



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 conditions; and other risk factors beyond the reasonable control of this Company.
- Information contained in this presentation reflects the future outlook of this Company up to the present. 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.



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# 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 : Common stock 915,260,000  
Preferred stock 100,000,000**

**Scope of business : Sheration Grand Taipei Hotel, Le Méridien Taipei Hotel,  
Mu Jiao Xi Hotel,  
Humble Boutique Hotel (Grand opening on May, 2022),  
Humble House Taipei Hotel (29.8% shareholding)**

**Employees : 1,332 persons (dated Oct. 31, 2022)**



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

Standing at the hub of business and politics, Sheraton Grand Taipei Hotel provides the best service and facilities for international travelers, with a quick access to transportation facilities and close proximity to shopping and entertainment districts. It owns eight unique style restaurants offering Chinese, Western, Japanese and Thai cuisines.

In addition, it is one of the few star-rated hotels that has consecutively won the 「4 Black Houses」 - top class comfort hotel and the restaurants were awarded 2 Michelin stars and others won Michelin recommendations.

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



Address : No. 12, Sec. 1, Zhongxiao E Rd., Taipei City, 100, Taiwan , ROC Tel : (02)2321-5511

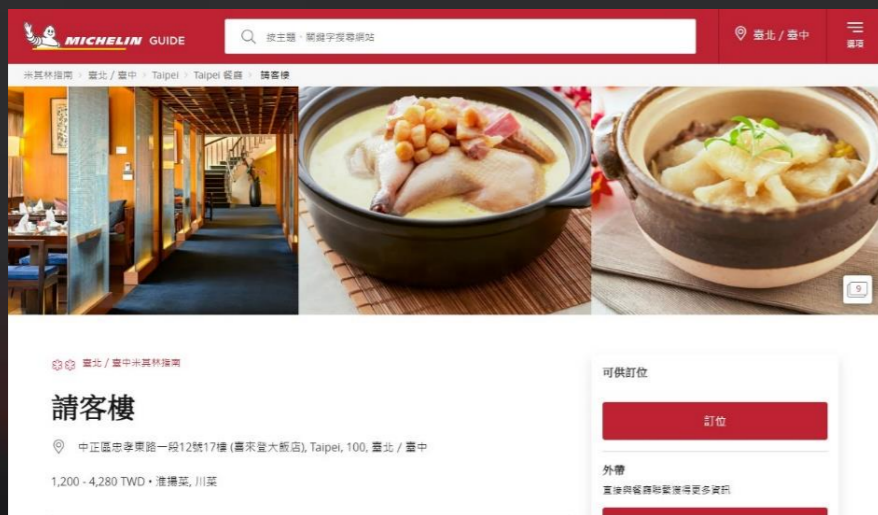
Transportation : MRT: Exit No2, MRT Shandao Temple Station, MRT Bannan Line Bus: Shandao Temple Stop



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

## 《 Taipei Michelin Guide 2018-2022 》

「 Guest House 」 awarded 2 Michelin Stars-Fifth Year





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

## 《 Taipei Michelin Guide 2018-2022 》

「Dragon」 Awarded Michelin Recommended –Fifth Year  
Sheraton Grand Taipei Rooms winner of the “Top Class Comfort” award, offers our guest the best comfortable accommodation. -Fifth Year

MICHELIN GUIDE

按主題、關鍵字搜尋網站

臺北 / 臺中

選項

米其林指南 > 臺北 / 臺中 > Taipei > Taipei 餐廳 > 辰園

臺北 / 臺中米其林指南

### 辰園

中正區忠孝東路一段12號B1 (喜來登大飯店), Taipei, 100, 臺北 / 臺中

可供訂位

訂位





## 台北寒舍艾美酒店 LE MERIDIEN TAIPEI

Located in Taipei' s most fashionable and culturally distinguished area — the Xinyi District, offers 160 guestrooms, multifunctional banqueting venues, three restaurants and bars with unique styling, 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. With collections 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 2018-2022 》

「 My Humble House Restaurant 」 Awarded Michelin Recommended- Fifth 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 in aesthetics, culture and art, MU JIAO XI HOTEL commissions Taiwanese artists and the 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, features 6 room types, totaling 190 guest rooms, 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.



**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.



# 礁溪寒沐酒店 MU JIAO XI HOTEL



## SPRING Japanese Superior Reserve Patio Room

Based on the simple theme of warm wooden tones, the room is decorated with rush grass mats imported from Japan, demonstrating traditional craftsmanship to provide an immersive vacation experience in a Japanese Zen environment. The room is suitable for two to four people, and at night, the staff will make the beds into sleep mode, lay out the mattresses, to make it easier to sleep. This room type is also specially provided with Switch and Japanese welcome desserts.



## 寒居酒店 HUMBLE BOUTIQUE HOTEL

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, providing easy access to life experiences in the neighborhood.

With six room types, Humble Boutique boasts 111 guest rooms, including 2 suites, with neutral décor that is calm and peaceful. There is a fitness center, swimming pool, a compound restaurant with 99 seats, allowing travelers to recharge.

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

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







# 寒居酒店 HUMBLE BOUTIQUE HOTEL



## Corner of the city | Habitat of the heart

As the private-label brand of My Humble House Group, Humble Boutique Hotel offers experience from the heart, allowing guests to travel the neighborhood through the colorful alleyways and share the urban life. The hotel will become a focus of the community and create an oasis for the body and mind of the city traveler.

My Humble House occupies the first to the tenth floors of a vertical co-integration building / boutique hotel. Adhering to My Humble House aesthetics and its unique artistic taste, the hotel was designed by AB Concept to introduce the ideal living style illustrated in The Story of Peach Blossom Spring.



# 寒居酒店 HUMBLE BOUTIQUE HOTEL



## Guestrooms

All guest rooms have views of the city, reflecting natural light. The spacious bathrooms are equipped with bathtubs and independent showers, that make you forget about time while you reenergize. Additionally, there are high-end beds and memory foam pillows in all guest rooms.



# 寒居酒店 HUMBLE BOUTIQUE HOTEL



## BeGood Bakery Cafe | Restaurant

Located on the second floor of the Humble Boutique Hotel, BeGood is based on a simple concept - eat better, feel good, be happy. Step into the cozy sunlit dining room and be transported with fresh Mediterranean inspired cuisine.



# 寒居酒店 HUMBLE BOUTIQUE HOTEL



## Energy | Facilities

Located on the 10 floor, the hotel facilities include the fitness center, swimming pool, steam room and sauna, providing sophisticated services for guests to rejuvenate and relax in, as if at home.



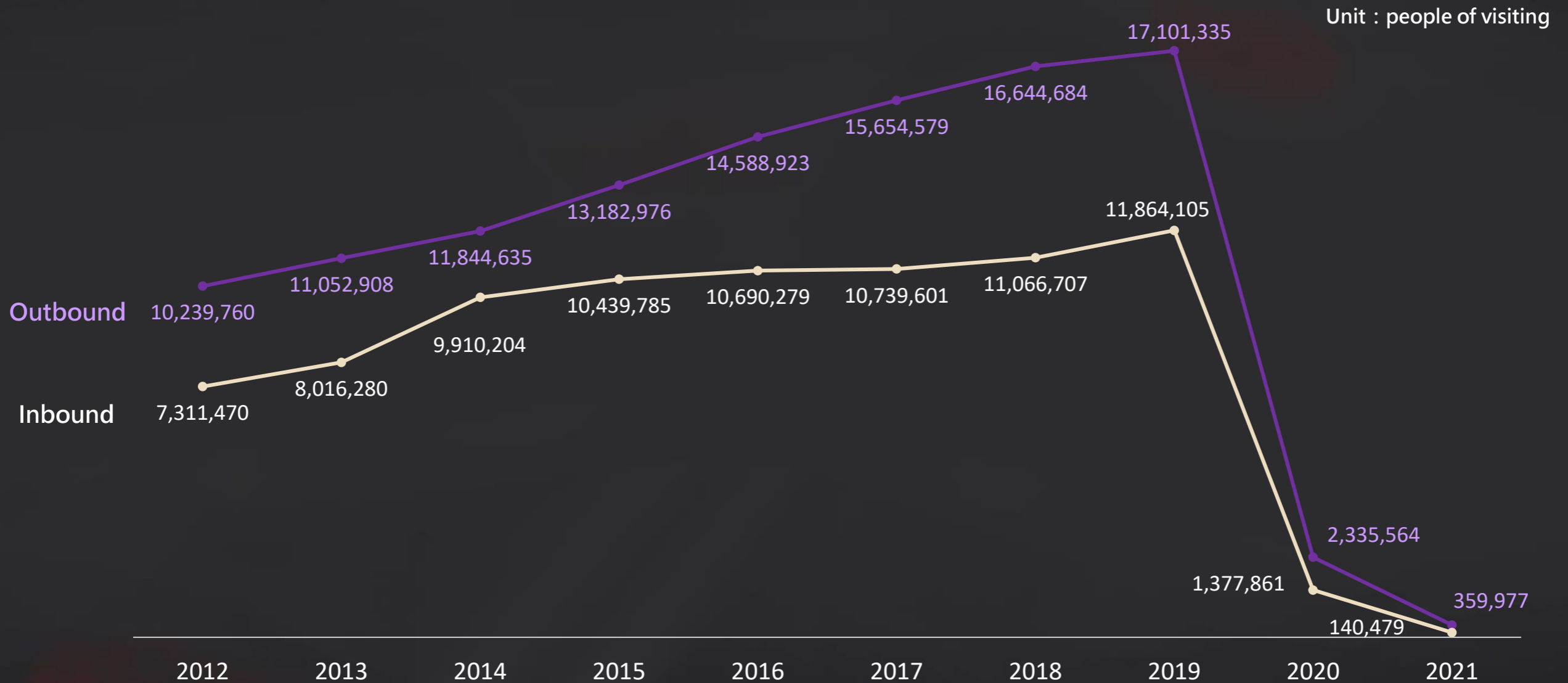
# Industry Overview





# Industry Overview

Change in number of people for Inbound Travelers and Outbound Citizens over Past Decade



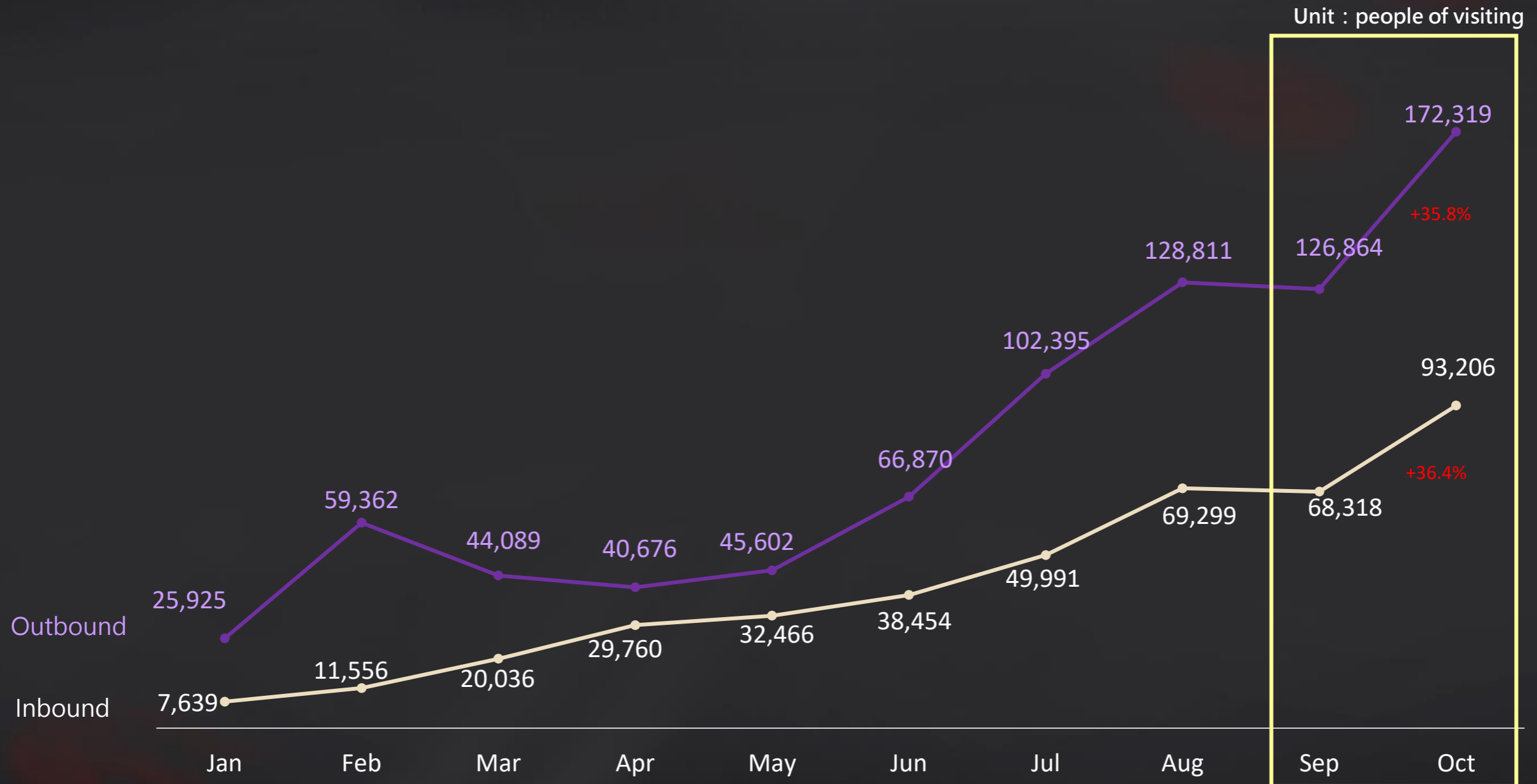
Source: Statistics of the Tourism Bureau, MOTC.

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My Humble House Hospitality Management Consulting Co., Ltd.



# Industry Overview

## Change in number of people for Inbound Travelers and Outbound Citizens in 2022



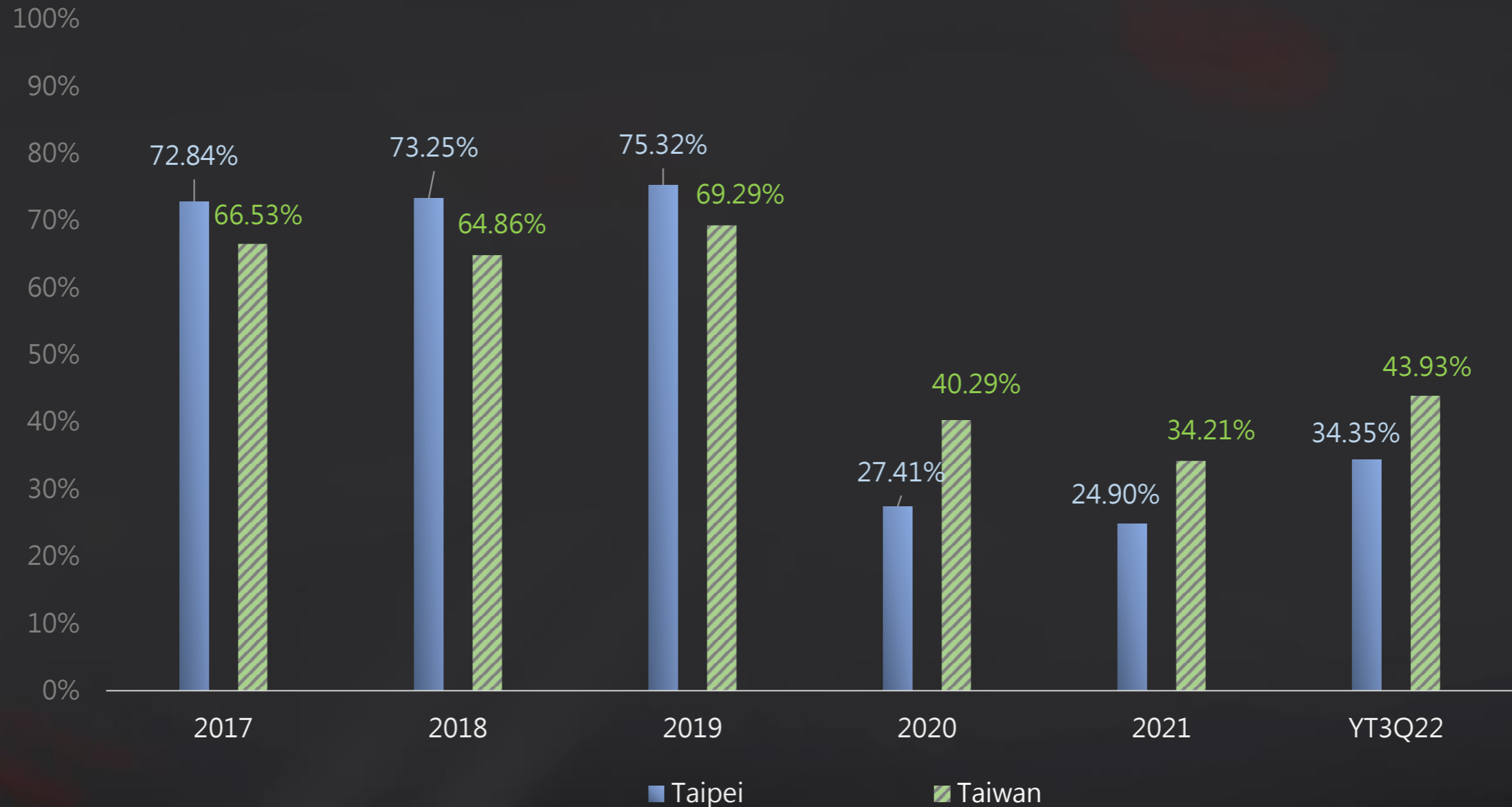
\*Taiwan Borders reopen on October 13<sup>th</sup>, 2022

Source: Statistics of the Tourism Bureau, MOTC.



# Market Analysis

## International Hotel Average Occupancy Rate Taipei vs. Taiwan



\* During 2020 – 2022Q3, the average occupancy rate in Taipei is lower than the average occupancy rate in Taiwan.

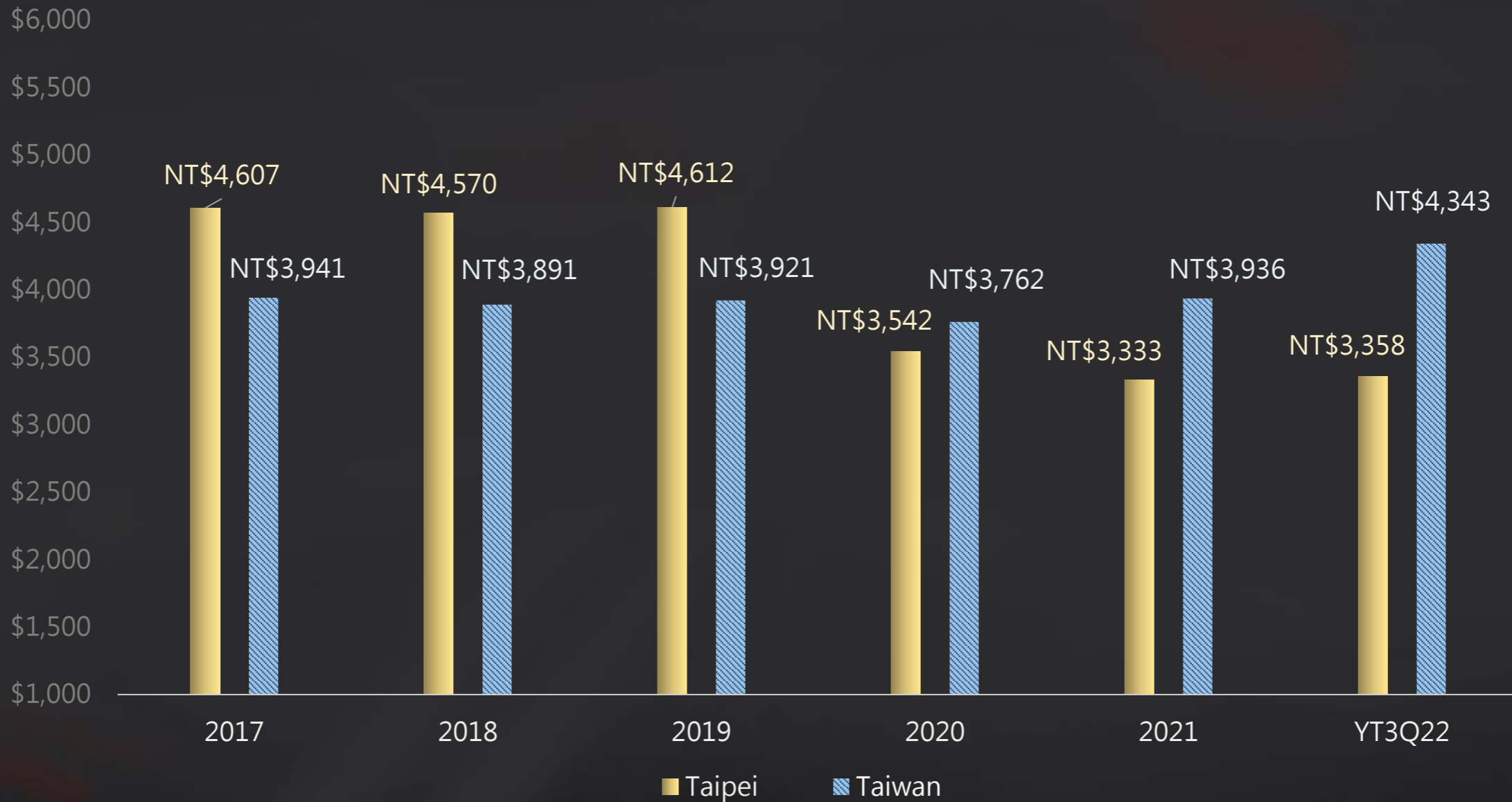
Source: Statistics of the Tourism Bureau, MOTC.





# Market Analysis

## International Hotel Average Rate Taipei vs. Taiwan



\* During 2020 – 2022Q3, the average rate in Taipei is lower than the average rate in Taiwan.

Source: Statistics of the Tourism Bureau, MOTC.



# Operational Performance





# Consolidated Financial Reports – Sales Revenue & EPS

Unit: NT\$100 million

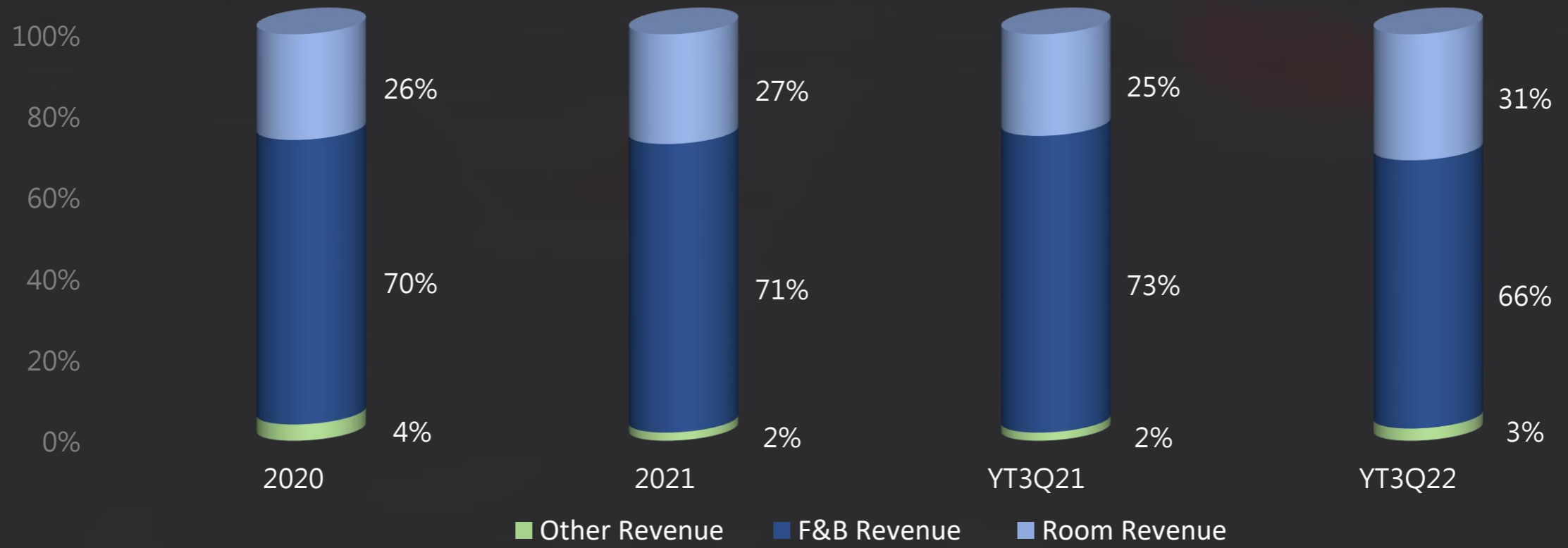
Period	1Q	2Q	3Q	4Q	Total
2021 Net Revenue	8.22	4.14	3.20	7.78	23.34
2021 EPS	(0.82)	(2.84)	(2.66)	(1.54)	(7.86)
2022 Net Revenue	8.11	5.25	8.96	-	22.33
2022 EPS	0.07	(3.28)	(0.94)	-	(4.15)

Note: On June 27, 2022, the number of outstanding shares has been adjusted retrospectively for the impact of the reduction of capital to offset deficit. Therefore the EPS date of each quarter in 2021 was retroactively adjusted.

Source: The company consolidated financial reports



# Revenue Ratio of Major Products



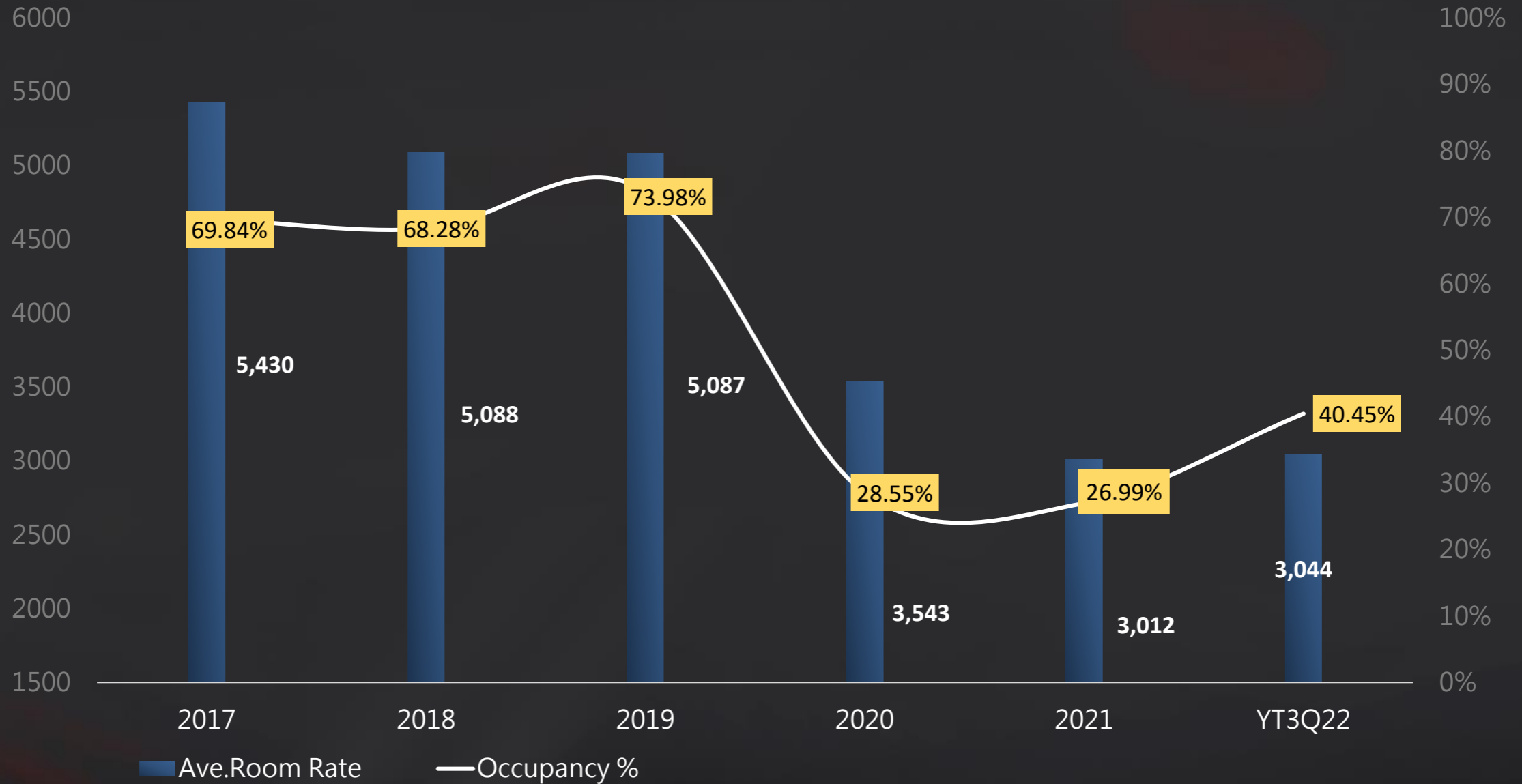
Unit: NT\$100 million

Revenue Period	F&B Revenue	Room Revenue	Other Revenue	Total Revenue
2020	19.50	7.42	1.15	28.07
2021	16.54	6.27	0.53	23.34
YT3Q 21	11.36	3.95	0.25	15.56
YT3Q 22	14.81	6.79	0.72	22.32

Source: The company consolidated financial reports



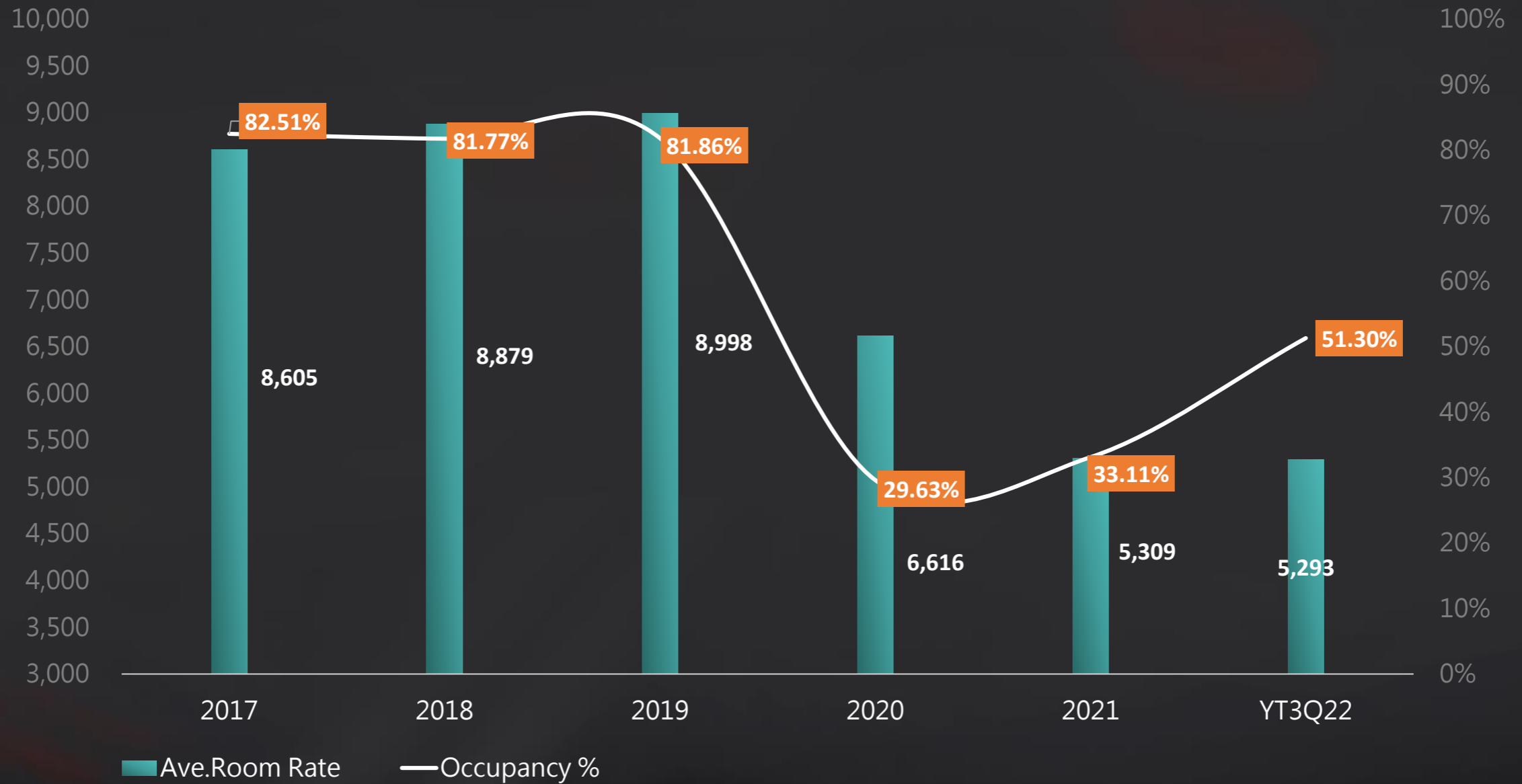
# Room Revenue Analysis - Sheraton



Source: Statistics of the Tourism Bureau, MOTC.



# Room Revenue Analysis – Le Méridien



Source: Statistics of the Tourism Bureau, MOTC.



# Room Revenue Analysis - MU



Source: MHH



## Room Revenue Analysis - HUMBLE BOUTIQUE

Item	YT3Q 22
Average Room Rate	3,055
Average Occupancy Rate	49.52%

\* Grand opening on May, 2022

Source: MHH





# Operation Strategy & Planning





# Operation Strategy & Response Planning -1

## Management Effectiveness

We continue to implement our projects as “Adaptation to Market Variations and Innovative Breakthrough”, optimizing the organizational structure to be more functional in order to enhance overall corporate management effectiveness.

## Sales and Marketing Strategy

- Continue to strengthen and maintain the relationship with overseas business sales. Through various channels to boost social media (such as cooperating with KOL and YOUTUBER, etc.) and driving more corporate and tourism business from a post-pandemic recovery.
- Continue promoting domestic food & beverage 、 banquet and local travel markets in the post-pandemic period.
- Thoughtfully evaluate any expansion of new business location and seize opportunities of operating hotel management business.



## Operation Strategy & Response Planning -2

### Manpower Planning

Due to the post-COVID-19 rise in labour shortages, cultivating internal top talents with multi-tasks in line with the company's future development need; partnering with local education institutions and creating a sustainable pipeline of local tourism-business professionals and interns to fill job openings; participating in employment matching projects provided by the government; choosing technological solutions that make the team more efficient.

### High Technology Application

Continue to strengthen and promote our loyalty program APP "My Humble Living" by using big data analysis to identify potential customers, optimize guest interaction, enhance products and quality of services in order to be beneficial to precise marketing plans and further business opportunities.



# New Release: My Humble Living App

您好, 李婉瑜 🔔 🏠


歡迎蒞臨寒舍生活，體驗完美的入住享受及服務

壽星專屬禮遇

**\$500**

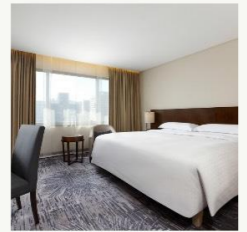


電子抵用券

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5/8

精選熱賣 更多商品 >

 <p>SH-寒舍集團聯合住宿券(3000)ITF</p> <p>1份/組</p> <p><b>\$3000</b> \$13860</p>	 <p>LM-探索廚房假日雙人自助餐券(34...)</p> <p>1份/組</p> <p><b>\$3400</b> \$4158</p>	 <p>LM-探索廚房... 雙人自助餐券(</p> <p>1份/組</p> <p><b>\$2800</b> \$371</p>
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住房優惠 更多住宿優惠 >




快速訂位

首頁 飯店介紹 線上購物 最新優惠 會員

請輸入關鍵字查詢 🔊 📄

← 客服中心 生活券匣






11.11 瘋狂美食購


11/1-11/13 12:00PM 搶購獨家餐券

立即訂位 • 享受美味料理

1111 瘋狂美食購 更多 >

 <p>SH-比薩屋雙11布菇單饗飽套餐(1111)(內用)</p> <p><b>\$1111</b> 1849</p>	 <p>MU-MU TABLE-平日自助午餐+寒沐會館套...</p> <p><b>\$1111</b> 1718</p>	 <p>LM-北緯二排獨享餐(</p> <p><b>\$1111</b></p>
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寒舍線上旅展-餐券 更多 >



首頁 飯店介紹 線上購物 最新優惠 會員



←



## 台北喜來登大飯店

擁有688間全新設計的客房，以及中、義、日、泰、西式異國餐廳，品味極致饗宿之旅。

1981年3月24日以「來來香格里拉大飯店」之名正式開幕，2002年7月1日起由「寒舍餐旅管理顧問股份有限公司」接掌，提供五星級設施與服務。

住宿線上預訂

美饌線上預訂

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主題精選

首頁 飯店介紹 線上購物 最新優惠 會員

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



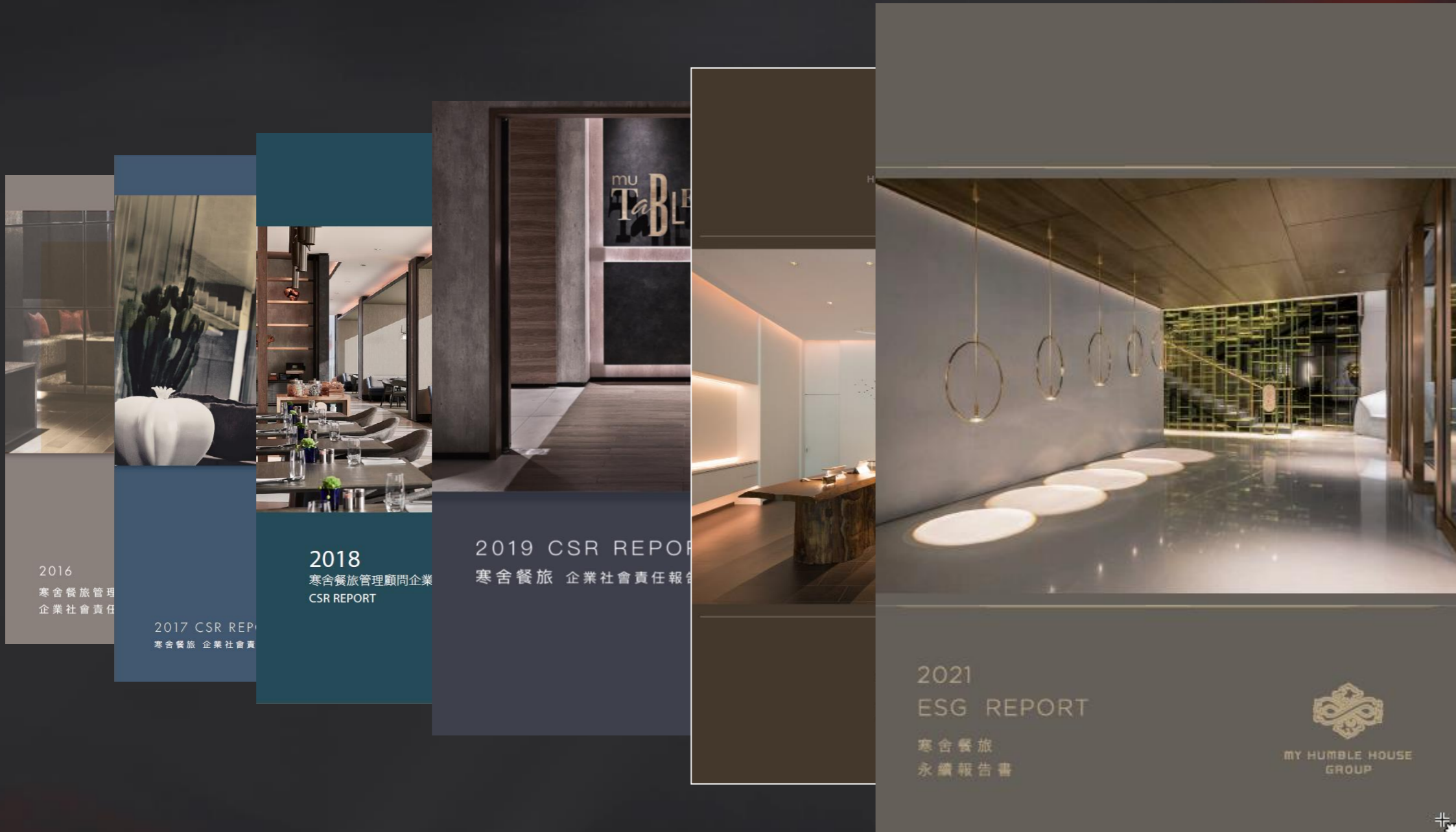
# ESG

## Environmental, Social and Governance





# Corporate Social Responsibility Report



My Humble House Group has prepared ESG REPORT for six consecutive years since 2016. All reports have obtained accountants 'certification.





# Sponsor Development of Domestic sports Talents



- Sponsored the Chinese Taipei Archery Association to establish the Humble House Archery Team cultivating domestic archery players to participate in international competitions.
- In April, 2022 Humble House Archery Team member Wei Chun-Heng, together with Su Yu-Yang, won the World Cup Archery Competition in Turkey. (source: World Archery)
- In October, 2022 Humble House Archery Team participate in the Annual Championship of the Chinese Taipei Archery Association for four consecutive years. (source: Chinese Taipei Archery Association)



## Giving back to our local community



- In March , 2022 Mu Bar of Mu Jiao Xi Hotel presented the “world peace limited” , a two-color design of upper blue and lower yellow is derived from the Ukraine national flag. Blue represents the sky and ocean, symbolizing freedom and sovereignty. Yellow represents wheat fields, symbolizing the long agricultural history of Ukraine. The hotel will donate 30% of the income from each single cup to promote world peace through the MSF Foundation, helping Ukraine refugees.
- In July, 2022, members of the Yilan County Council and the village heads for Yuanshan Township worked together for charity. Fresh native pineapples and about 140 “Grilled Pepper Chickens” from Mu Jiao Xi Hotel were donated to the local poor families.



## Giving back to our local community



- On the eve of the Mid-Autumn Festival, we donated 250 boxes of mooncakes to Genesis Social Welfare Foundation, to help poor families feel the blessings and warmth of the holiday.
- At the end of October 2022, the impact of typhoon Naiger' s peripheral circulation brought heavy rains to Yilan, severely damaging local agricultural and fishery crops, Datong Township was the most severely affected. So the Mu Jiao Xi Hotel presented the hotel' s popular delicacy "Grilled Pepper Chicken" to the tribal elders in the community of Datong Township.



# Care for Ocean Environment



## MY Humble House Group 5<sup>th</sup> Anniversary Celebration Activities :

- Gathering all of the MHH employees to explore the Waiao Beaches.
- Highlights of the event: Experienced the 200-year heritage of Yilan, to display team spirit and great unity. Released back all the small fish to the ocean to show respect for the ocean environment.



# Charitable Donations and Community Welfare



Since 2013, My Humble House Group Christmas charity, a yearly event, was held. During 2020 – 2022, 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 efforts at greening the city.



Thank you