



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

- | | |
|---|--------|
| 1. Company Profile | P4-24 |
| 2. Industry Overview and Market Analysis | P25-30 |
| 3. Operational Performance and Financial Overview | P31-43 |
| 4. Operating strategy | P44-46 |



Company Profile





Basic Data

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

Stock code : 2739

Establishing date : January 17, 2000

Date of listing : May 19, 2016

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

Scope of business : International tourism hotels and catering services

Chairperson : Wilhelm Tsai

CEO : Andrew Huang

Employees : 1,472 persons (dated Sep. 30, 2018)

MHH Group

MHH Group (Stock code : 2739)

International
Tourism Hotels

Leisure
Resort
Hotel

Subsidiary Co.

Affiliated
Co.



**Sheraton
Grand**

TAIPEI HOTEL

台北喜來登大飯店



礁溪寒沐酒店

JIAO XI HOTEL

Taiwan

寒舍空間

寒舍食譜

寒溪投資



HumbleHouse

TAIPEI

寒舍艾麗酒店

Le **MERIDIEN**

TAIPEI

台北寒舍艾美酒店



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.

During 2017, the Sheraton Grand Taipei underwent 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



Before renovation : 1F Lobby



After renovation : 1F Lobby



台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL



Before renovation : Executive Director Room



After renovation : Executive Director Room



台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL



Before renovation : Deluxe Room



After renovation : Deluxe Room



台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL



Before renovation : B1 Shopping Arcade



After renovation : B1 Multi Function Rooms



台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL



After renovation :
B1 Multi Function Room-Butterfly Hall



After renovation :
B1 Multi Function Room-Emerald Hall



台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL



Before renovation : B2 Banquet Hall Corridor



After renovation : B2 Banquet Hall Corridor



台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL



Before renovation : B2 Grand Ballroom



After renovation : B2 Grand Ballroom



台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL

《 Taipei Michelin Guide 2018 》 Guest House awarded 2 Michelin Stars





台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL

《 Taipei Michelin Guide 2018 》

- 「Antoine」, 「Dragon」 Awarded Michelin Recommended
- Sheraton Grand Taipei Rooms won the “Top Class Comfort” award offering our guest the best comfortable accommodation.





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 》

- 「 My Humble House Restaurant 」 Awarded Michelin Recommended
- Le Meridien Taipei Rooms won the “Top Class Comfort” award offering our guest the best comfortable accommodation.





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, 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



Mario Theme Room



礁溪寒沐酒店 MU JIAO XI HOTEL



Conference and Events

MU JIAO XI HOTEL 3F Grand Ballroom is an exquisite, grand space with a total area of 161-pings and a 6-meter high ceiling. The flexible banquet venue has 4 halls and 5 multipurpose conference rooms to accommodate all kinds of conference and event needs.



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)

Appreciate the scenic beauty while sipping a cup of freshly brewed tea; enjoy signature cocktails and unwind with good company as the lights and shadow take stage in the starry nightfall.

MU TABLE (MU JIAO XI HOTEL 2F)

Offering all-day buffet service, our executive chef selects fresh local ingredients for a wide selection of specialty dishes from around the world. A satisfying dining experience awaits you!



礁溪寒沐酒店 MU JIAO XI HOTEL



Sports Game room & small racers



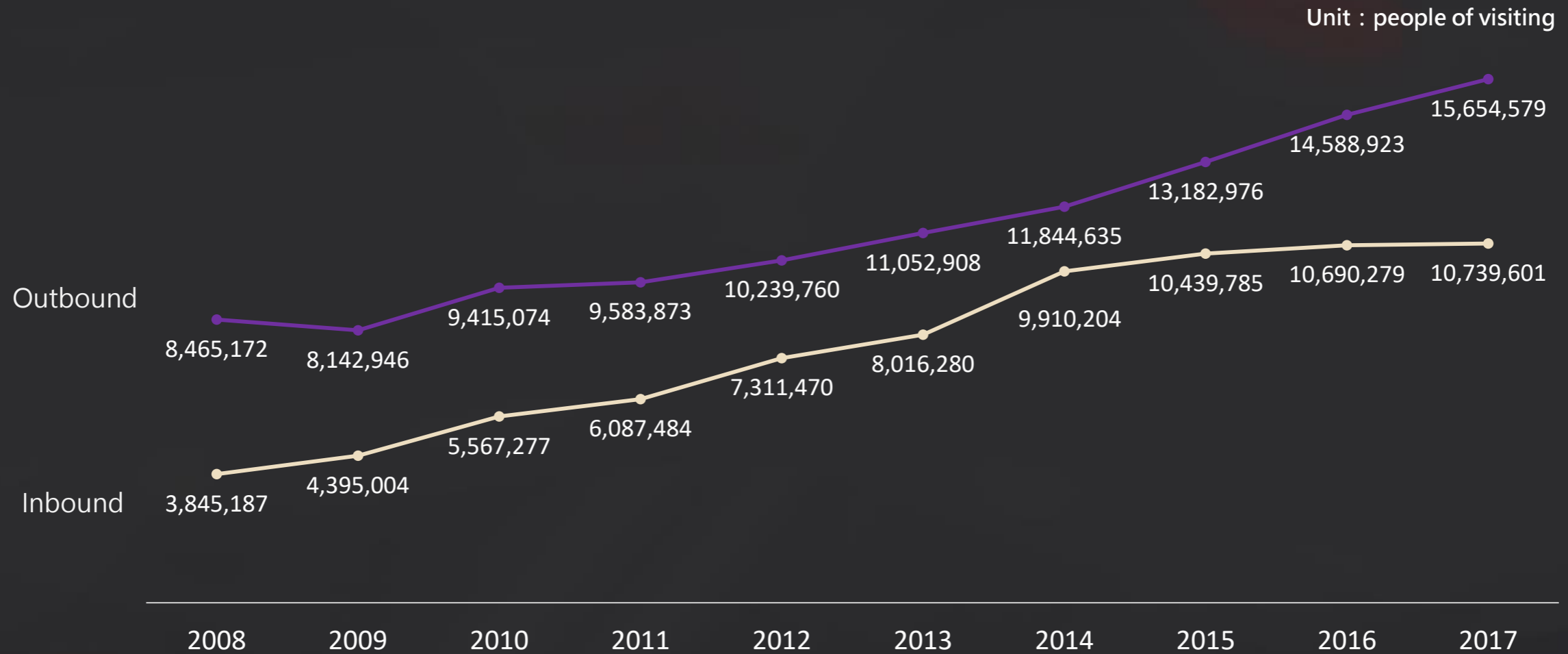
Industry Overview and Market Analysis





Industry Overview

Growth of Inbound Travelers and Outbound Citizens over Past Decade



Source: Statistics of the Tourism Bureau, MOTC.



Industry Overview

Tourist Revenue Statistics for the past three years

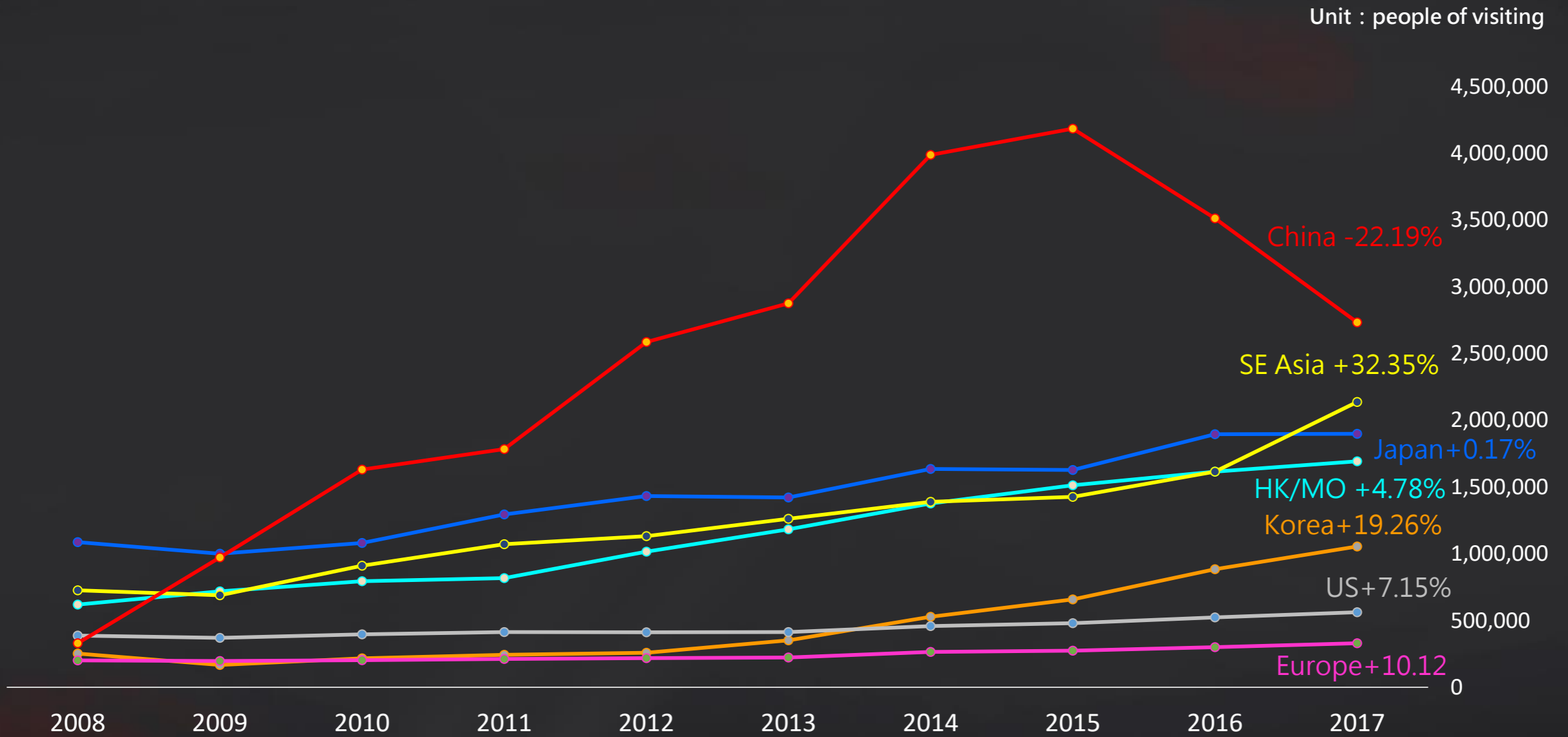
Statistic	2015	2016	2017
Visitors to Taiwan total Amount	NTD\$4,589 Billion	NTD\$4,322 Billion	NTD\$3,749 Billion
Domestic Travel total Amount	NTD\$3,601 Billion	NTD\$3,971 Billion	NTD\$4,021 Billion
Sightseeing total Amount	NTD\$8,190 Billion	NTD\$8,293 Billion	NTD\$7,770 Billion
GDP %	4.92%	4.84%	4.45%
Visitors to Taiwan / Per person per day spending	10,439,785 Visitors/ USD\$207.87	10,690,279 Visitors/ USD\$192.77	10,739,601 Visitors/ USD\$179.45
Domestic Citizen Domestic Travel / Per person per spending	17,852 Million/ NTD\$2,017	19,038 Million/ NTD\$2,086	19,038 Million/ NTD\$2,192

Source: Statistics of the Tourism Bureau, MOTC.



Industry Overview

Growth of Inbound Travelers by region/country for the past three years

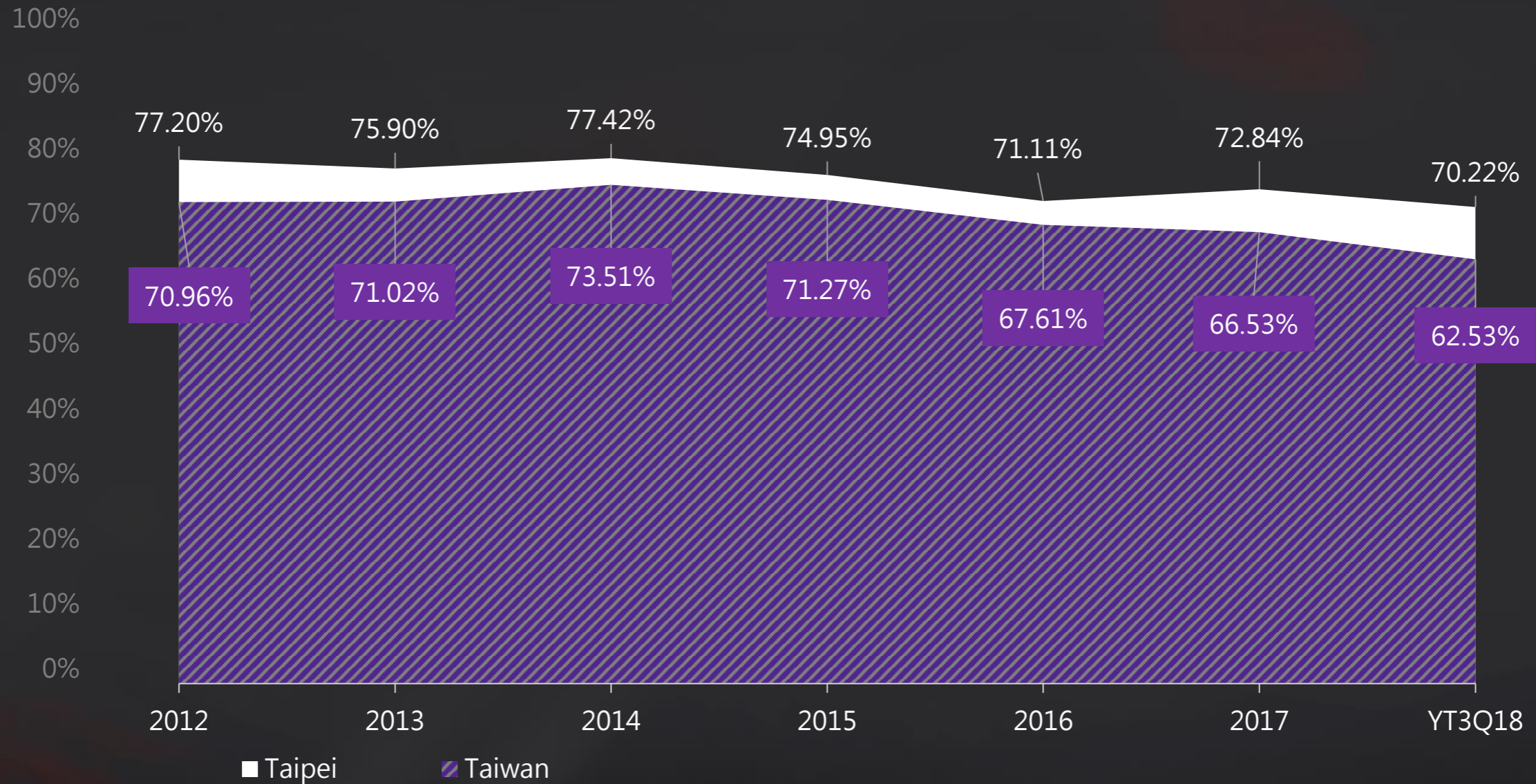


Source: Statistics of the Tourism Bureau, MOTC.



Market Analysis

International Hotel Occupancy Taiwan vs. Taipei

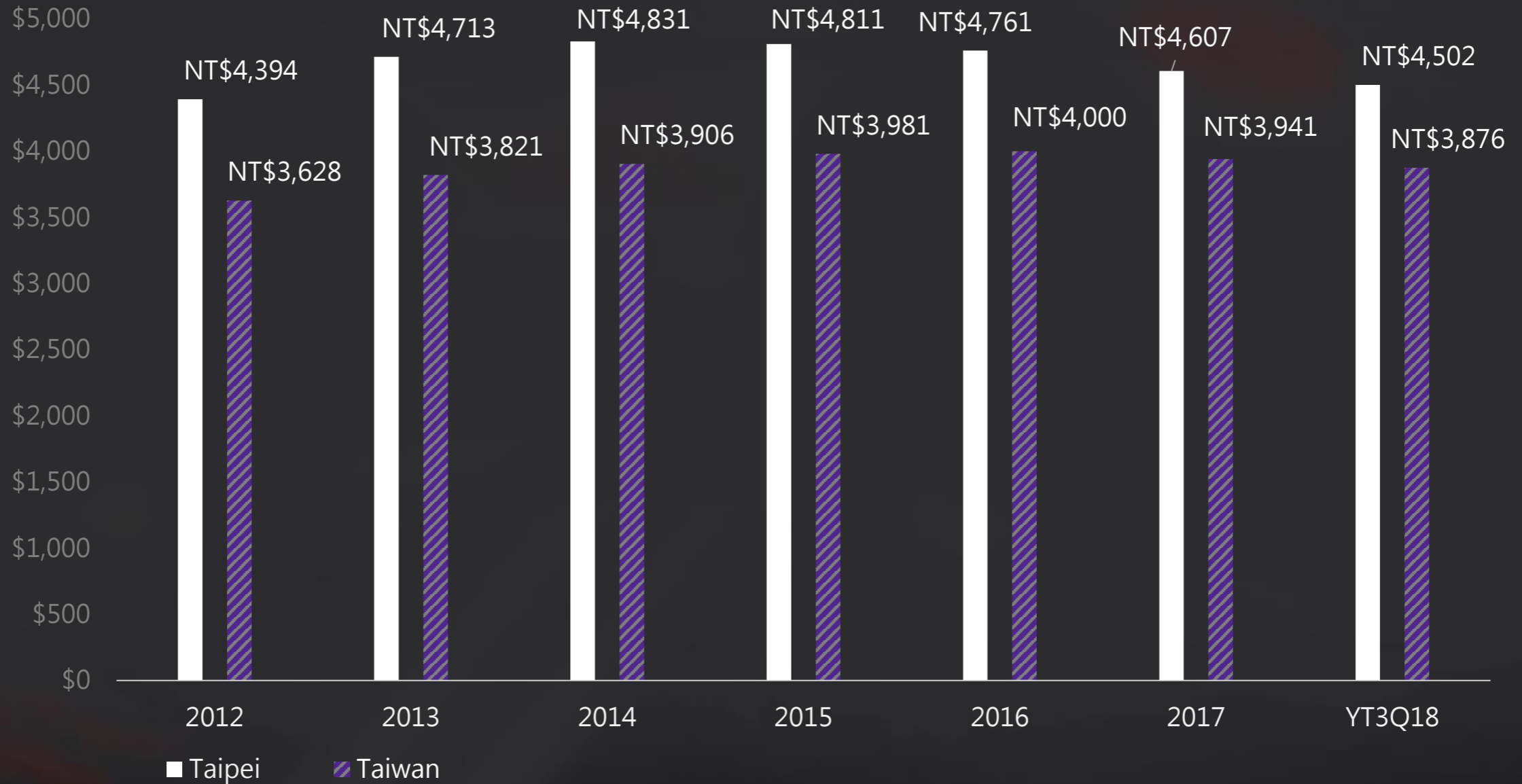


Source: Statistics of the Tourism Bureau, MOTC.



Market Analysis

International Hotel Average Rate Taiwan vs. Taipei



Source: Statistics of the Tourism Bureau, MOTC.

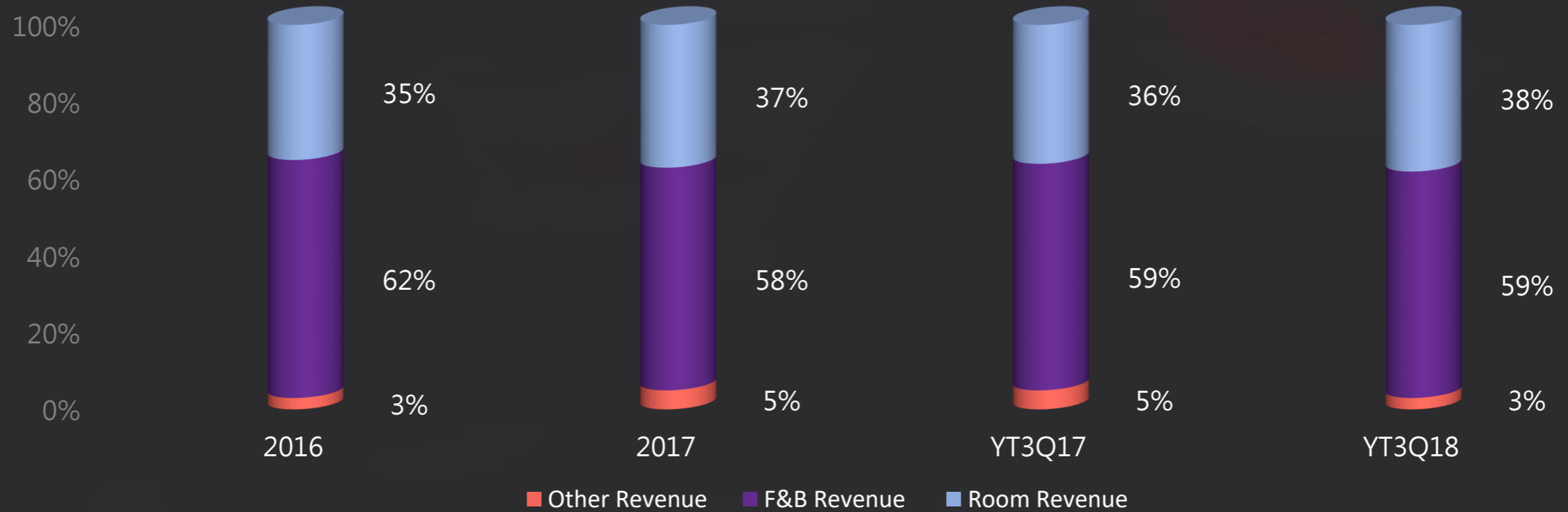


Operational Performance and Financial Overview





Revenue Ratio of Major Products



Revenue Period	F&B Revenue	Room Revenue	Other Revenue	Total Revenue
2016	26.11	14.76	1.30	42.17
2017	24.46	15.58	1.87	41.91
YT3Q17	17.13	10.65	1.51	29.29
YT3Q18	18.58	11.93	0.92	31.43

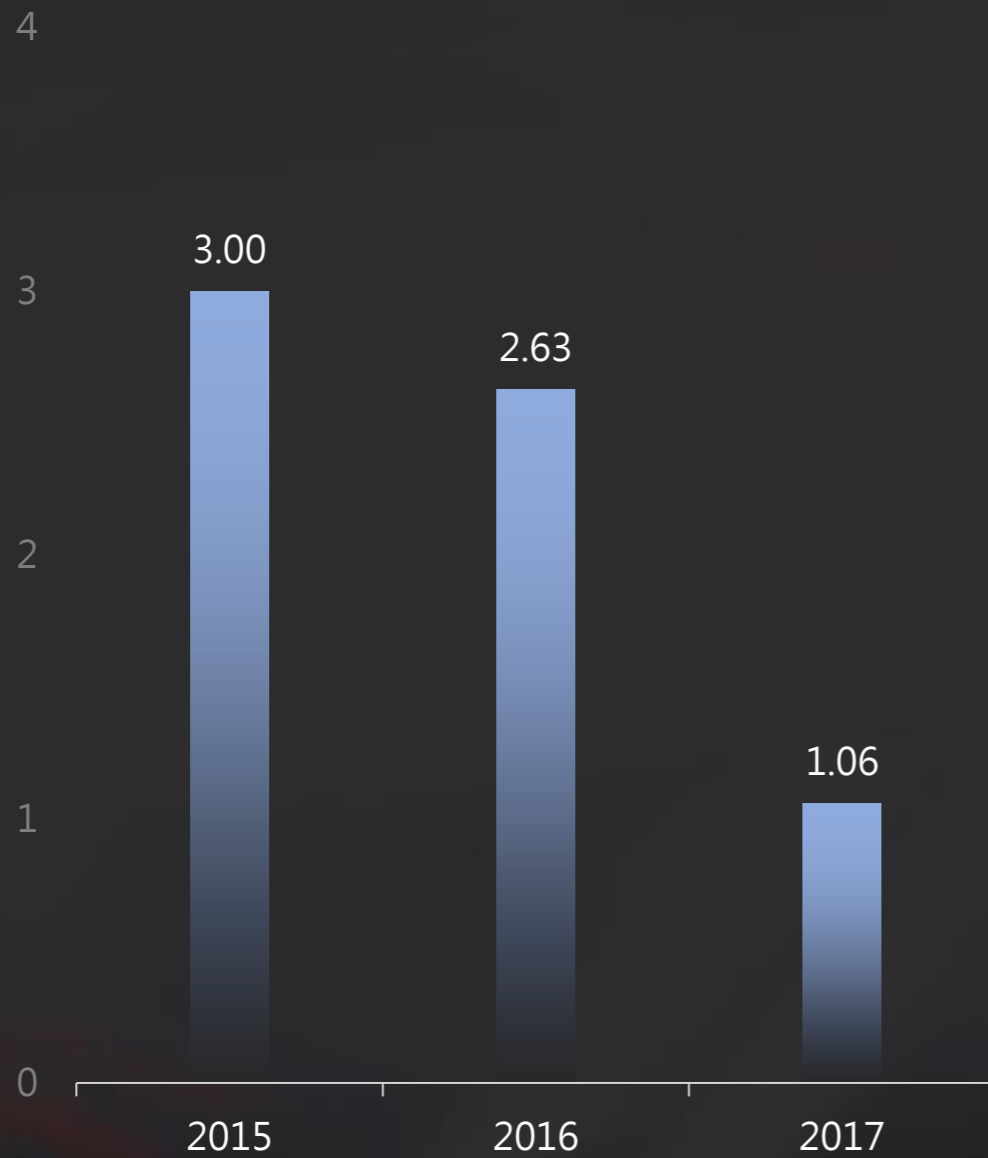
Unit: NT\$100 million

Source: The company consolidated financial reports

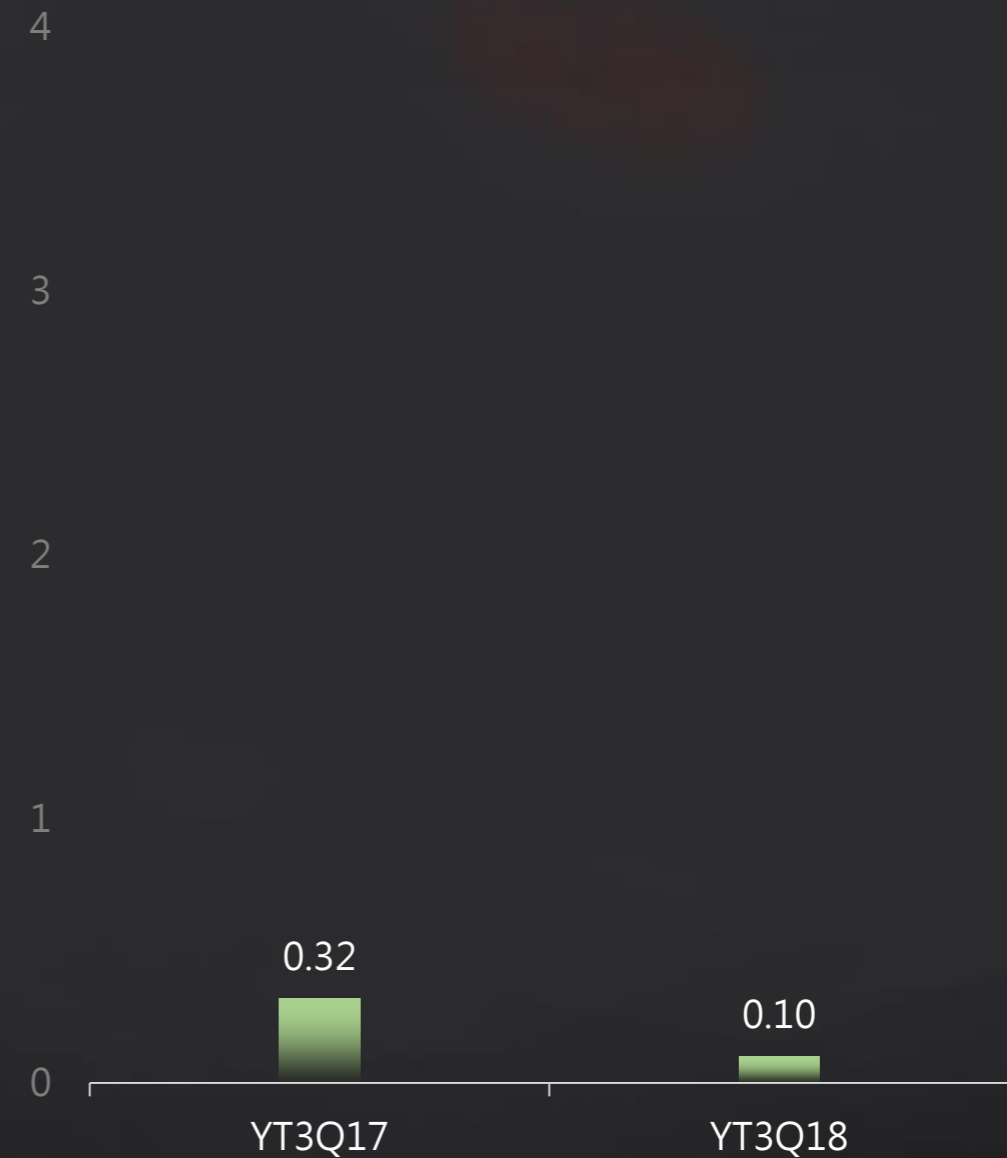


Profitability

EPS over past 3 Yrs



EPS YT3Q17 & 3Q18



Unit: NTD

Source: The company consolidated financial reports



Dividends over the Years

Unit: NTD;%

Item	2014	2015	2016	2017
Cash Dividend	2.2	2.5447	2.2	1.0
EPS	2.52	3.00	2.63	1.06
Payout ratio	87%	85%	84%	94%
Remarks				*

* Included NT\$0.08/share capital surplus cash payment.

Source: Market Observation Post System



Comparison with Major Competitors-Operation

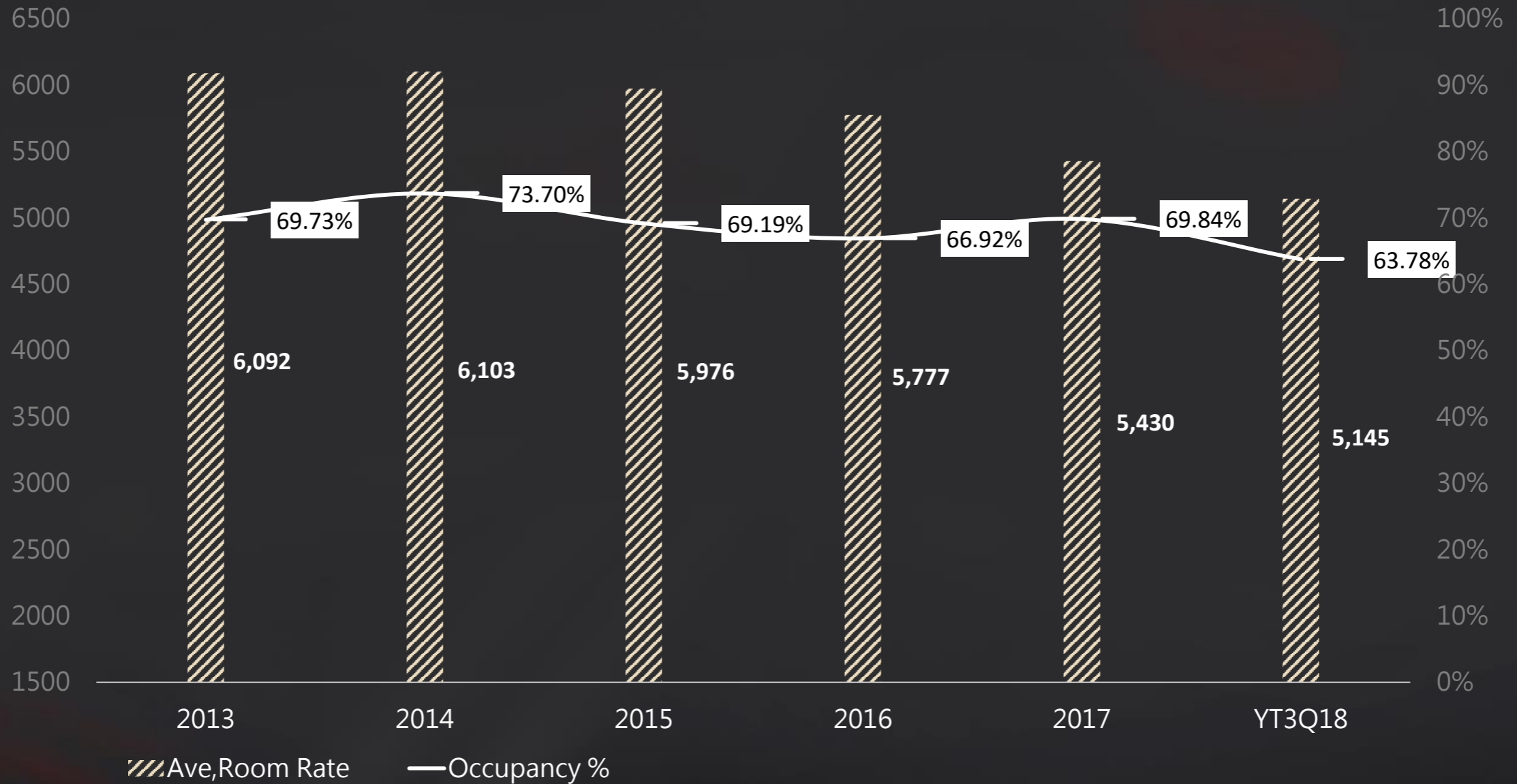
Listed Hotel	MHH(2739)	Regent (2707)	Ambassador (2704)	Fleur(2748)
Revenue Contribution (YT3Q18)	F&B Revenue(59%) Room Revenue (38%) Other Revenue (3%)	F&B Revenue(66%) Room Revenue (31%) Other Revenue (2%)	F&B Revenue(56%) Room Revenue (35%) Other Revenue (9%)	F&B Revenue(64%) Room Revenue (33%) Other Revenue (3%)
Date of listing	2016/5/19	1982/11/10	1998/3/9	2016/11/23
Share Capital (\$100 million NTD)	11.15	36.69	12.67	6.56
YT3Q18 Revenue (\$100 million NTD)	31.43	21.93	49.83	10.29
Book value per share (NTD)	15.75	26.23	31.01	16.96
Recent 4Q EPS (NTD)	0.84	1.26	10.51	2.94
2017 Dividend (NTD)	1.00	0.40	6.912	2.75
2018/12/17 Share price	29.95	24.55	140.00	62.00
P/E Ratio	35.65	19.48	13.32	21.09
Cash yield	3.34%	1.63%	4.94%	4.44%
P/B Ratio	1.90	0.94	4.51	3.66
2017 ROE	6.21%	4.61%	28.61%	19.26%
Market value (\$100 million NTD)	33.40	90.08	177.44	40.69

Source: Market Observation Post System



Occupancy Rate and Price

Occupancy & Room Rate - Sheraton

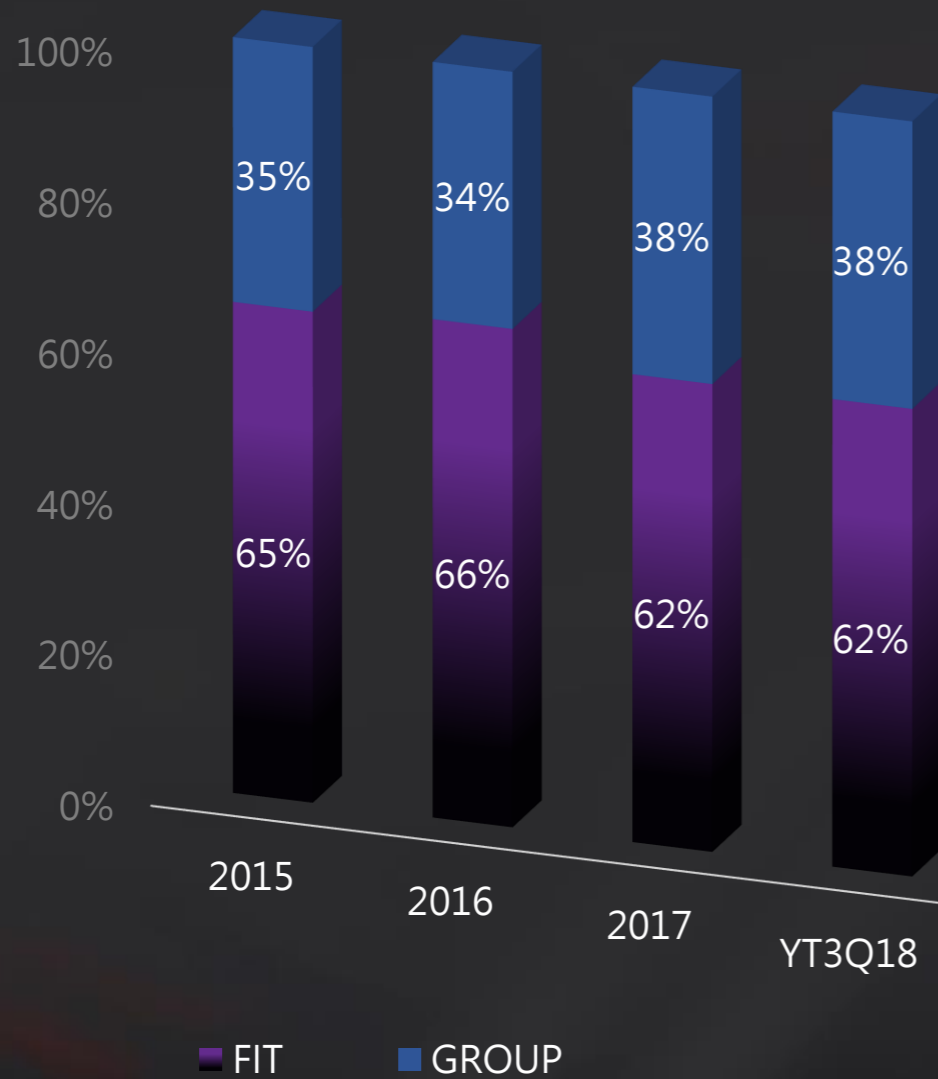


Source: Statistics of the Tourism Bureau, MOTC.

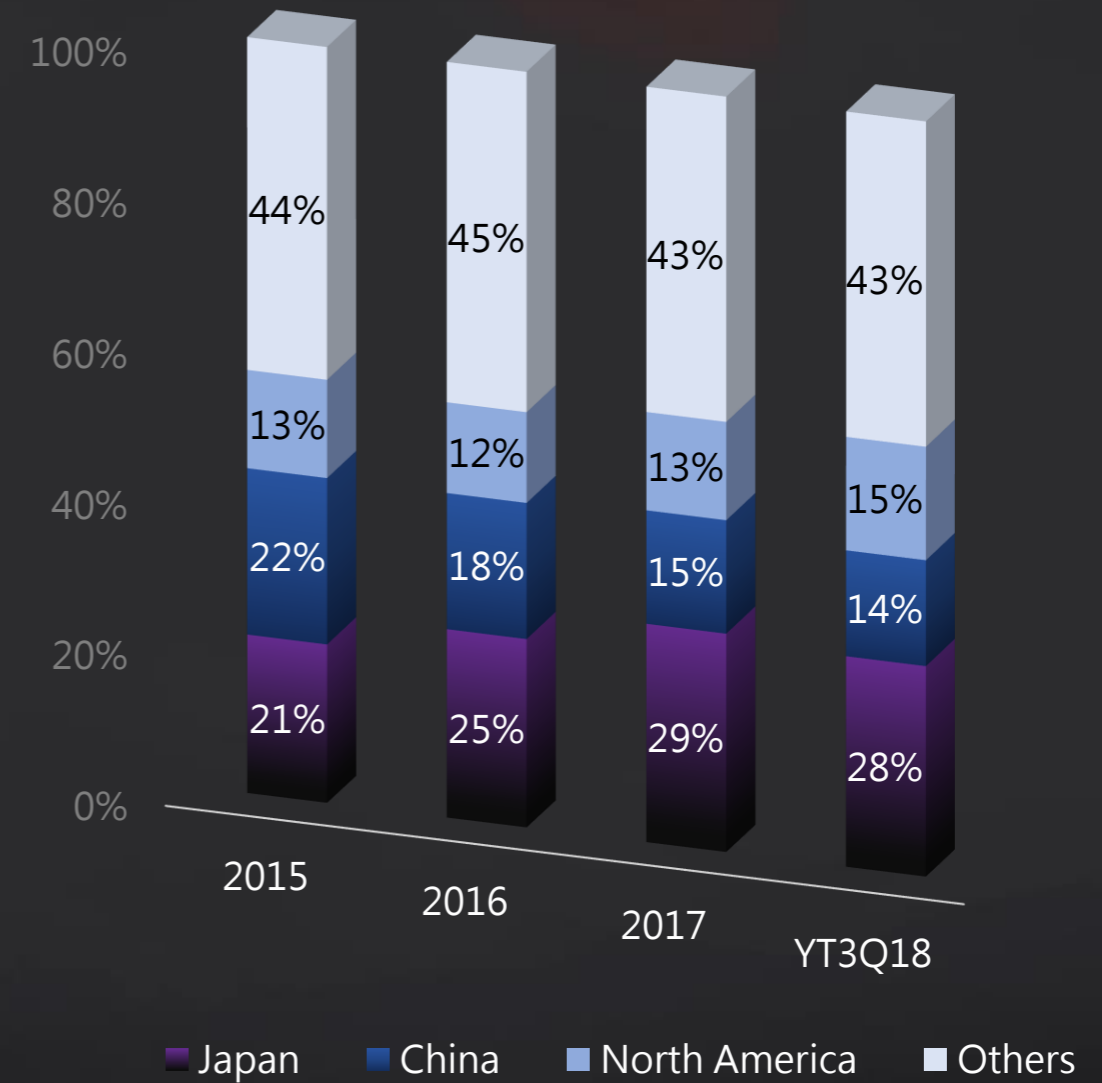


Guest Segments Analysis

By Type-Sheraton



By Country/Region-Sheraton

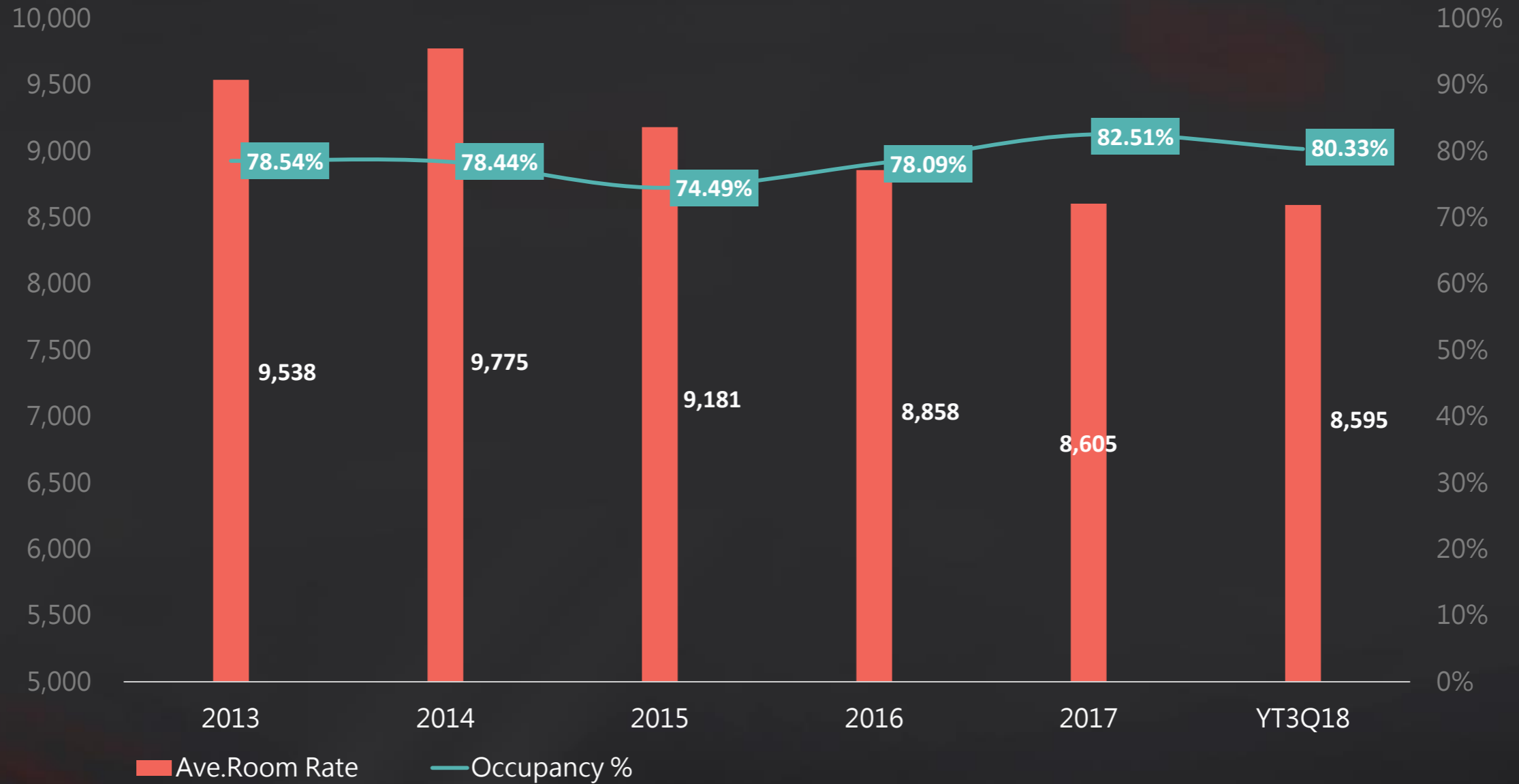


Source: Statistics of the Tourism Bureau, MOTC.



Occupancy Rate and Price

Occupancy & Room Rate – Le Méridien

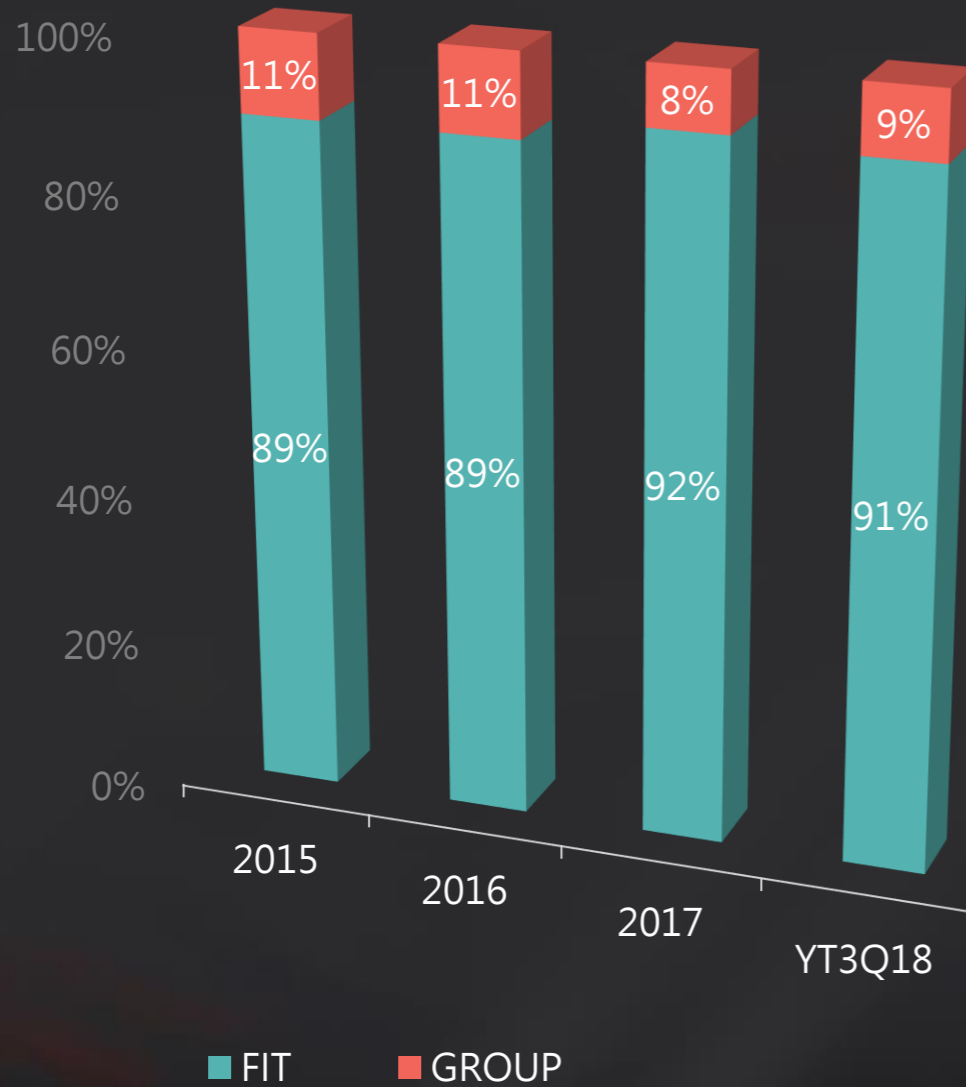


Source: Statistics of the Tourism Bureau, MOTC.

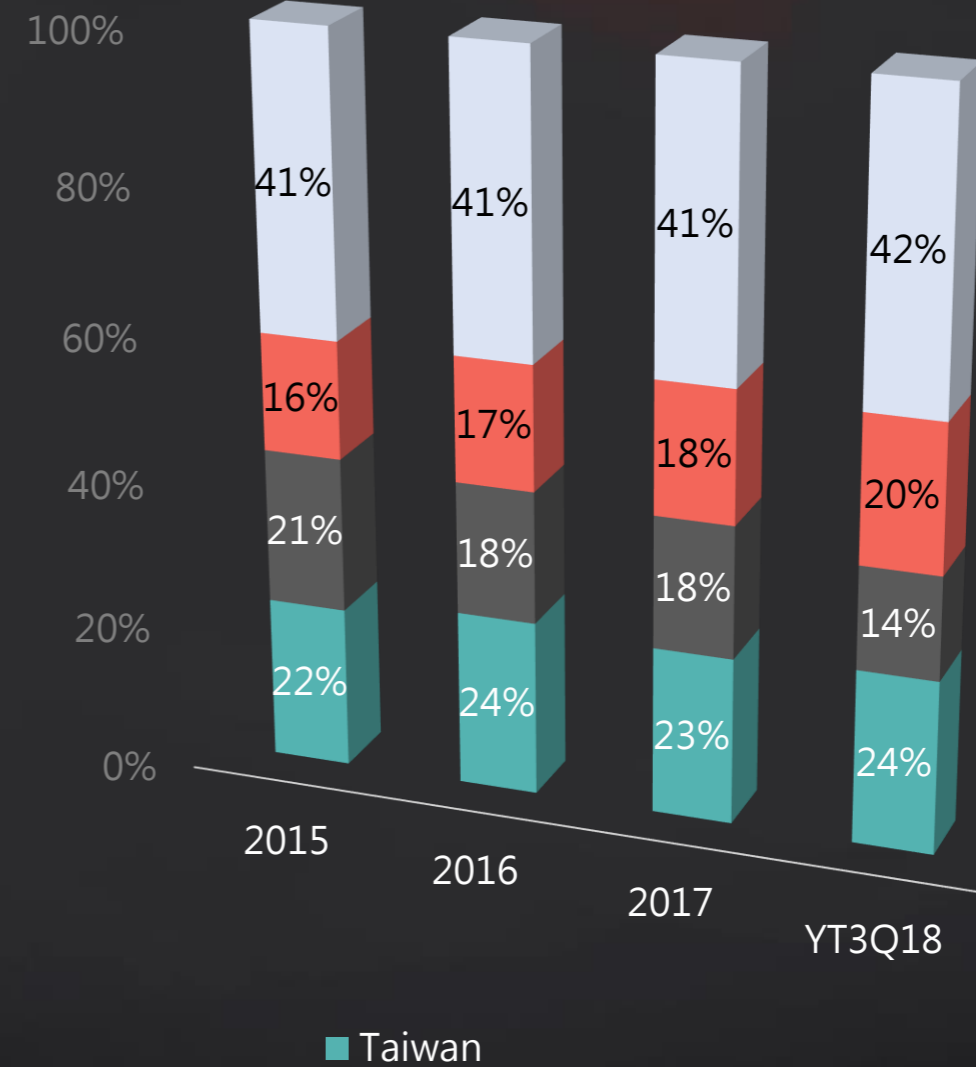


Guest Segments Analysis

By Type-Le Méridien



By Country/Region-Le Méridien



Source: Statistics of the Tourism Bureau, MOTC.



Guest Segments Analysis-MU

Items	YT3Q18
Ave. Room Rate	NTD\$6,413
Occupancy	59.80%
By Type	FIT 64.65 % 、 GROUP 35.35 %
By Country/Region	Taiwan 95.10% 、 HK 1.33% 、 China 0.92% 、 Others 2.65%

資料來源：本公司



Nanjing Songjiang Hotel Development Project



Site location	Intersection at Songjiang Road and Nanjing East Road, Taipei City
Planned opening date	Q2, 2022
Lease period	20 years
Est. number of room	approx. 100 rooms
Building Planning	Hotel and residential compound building
Hotel positioning	5-star hotel



Operating Strategy





Operating Strategy

Resource Integration

Create improve operational synergies by cross integration of branding , business, regional area, and multi-generation resource platforms.

Artistic Aesthetics

Integrating aesthetics and culture into hotel management, creating differentiation and strong brand competitiveness.

High Technology Application

Use big data analysis to identify potential customers, optimize guest interaction, increase business opportunities.

Hotel Private Brand Development

Brand innovation, develop entrusted management business, and evaluate overseas investment opportunities.

Talent Cultivation

Cultivate top talents with international experience in line with the company's future development needs.

Management Effectiveness

Optimize organizational structure, increase group purchasing power, and continue to evolve other corporate strength and execution.

Stable Dividend Policy

Stable dividend policy and the steady growth with return on equity.



THANK YOU