



# 同程艺龙

Tongcheng-Elong Holdings Limited

Stock Code: 0780



## Investor Presentation

March 2021

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# Agenda

1

**4Q2020 and Full Year 2020 Review**

2

**Business Highlights and Updates**

3

**Financial Highlights**



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Section 1

# 4Q2020 and Full Year 2020 Review

# 4Q2020 and Full Year 2020 Review – Operating Metrics



4Q 2020 GMV  
**RMB 36.1 Bn**  
(12.6%)  
YoY Change



FY 2020 GMV  
**RMB 116.4 Bn**  
(29.9%)  
YoY Change



4Q 2020 MAU  
**196.0 MM**  
(4.8%)  
YoY Change



FY 2020 MAU  
**191.4 MM**  
(6.7%)  
YoY Change



4Q 2020 MPU  
**28.7 MM**  
**5.9%**  
YoY Growth



FY 2020 MPU  
**23.0 MM**  
(14.5%)  
YoY Change



FY 2020 APU  
**155.2MM**  
**1.8%**  
YoY Growth

# 4Q2020 and Full Year 2020 Review – Financial Metrics



4Q2020 Revenue  
**RMB 1.8 Bn**  
**(7.3%)**  
YoY Change



FY 2020 Revenue  
**RMB 5.9 Bn**  
**(19.8%)**  
YoY Change



4Q Adjusted EBITDA<sup>(1)</sup>  
**RMB 441.0 MM**  
**24.3%**  
Margin



FY 2020 Adjusted EBITDA<sup>(1)</sup>  
**RMB 1,366.5 MM**  
**23.0%**  
Margin



4Q 2020 Adjusted Net Profit<sup>(2)</sup>  
**RMB 307.3 MM**  
**16.9%**  
Margin



FY 2020 2020 Adjusted Net Profit<sup>(2)</sup>  
**RMB 954.0 MM**  
**16.1%**  
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, acquisition-related cost and impairment loss on equity method investment
2. Calculated as profit for the period adding back share-based compensation (net), amortization of intangible assets from acquisitions, acquisition-related cost and impairment loss on equity method investment

# 4Q2020 Review – Business Highlights



**Q4 2020 Domestic Room Nights**

**21%**

YoY Growth

**30%+**

YoY Growth in  
lower tier cities



**Q4 2020 Domestic Air Ticketing Volume**

**5%**

YoY Growth



**Q4 2020 Bus Ticketing Volume**

**180%**

YoY Growth





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Section 2

## Business Highlights and Updates



# Our Business and Strategic Highlights

*User Base*

**Continuously increasing traffic with expanded sources**

*Lower-tier  
Cities*

**Leading market position in lower-tier cities**

*User  
Experience*

**Enhance user experience on one-stop shop platform**

*User  
Engagement*

**Improve brand awareness through effective marketing campaigns**

*Data &  
Technology*

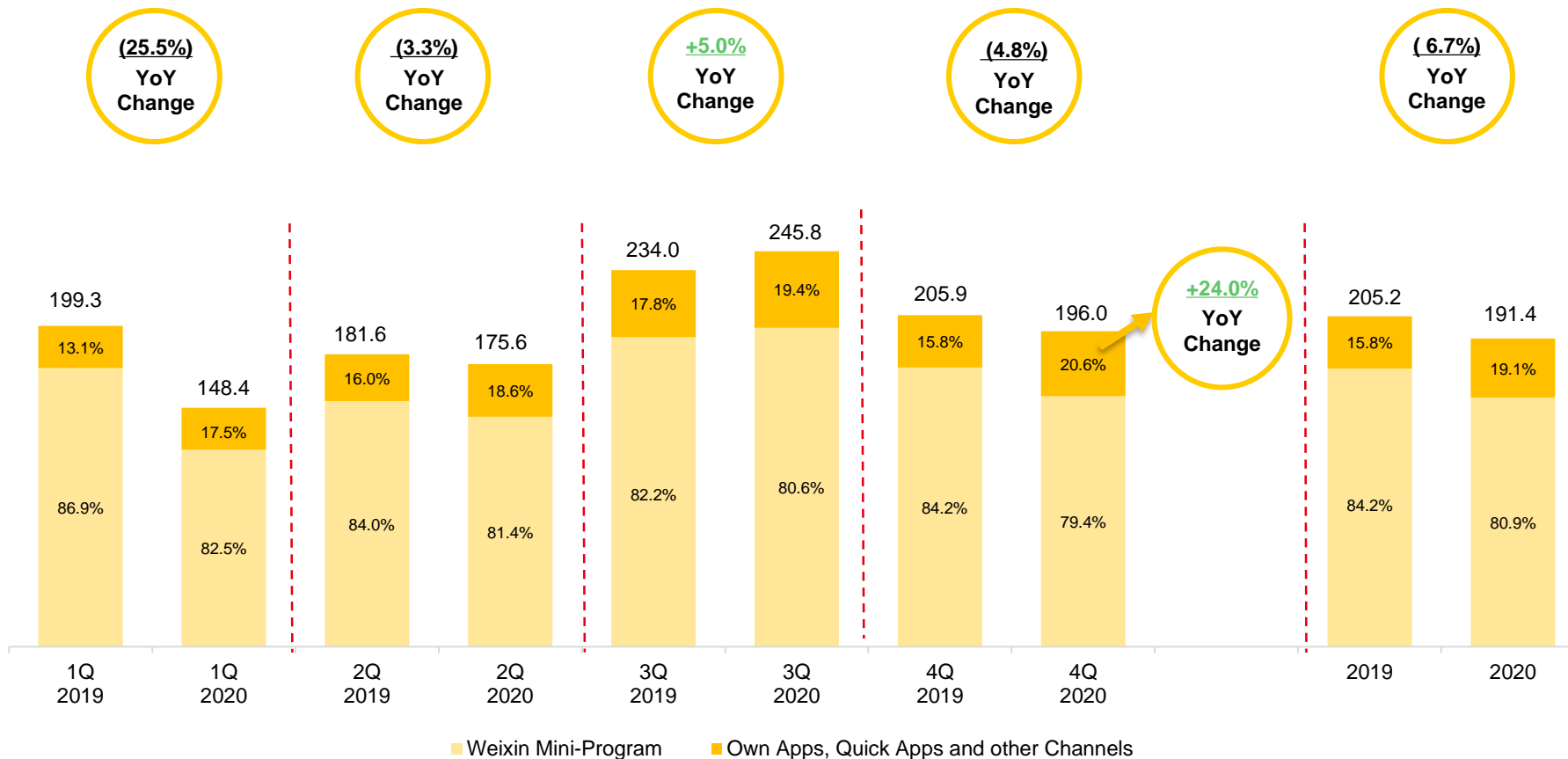
**Revolutionary forerunner from OTA to ITA**

1

# Continuously Increasing Traffic with Expanded Sources

## Average MAU

MM

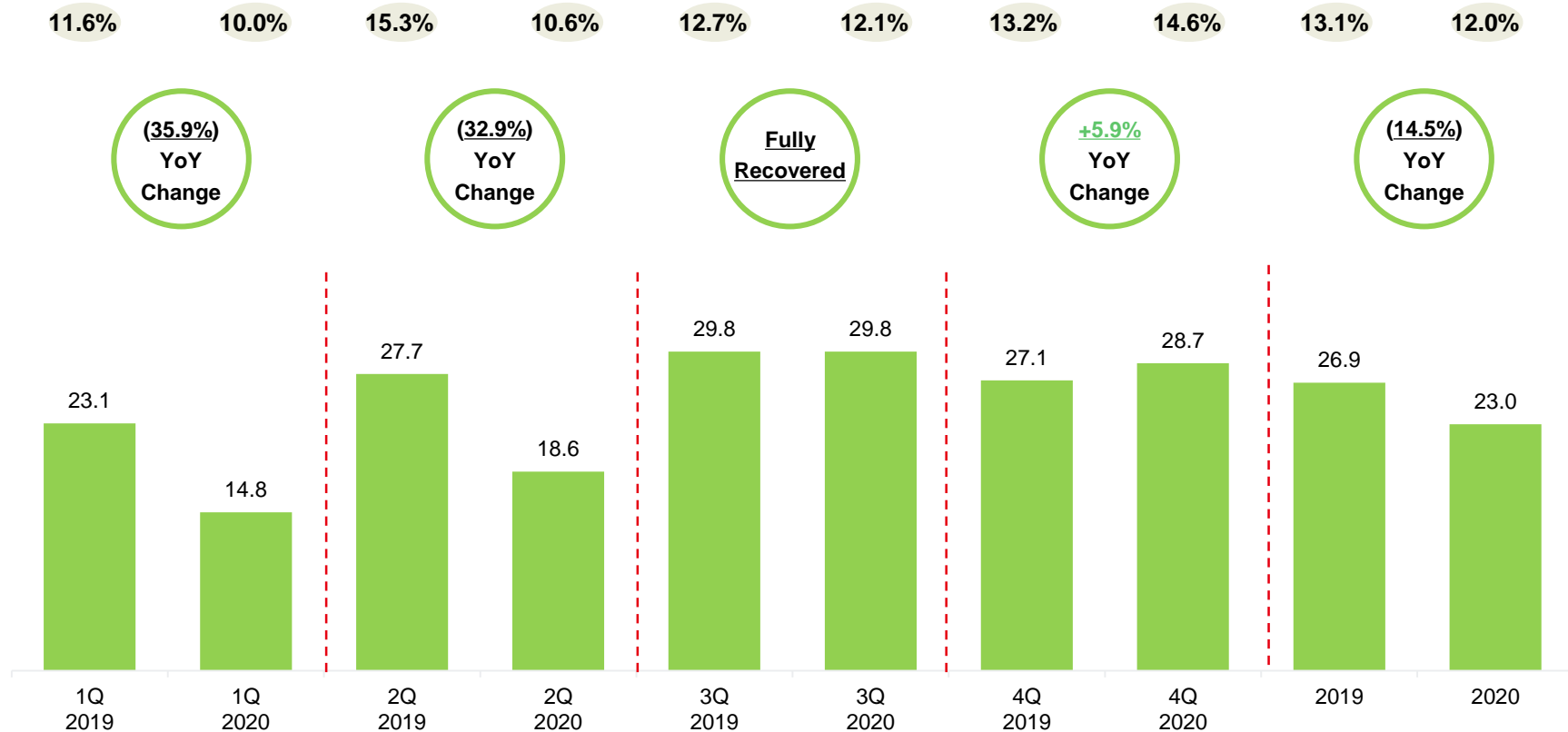


# 1

## Continuously Increasing Traffic with Expanded Sources

### Average MPU

MM



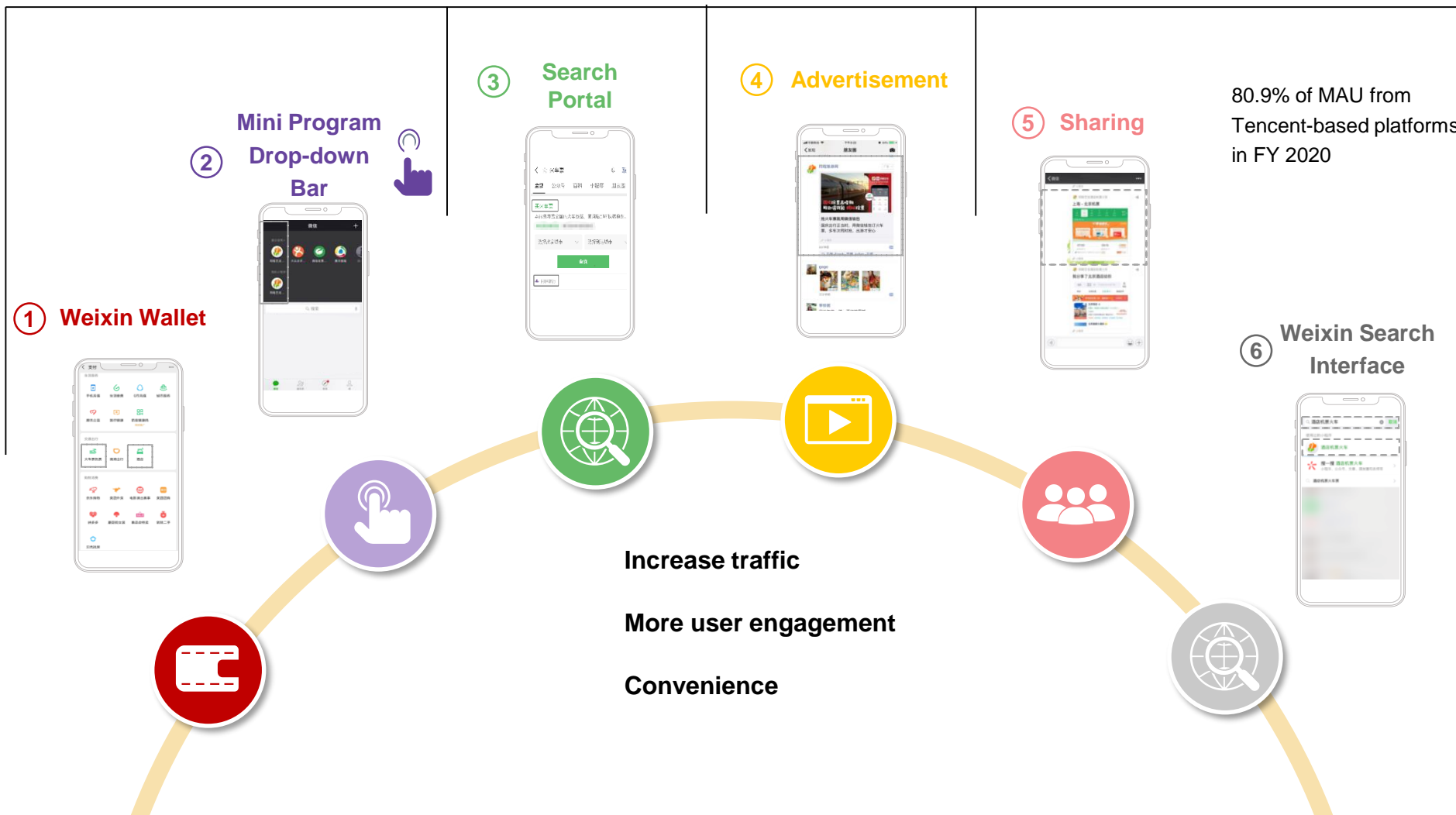
Paying ratio<sup>(1)</sup>

**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 Promotion on Tencent online game platform to improve brand awareness



② Cooperation with Weixin search portal to boost traffic growth



In-depth cooperation with Tencent ecosystem



③ Collaborated with Tencent Video and Tencent Music to enrich Black Whale membership benefits to increase customer loyalties



⑤ Cooperated with Tencent Video and Tencent Music to convert users directly to our mini program



④ Worked with QQ Weather to strengthen interactions with the Z-generation



# 1 Expand User Base through Multiple Channels

## Offline Traffic Acquisition



User acquisition at hotels, bus stations, and tourist attractions

## Cooperation with Short-Video Platforms



Promotions and mini program on short-video platform

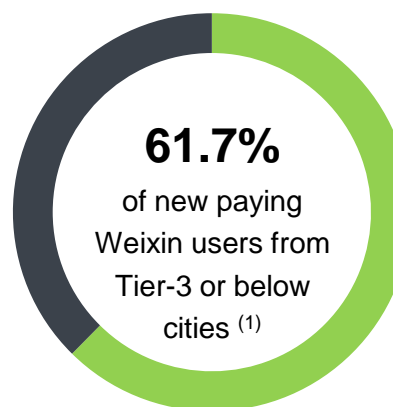
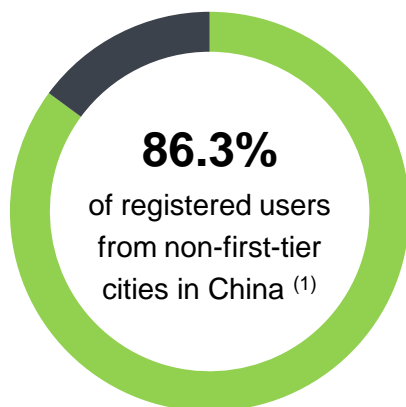
## Cooperation with Handset Vendors



Travel benefit packages for users

## 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 December 31, 2020

# 3

## Enhance User Experience on One-stop Shop Platform



Capture More Revenue Opportunities



Increase User Engagement and Stickiness



Higher Spending Per User

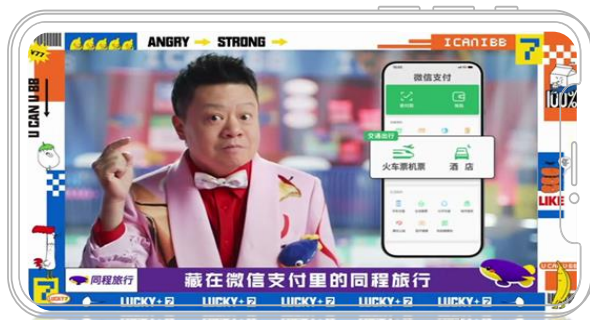


More Repeat Purchase

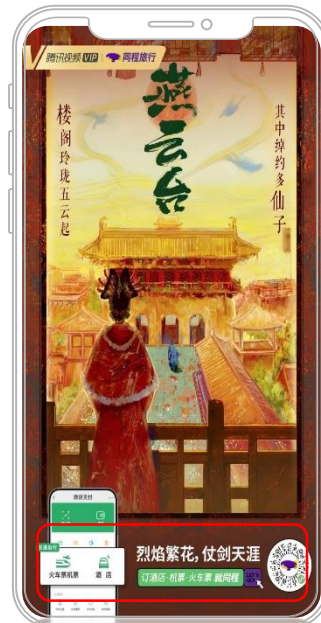


# Improve Brand Awareness through Effective Marketing Campaigns

## Online Marketing Campaigns

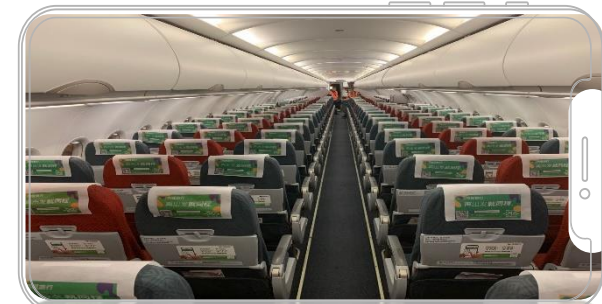


Sponsorship for popular online talk show “奇葩说”



Promotions on Tencent Video platform

## Offline Marketing Campaigns



Advertisement placements on high-speed trains and 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 Customer Service** Successfully enhanced the automation of customer service utilizing AI technology

## “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



**Optimized Operations and Outstanding Profitability**

**1**



**Solid Recovery with Industry-Leading Growth**

**2**

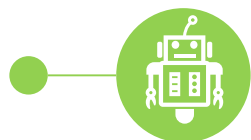


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**Well-managed Cost Structure and Flexible Operations**

**3**



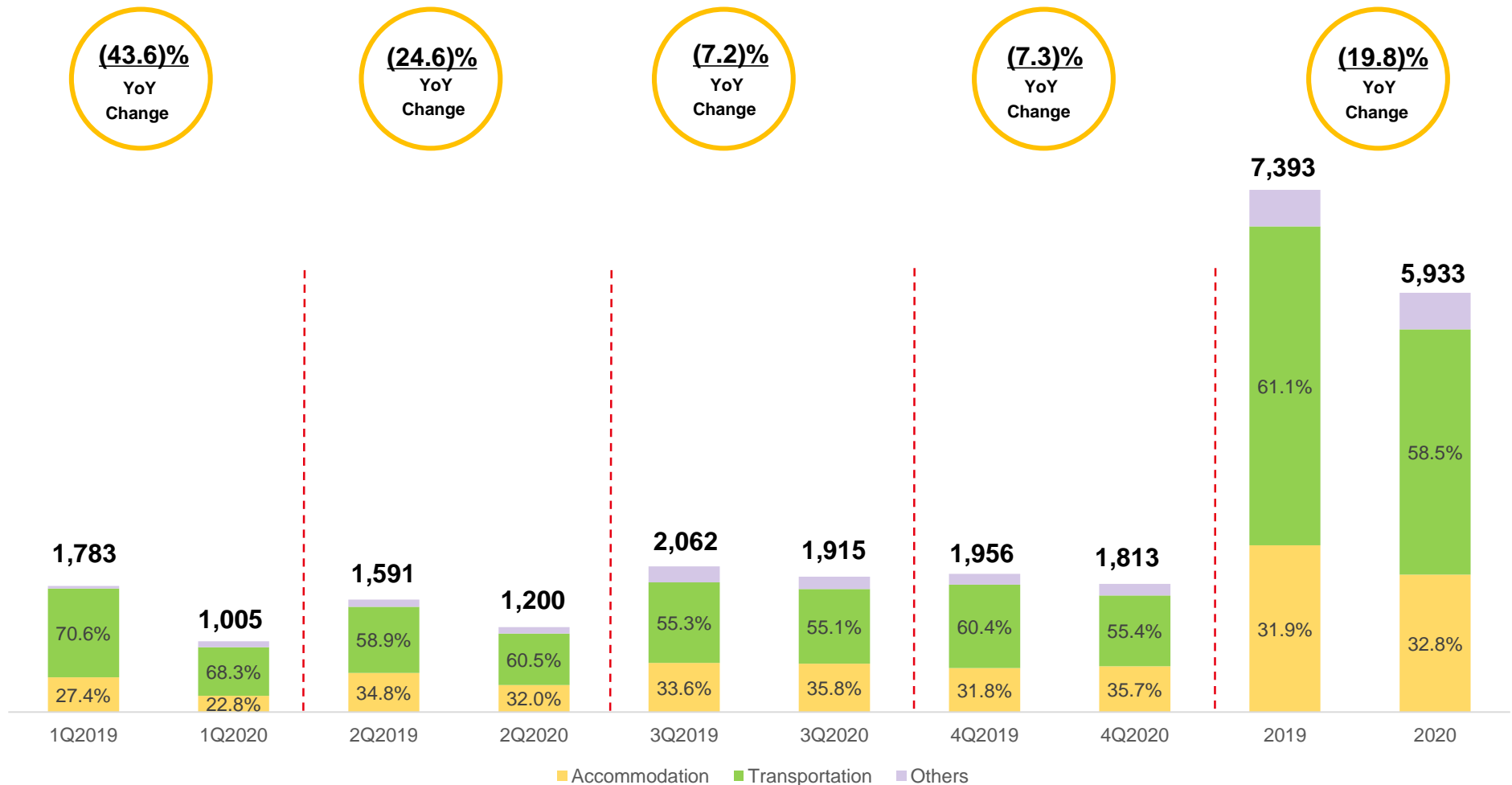
**Remarkable Operating Leverage from Technology and Synergy**

**4**

# Solid Recovery with Industry-Leading Growth

## Revenue

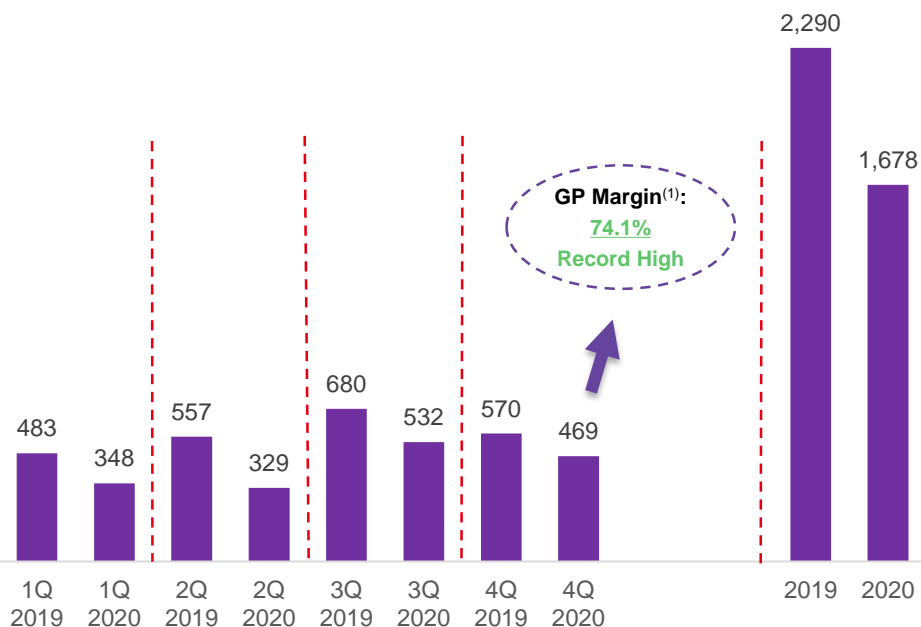
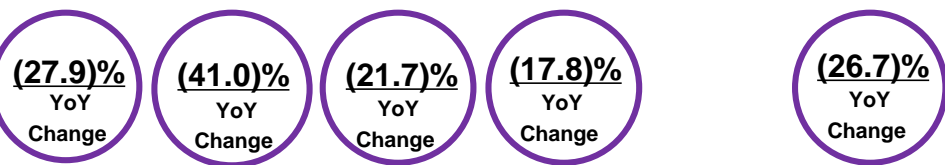
RMB MM



# Well-Managed Cost Structure and Flexible Operations

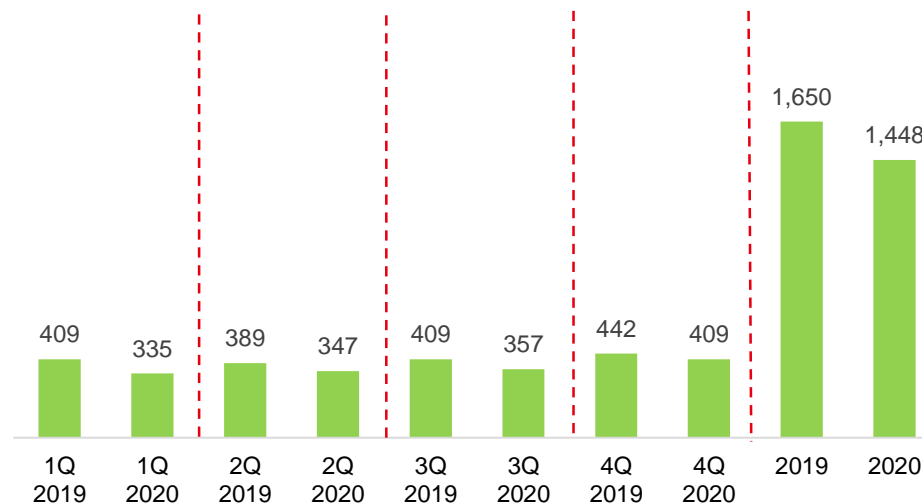
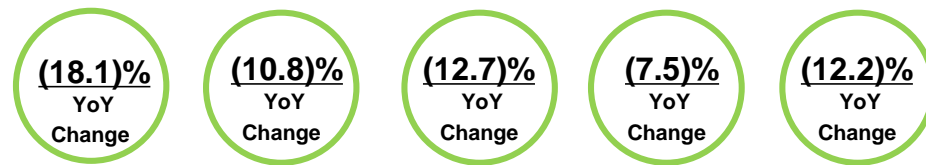
## Cost of Revenue (1)

RMB MM



## Service Development and Administrative Expenses (1)

RMB MM



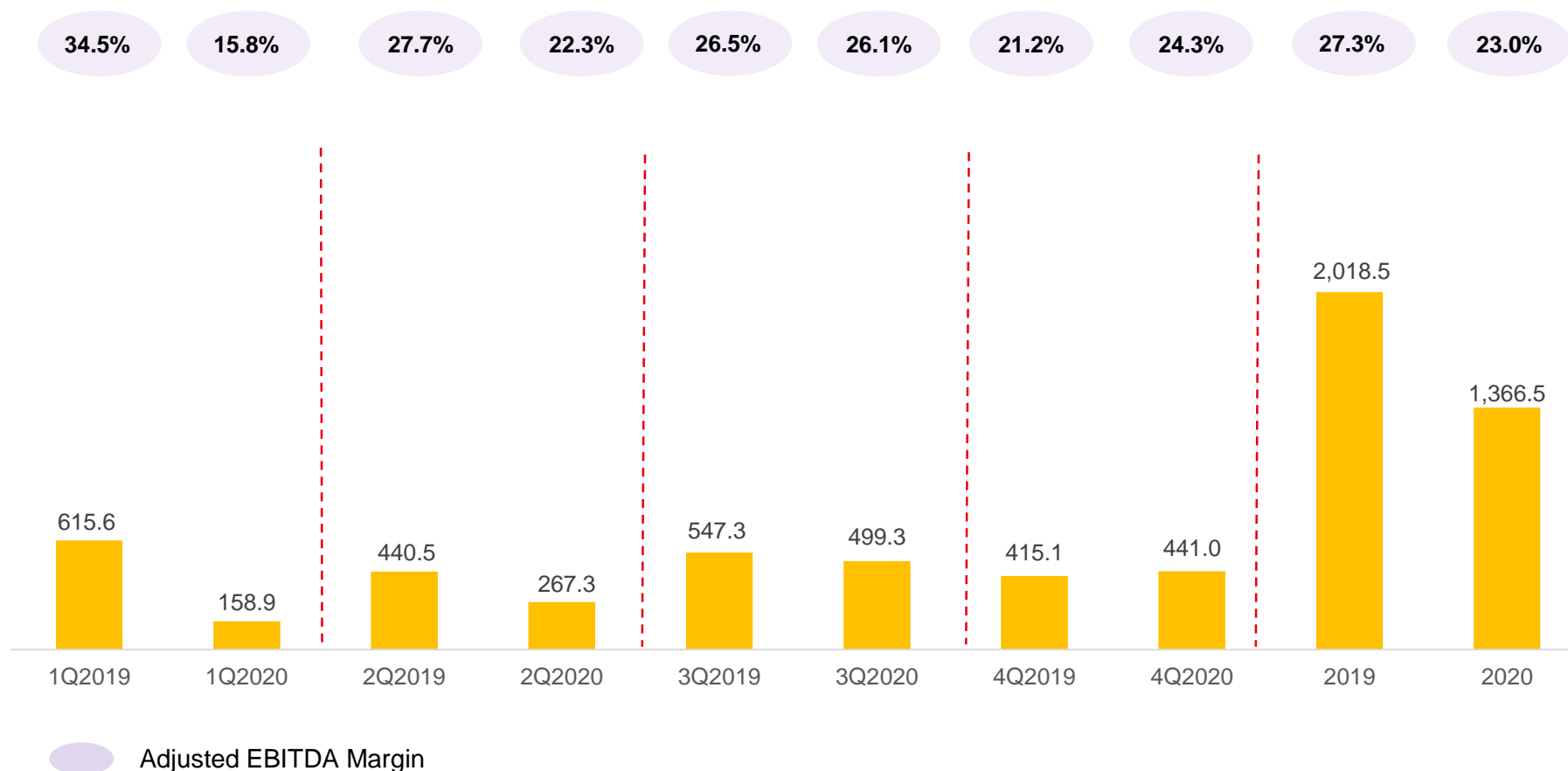
### Notes

1. Excluded the impact of share-based compensation

# Strong Profitability Recovery despite Resurgence of COVID-19

## Adjusted EBITDA<sup>(1)</sup>

RMB MM



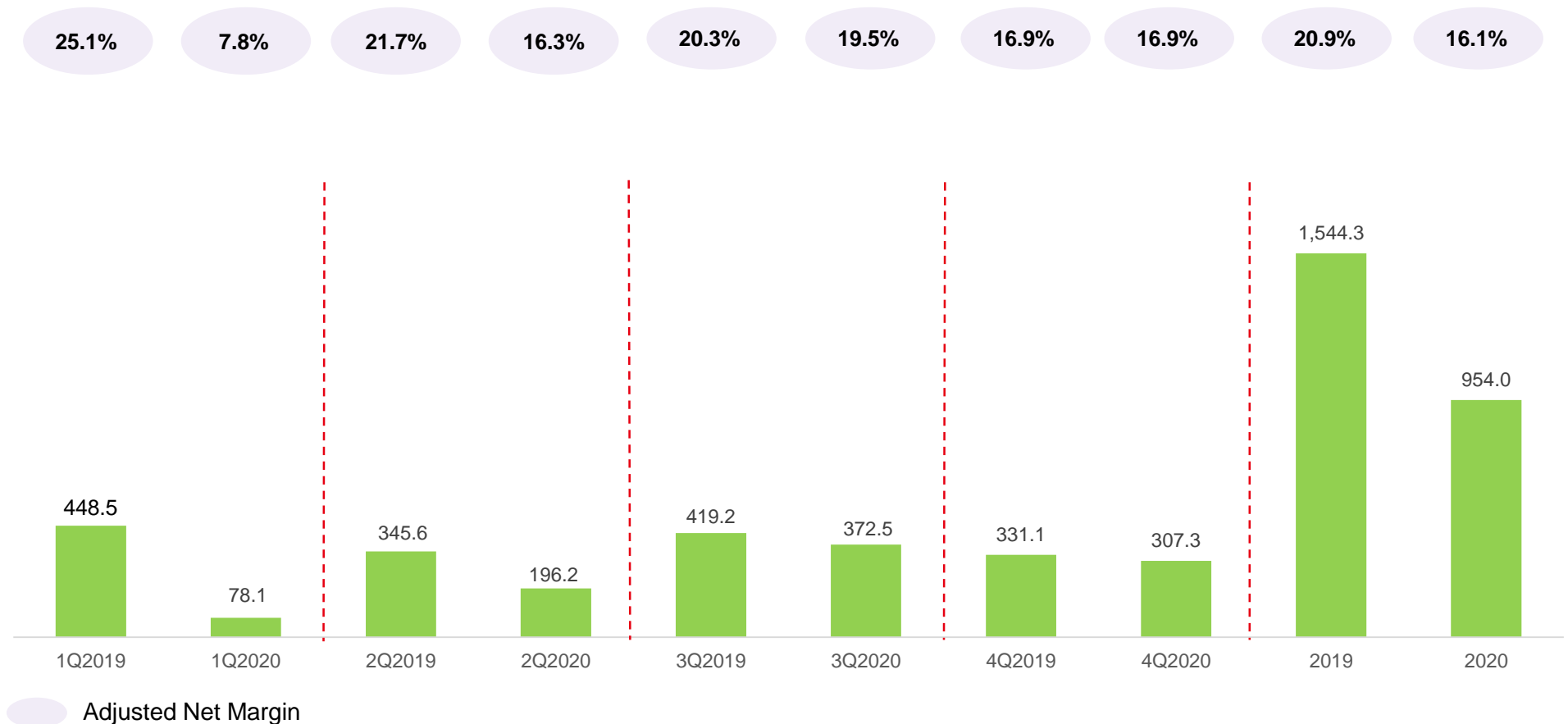
### Notes

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, acquisition-related cost and impairment loss on equity method investment

# Strong Profitability Recovery despite Resurgence of COVID-19

## Adjusted Net Profit<sup>(1)</sup>

RMB MM



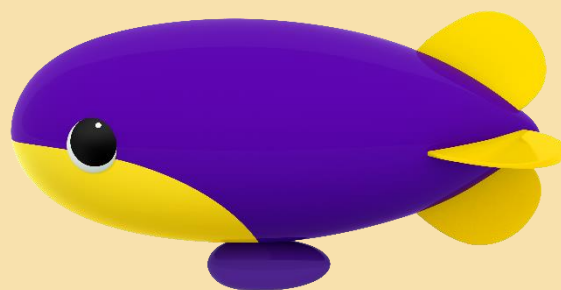
### Notes

1. Calculated as profit for the period adding back share-based compensation (net), amortization of intangible assets from acquisitions, acquisition-related cost and impairment loss on equity method investment



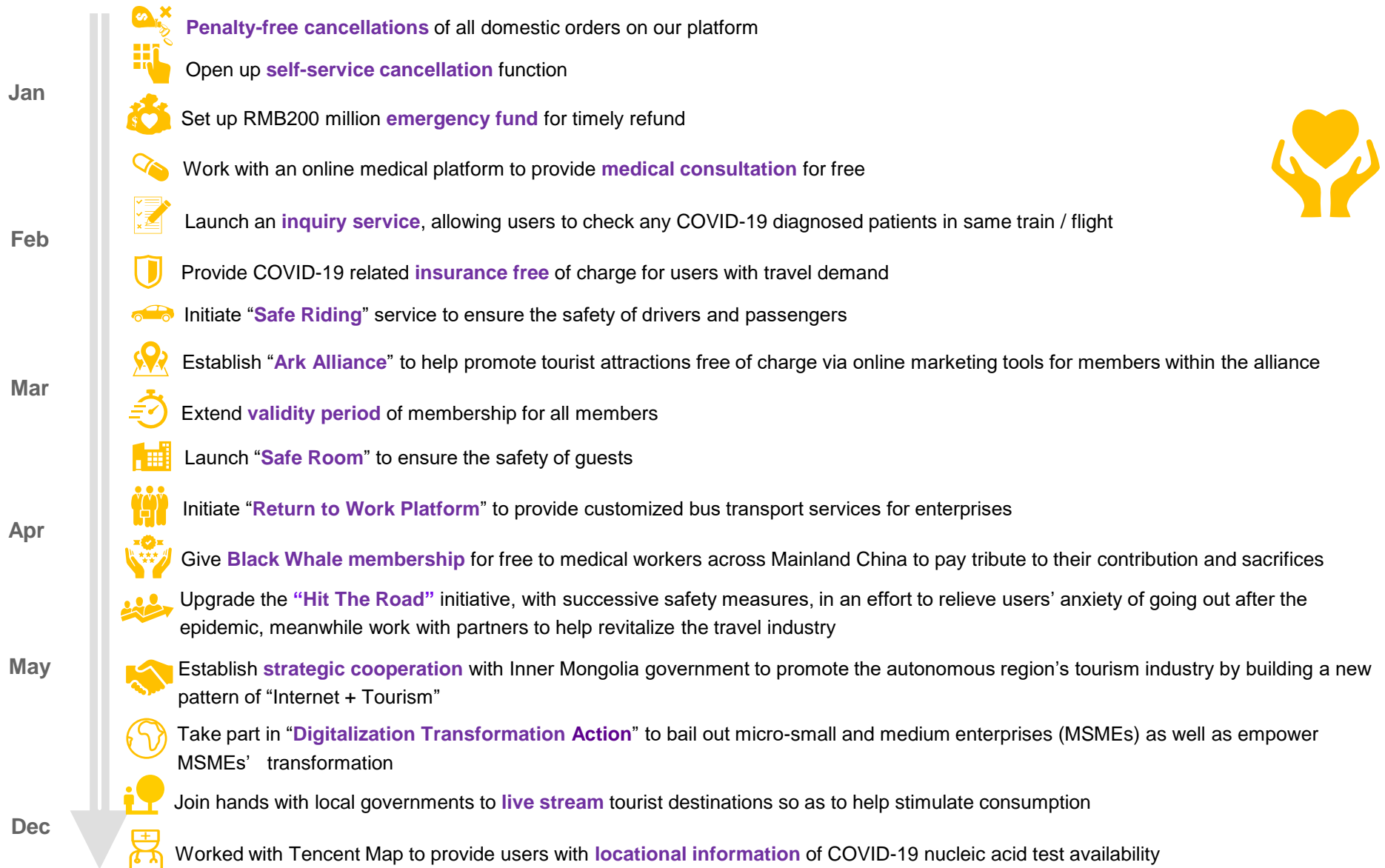


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**Our Mission is to Make Travel**  
**Easier and More Joyful**

# Initiatives to Fight Coronavirus Outbreak



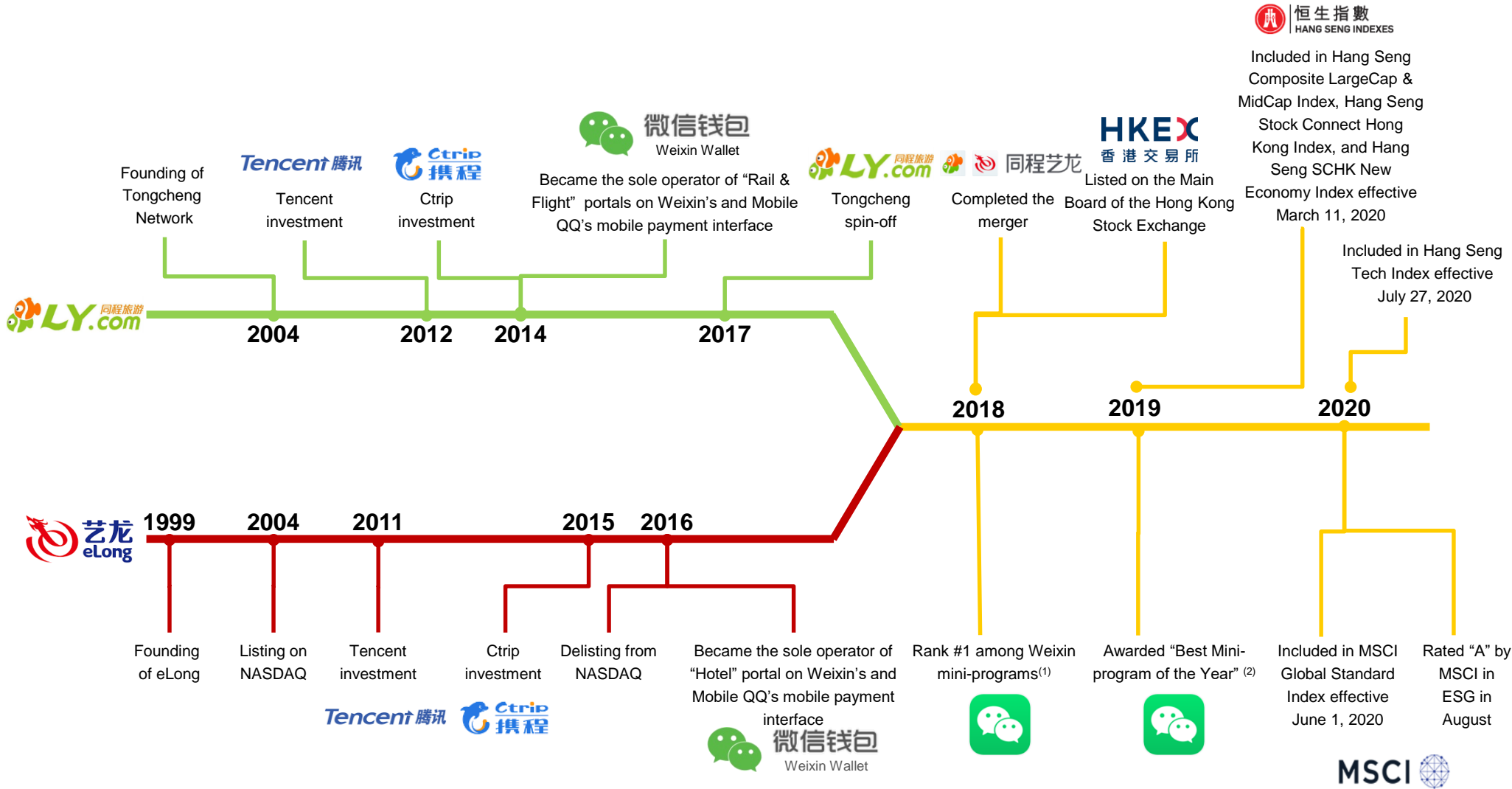


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Appendix

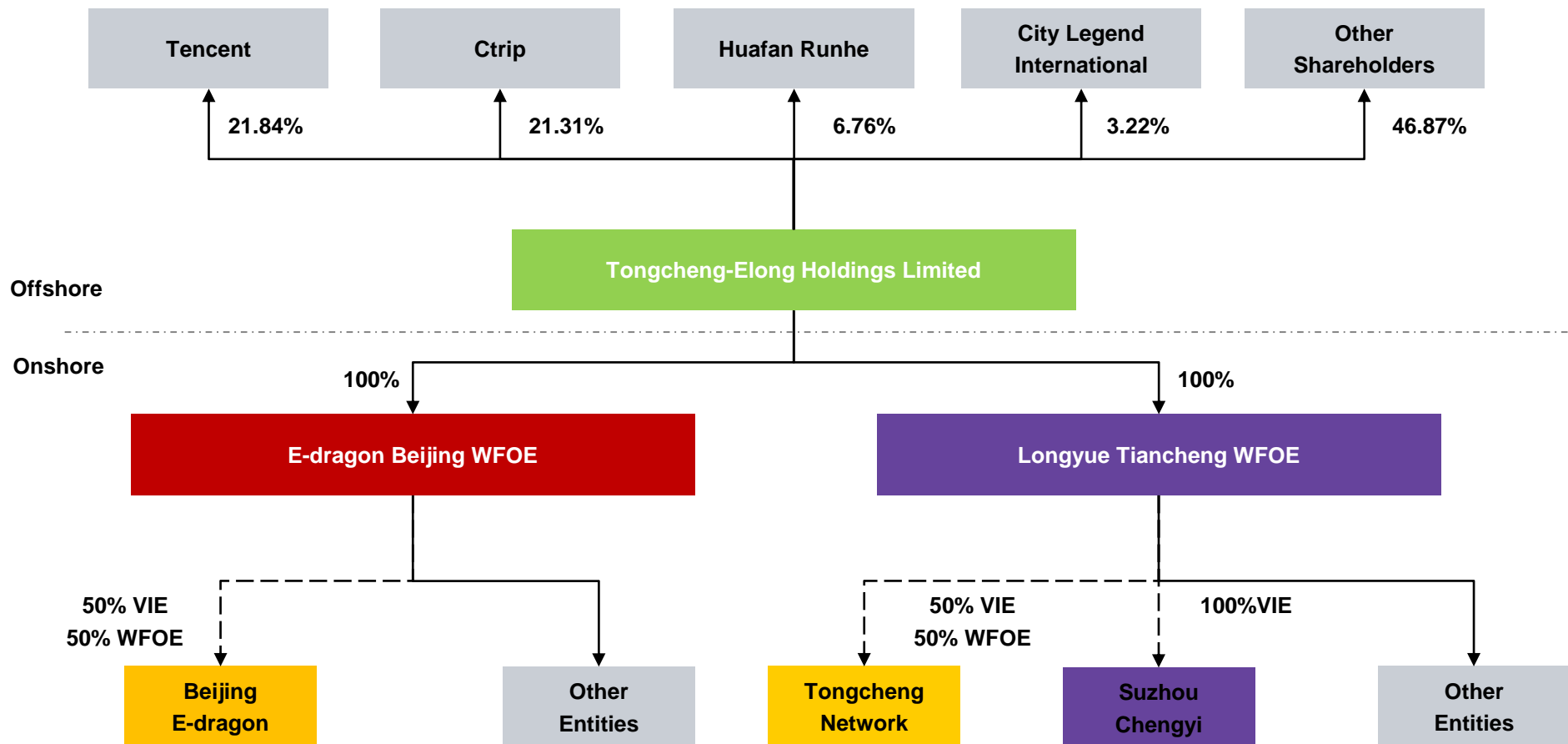
# Corporate Milestones



**Notes**

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

# Updated Corporate Structure<sup>(1)</sup>



## Notes

1. This is a simplified structure and for illustrative purpose only. The diagram illustrates the corporate structure as of December 31, 2020 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