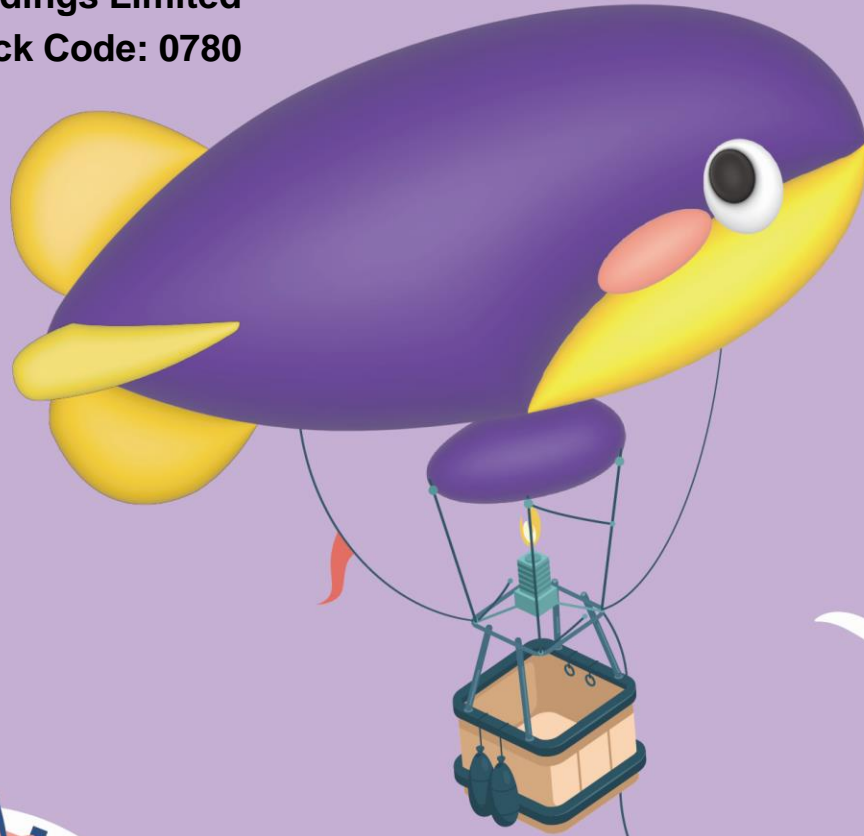




Tongcheng Travel Holdings Limited
Stock Code: 0780



Investor Presentation

March 2024



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Agenda

1

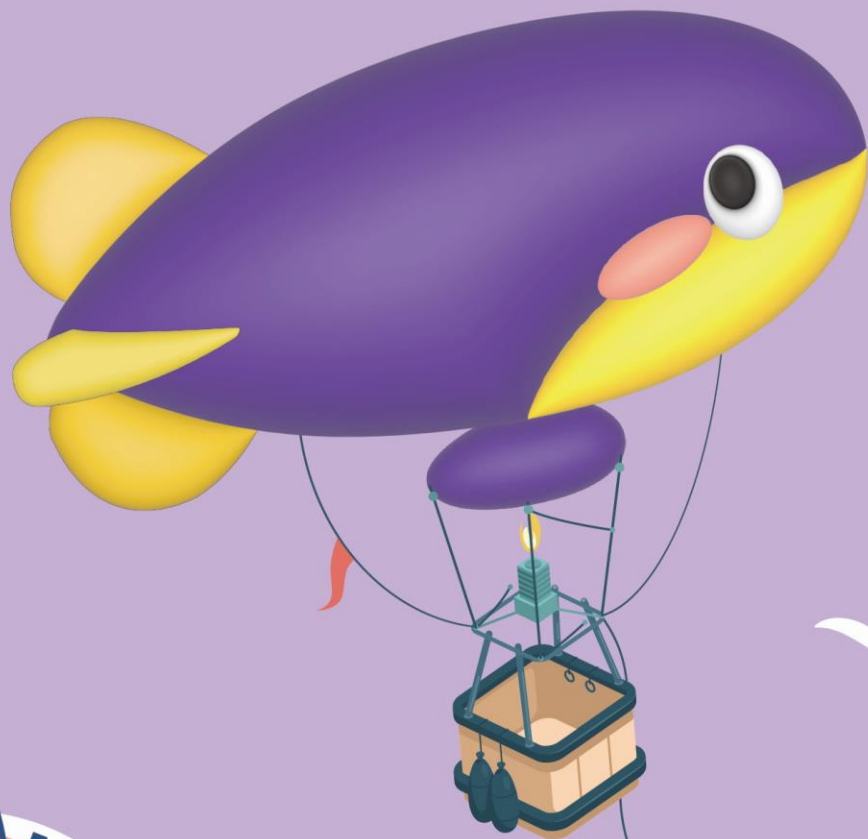
4Q2023 and Full Year 2023 Review

2

Business Highlights and Updates

3

Financial Highlights



Section 1

4Q2023 and Full Year Review



4Q2023 and Full Year 2023 Review – Operating Metrics



4Q 2023 GMV
RMB 53.5Bn

110.6%
YoY Growth
29.5%
vs 2019



FY 2023 GMV
RMB 241.5Bn

96.8%
YoY Growth
45.4%
vs 2019



4Q 2023 MPUs
37.5MM

54.3%
YoY Growth
38.4%
vs 2019



FY 2023 MPUs
41.3MM

39.1%
YoY Growth
53.5%
vs 2019



APU⁽¹⁾
234.7MM
Record high

25.2%
YoY Growth

Notes

1. Twelve-month period ended December 31, 2023

4Q2023 and Full Year 2023 Review – Financial Metrics



4Q 2023 Revenue
RMB 3.1Bn

109.6%
YoY Growth
60.7%
vs 2019



FY 2023 Revenue
RMB 11.9Bn

80.7%
YoY Growth
60.9%
vs 2019



4Q 2023 Adjusted EBITDA⁽¹⁾
RMB 715.9MM **22.8%**
Margin



FY 2023 Adjusted EBITDA⁽¹⁾
RMB 3,123.9MM **26.3%**
Margin



4Q2023 Adjusted Net Profit⁽²⁾
RMB 482.5MM **15.3%**
Margin



FY 2023 Adjusted Net Profit⁽²⁾
RMB 2,199.1MM **18.5%**
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 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 gains on investees, and others

4Q2023 Review – Business Highlights



Room Nights Sold

Domestic

Over 70%
YoY Growth vs 2019

International

Fully Recovered
YoY Growth vs 2019



Air Ticketing Volume

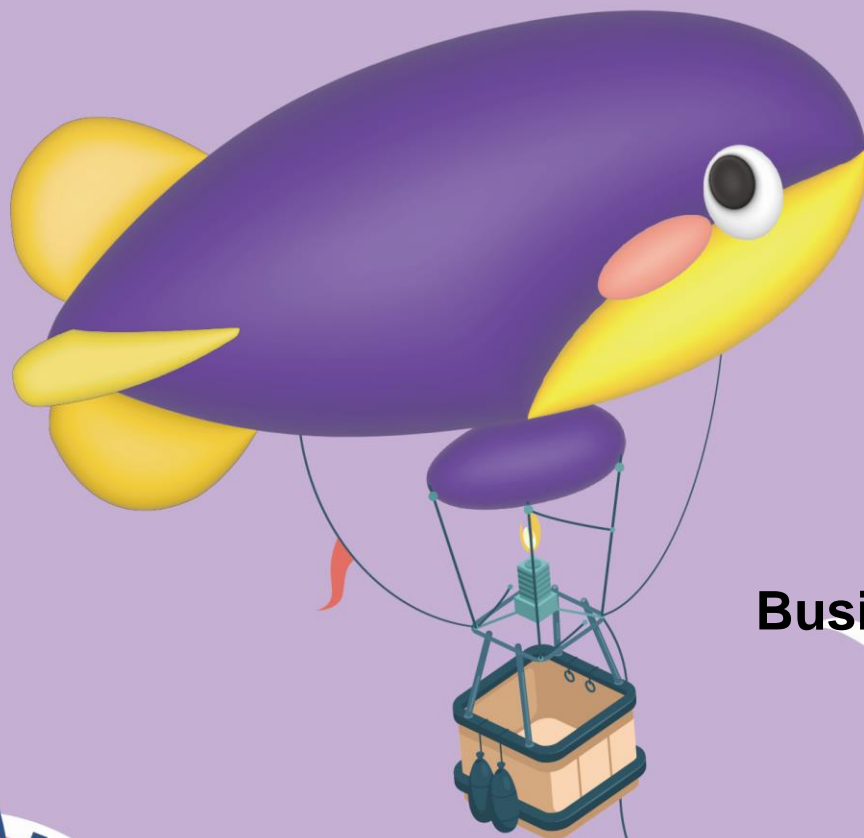
Domestic

Over 16%
YoY Growth vs 2019

International

Over 16%
YoY Growth vs 2019





Section 2

Business Highlights and Updates



Business Highlights and Growth Strategy

User Base

Further expanded user base with more diversified sources

*Lower-tier
Cities*

Strengthened market foothold in lower-tier cities

*User
Engagement*

Enhanced brand awareness through innovative marketing campaigns

*Data &
Technology*

Pioneering Innovator from OTA to ITA

*User
Experience*

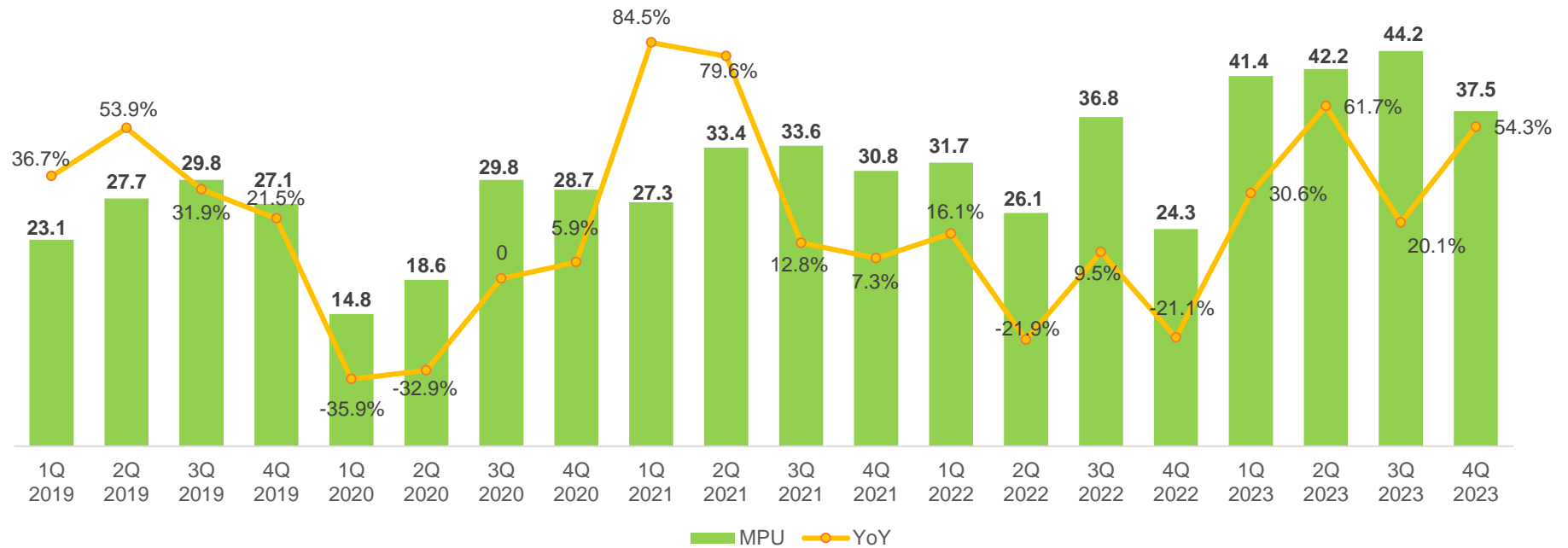
Broadened business horizons through strategic diversification

1

Further Expanded User Base with More Diversified Sources

Average MPUs

MM



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

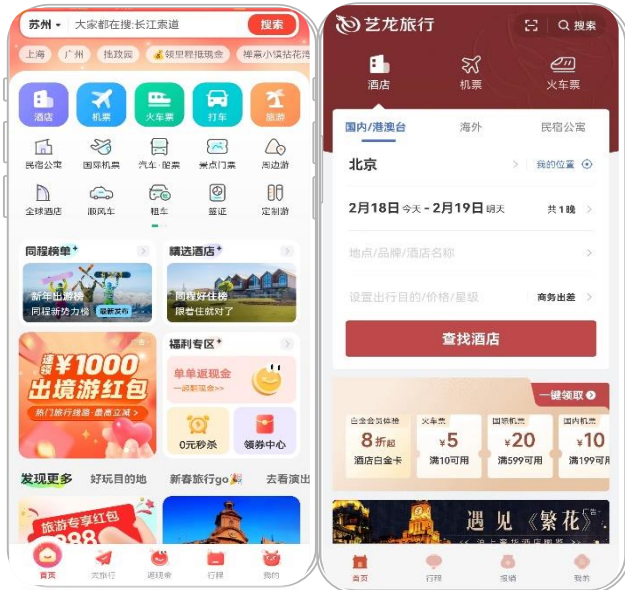
Expanded User Base through Multiple Channels

Standalone Apps

Cooperation with Handset Vendors

Alipay Mini-program

Offline Traffic Acquisition



Cultivate high-value users



Provide convenient access for users



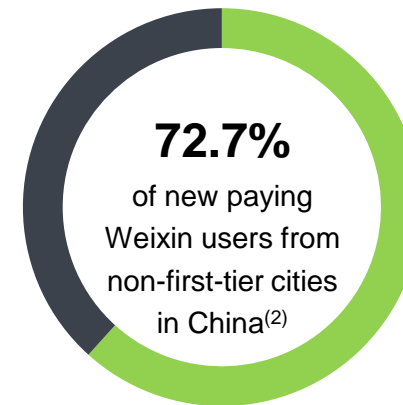
Expand user reach



Explore public transport scenario

Strengthened Market Foothold 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 December 31, 2023

2. For the three months ended December 31, 2023

Enhanced Brand Awareness through Innovative Marketing Campaigns

Marketing Campaigns



“Happy Friday” promotion



Promotional campaigns for hotel stays surrounding exam venues



Upgraded Black-Whale membership with more privileges


Branding Campaigns




Advertisement on the Tencent Video platform

4 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

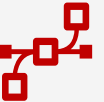
“Huixing” Smart System



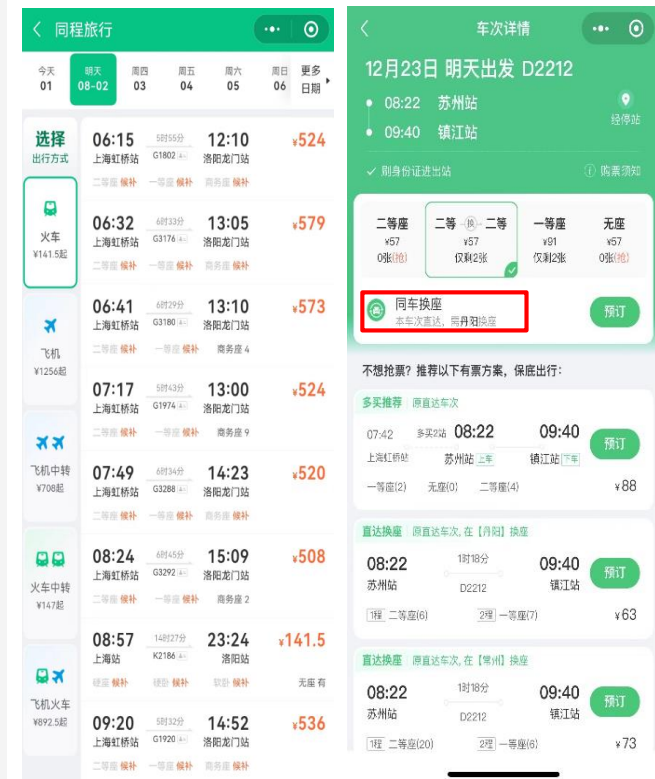
Provide all-in-one transportation planning to allow availability, affordability and achievability



Continuously optimize our algorithm to enhance user experience



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 shows a travel app interface with two main panels. The left panel, titled '同程旅行' (Tongcheng Travel), displays a list of train options for a journey from Shanghai Hongqiao Station to Luoyang Longmen Station. The options include various train types (Train, Flight, Flight Transfer, Train Transfer, Flight+Train) and prices ranging from ¥524 to ¥536. The right panel, titled '车次详情' (Train Details), shows the specific details for the 08:22 train D2212 from Suzhou Station to Zhenjiang Station. It lists seat classes (二等座, 一等座, 无座) and offers a '同车换座' (Change seats on the same train) option, which is highlighted with a red box. Below this, there are recommendations for alternative routes and seat change options.

5

Broadened Business Horizons Through Strategic Diversification



Transportation Ticketing

- **Comprehensive Transportation Ticketing:** Offers air, train, bus, car-hailing, metro and ferry services
- **Value-Added Services:** Enhances monetization through insurance, Huixing system, and various long-tail services
- **Cross-Sale strategy:** Capitalizes on the huge traffic of transportation ticketing business to grow other business segments



Accommodation Reservation

- **Diverse Accommodation Options:** Offers a wide range of hotel and alternative lodging choices to suit various user preferences and budgets.
- **Enhanced User Experience:** Develops value-added services such as vouchers, disposable supplies, and room cancellation insurance, elevating the overall customer 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

5 Rapidly Expanding Hotel Management Platform

- Elong Hotel Technology platform was launched in 2021
- Concentrated on developing **10 major hotel brands**

OTA's Empowerment on Hotel Management Business

Signed Hotels 2,100+	Opened Hotels 1,400+	City Coverage 260+	Members 20MN+
--------------------------------	--------------------------------	------------------------------	-------------------------



Luxury:



Mid- to High-end:



Mid-end:



Economy:



Market Insight



Brand Promotion



Supply Chain



PMS System and Technology Support



Finance and Insurance

Notes

1. All figures as of December 31st, 2023

5 Seeking Path to Long-Term Growth

- Continue to grow core OTA business as the pillar of the company
- Tap into the global market and industrial supply chain to forge the second growth curve

Domestic OTA Growth



Transportation Ticketing and Accommodation Reservation

- Amplify market share and further strengthen our competitive advantages
- Optimize products and services to enhance user experience



Global Expansion



Outbound travel

- Aggressive market campaign to gain market share



Oversea local markets

- Broaden global market reach

Supply Chain Empowerment



Hotel Management

- Capitalize on the rise of hotel chain rate



Packaged Tour

- Seize opportunities of the strong leisure travel demand

5 Practice Sustainability Philosophy



Improved ESG practices

- Maintained **“AA” MSCI ESG Rating** for the second consecutive year
- 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



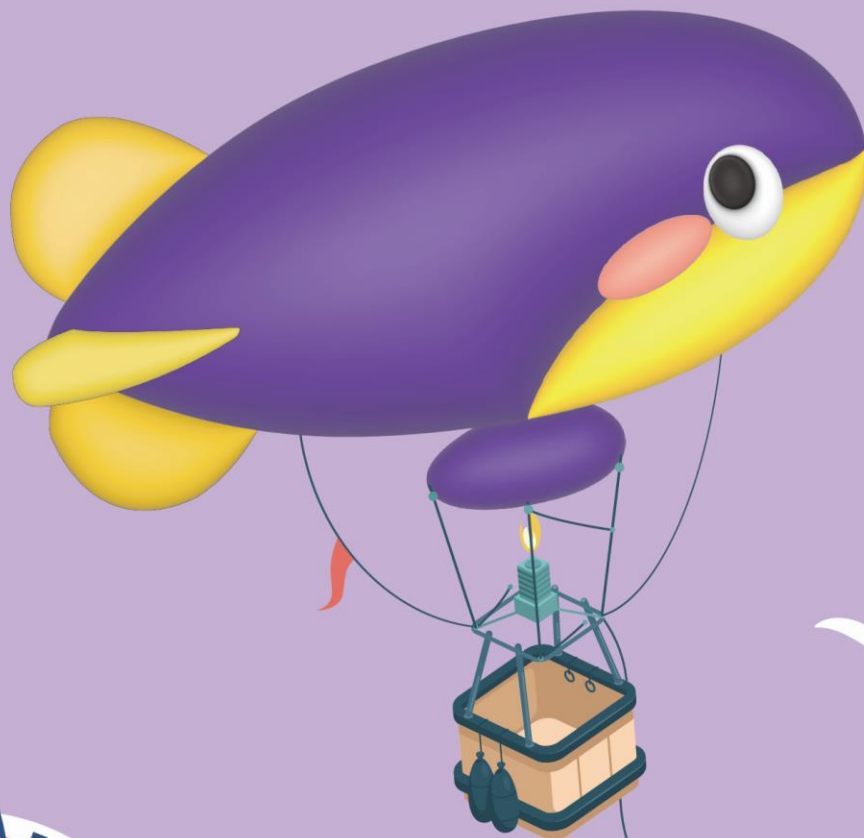
Contributions to the industry

- 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



Dedication to community

- Collaborated with hotels in Guangdong province and provided **resting areas and emergency supplies** to those affected by a severe hurricane in the region
- 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



Robust Performance with Industry Leading Growth

1



Diverse Revenue Streams with Balanced Mix

2



Efficient Operations Powered by Strong Execution Capability

3



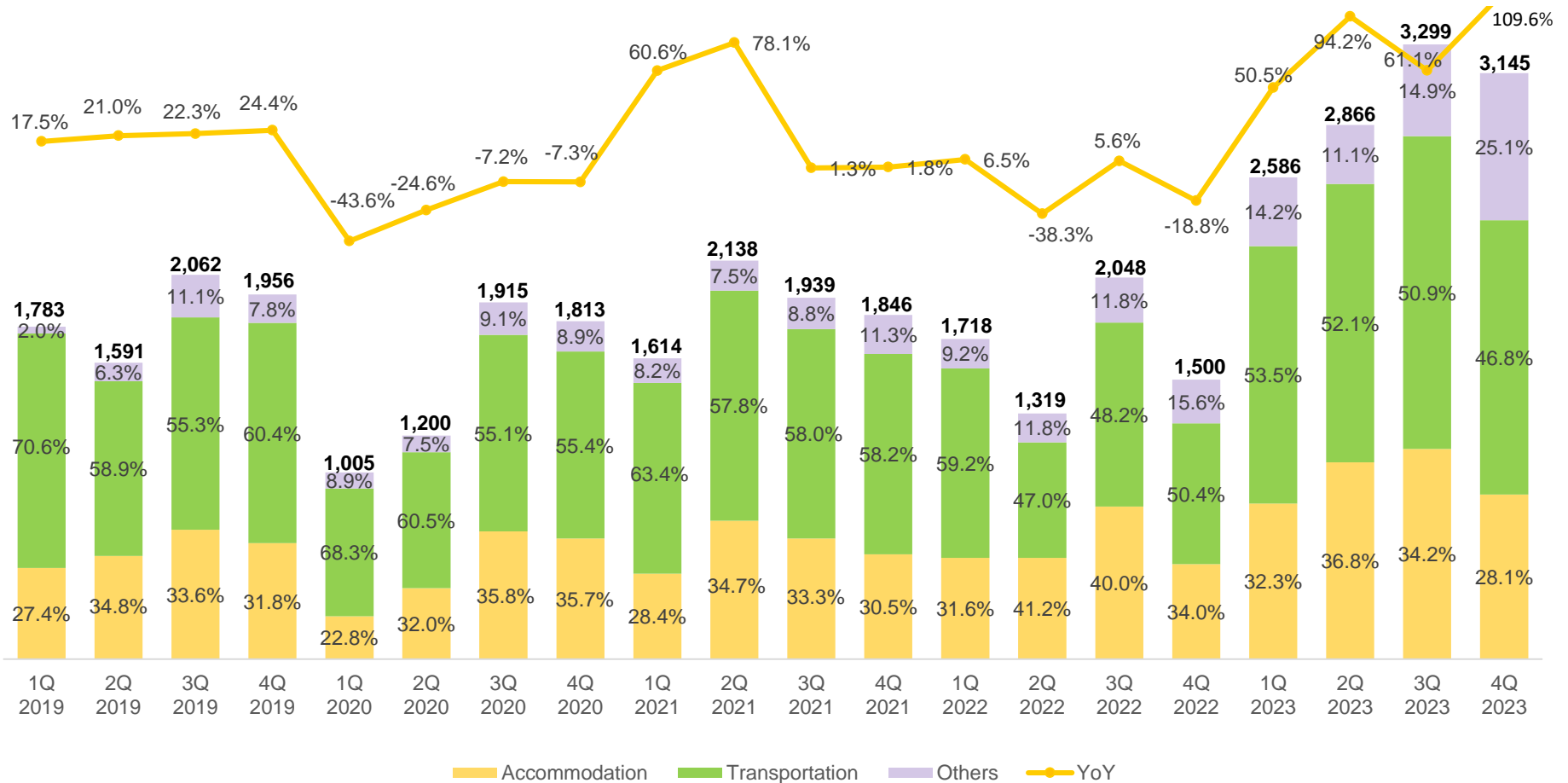
Solid Profitability with Healthy Financial Position

4

Robust Performance with Industry Leading Growth

Revenue

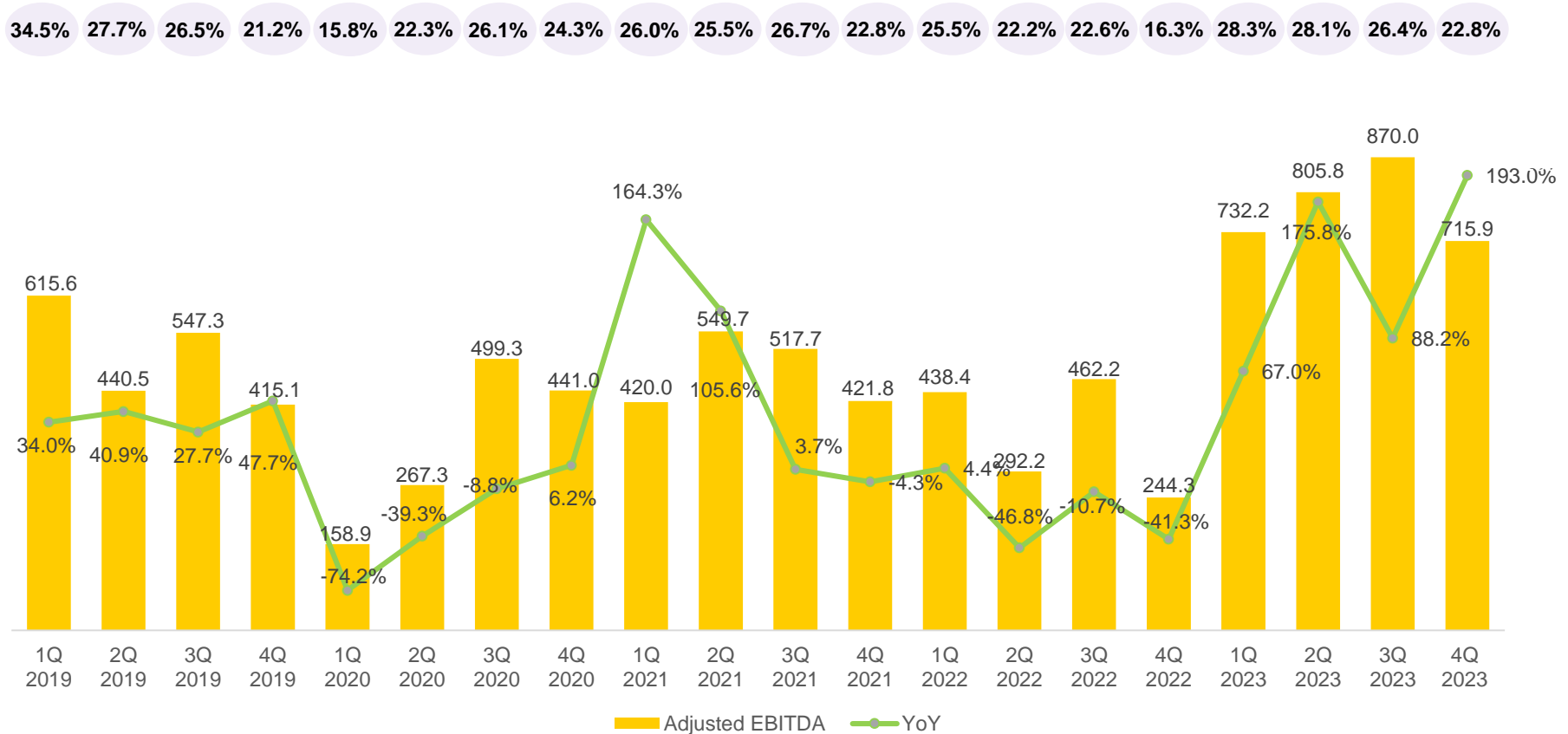
RMB MM



Solid Profitability with Healthy Financial Position

Adjusted EBITDA⁽¹⁾

RMB MM



Adjusted EBITDA Margin

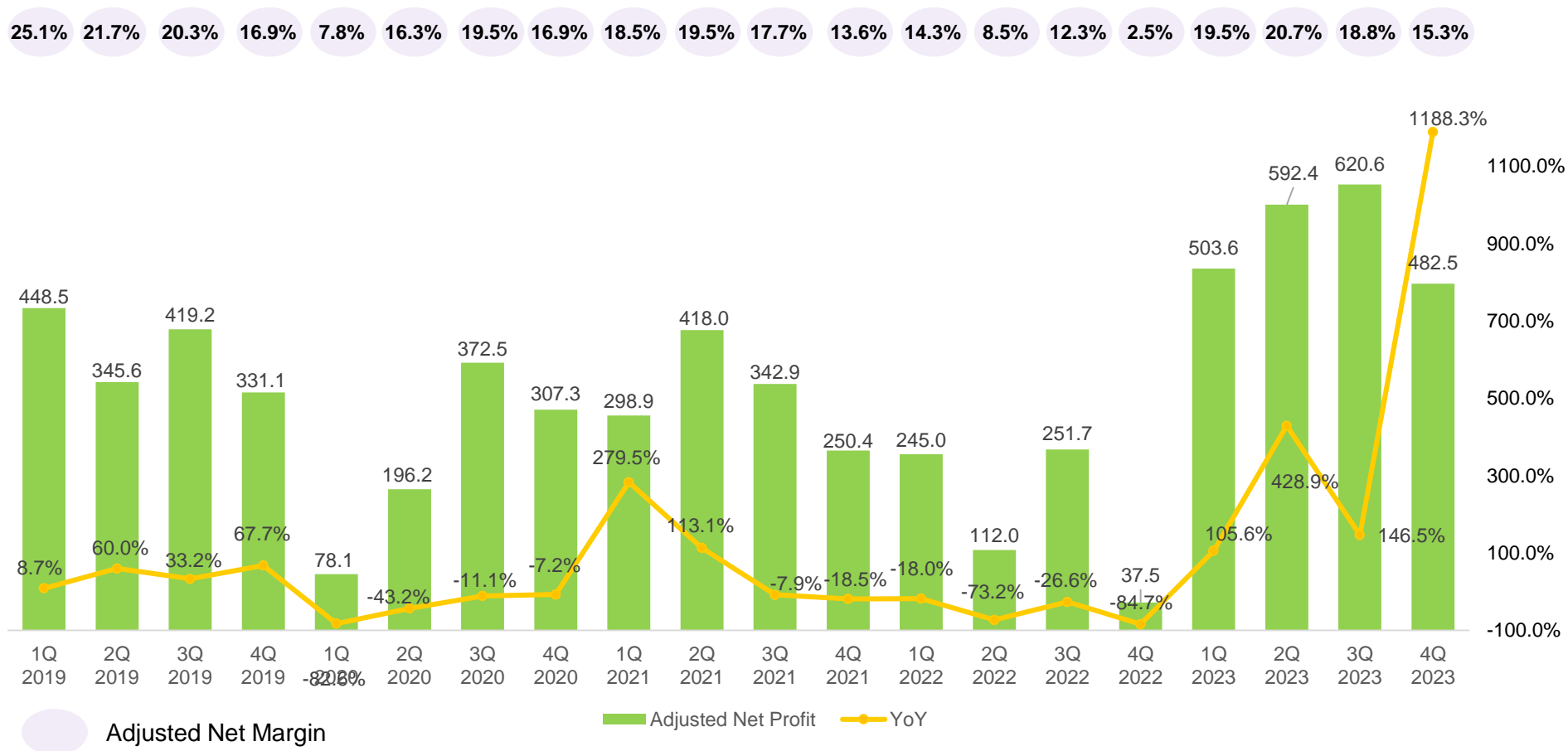
Notes

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

Solid Profitability with Healthy Financial Position

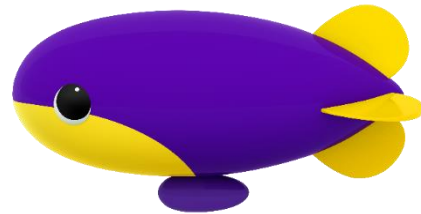
Adjusted Net Profit⁽¹⁾

RMB MM

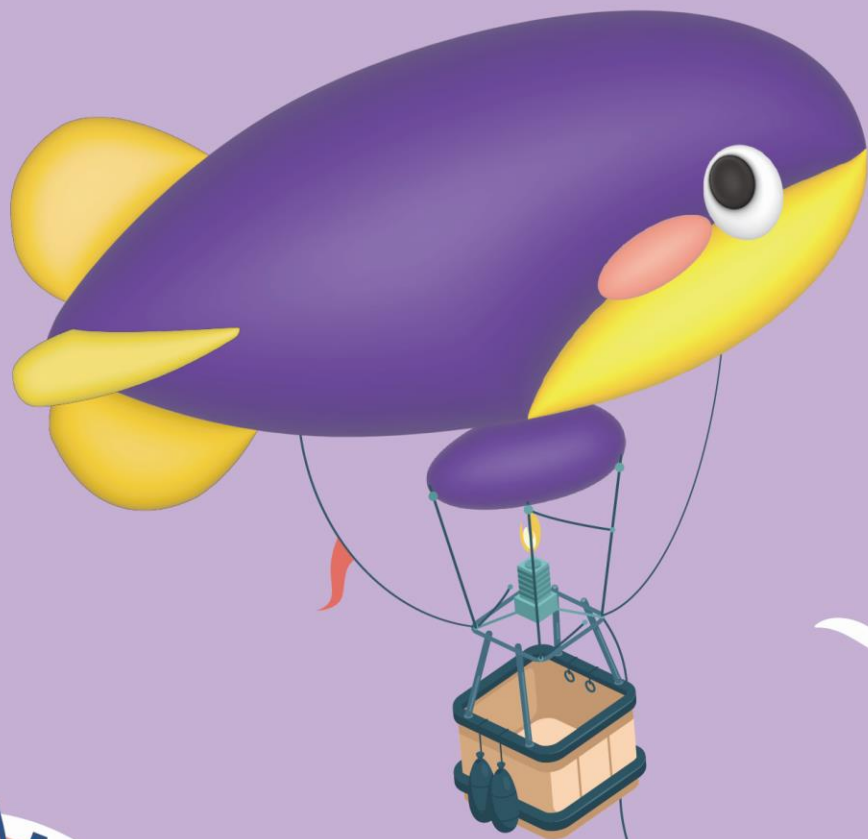


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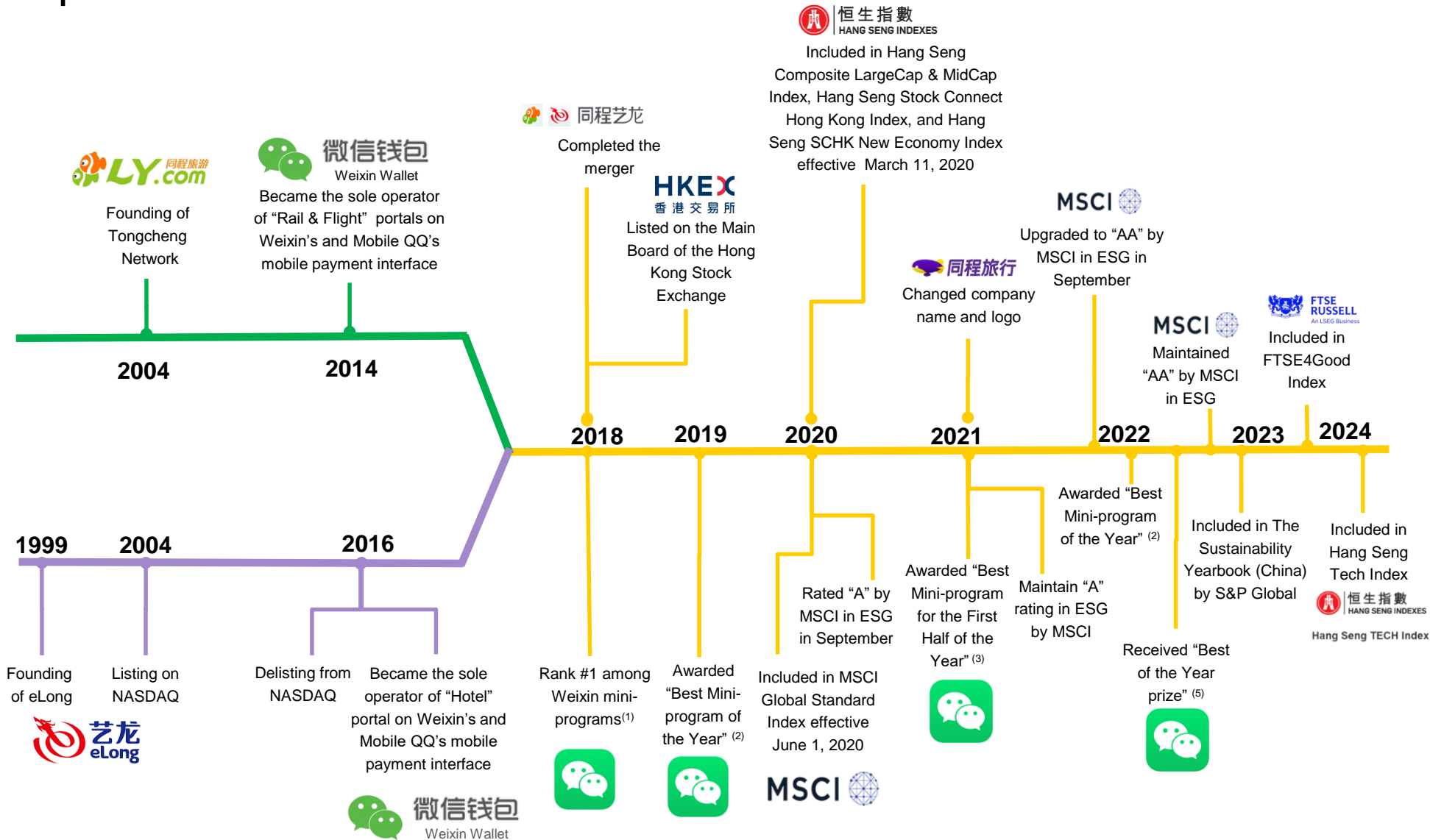
Our Mission is to Make Travel
Easier and More Joyful



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