



MY HUMBLE HOUSE  
HOSPITALITY MANAGEMENT  
CONSULTING

寒舍餐旅管理顧問



## Disclaimer

- The information and forecast contained in this presentation and released at the same time, including the information regarding business outlook, financial status, and business forecast, is produced according to the internal data of this Company and the status of overall macroeconomic development.
- The actual operational outcomes, financial status, and sales results in the future may differ from the forecast for various reasons, including but not limited to market demand; changes in policies, laws and regulations, and macroeconomic condition; and other risk factors beyond the reasonable control of this Company.
- Information contained in this presentation reflects the future outlook of this Company until the present time. This Company makes no guarantee, either expressed or implied, for its accuracy, integrity, or reliability. This Company assumes no responsibility for the update or revision of such information according to its future changes or adjustments.



# Outlines

<b>1. Company Profile</b>	P4-15
<b>2. Industry Overview</b>	P16-20
<b>3. Operational Performance</b>	P21-26
<b>4. ESG</b>	P27-36
<b>5. Operational Strategy and Planning</b>	P37-43



# Company Profile





## Basic Data

**Company name : My Humble House Hospitality Management  
Consulting Co., Ltd. (MHH Group)**

**Establishing date : January 17, 2000**

**Date of listing : May 19, 2016**

**Paid-in capital : 1,115,260,000**

**Scope of business : Sheration Grand Taipei Hotel, Le Meridien Taipei Hotel,  
Mu Jiao Xi Hotel  
Humble Boutique Hotel (2022 Grand Opening)  
Humble House Taipei Hotel (25% shareholding)**

**Employees : 1,329 persons (dated Sep. 30, 2021)**



# 台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL

Sheraton Grand Taipei Hotel is located in the heart of Taipei' s business and commercial districts. The décor blends understated Chinese cultural elements, such as meaningful Chinese totems with exquisite Chinese antiques arranged throughout the hotel, delivering an ingenious and delicate modern style. In January 2013, "Starwood Hotels and Resorts Worldwide" accredited Sheraton Grand Taipei Hotel with the highest status of its brand, "Sheraton Grand" , making it the only hotel in Taiwan with this distinction. Currently Sheraton Grand Taipei is a member of the Marriott Group of International Hotel Chains.

The 688 luxuriously appointed rooms and suites offer guests a wide selection of room types. There are also three Executive floors and one Sheraton® Club lounge. With complimentary Wi-Fi access in all areas, Sheraton Grand Taipei offers High-Speed Internet Access for business and leisure. Nine unique style restaurants which offer Chinese, Western, Japanese, and Thai cuisine. With a maximum capacity of 1800 guests, Sheraton banqueting offers a rich and detailed delicious feast.

In the end of Q4 2018, the Sheraton Grand Taipei has finished various renovation projects to provide guests with best comfort room accommodations and dining environment.

Address : No. 12, Sec. 1, Zhongxiao E Rd., Taipei City, 100, Taiwan , ROC

Tel : (02)2321-5511

Transportation : MRT: Exit No2, MRT Shandao Temple Station, MRT Bannan Line

Bus: Shandao Temple Stop

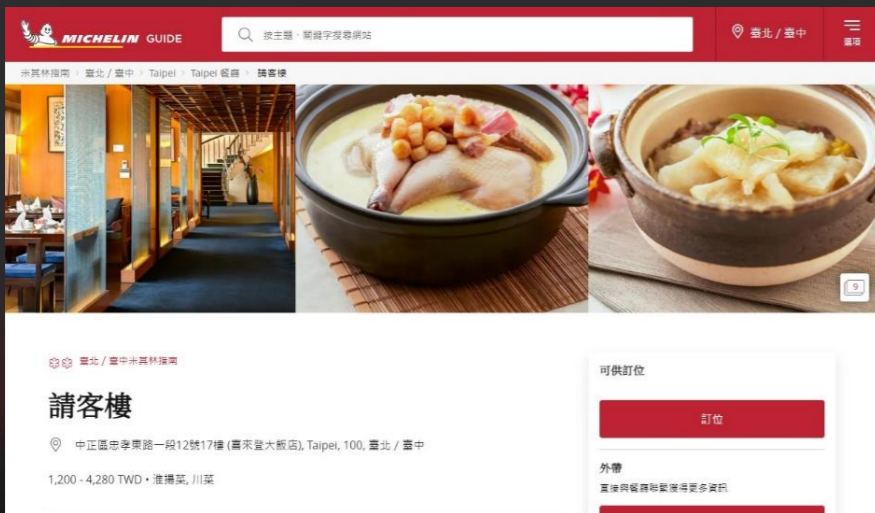




# 台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL

## 《 Taipei Michelin Guide 2018-2021 》

「Guest House」 awarded 2 Michelin Stars-Forth Year





# 台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL

## 《 Taipei Michelin Guide 2018-2021 》

「Dragon」 Awarded Michelin Recommended –Forth Year

Sheraton Grand Taipei Rooms won the “Top Class Comfort” award offering our guest the best comfortable accommodation. -Forth Year

The screenshot shows the Michelin Guide website interface. At the top, there is a search bar with the text "按主題、關鍵字搜尋網站" and a location filter set to "臺北 / 臺中". Below the search bar, the breadcrumb navigation reads "米其林指南 > 臺北 / 臺中 > Taipei > Taipei 餐廳 > 辰園". The main content area features three images of dishes: a plate of roasted pork belly with a side of braised beans, a square piece of crispy-skinned pork belly, and a plate of braised pork knuckles. Below the images, the restaurant name "辰園" is displayed, along with its address: "中正區忠孝東路一段12號B1 (喜來登大飯店), Taipei, 100, 臺北 / 臺中". A "可供訂位" (Available for booking) button is visible, with a "訂位" (Book) button below it.







## 台北寒舍艾美酒店 LE MERIDIEN TAIPEI

Located at Taipei' s most fashionable and culturally distinguished area — Xinyi district, offers 160 guestrooms, multifunctional banqueting venues, three restaurants and bars with unique style, and one chocolate specialty shop.

「Le Méridien」 currently is a member of the Marriott Group of International Hotel Chains. Based on the exhibition planning concept for contemporary arts, Le Méridien Taipei has chosen the theme of “Light and Shadow” to harmonize with the hotel' s interior space, collection of contemporary artists from Taiwan, China, Japan, Korea, USA, UK and Belgium, nearly 700 original artworks revive guest' s sensory experience, inspiring an unprecedented visual journey in every corner.



Address: No. 38 Songren Rd. ., Taipei City, 100, Taiwan , ROC

Tel : (02)6622-8000

Transportation : MRT: Exit No. 3, MRT Taipei City Hall Station, Bannan Line

Bus: Xingya Junior High School Stop



台北寒舍艾美酒店 LE MERIDIEN TAIPEI

《 Taipei Michelin Guide 2018-2021 》

「 My Humble House Restaurant 」 Awarded Michelin Recommended- Forth Year





## 礁溪寒沐酒店 MU JIAO XI HOTEL

My Humble House has extended beyond the Taipei Metropolitan area to Yilan county Jiao Xi Township, launching our own leisure resort hotel brand! Inheriting My Humble House's unique taste on aesthetics, culture and art, MU JIAO XI HOTEL commissions Taiwanese artists and world-renowned LTW hotel design team to integrate contemporary art into local culture, curating an elegant, relaxing and tasteful space.

MU JIAO XI HOTEL and MU JIAO XI RESERVE, 2 architectural styles, featuring 6 room types, totaling 190 guest rooms, featuring outdoor hot springs, day spa, indoor virtual golf simulator, children's play area, outdoor pool and fitness center. A full range of facilities provides an array of exquisite services, offering a relaxing vacation for guests.

In 2018, Mu Jiao Xi Hotel offered special Michelin Star Banquet Menu in cooperation with the Sheraton Grand Taipei Michelin two-star Guest House.



**Address:** No.1, Jiankang Rd., Jiaoxi Township, Yilan County

**Tel :** (03)905-8077

**Transportation :** 《Freeway No 5》 Exit TOU CHENG Interchange



# 礁溪寒沐酒店 MU JIAO XI HOTEL



## Guestrooms

Every guestroom is outfitted with a private hot springs tub, and 174 guestrooms have an extended deck area. The open space design invites warm sunlight into the room, rejuvenating the body and soul.



# 礁溪寒沐酒店 MU JIAO XI HOTEL



## Food and Beverage

MU JIAO XI HOTEL, continuing the culinary excellence of My Humble House, has created 3 unique restaurants, sourcing fine local ingredients from Yilan, offering exciting taste experiences.

MU BAR (MU JIAO XI HOTEL 1F)

MU TABLE (MU JIAO XI HOTEL 2F)

CHUAN HUI (MU JIAO XI HOTEL 3F)



# 礁溪寒沐酒店 MU JIAO XI HOTEL



## MU Pet House -16 Rooms (for dogs only)

Extending the natural, simple style of MU Jiao Xi Hotel, the entire space resembles a canvas of minimalism, where the colors are muted and airy, welcoming all pets to stay in the warm and comfy space.



## 寒居酒店 HUMBLE BOUTIQUE HOTEL

The Humble Boutique Hotel is expected to open in the first quarter of 2022. Located in the Chungshan District of Taipei City, the hotel is just one-minute walk from Songjiang Nanjing MRT Station. The Humble Boutique Hotel boasts an excellent location and convenient traffic network as it is a ten minute drive to Taipei Songshan Airport, and it is close to Siping Yangguang shopping district and Guanghuang shopping district, Liaoning Street night market, Xingtian Temple, as well as several parks nearby, such as Linsen Park, Songjiang Park, Yijiang park and Siping Park, providing easy access to life experiences in the neighborhood.

With four room types totaling 111 rooms and 2 suites, Humble Boutique offers facilities such as swimming pool, fitness gym, sauna and steam room for guests to rejuvenate and thoroughly relax as if at home.



**Address:** No.116, Songjiang Rd., Taipei City, 104, Taiwan , ROC

**Transportation:** Zhonghe-Xinlu Line and Songshan-Xindian Line, Songjiang Nanjing Station, Ext 2



# Industry Overview

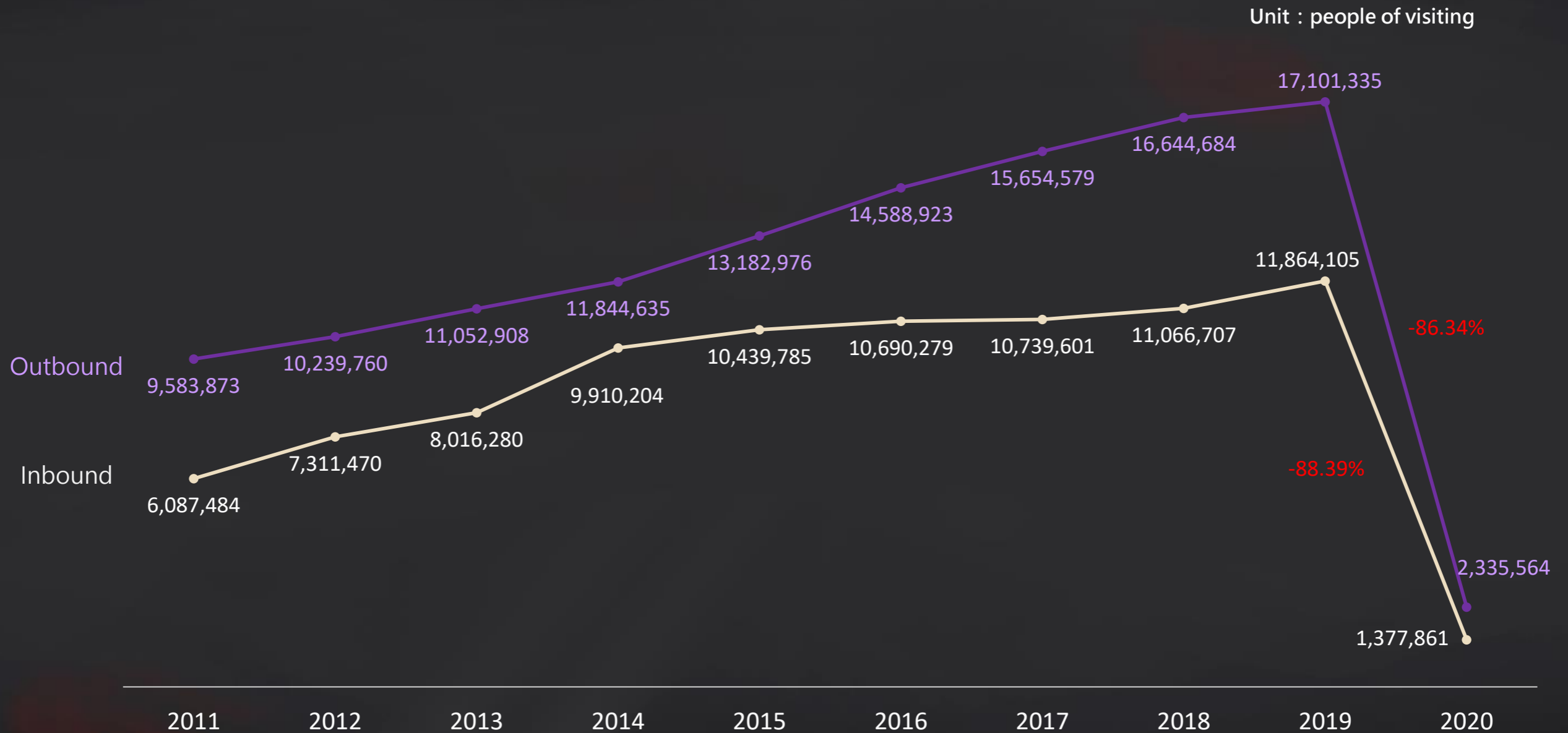






# Industry Overview

## Growth of Inbound Travelers and Outbound Citizens over Past Decade

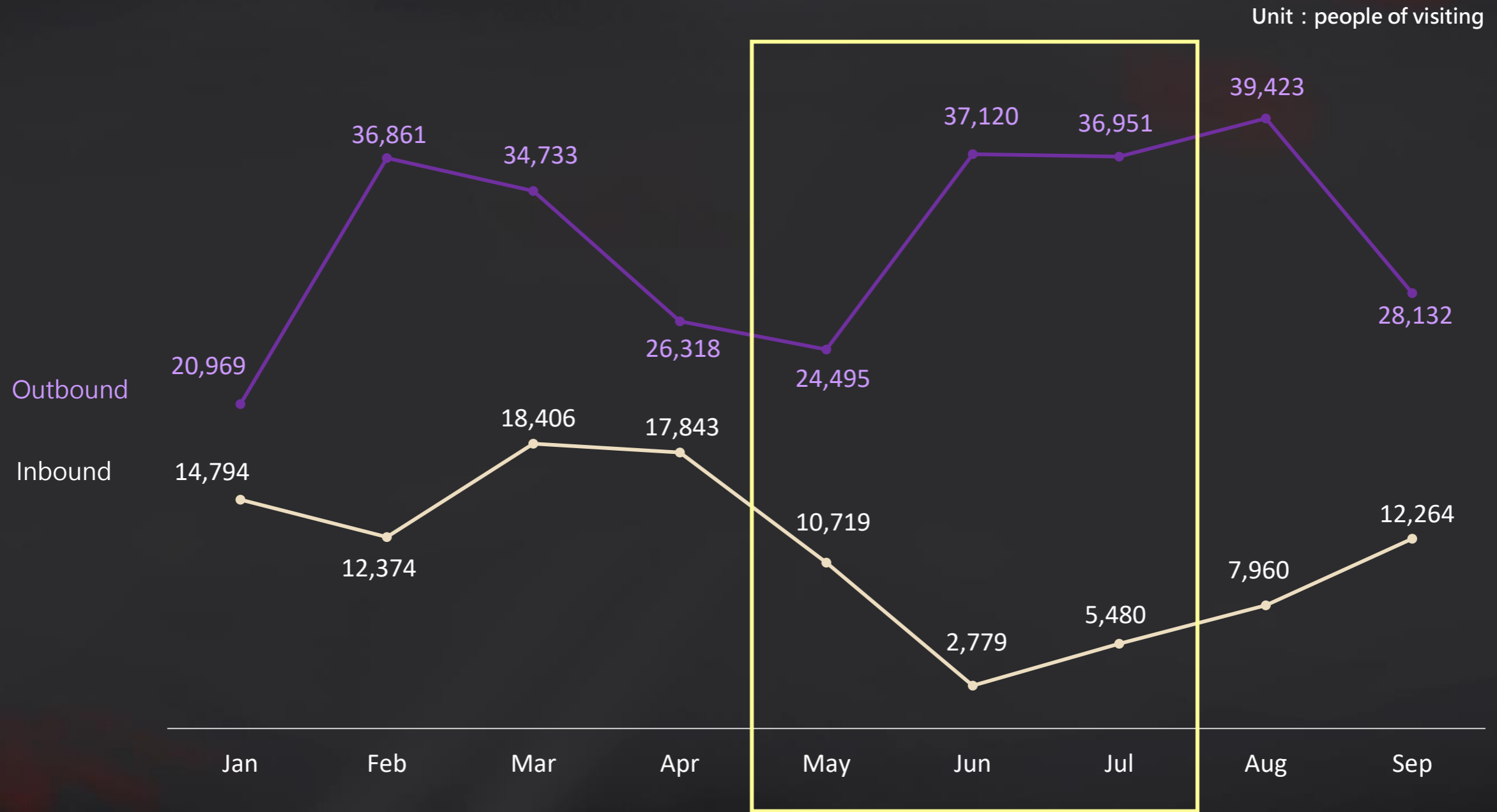


Source: Statistics of the Tourism Bureau, MOTC.



# Industry Overview

## Growth of Inbound Travelers and Outbound Citizens in 2021



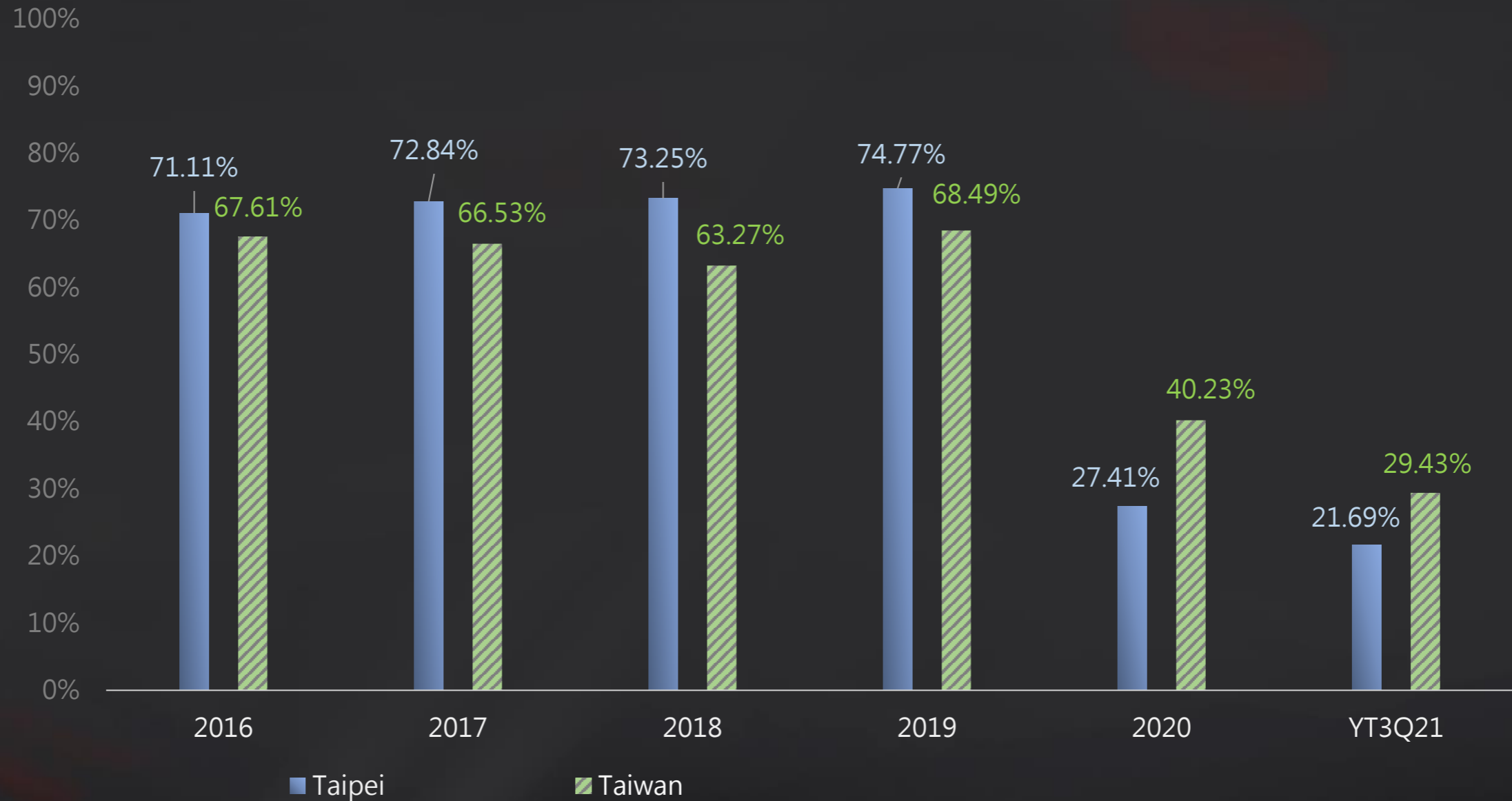
\* 5/19~7/26 Covid-19 Third-level alert in Taiwan

Source: Statistics of the Tourism Bureau, MOTC.



# Market Analysis

## International Hotel Occupancy Taipei vs. Taiwan

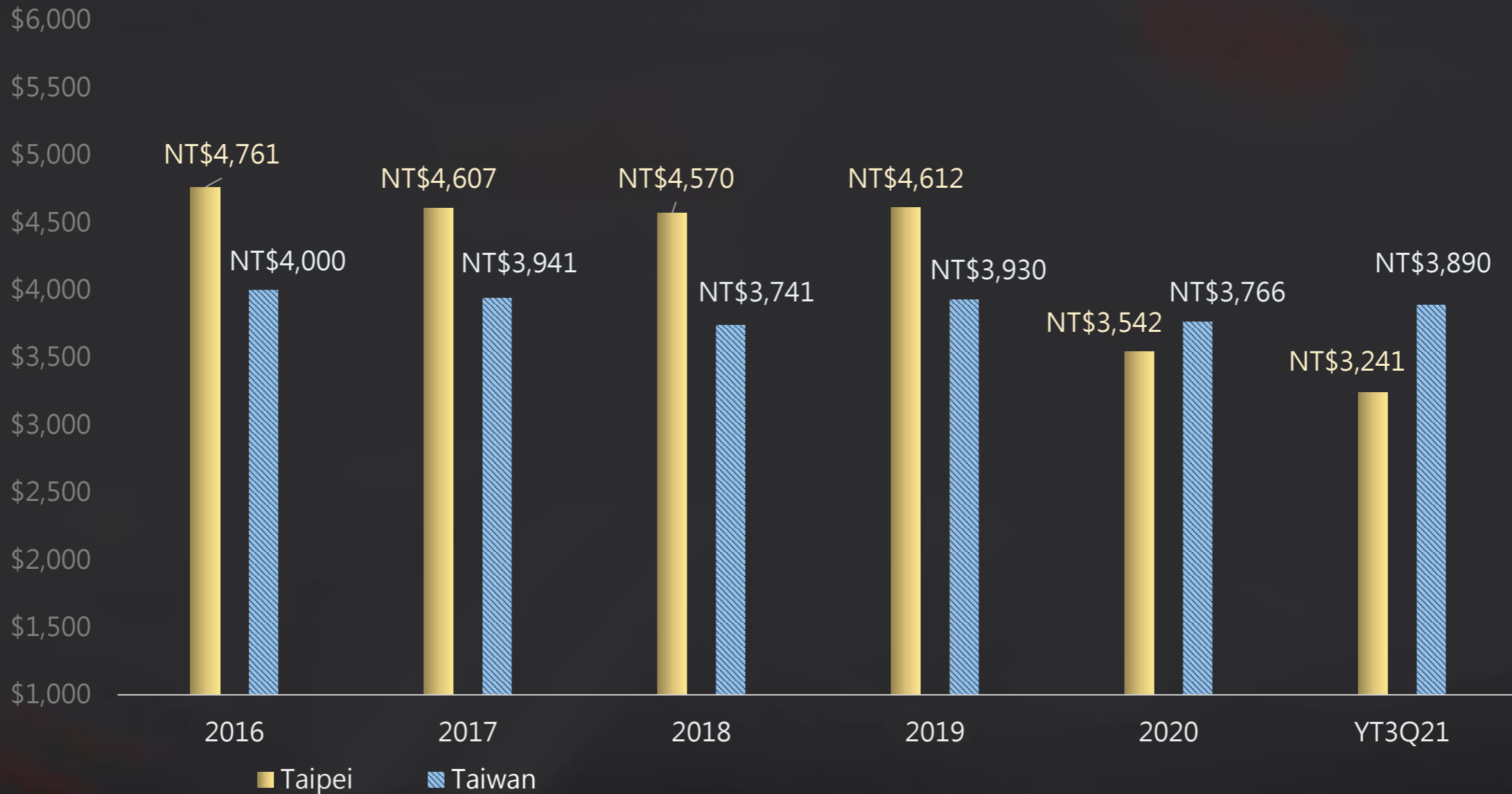


Source: Statistics of the Tourism Bureau, MOTC.



# Market Analysis

## International Hotel Average Rate Taipei vs. Taiwan



Source: Statistics of the Tourism Bureau, MOTC.



# Operational Performance





# Consolidated Financial Reports – Sales Revenue & EPS

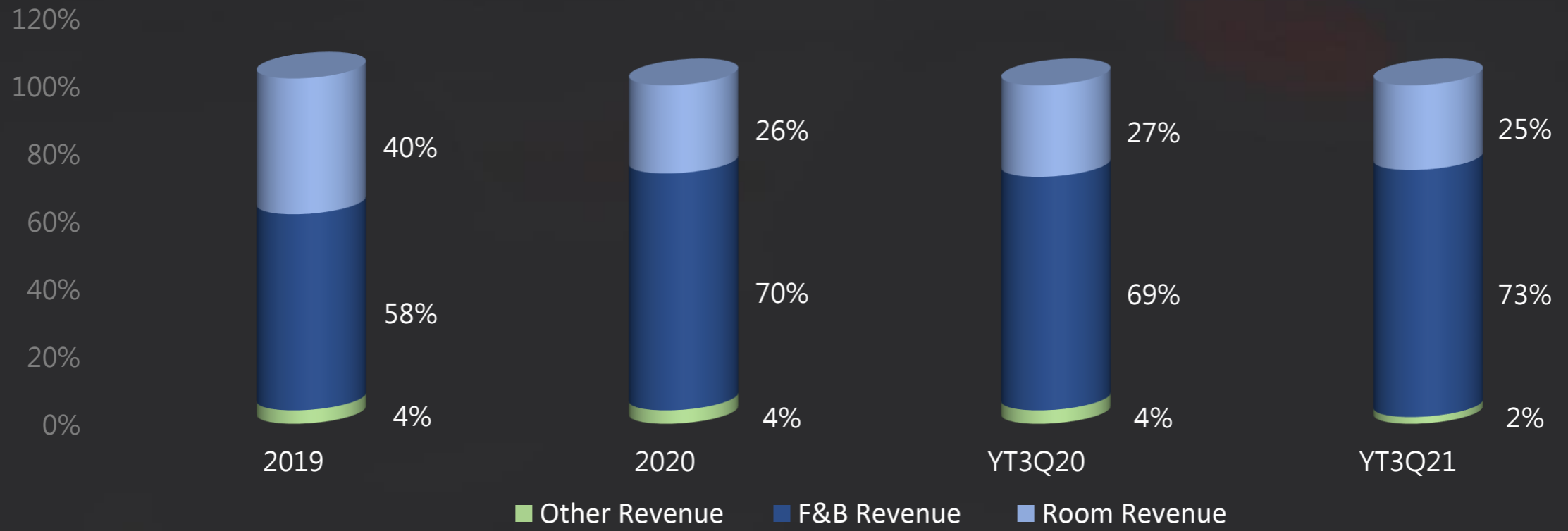
Unit: NT\$100 million

Period	1Q	2Q	3Q	4Q	Total
2020 Net Revenue	7.28	4.59	7.52	8.68	28.07
2020 EPS	(1.74)	(0.70)	(0.27)	(0.44)	(3.15)
2021 Net Revenue	8.22	4.14	3.20	-	15.56
2021 EPS	(0.68)	(2.33)	(2.18)	-	(5.19)

Source: The company consolidated financial reports



# Revenue Ratio of Major Products



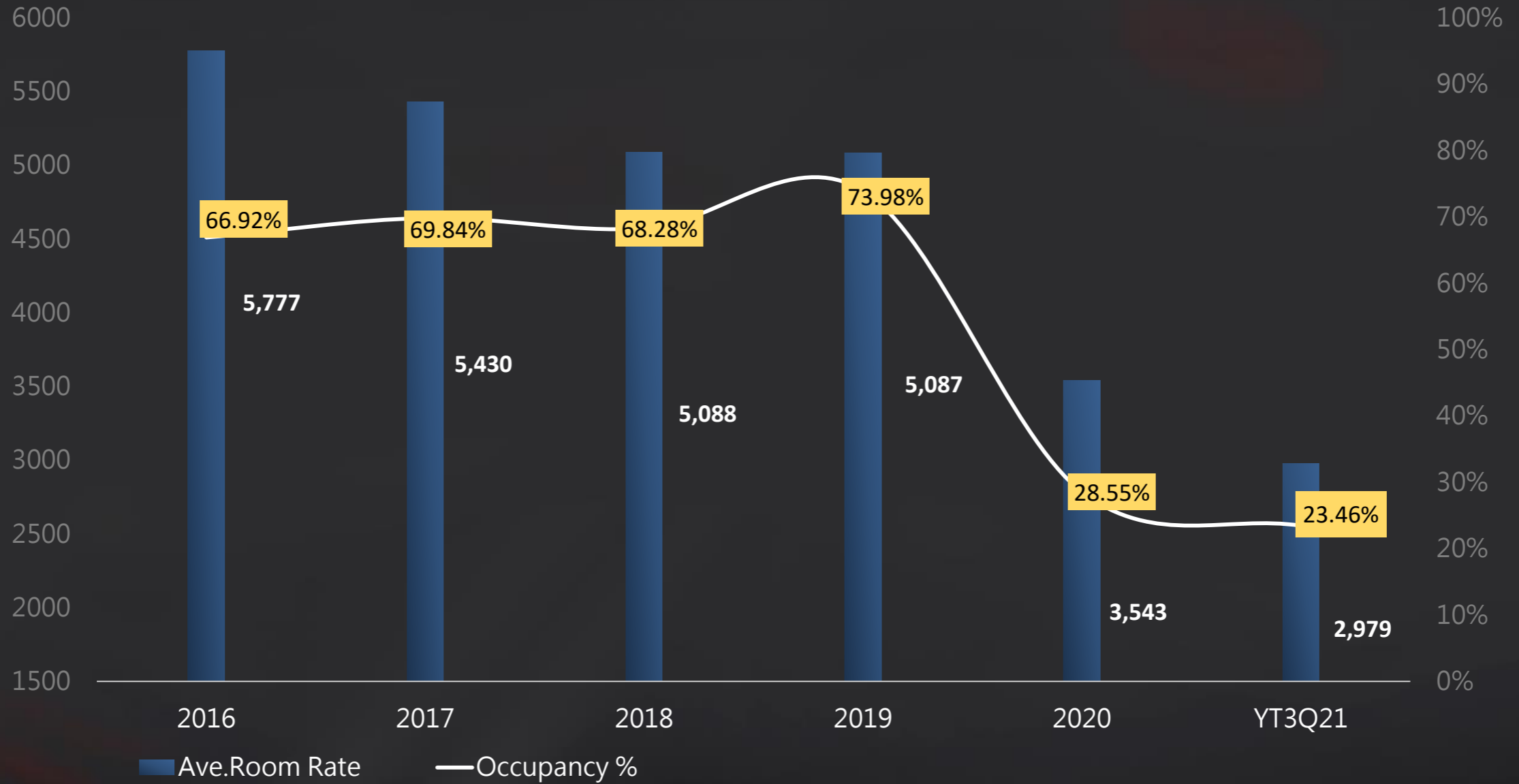
Unit: NT\$100 million

Revenue Period	F&B Revenue	Room Revenue	Other Revenue	Total Revenue
2019	25.21	18.13	1.44	44.78
2020	19.50	7.42	1.15	28.07
YT3Q 20	13.32	5.28	0.79	19.39
YT3Q 21	11.36	3.95	0.25	15.56

Source: The company consolidated financial reports



# Room Revenue Analysis - Sheraton

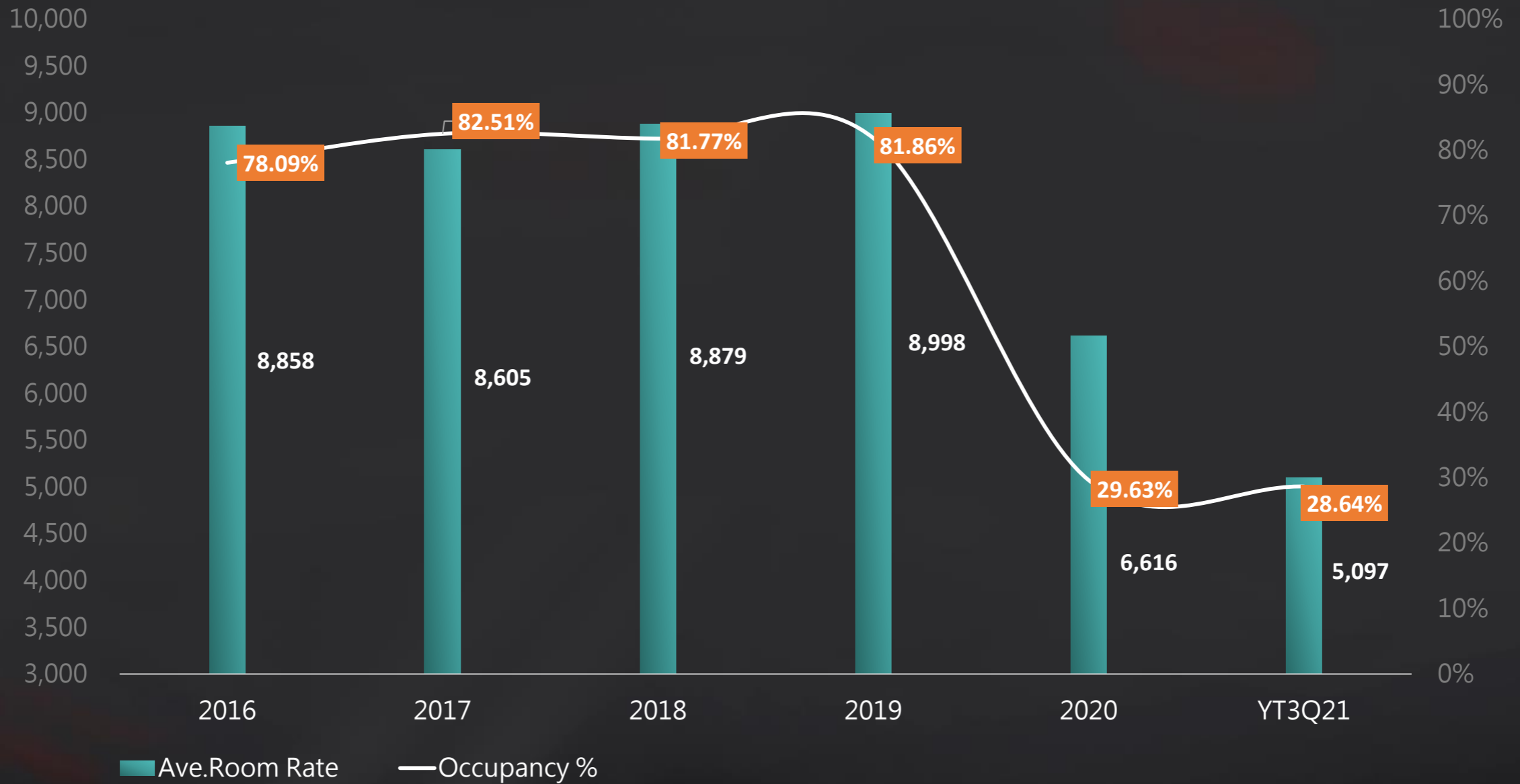


Source: Statistics of the Tourism Bureau, MOTC.





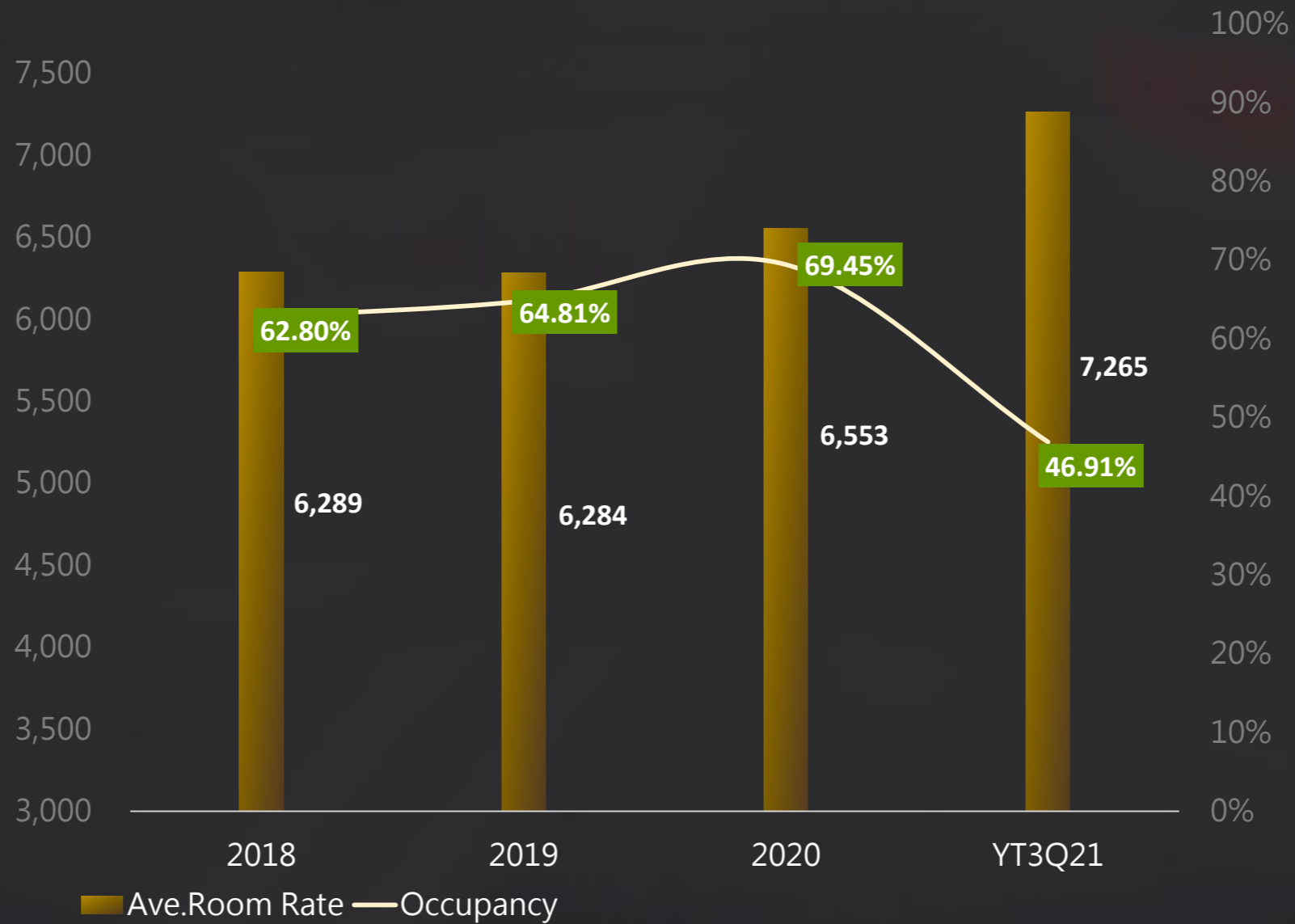
# Room Revenue Analysis – Le Méridien



Source: Statistics of the Tourism Bureau, MOTC.



# Room Revenue Analysis - MU



Source: Statistics of the Tourism Bureau, MOTC.



# ESG

## Environmental, Social and Governance





# Results of 2020 Corporate Governance Evaluation

Tier Ranking (From high to low)*	Hotel Peers
Top 5%, including 45 listed companies	
6%~20%, 136 listed companies	LDC Hotel Grp
21%~35% · 136 listed companies	
36%~50% · 137 listed companies	<b>MHHG</b>
51%~65% · 134 listed companies	Formosa International Hotel Grp
66%~80% · 136 listed companies	Ambassador
81%~100% · 181 listed companies	Leofoo Grp

- A total of 905 TSE listed companies participated in the evaluation in 2020

Source: Securities and Futures Market Development Foundation of the Republic of China  
Source: Securities & Futures Institute



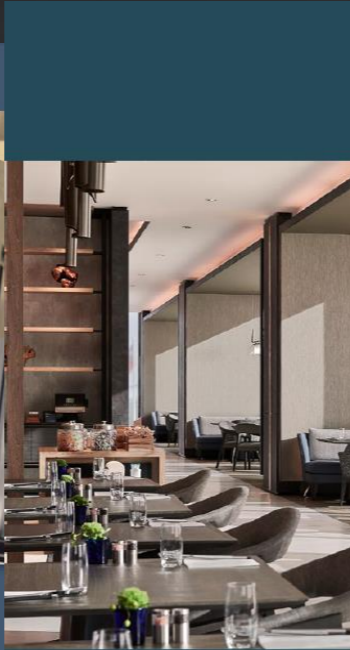
# Corporate Social Responsibility Report



2016  
寒舍餐旅管理顧問  
企業社會責任報告書



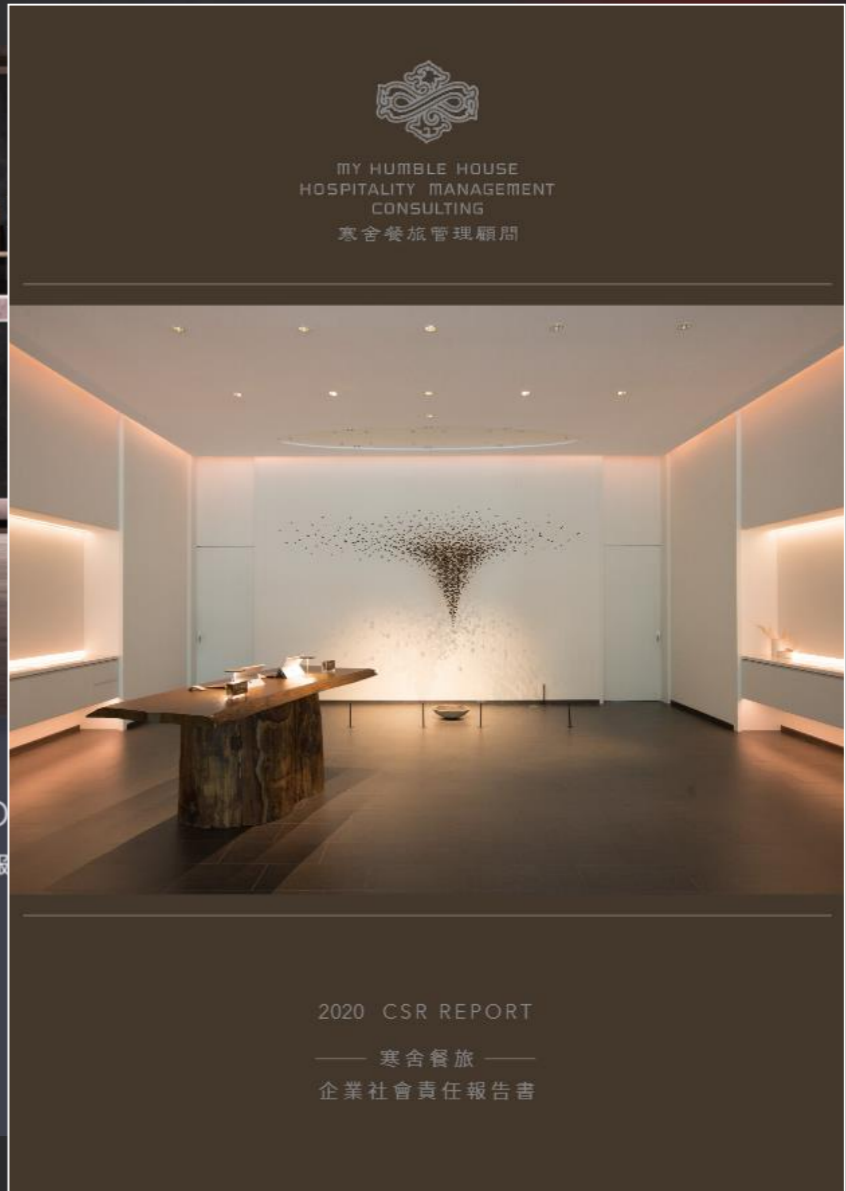
2017 CSR REPORT  
寒舍餐旅 企業社會責任報告書



2018  
寒舍餐旅管理顧問企業社會  
CSR REPORT



2019 CSR REPORT  
寒舍餐旅 企業社會責任報



2020 CSR REPORT  
—— 寒舍餐旅 ——  
企業社會責任報告書

My Humble House Group has prepared CSR for five consecutive years since 2016. All reports have obtained accountants' certification.



## ESG Actions

Corporate Governance	<ul style="list-style-type: none"><li>• May 2021, the board of directors approved the establishment of Related party transactions Act</li></ul>
Value Employees	<ul style="list-style-type: none"><li>• Continue to execute the "Humble House School" to cultivate succession planning new Stars.</li><li>• Implemented digital learning app platform</li></ul>
Food Safety	<ul style="list-style-type: none"><li>• Continue to obtain HACCP certification,</li><li>• In house laboratory conducting food inspection,</li><li>• Third party laboratory conducting food inspection</li><li>• Cross food inspection between MHH group members</li></ul>
Data Security	<ul style="list-style-type: none"><li>• Continue to execute Data security policy and risk management such as DLP detection and PI protection</li></ul>
Environmental Protection	<ul style="list-style-type: none"><li>• Procurement of local food ingredients,</li><li>• Implementation of paperless coupons in My Humble Living App,</li><li>• Energy, water and waste management analysis</li></ul>
Social Welfare	<ul style="list-style-type: none"><li>• Continue to care for environmental protection, social welfare activities and domestic sports talent cultivation</li></ul>



# Sponsor Development of Domestic sports Talents



Sponsor domestic sports talents and sports events:

Since 2019 sponsored the Chinese Taipei Archery Association to establish the Humble House Archery Team to cultivate domestic archery players to participate in international competitions .

In 2021 MHH Archery Team member Wei Chun-Heng wins 2020 Tokyo Olympic Silver Medal for Taiwan.



## Giving back to our local community



- On March 12, 2021 to support Taiwan's local pineapple agricultural products, Jiaoxi Mu Hotel hosted a charity dinner. Local Golden Diamond Pineapple was used in many dishes. Guest also had opportunity to purchase pineapples during the charity dinner.
- On September 4, 2021 to support local farmers in Yilan, Jiaoxi Mu Hotel held a Mid-Autumn Festival charity sale of local Pomelo (Wendan Pomelo). The charity donations benefited the Yilan Justice Elementary School gymnastics team.





## Giving back to our local community



- Beginning on May 26, 2021 the Sheraton Taipei Hotel provided two hundred popular NT 100 lunch boxes daily to neighboring city police stations, fire stations, and officers for 2-3 months during the pandemic period.
- On May 25, 2021 Jiaoxi Mu Hotel delivered one hundred lunch boxes to major hospitals in Yilan County to show support for our doctors and nurses.



# Epidemic prevention measures in My Humble House Group



Rationing plan



Infrared thermal Imager



Regular alcohol disinfection



Food partition



Indoor 1.5m dining distance



Alcohol disinfection door



# Care for Ocean Environment



## MY Humble House Group Mountain Cleaning Activities :

- Number of participants: about 35
- Highlights of the event: Emphasis on environmental protection and mountain cleaning, bring your own umbrella, and avoid using disposable raincoats



# Charitable Donations and Community Welfare



Since 2013, My Humble House Group Christmas charity has been held every year. In 2020 MHH helped the Taiwan Guide Dog Association



Since 2019, My Humble House Group has cared for 7 Cajuput Trees on Zhongxiao East Road in front of Sheraton Grand Taipei Hotel to promote city greenery.



# Operation Strategy & Planning





# Post-Pandemic Impact

## Vaccine coverage

The global vaccine coverage percentage and the domestic two-dose vaccine coverage percentage are gradually increasing

## Travel Border Restrictions

Entry and exit travel policies of various countries have been gradually loosened, but domestic border control policies have not been relaxed yet

## Changes in Tourism patterns

Companies offering local travel subsidies, Extended Family travel plans and club outdoor travel activities have increased  
City hotels offer more joint accommodation and dining promotions to domestic market

## Tourist Market

Affected by the pandemic, some restaurants and hotels have closed their business, however there are still new restaurants and hotels joining the market  
(Metropolitan-JR East, Lanyang Seaview Hotel)

## Pandemic Situation

The global pandemic remains unstable



# Operation Strategy & Response Planning -1

## Business promotion

### City Hotel

- Continue to strengthen the international travel market for future and offer diversified accommodation promotions for domestic citizens.
- Cooperate with well-known internet celebrities and OTA platforms to increase sales channels.
- Prepare Sales marketing for after the pandemic: Provide promotions to neighboring countries such as Japan, South Korea, Singapore, Thailand, etc. to attract travel to Taiwan.

### Leisure Hotel

- Introduce Yilan's local elements to deeply cultivate Yilan's life and culture connection.
- Develop diversified conference activities (such as providing teambuilding activity promotions).
- Evaluate Accommodation projects with the theme of environmental protection, green energy, carbon reduction and sustainable ecology (such as pure electric journeys, low-carbon tourism...).



## Operation Strategy & Response Planning -2

### Human Resources

- Optimize the operation process, increase the efficiency of the personnel
- Cultivation of "multi-ability" talents in the post-pandemic era

### Digital platform

- Launched the "Humble House App" digital marketing channel
- Provide discounts and offer membership points to attract members to join and establish Customer loyalty





# New Release: My Humble Living App



App Promotions, Hotel information, recent promotions, hotel rooms and restaurant reservation capability provided.



# New Release: My Humble Living App



App Member Information dining spending, points earned, points redemption, and coupon wallet.



# New Release: My Humble Living App



馬上加入寒舍生活APP！  
會員旅展好禮大方回饋！

App Member Services: Gourmet Card Information and customer feedback



Thank you