



同程艺龙

Tongcheng-Elong Holdings Limited

Stock Code: 0780



Investor Presentation

May 2021

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Agenda

1

1Q2021 Review

2

Business Highlights and Updates

3

Financial Highlights



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Section 1

1Q2021 Review

1Q2021 Review

Financial Metrics



Revenue
RMB 1.6Bn

60.6%
YoY Change
(9.5%)
YoY Change vs 2019



Adjusted EBITDA⁽¹⁾
RMB 417.4MM

25.9%
Margin



Adjusted Net Profit⁽²⁾
RMB 296.3MM

18.4%
Margin



APU⁽³⁾
169.3MM
12.9%
YoY Change

Operational Metrics



MAU
234.2MM

57.8%
YoY Change
17.5%
YoY Change vs 2019



MPU
27.3MM

84.5%
YoY Change
18.2%
YoY Change vs 2019



GMV
RMB 33.3Bn

83.0%
YoY Change
(7.2%)
YoY Change vs 2019

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, amortization of intangible assets from acquisitions, and acquisition-related cost
3. Twelve-month period ended March 31, 2021

1Q2021 Review – Business Highlights



Domestic Room Nights

45%

YoY Growth

70%+

YoY Growth in
Lower-tier cities



Domestic Air Ticketing Volume

20%

YoY Growth



Bus Ticketing Volume

150%

YoY Growth



Notes

All of the above figures represented year-on-year changes when compared to 1Q2019



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Section 2

Business Highlights and Updates

Our Business and Strategic Highlights

User Base

Continuously elevated traffic with diversified sources

*Lower-tier
Cities*

Leading market position in lower-tier cities

*User
Experience*

Enhance user experience on one-stop shop platform

*User
Engagement*

Cultivate brand awareness through precise marketing campaigns

*Data &
Technology*

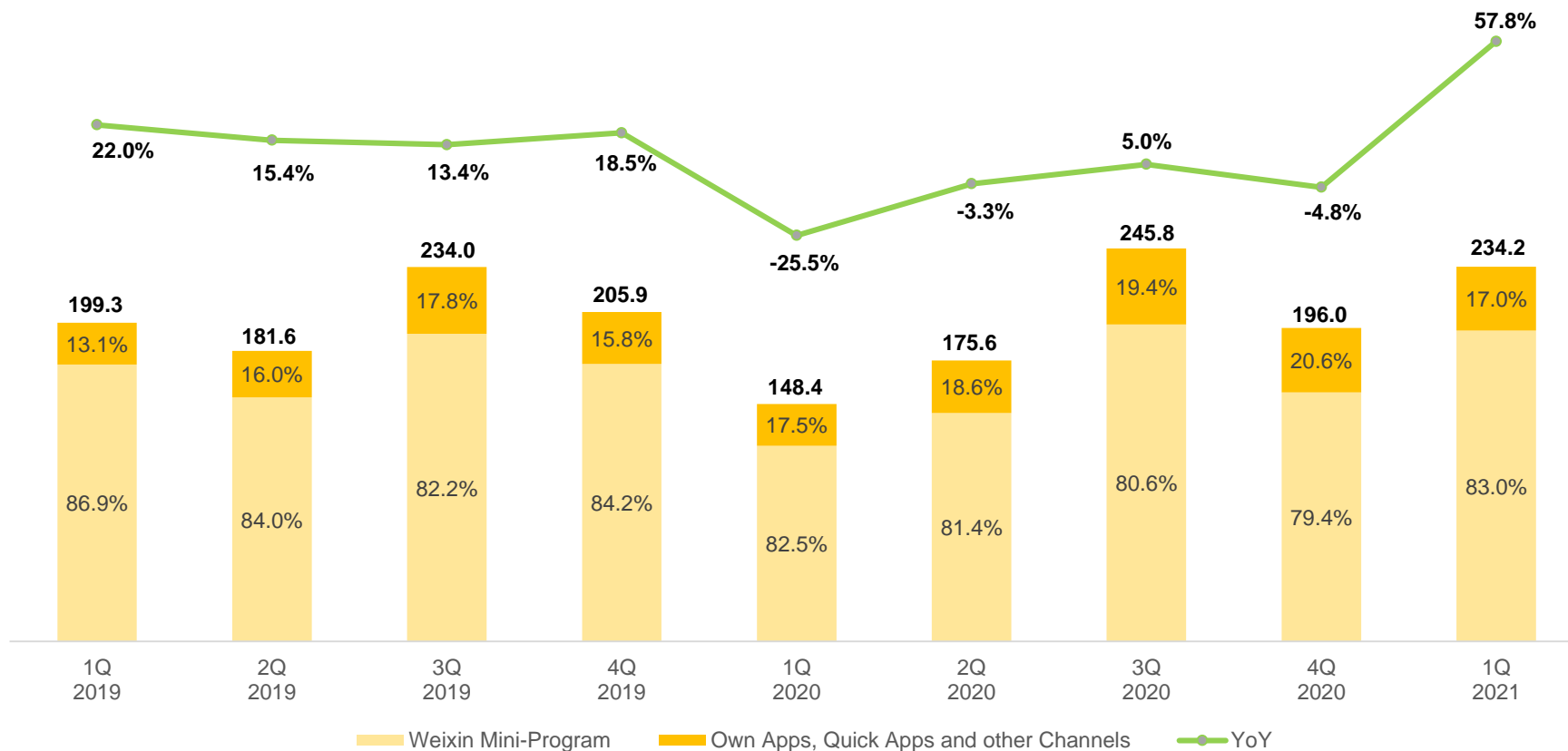
Revolutionary forerunner from OTA to ITA

1

Continuously Elevated Traffic with Diversified Sources

Average MAU

MM

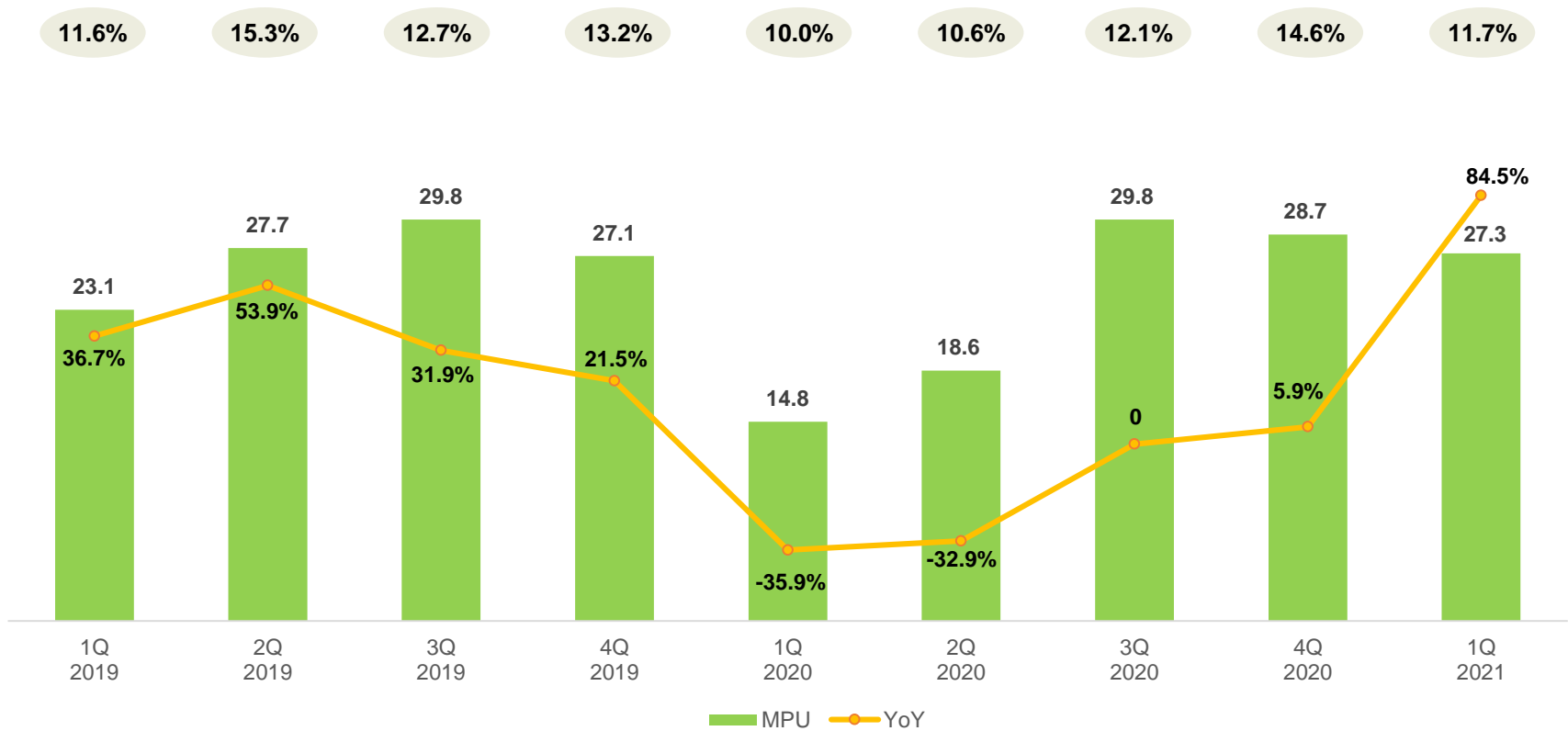


1

Continuously Elevated Traffic with Diversified Sources

Average MPU

MM



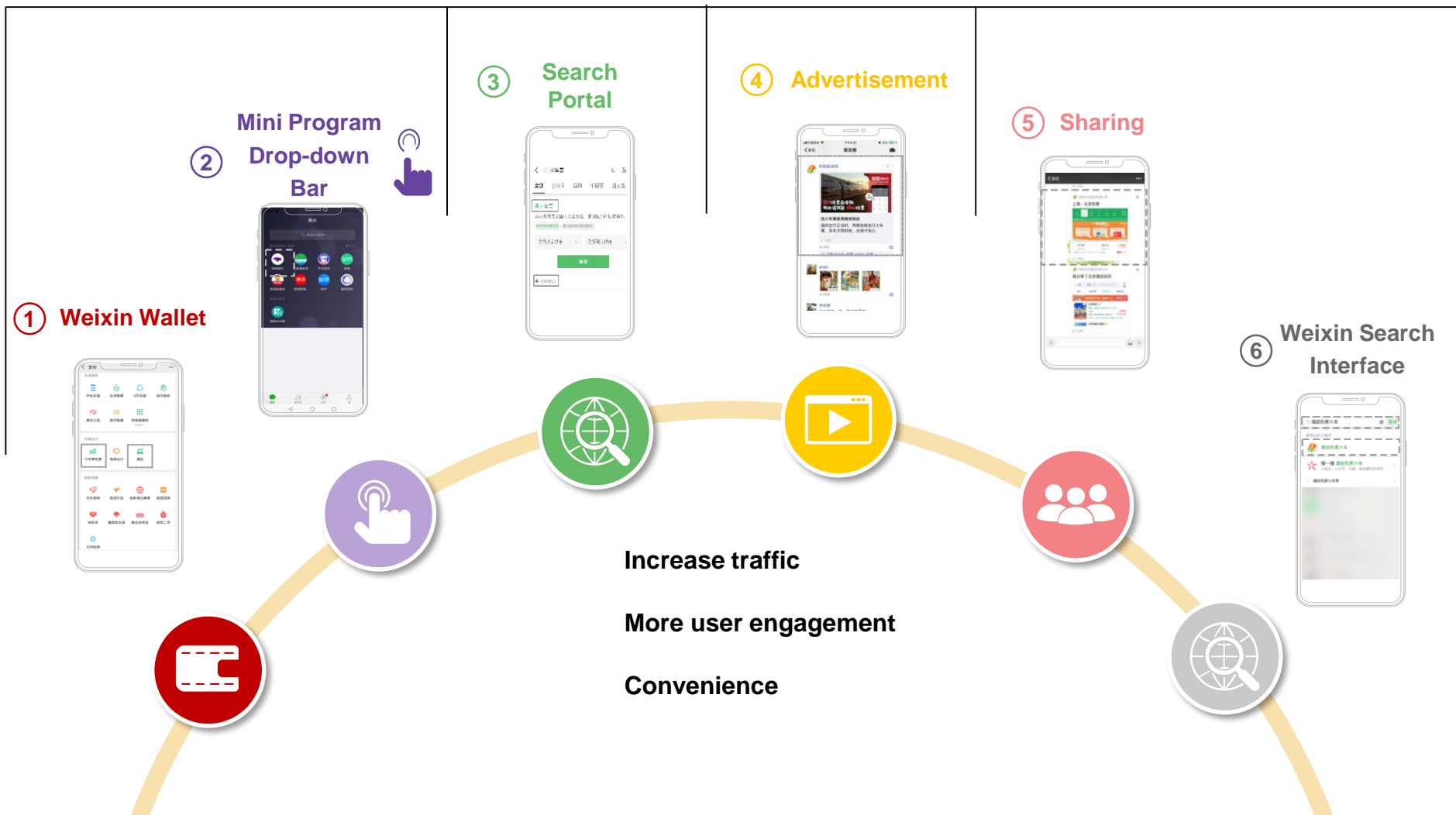
Paying ratio⁽¹⁾

Notes

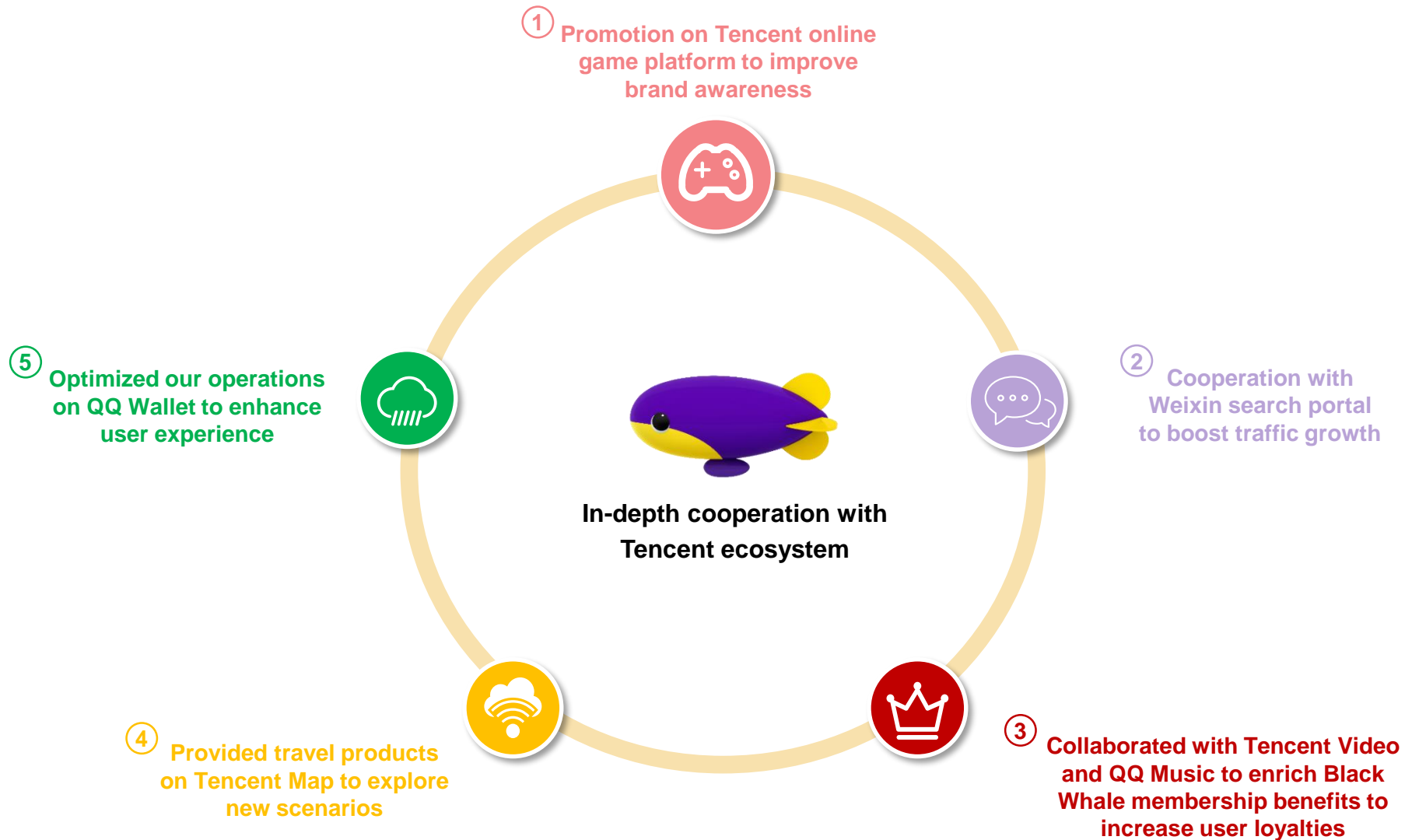
1. Calculated as MPUs divided by MAUs.

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

Expand User Base through Multiple Channels

Offline Traffic Acquisition

Cooperation with Short-Video Platforms

Cooperation with Handset Vendors



User acquisition at hotels, bus stations, and tourist attractions



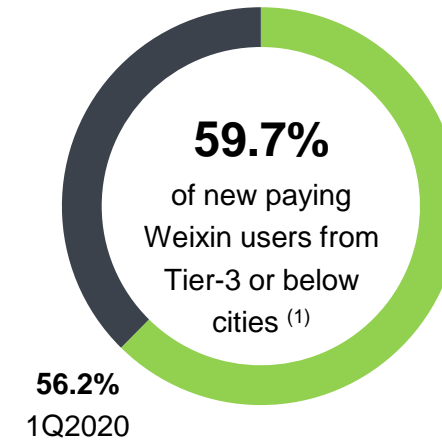
Promotions on short-video platforms



Acquire users with attractive membership privileges

Leading 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 March 31, 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

Cultivate Brand Awareness through Effective Marketing Campaigns

Online Marketing Campaigns

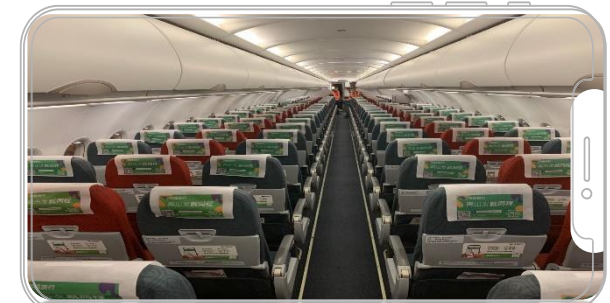
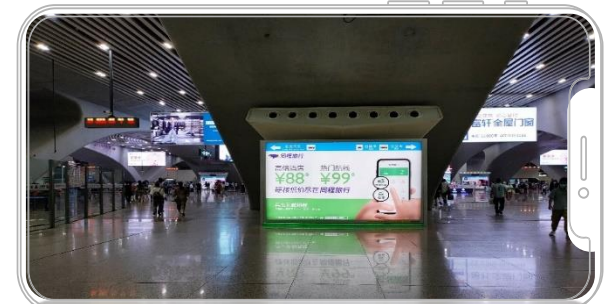


Promotions on Tencent Video platform



"Blind Box of Air Tickets" initiative

Offline Marketing Campaigns



Advertisement placements at railway stations and on planes

5 Revolutionary Forerunner from OTA to ITA

Intelligent Travel Assistant (ITA)

- 

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

“Buddha” system in air ticket booking serves different customers for their various demands
- 

“Intelligent Hotel” system allows users to enjoy the benefits of advanced technologies throughout the process of reservation, check-in, accommodation and departure
- 


“Hotel SaaS Solutions” help individual hotels and small hotel chains in the management of their daily operations as well as for the management of inventory, revenue and marketing
- 

“Intelligent on-site Command System” enhances labor efficiency for customer service team

“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



Distinct Recovery with Promising Growth

1



**Outstanding Operating Leverage from
Technology and Synergy**

2

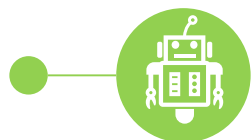


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**Optimized Cost Structure and
Flexible Operations**

3



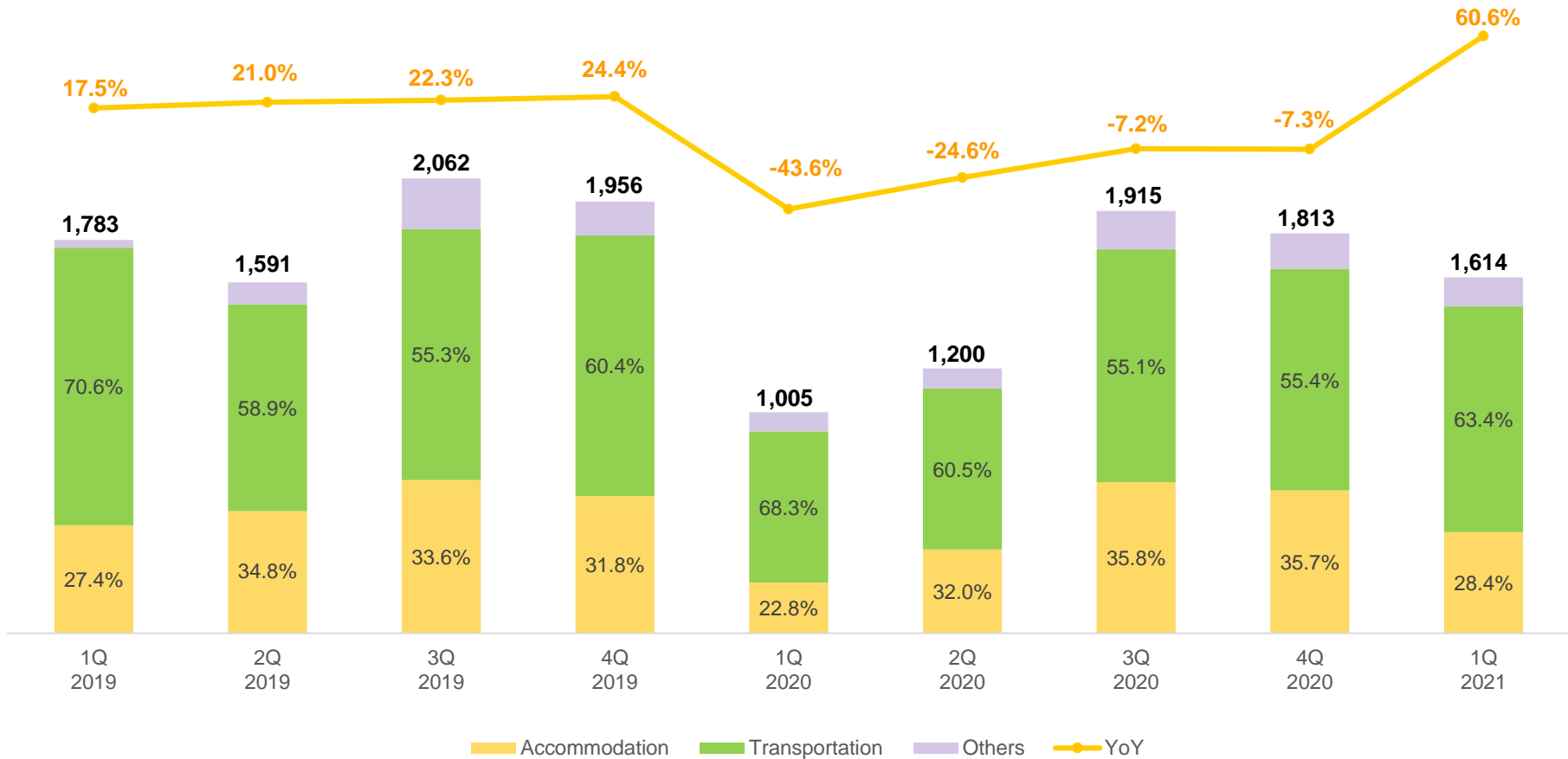
Efficient Operations and Impressive Profitability

4

Distinct Recovery with Promising Growth

Revenue

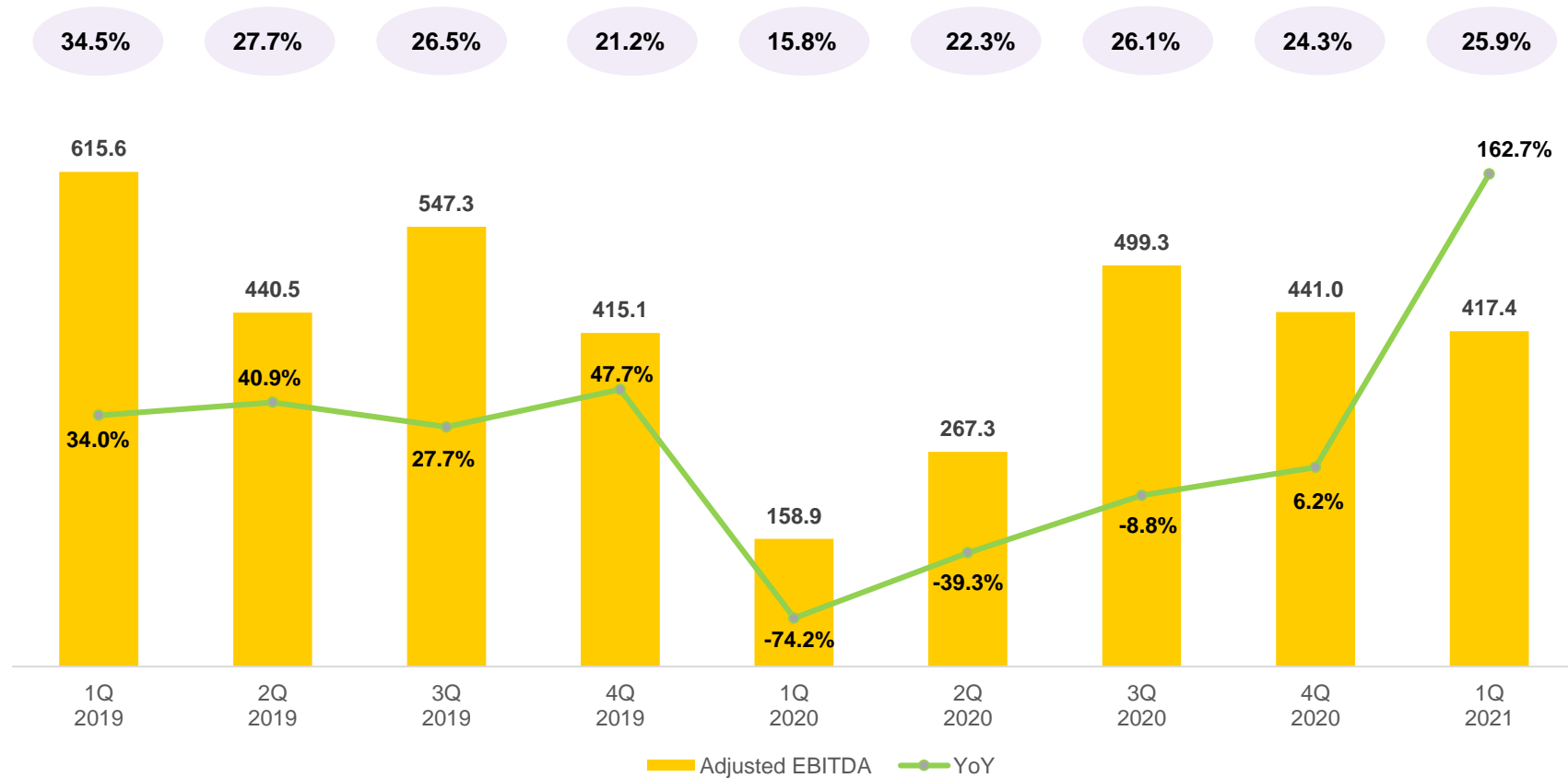
RMB MM



Efficient Operations and Impressive Profitability

Adjusted EBITDA⁽¹⁾

RMB MM



Adjusted EBITDA Margin

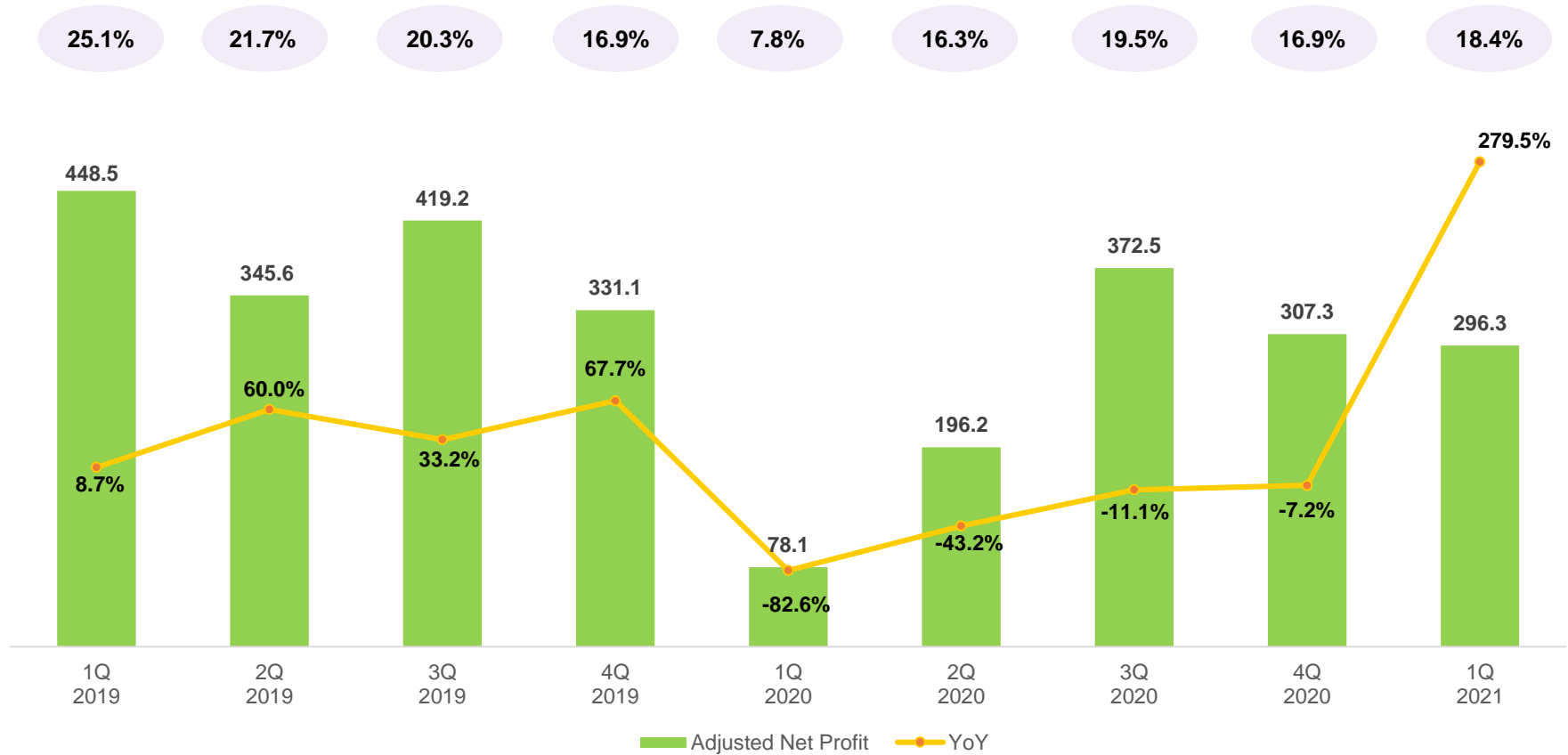
Notes

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



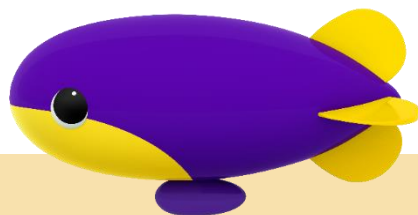
Adjusted Net Margin

Notes

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



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Our Mission is to Make Travel
Easier and More Joyful

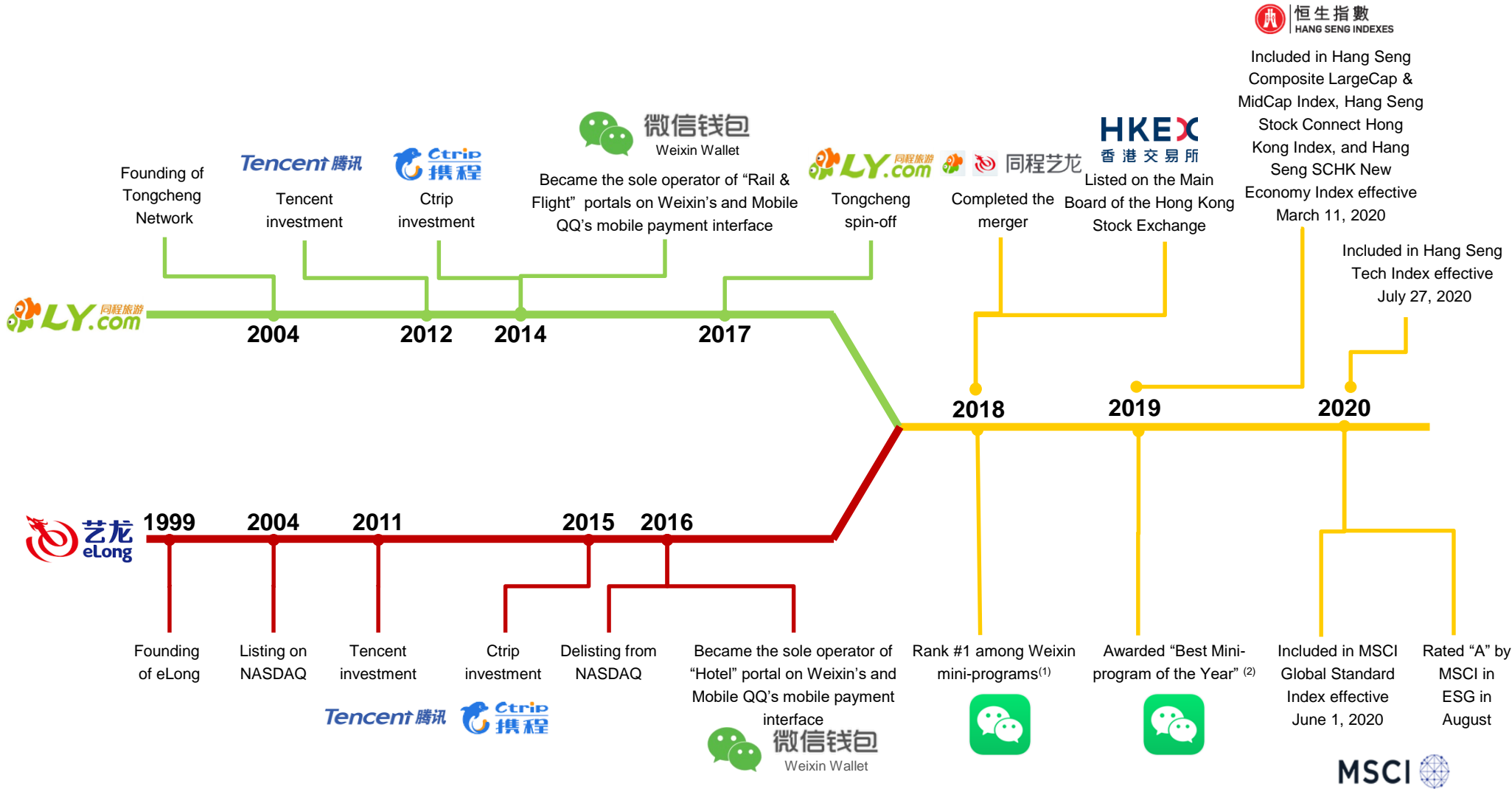


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Appendix

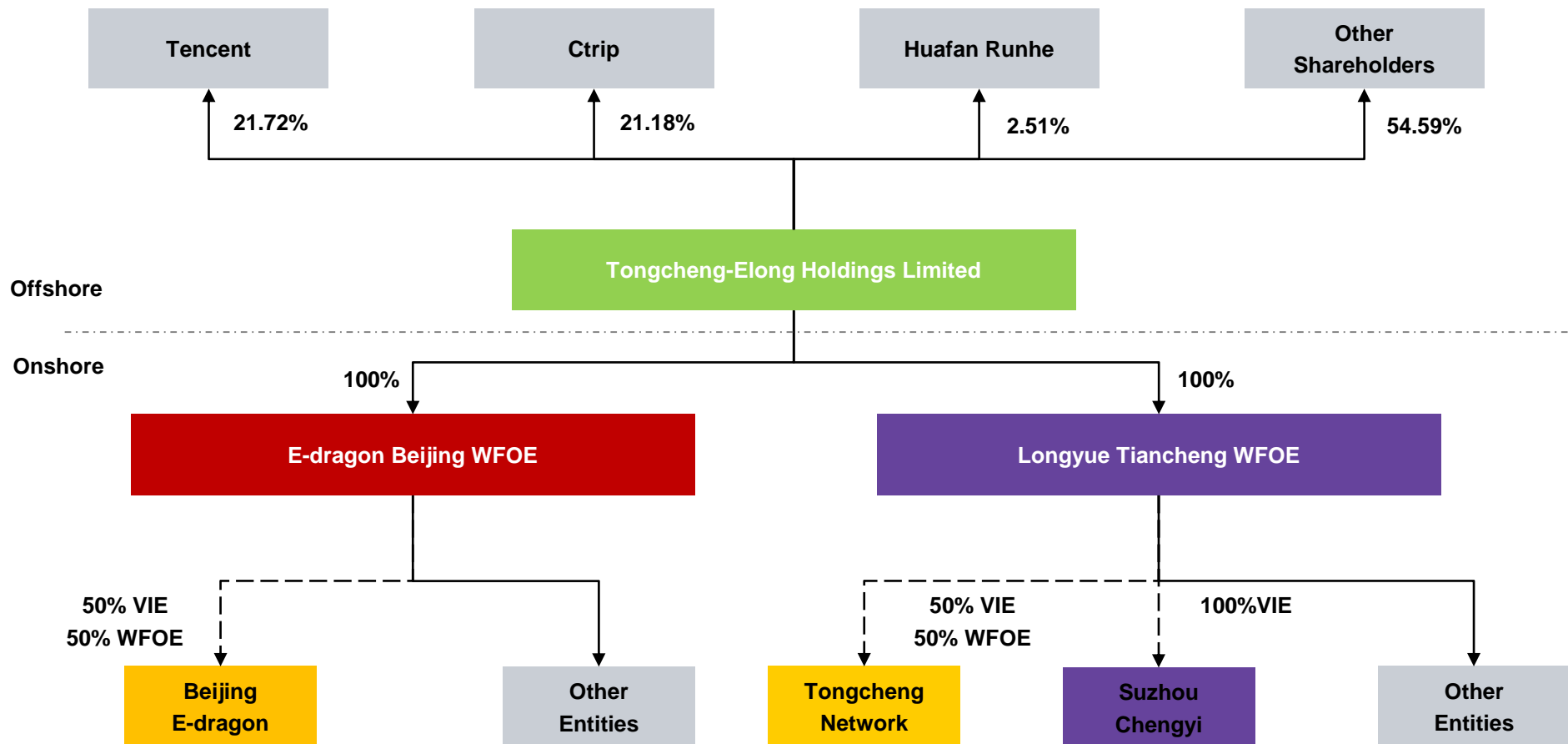
Corporate Milestones



Notes

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

Updated Corporate Structure⁽¹⁾



Notes

1. This is a simplified structure and for illustrative purpose only. The diagram illustrates the corporate structure as of March 31, 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