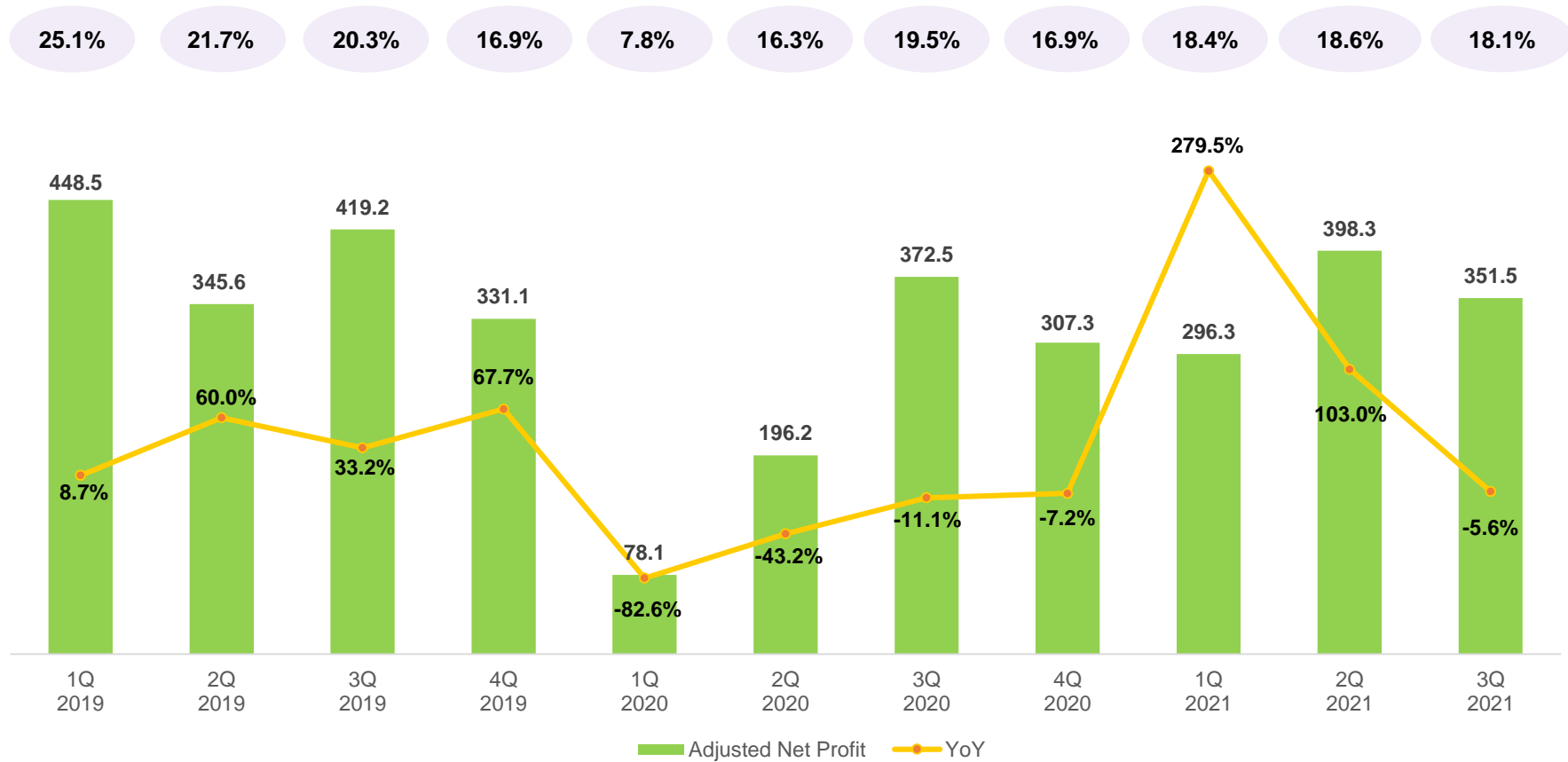
Notes

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, and acquisition-related cost

Efficient Operations and Resilient Profitability

Adjusted Net Profit⁽¹⁾

RMB MM



Adjusted Net Margin

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

Fulfill Social Responsibilities



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



Various initiatives to fight Coronavirus outbreak and natural disasters

- Provided **free change or cancellation of reservation** for all domestic orders on our platform
- Co-launched **“map of good will hotels”** with Tencent Map amid the natural disaster to assist users to find hotels with shelter and supplies



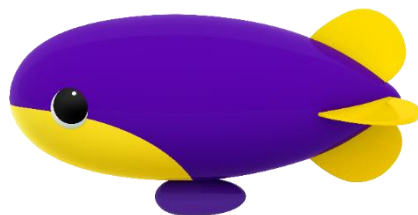
User caring undertakings

- 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



Contributions to the society

- Joined hands with a local government in Suzhou and co-built a **rural resort community** to revitalize the rural community and local travel industry
- Cooperated with several local governments to **sell produce and culturally creative products** through our platform to facilitate recovery of local economies



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

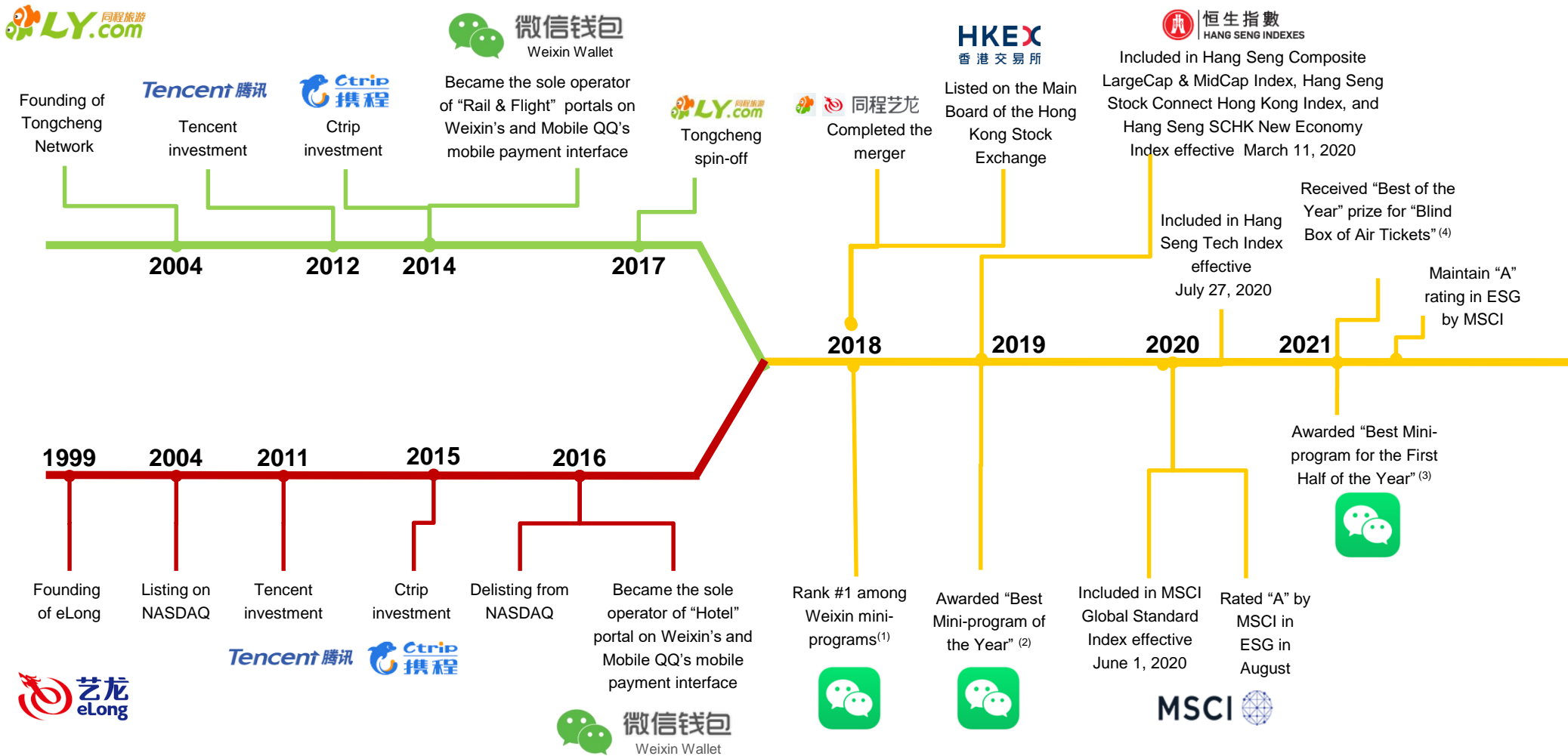


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Appendix

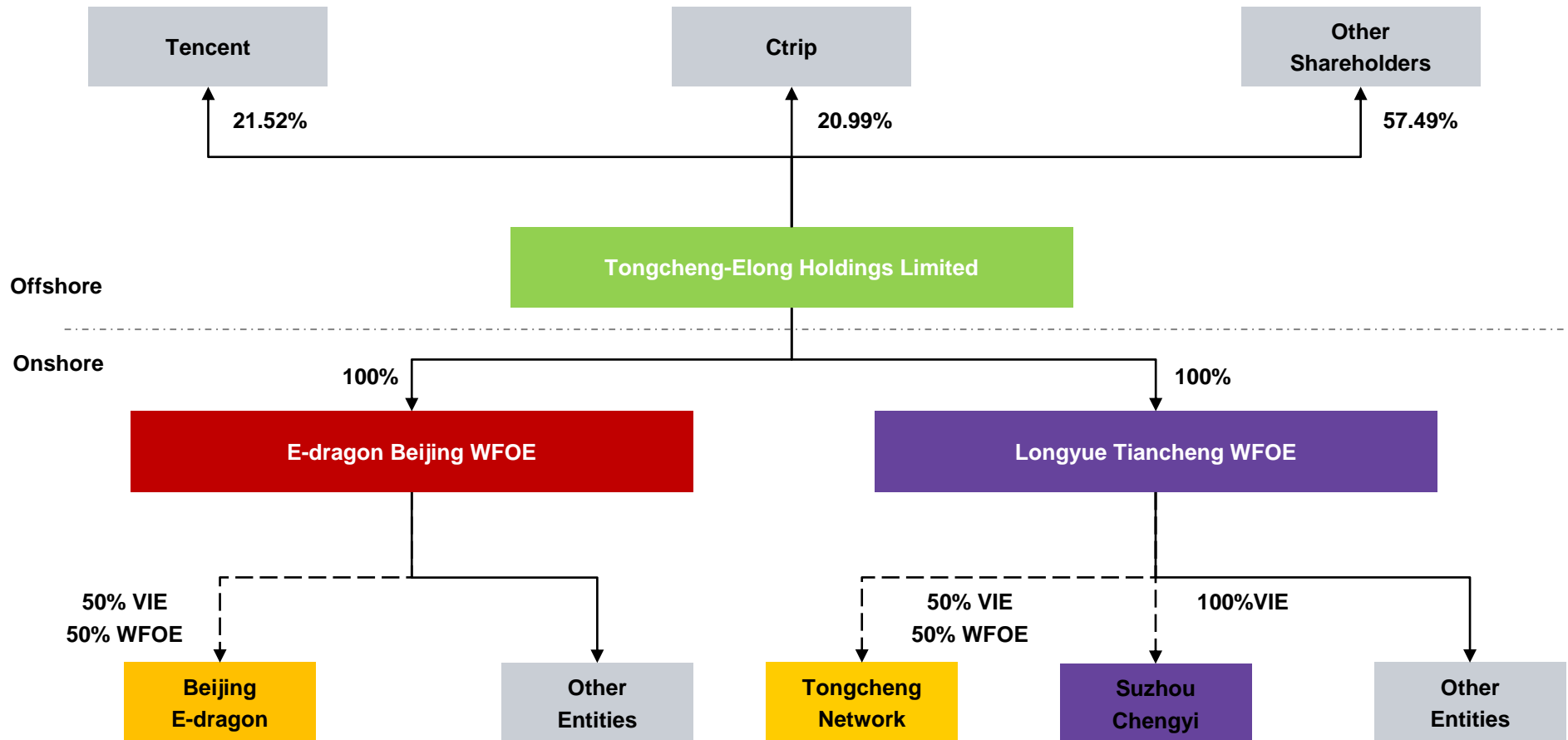
Corporate Milestones



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⁽¹⁾



Notes

1. This is a simplified structure and for illustrative purpose only. The diagram illustrates the corporate structure as of September 30, 2021 based 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