



Tongcheng Travel Holdings Limited

Stock Code: 0780



Investor Presentation

March 2023



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Agenda

1

4Q2022 and Full Year 2022 Review

2

Business Highlights and Updates

3

Financial Highlights



Section 1

4Q2022 and Full Year Review

4Q2022 and Full Year 2022 Review – Operating Metrics



4Q 2022 GMV
RMB 25.4Bn
(20.4%)
YoY Change



FY 2022 GMV
RMB 122.7Bn
(18.3%)
YoY Change



4Q 2022 MAU
211.1MM
(11.5%)
YoY Growth



FY 2022 MAU
233.8MM
(9.0%)
YoY Change



4Q 2022 MPU
24.3MM
(21.1%)
YoY Change



FY 2022 MPU
29.7MM
(5.1%)
YoY Change



FY 2022 APU⁽¹⁾
187.5MM
(5.7%)
YoY Change

Notes

1. Twelve-month period ended December 31, 2022

4Q2022 and Full Year 2022 Review – Financial Metrics



4Q2022 Revenue
RMB 1.5Bn
(18.8%)
YoY Change



FY 2022 Revenue
RMB 6.6Bn
(12.6%)
YoY Growth



4Q 2022 Adjusted EBITDA⁽¹⁾
RMB 244.3MM
16.3%
Margin



FY 2022 Adjusted EBITDA⁽¹⁾
RMB 1,437.2MM
21.8%
Margin



4Q 2022 Adjusted Net Profit⁽²⁾
RMB 37.5MM
2.5%
Margin



FY 2022 Adjusted Net Profit⁽²⁾
RMB 646.2MM
9.8%
Margin

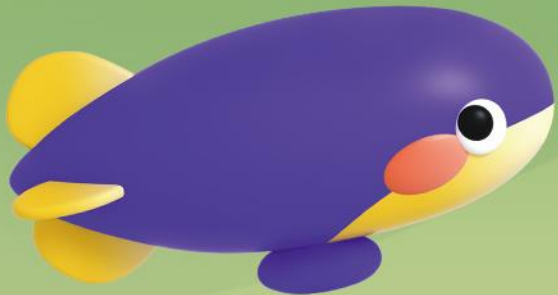
Notes

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
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



Section 2

Business Highlights and Updates



Our Business and Strategic Highlights

User Base

Resilient 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*

Elevated brand recognition through effective marketing campaigns

*Data &
Technology*

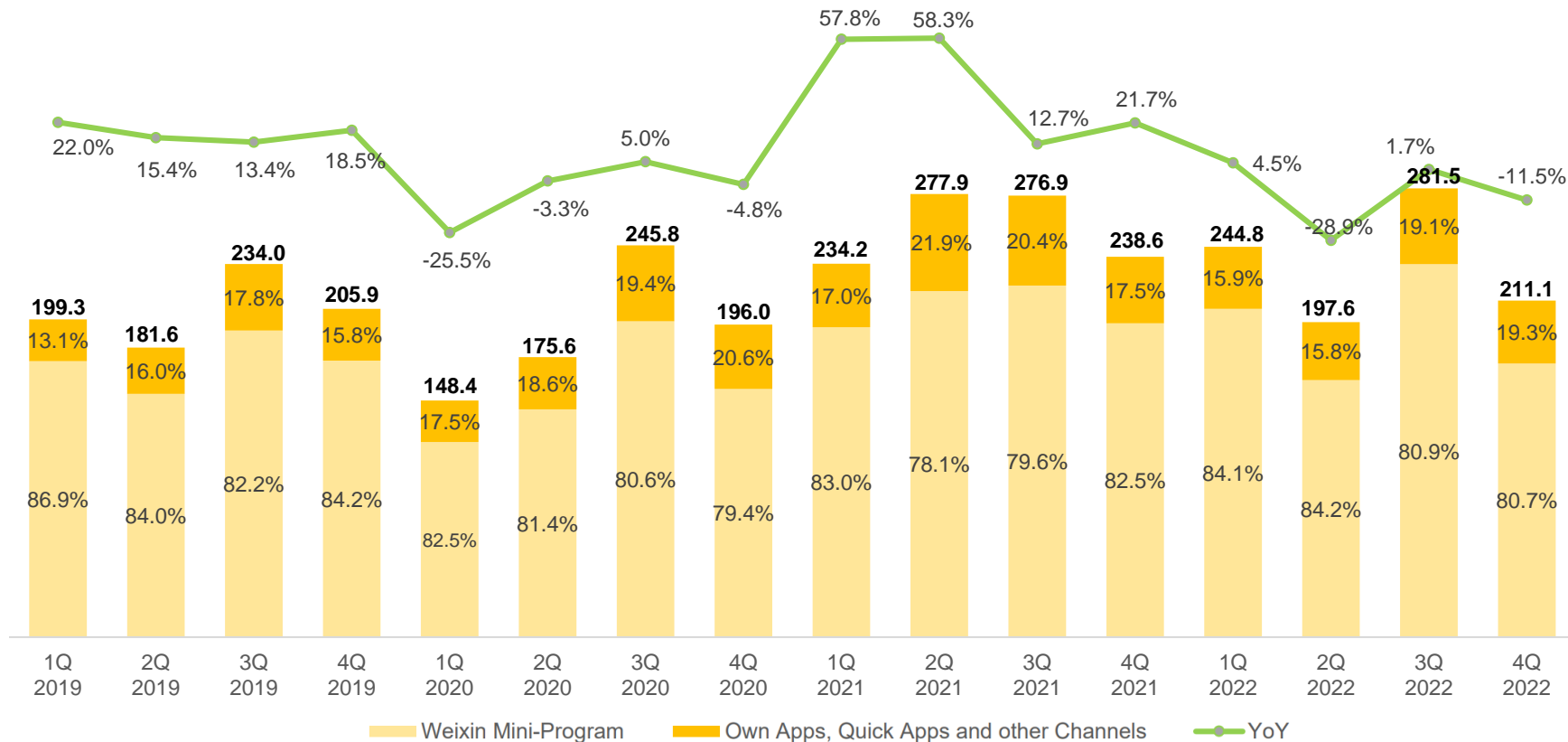
Innovation forerunner from OTA to ITA

1

Resilient Traffic with Diversified Sources

Average MAUs

MM



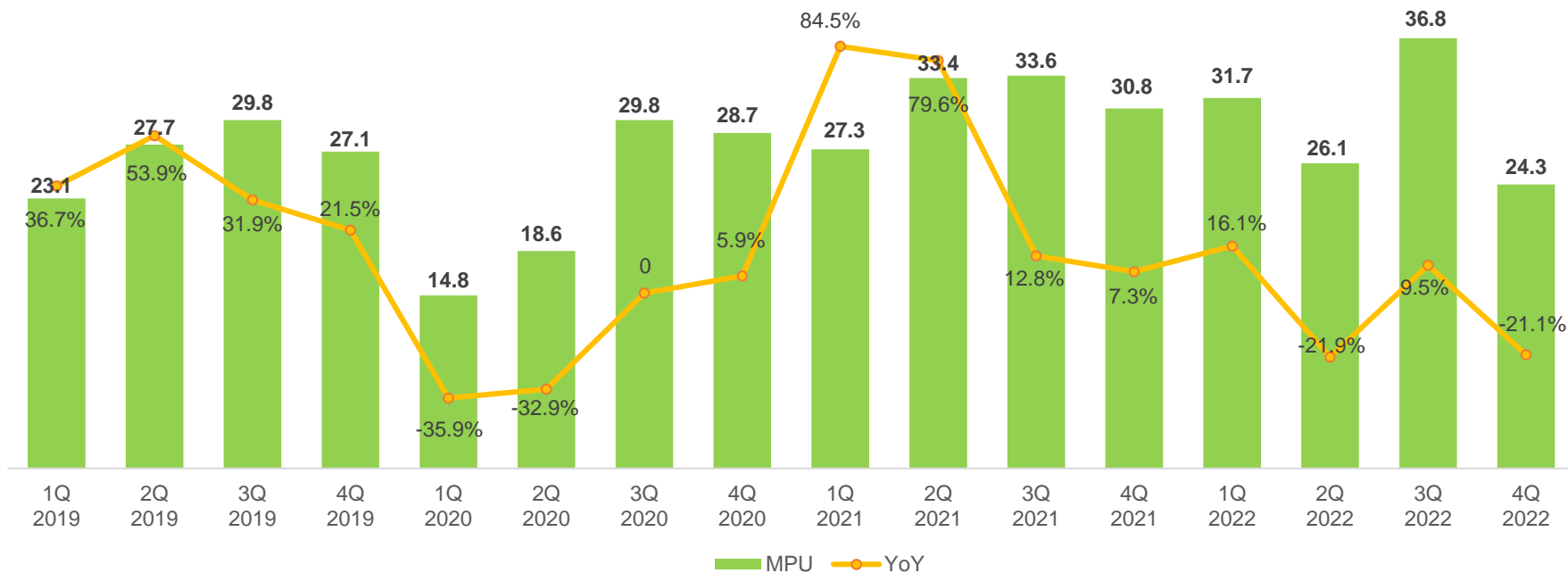
1

Resilient 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% 11.5%



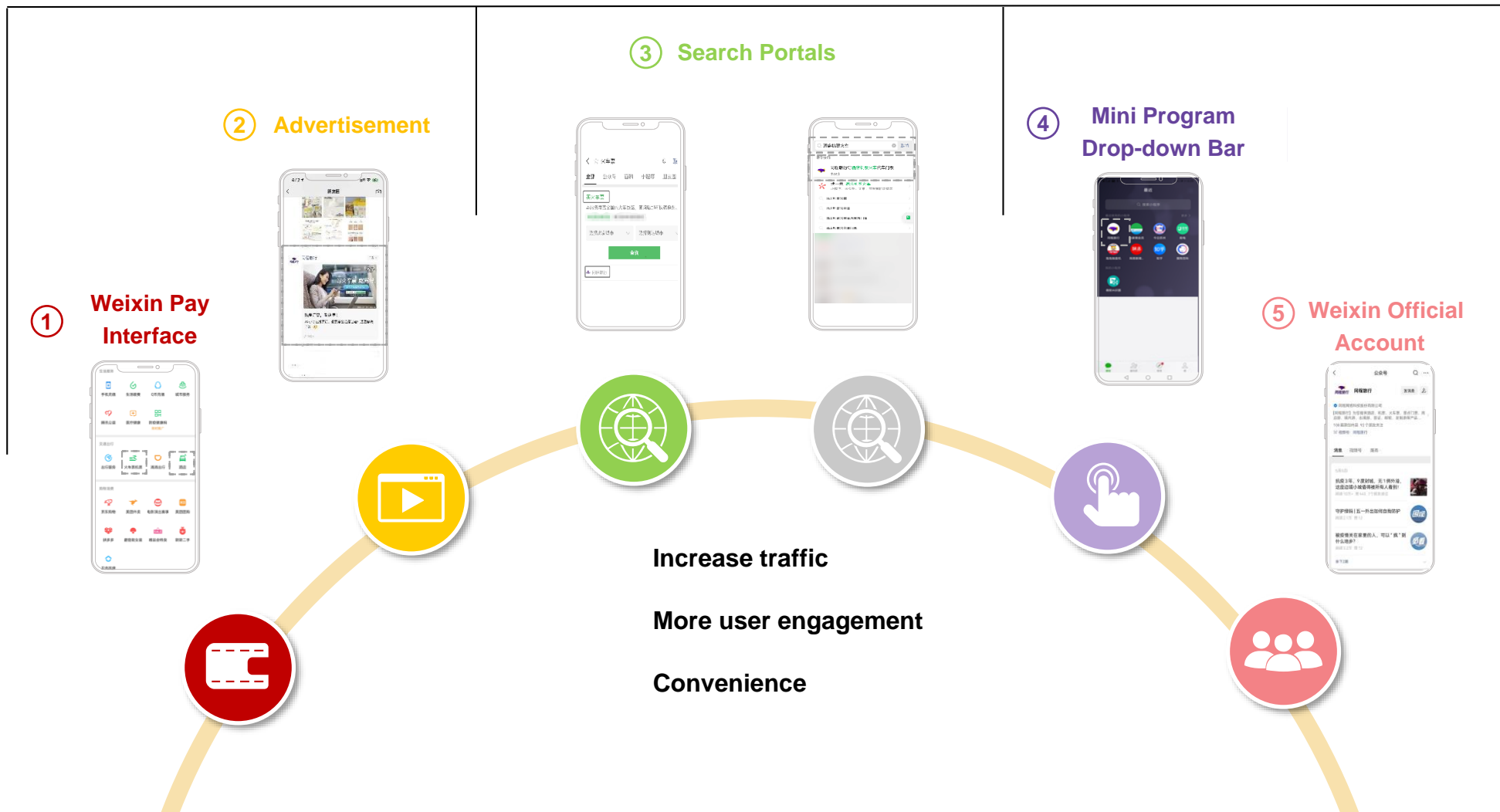
○ Paying ratio⁽¹⁾

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

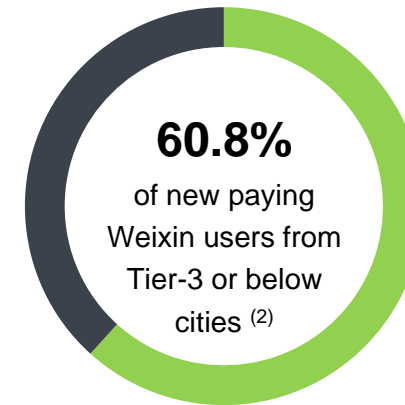
“Campus Card” Program



Tailor-made benefit packages for students

Solidified Market Position in Lower-tier Cities

Promising 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



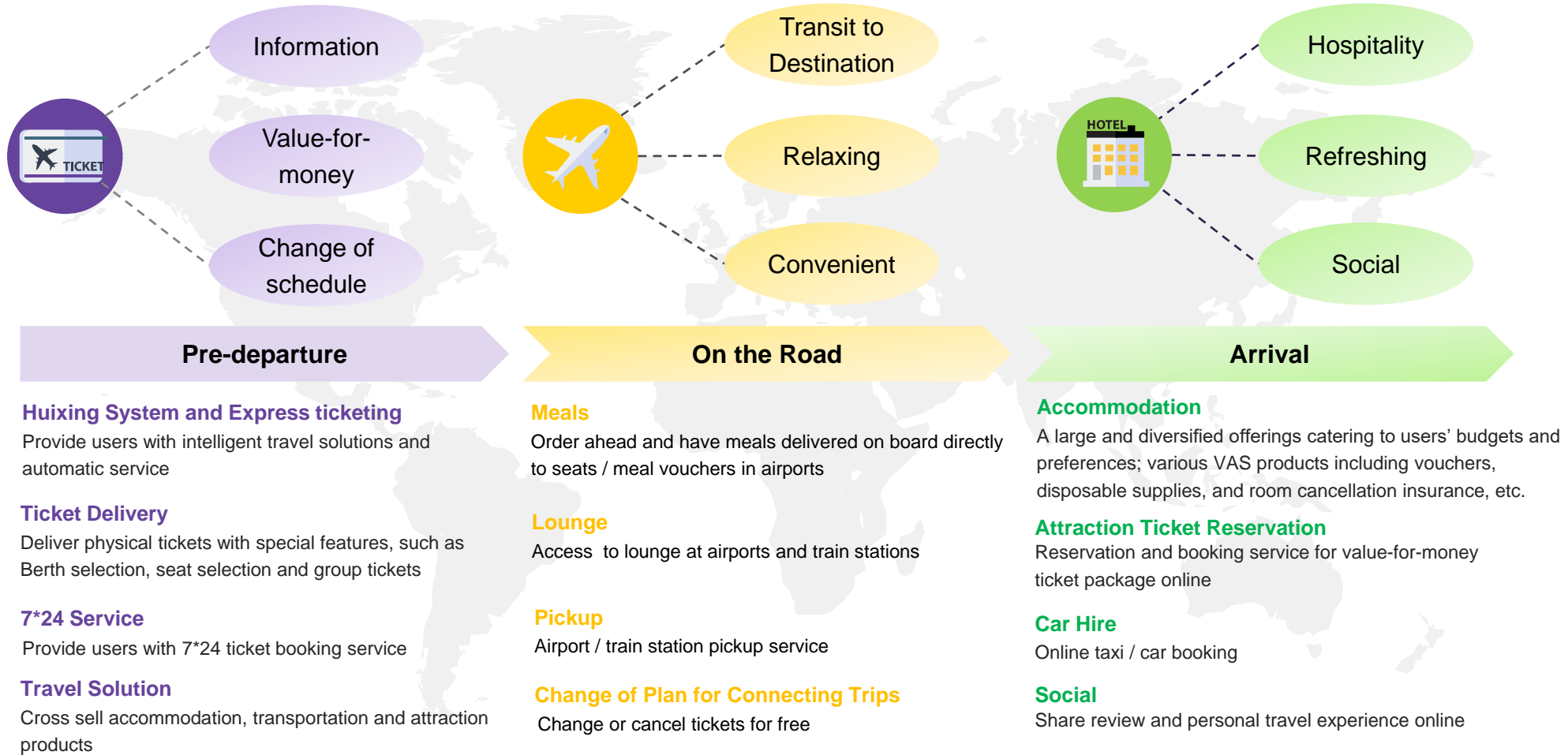
Residents in non-first-tier cities have **increasing demands for quality travel products**

Notes

1. As of year ended December 31, 2022
2. As of three months ended December 31, 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 Elevated Brand Recognition through Effective Marketing Campaigns

Marketing Campaigns



Seasonal benefits for college students



Promotional campaigns for E-sports hotels

Branding Campaigns



Diverse Black-Whale membership versions with various privileges



World Cup-themed television commercial





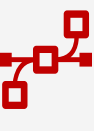
Promotions on the Tencent Video Platform

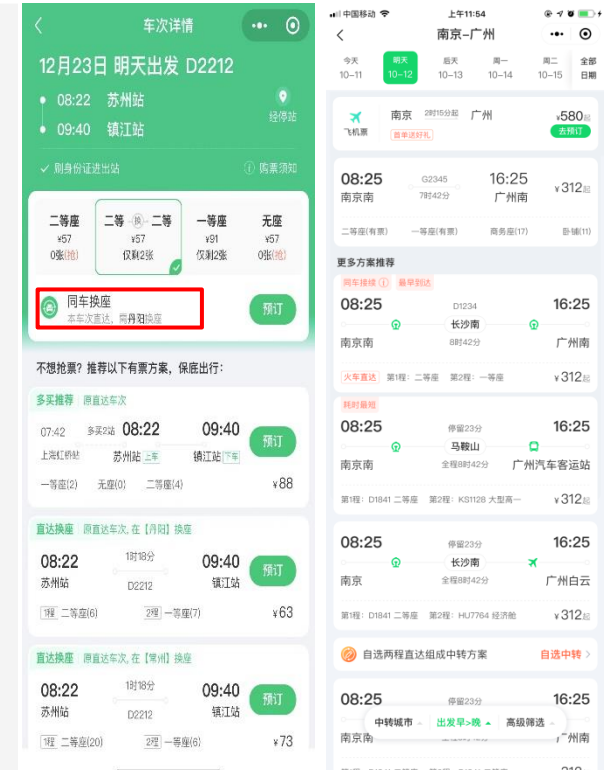
5 Innovation forerunner from OTA to ITA

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
-  Provide value proposition to TSPs to boost the digitalization of bus ticketing and tourist attractions ticketing
-  **“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
-  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



Improved ESG practices

- **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

- Helped Suzhou local government to build a rural resort
- Cooperated with Yan'an and other local governments to promote local produce
- launched a cultural heritage tourism initiative to build an innovative marketplace that revitalizes heritage
- Worked with hotels and provide outdoor workers with shelters and services to protect them from extreme heat



User caring undertakings

- Provided college students with free-airport pick-up and drop-off services during winter break to ensure they make a safe and smooth trip home
- 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



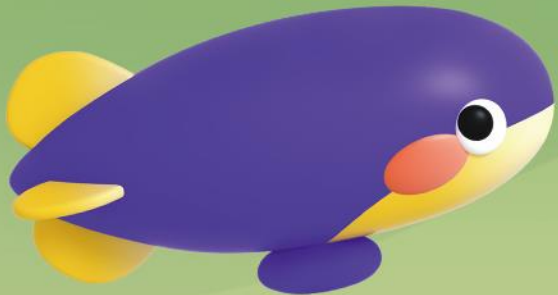
Various initiatives to fight Coronavirus outbreak

- 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

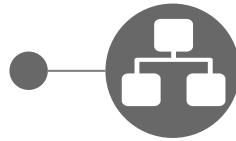


Our Financial Highlights



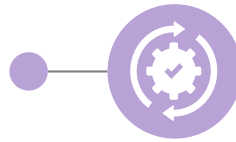
Strong Resilience amid Fluctuations

1



Diversified Revenue Streams with Balanced Mix

2



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

3



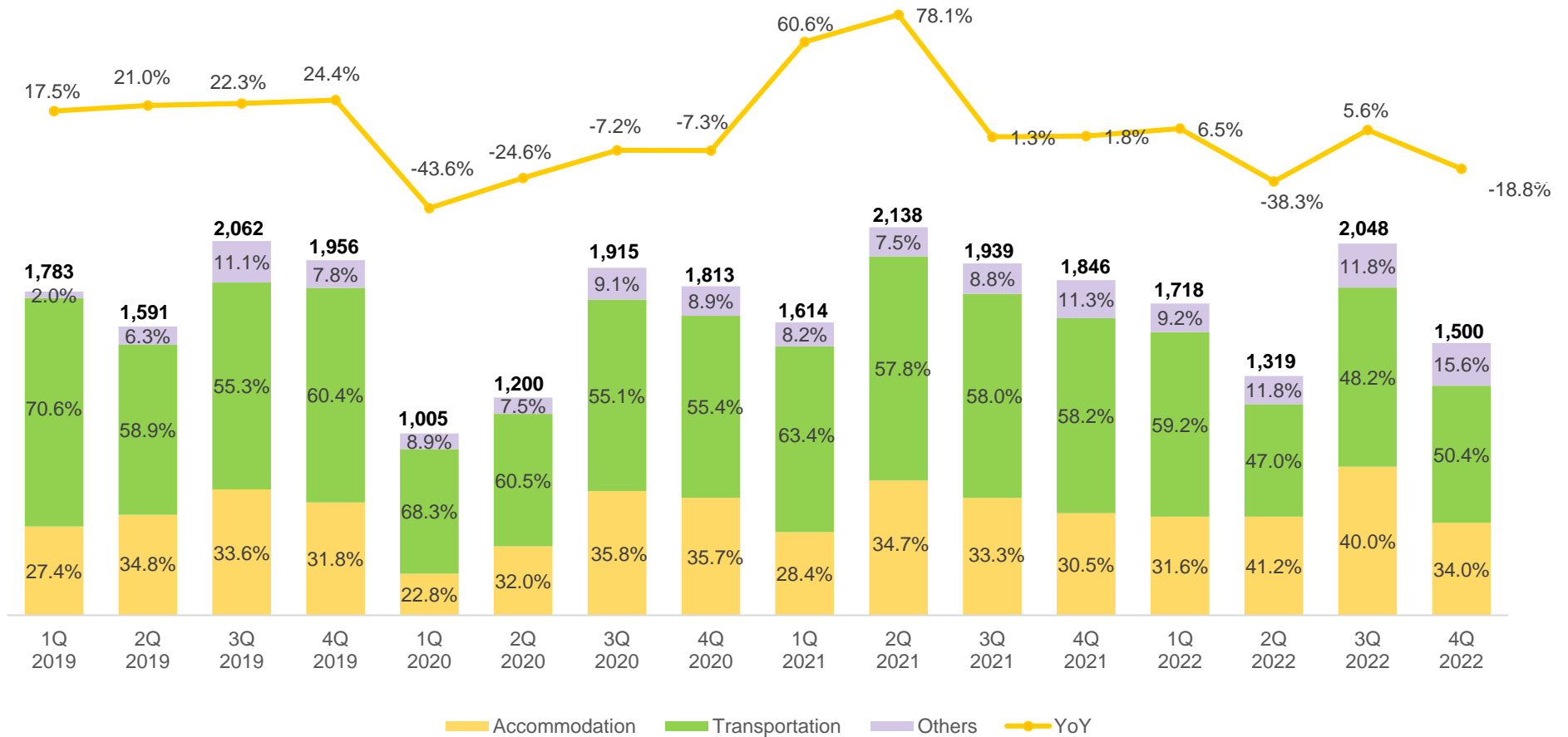
Respectable and Scalable Profitability

4

Strong Resilience amid Fluctuations

Revenue

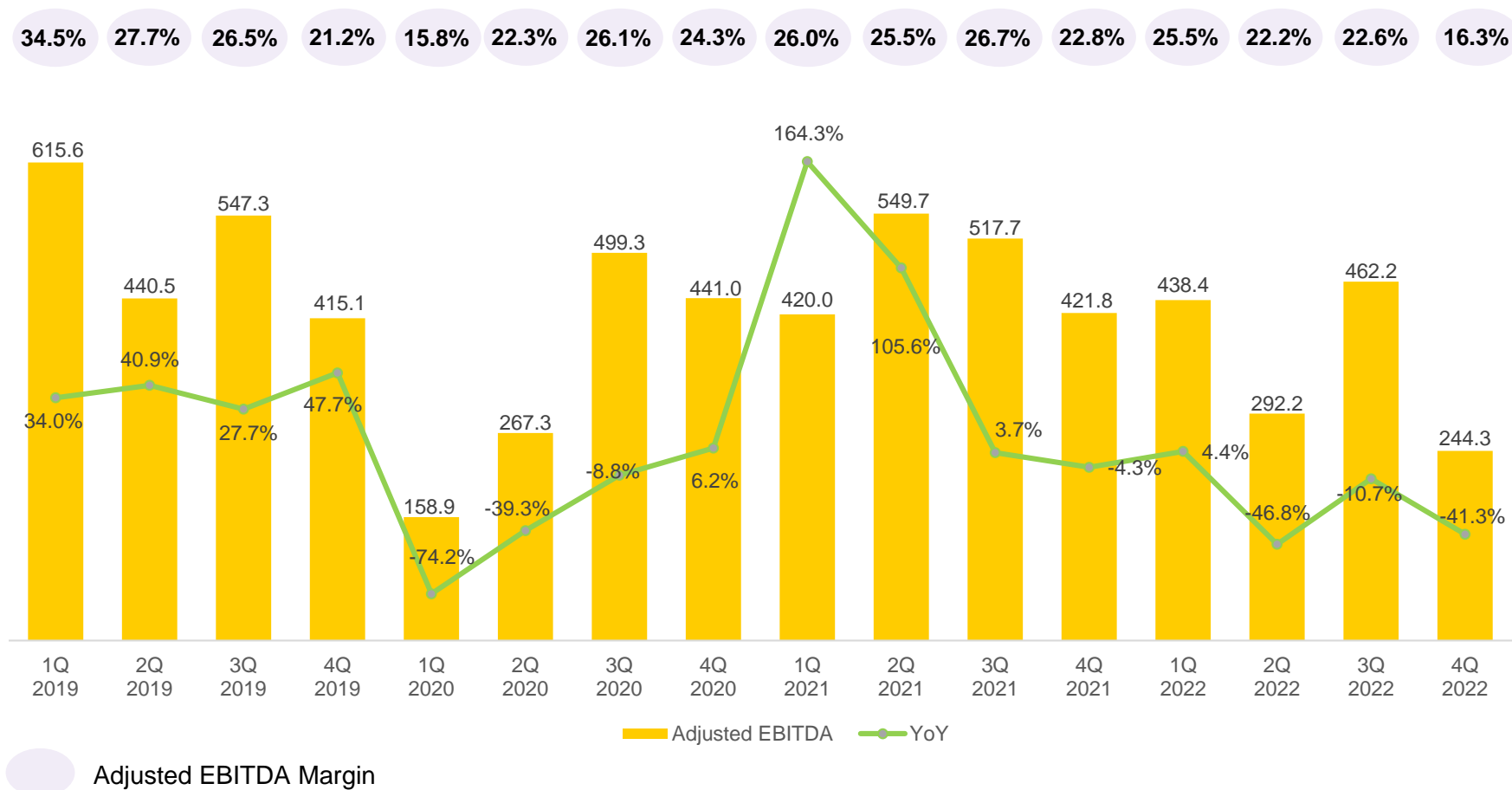
RMB MM



Respectable and Scalable Profitability

Adjusted EBITDA⁽¹⁾

RMB MM



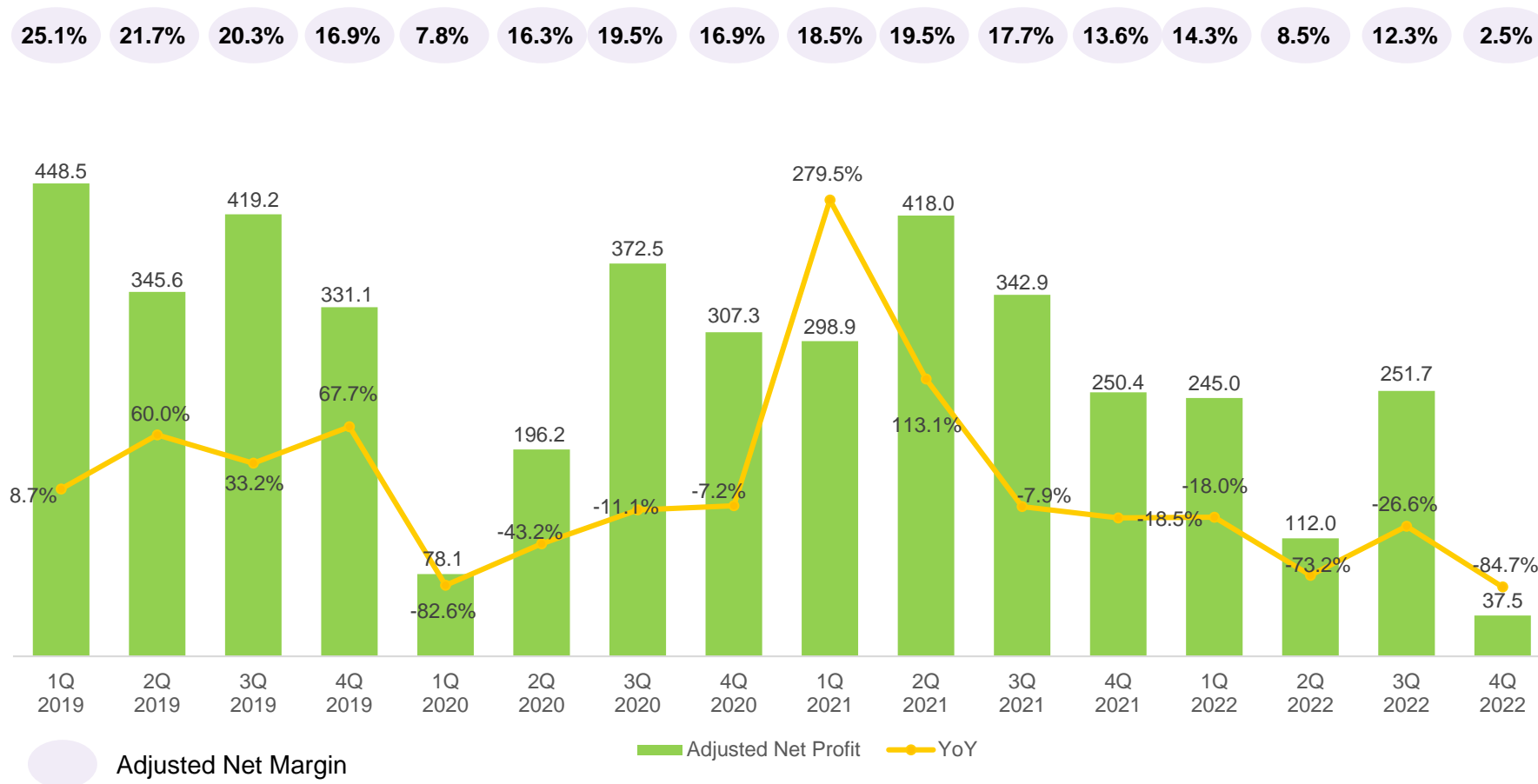
Notes

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Respectable and Scalable Profitability

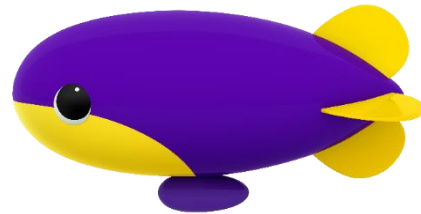
Adjusted Net Profit⁽¹⁾

RMB MM



Notes

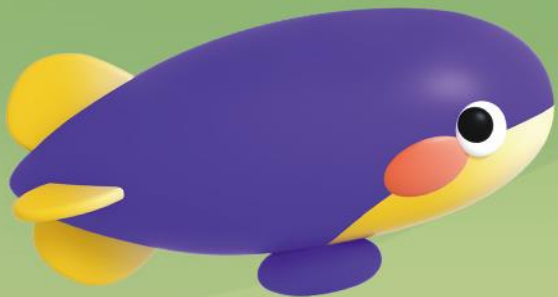
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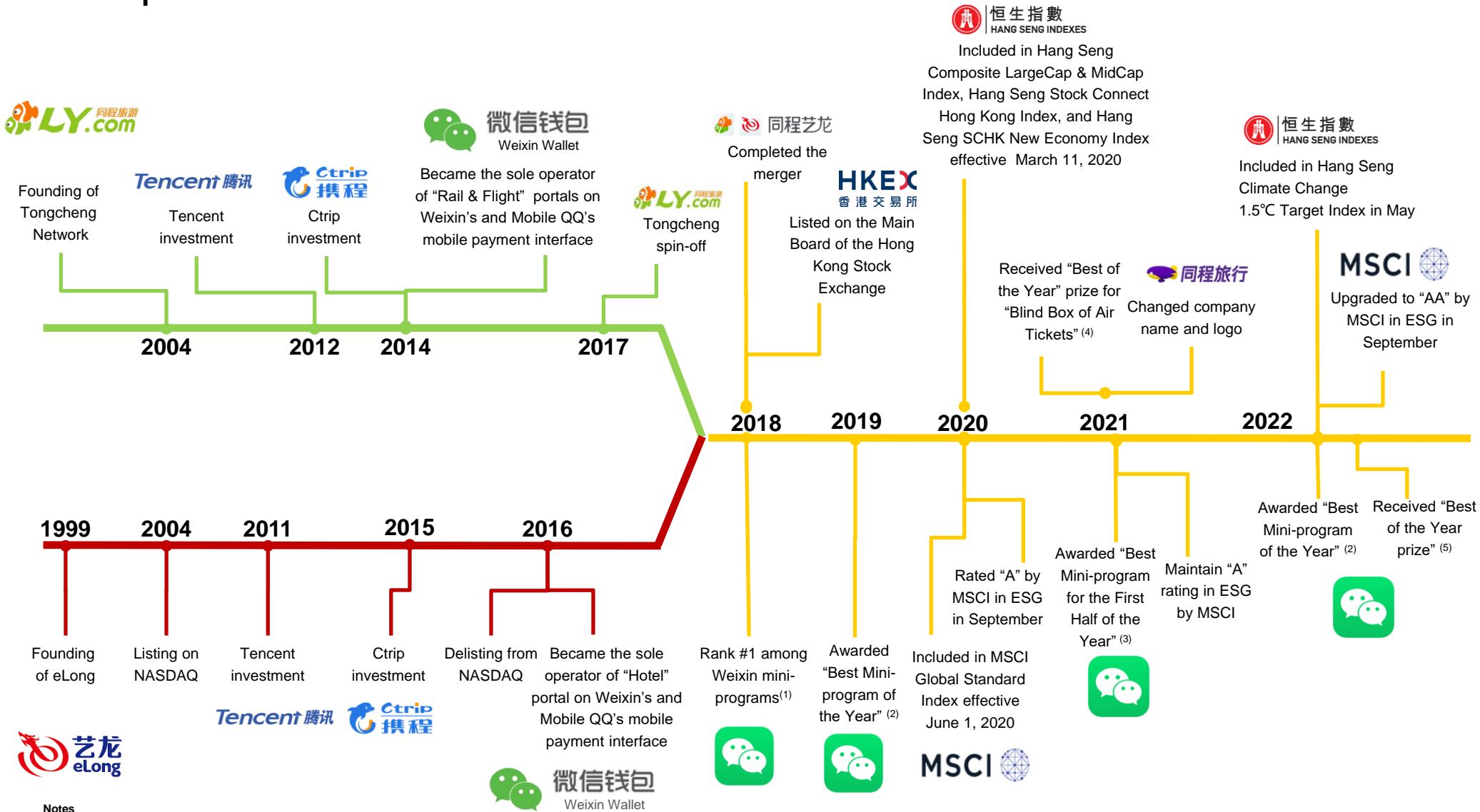
Our Mission is to Make Travel
Easier and More Joyful



Appendix



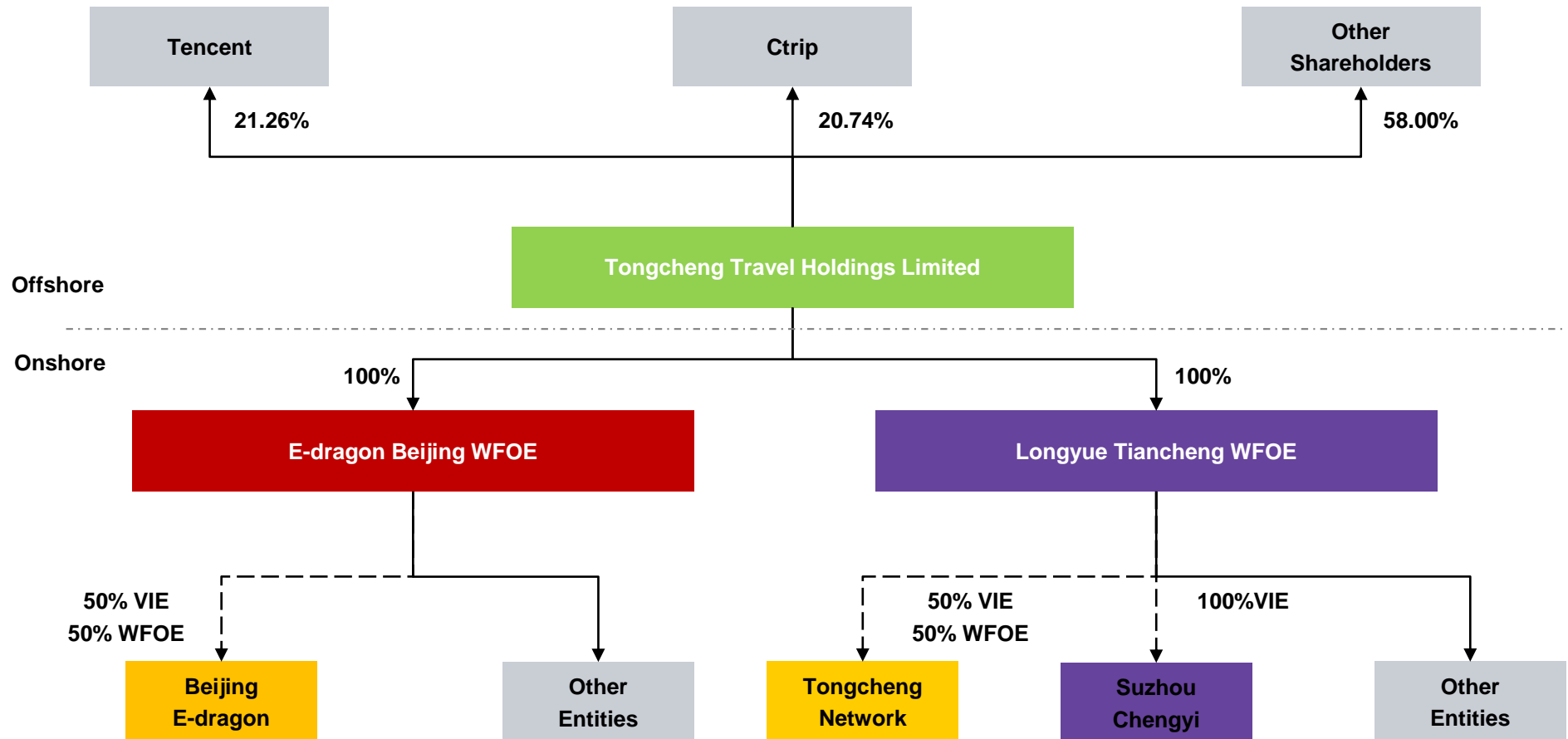
Corporate Milestones



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

Updated Corporate Structure⁽¹⁾



Notes

1. This is a simplified structure and for illustrative purpose only. The diagram illustrates the corporate structure as of December 31, 2022 base on information from Hong Kong Share Registrar