

Stock Code 2739

# 2024 CORPORATE BRIEFING



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.

# OUTLINES

COMPANY  
PROFILE

INDUSTRY  
OVERVIEW

OPERATIONAL  
PERFORMANCE

OPERATIONAL  
STRATEGY  
AND PLANNING

ESG

4

22

26

33

38

21

25

32

37

45



MY HUMBLE HOUSE  
HOSPITALITY MANAGEMENT  
CONSULTING

寒舍餐旅管理顧問

# COMPANY PROFILE



## Establishing date

January 17, 2000

## Paid-in capital

Common stock 915,260,000

## Scope of business


Sheraton Grand Taipei Hotel  
Le Méridien Taipei  
Mu Jiao Xi Hotel,  
Humble Boutique Hotel

Humble House Taipei, Curio Collection by  
Hilton(29.8% shareholding)

## Employees

1,378 persons





Sheraton Grand Taipei Hotel, operated by Humble House Hospitality Management Consulting Co., Ltd. since July 2002, was rated by Starwood Hotels & Resorts in 2013 as Taiwan's first international five-star hotel with the "Grand" designation. Now part of Marriott International, the hotel is conveniently located in the heart of Taipei's business and political district, near Taipei Main Station, high-speed rail, metro, and airport express hubs, making it an ideal destination for both business and leisure travelers.

The hotel features 688 guest rooms, executive floors, and exclusive lounges, providing well-appointed spaces for relaxation. It houses nine unique dining venues offering Chinese, Western, Japanese, and Thai cuisines, a banquet hall accommodating up to 1,800 guests, and multifunctional meeting rooms, all delivering exquisite culinary experiences. The hotel has repeatedly received "4 Pavilions" in the Michelin Guide Taipei for superior comfort, with its restaurants also earning Michelin stars and recommendations.

On the 17th floor, the Sheraton Taipei Club offers an outdoor pool, sauna, steam room, spa, and a professionally equipped gym with personal trainers, providing ample opportunities for relaxation and rejuvenation.

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

# SHERATON GRAND TAIPEI HOTEL

## TAIWAN MICHELIN GUIDE — GUEST HOUSE

2018-2022 Awarded 「2-star Michelin Restaurant」  
2023 Awarded 「1-star Michelin Restaurant」



# SHERATON GRAND TAIPEI HOTEL



## TAIWAN MICHELIN GUIDE — THE DRAGON

2018-2023 Awarded  
「Michelin The Plate Restaurant」





My Humble House Hospitality Management Consulting Co. Ltd inaugurated Le Méridien Taipei in December 2010. Situated in Taipei’ s most fashionable and culturally distinguished area, the Xin Yi District, it is a contemporary art hotel that offers infinite space for exploration.

The chic and timeless architecture comes with 160 rooms and suites, four unique restaurants and bars, one bakery/souvenir shop and sophisticated meeting facilities covering 1620m<sup>2</sup>.

Using contemporary art as the leading concept, Le Méridien Taipei has chosen the theme of “Light and Shadow” to harmonize with the hotel’ s interior space. Le Méridien Taipei has gathered over 700 original artworks. Each artist’ s discerning creativity will revive guests’ sensory experience, inspiring an unprecedented visual journey and a creative mindset.

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

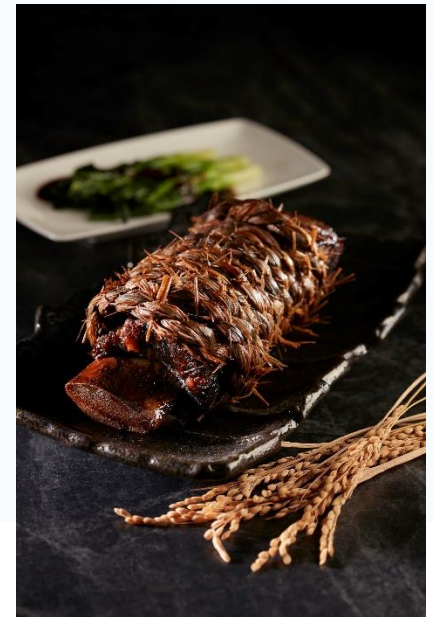


# LE MERIDIEN TAIPEI



## TAIWAN MICHELIN GUIDE — THE DRAGON

2018-2023 Awarded  
「Michelin The Plate Restaurant」



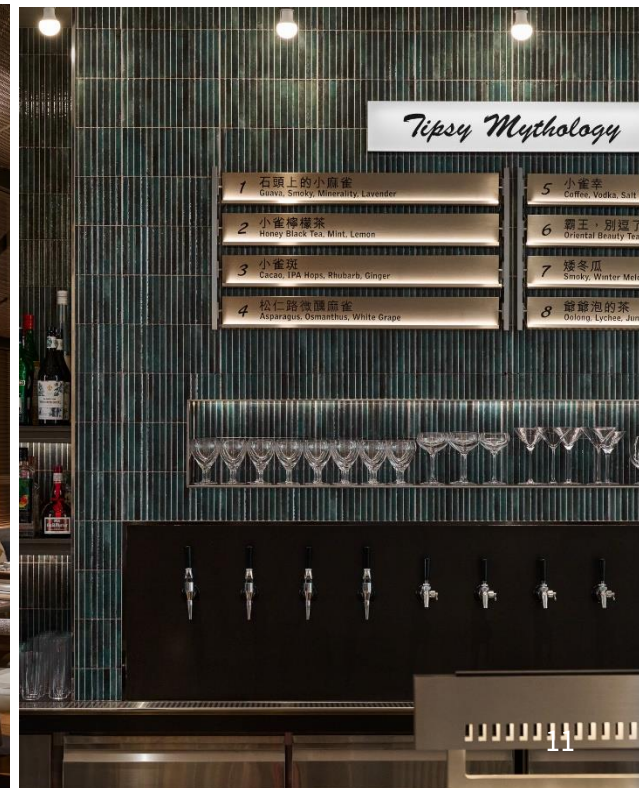
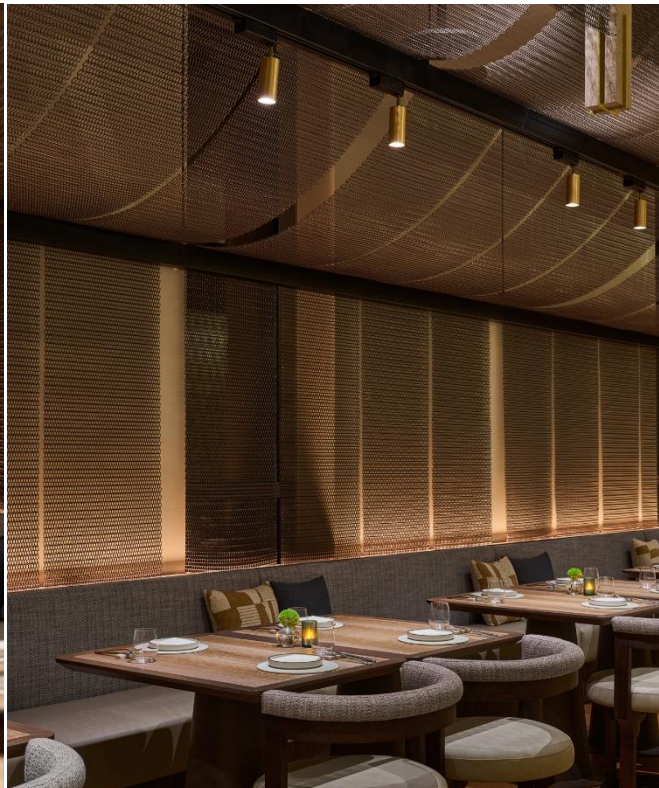
# NEW BRAND | DRIP & DOUGH

This select store is situated in the Xinyi District and offers a tranquil and comfortable wooden-themed space with a modern artistic atmosphere in a peaceful corner of the city. Combining exquisite baking with light meals and hand-poured coffee, it invites you to indulge in delightful moments.




# NEW BRAND | TIPSY Sparrow

This spot is built with a Michelin-starred chef and a world-top mixologist, which offers a "new American brasserie" vibe, mixing American and French flavors with modern twists on classic dishes. Guests can also sip on cocktails infused with Taiwanese tea or choose from specially crafted drinks at the outdoor bar, making it an ideal spot for lively nightlife.



- | Tippy Mythology                                   |                                  |
|---|----------------------------------|
| 1 石頭上的小雀巢<br>Gruyere, Smoky, Minerality, Lavender | 5 小雀巢<br>Coffee, Vodka, Salt     |
| 2 小雀巢櫻茶<br>Honey Black Tea, Mint, Lemon           | 6 霸王, 別逗了<br>Oriental Beauty Tea |
| 3 小雀巢<br>Cacao, IPA, Hops, Rhubarb, Ginger        | 7 矮冬瓜<br>Smoky, Winter Melon     |
| 4 松仁路微醺而省<br>Asparagus, Osmanthus, White Grape    | 8 蜜蜜泡的茶<br>Oolong, Lychee, Jun   |



My Humble House Hospitality Management Consulting has opened its first resort hotel and in-house brand, a leap beyond urban Taipei into surrounding cities! MU JIAO XI HOTEL has commissioned Asian artists and the world-renowned LTW hotel design team to integrate contemporary art into culture, curating an elegant, relaxing and tasteful space.

MU JIAO XI HOTEL and MU JIAO XI RESERVE, 2 architectural styles, offer a total of 190 guest rooms, featuring 6 room types. Contemporary room spaces showcasing minimalism design, ranging from 12 to 90 pings, offers a retreat back to the basics. Every guestroom is outfitted with a private hot springs tub. There are 4 unique restaurants and a souvenir shop. MU JIAO XI HOTEL features outdoor hot springs, children's play area, general hot springs, outdoor pool, fitness center and MU PET HOUSE. 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)905-8000

Transportation : 《Freeway No 5》 Exit TOU CHENG Interchange

礁溪寒沐酒店

MU JIAO XI HOTEL

# 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.



# MU JIAO XI HOTEL

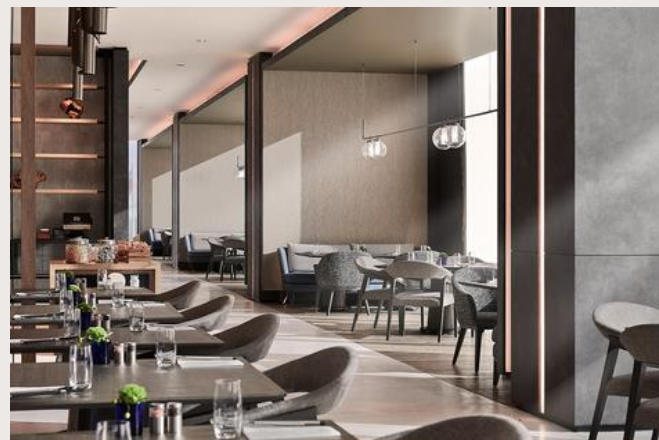
## FOOD AND BEVERAGE

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

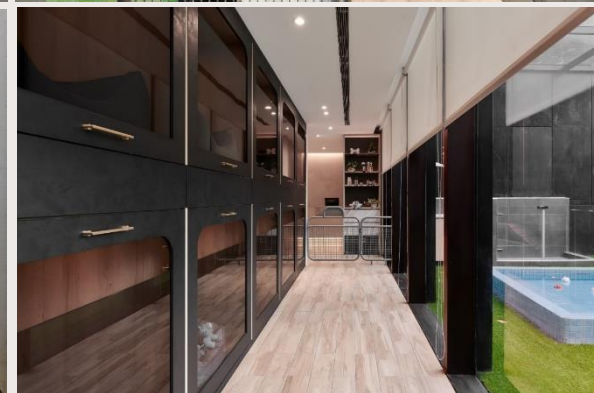
MU BAR (MU JIAO XI HOTEL 1F)

MU TABLE (MU JIAO XI HOTEL 2F)

CHUAN HUI (MU JIAO XI HOTEL 3F)



# MU JIAO XI HOTEL



## MU PET HOUSE

The first floor of MU PET HOUSE features 16 dedicated pet suites, offering premium accommodations and basic grooming services, ensuring your pets enjoy comprehensive and luxurious care.

# MUMU FUSION STORE

MUMU Fusion Store operating hours are from 9:30 AM to 7:00 PM daily, and offers a wide range of souvenirs and take-out meals, including baked goods, alcoholic beverages, frozen foods, snacks, and groceries, totaling over a hundred items.







寒居酒店

HUMBLE BOUTIQUE HOTEL

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 Taipei's unique urban lifestyle. The hotel has become a focus of the community and has created 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-integrated building / boutique hotel. The entire 24 storey building was designed by RDAI, a long time collaborator of Hermès, the fashion brand. 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: "He suddenly came upon a peach grove. At the end of the grove, he saw a spring which came from a cave in the hill. After a dozen steps, it opened into a flood of light."

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

Tel. : (02)6600-8000

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



# HUMBLE BOUTIQUE HOTEL

## CORNER OF THE CITY ENRICH YOUR 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.

# HUMBLE BOUTIQUE HOTEL

## ROOM

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.

In response to environmental protection, the bathing equipment is refillable in large tanks, and glass bottles of sparkling water are provided in the room, reducing the use of bottled water and disposable equipment, and achieving the concept of environmental co-prosperity and friendliness.

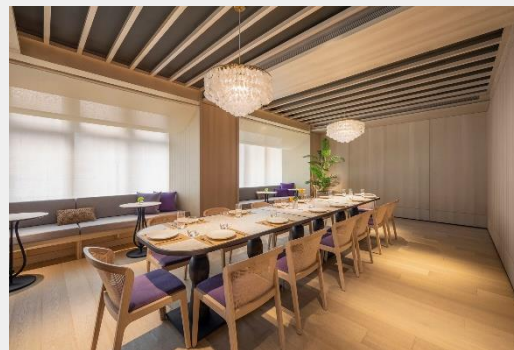


# HUMBLE BOUTIQUE HOTEL

## 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.



# HUMBLE BOUTIQUE HOTEL

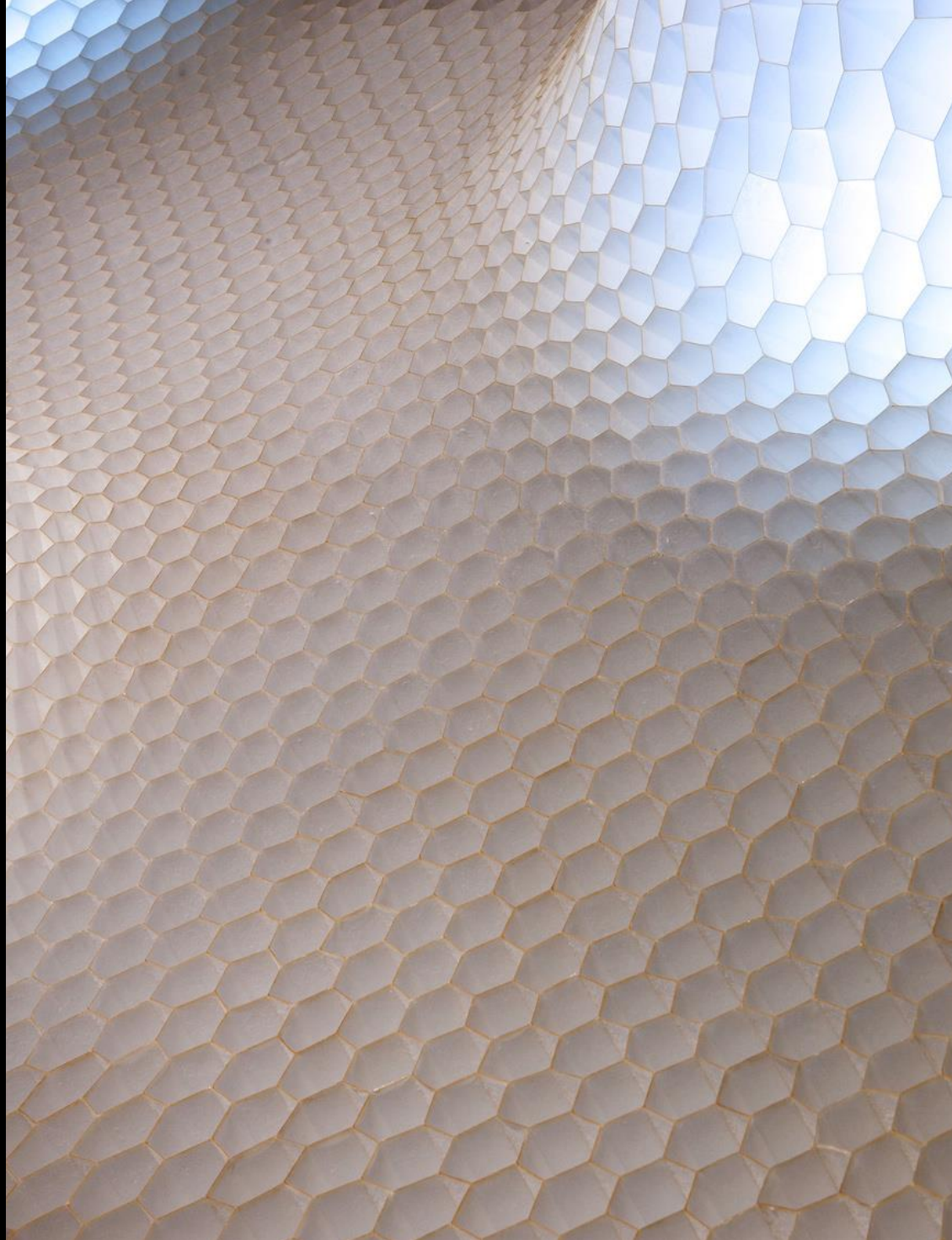


## RECHARGE | FACILITIES

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.

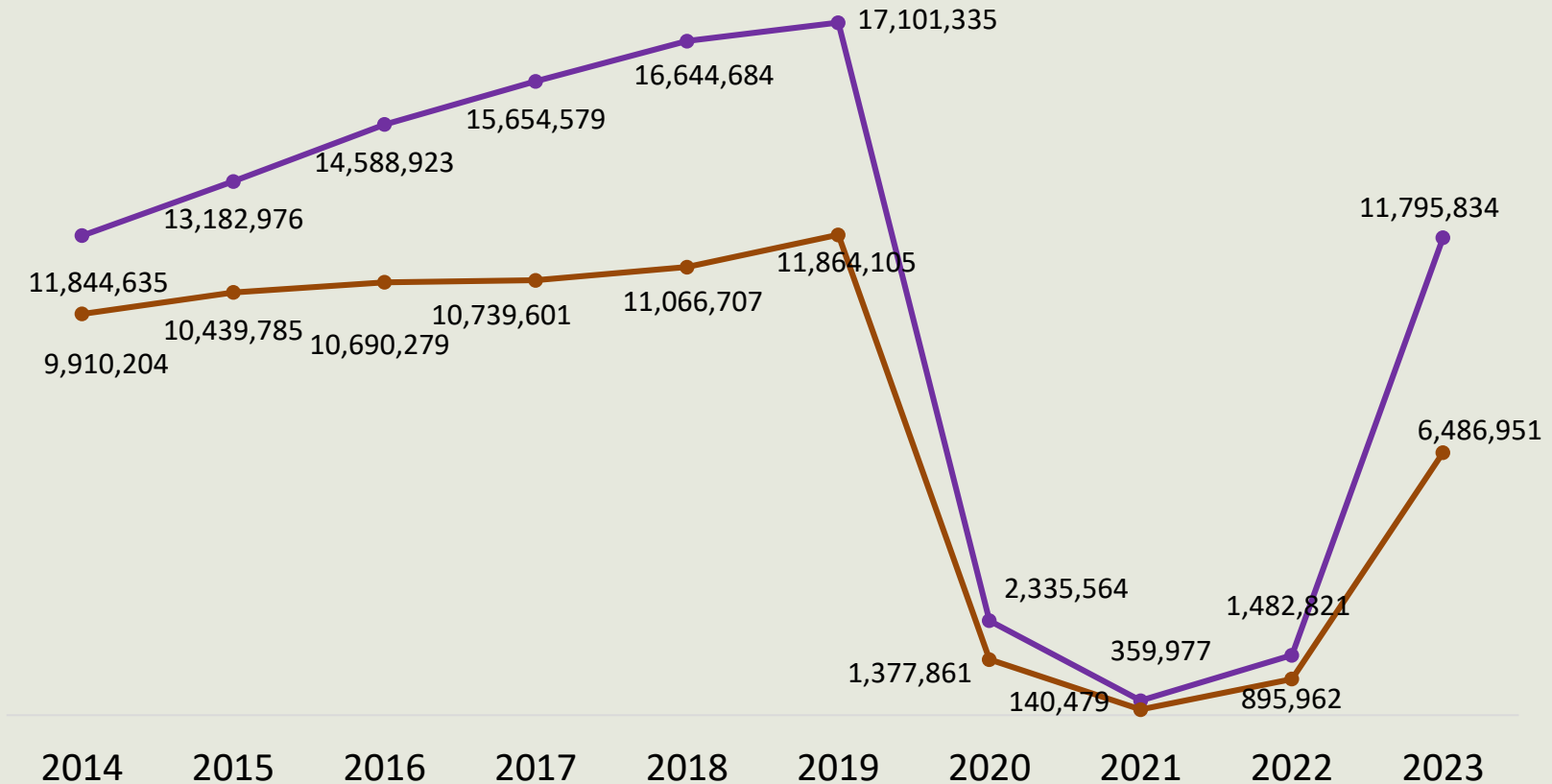


# INDUSTRY OVERVIEW



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

Unit : people of visiting



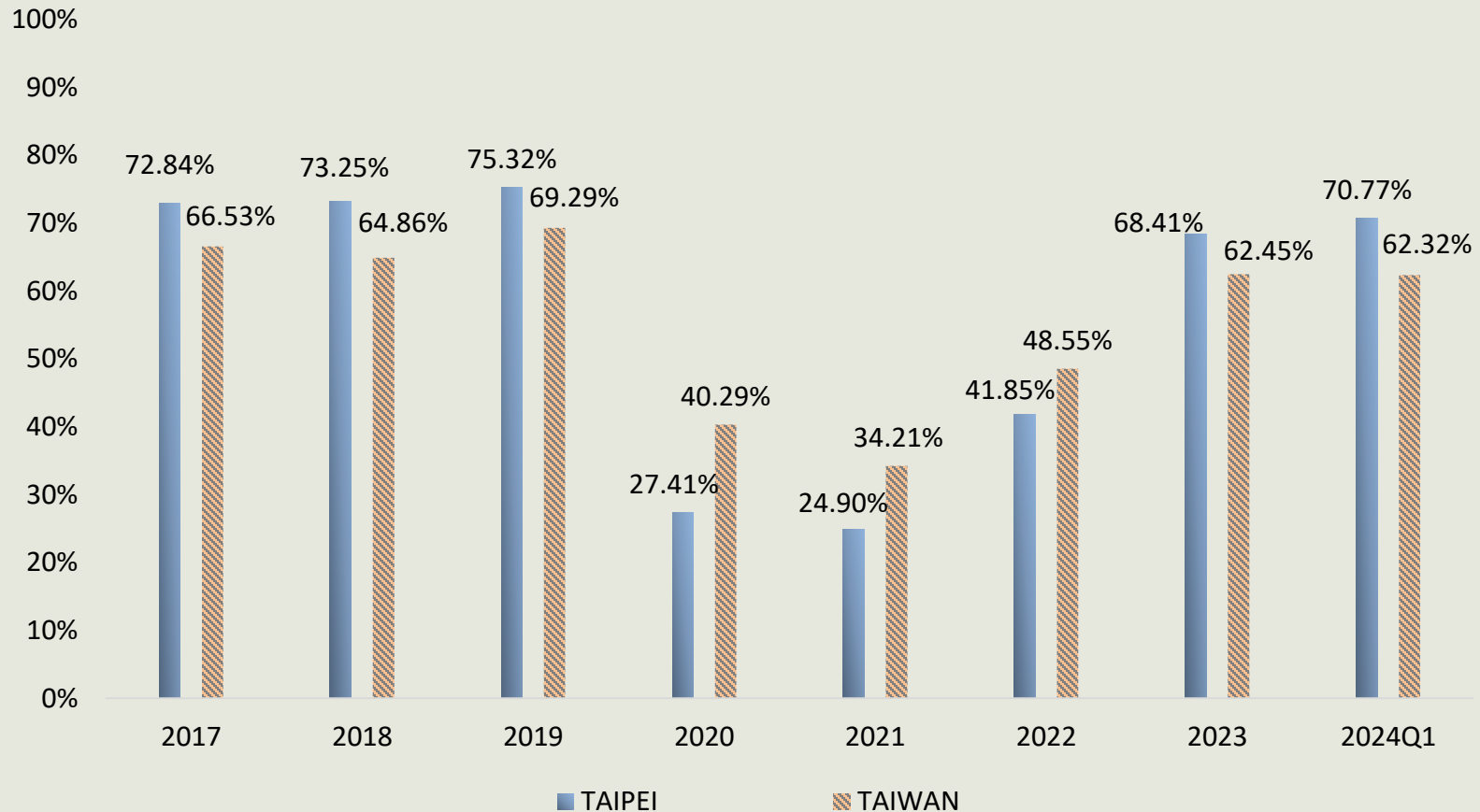
\*January to May 2024: 3,241,811 arrivals in Taiwan, 6,701,500 departures from Taiwan.

\*January to May 2023: 2,179,235 arrivals in Taiwan, 3,793,717 departures from Taiwan

\*January to May 2023: 5,044,562 arrivals in Taiwan, 7,043,529 departures from Taiwan

Source: Statistics of the Tourism Bureau, MOTC.

# International Hotel Average Occupancy Rate Taipei vs. Taiwan

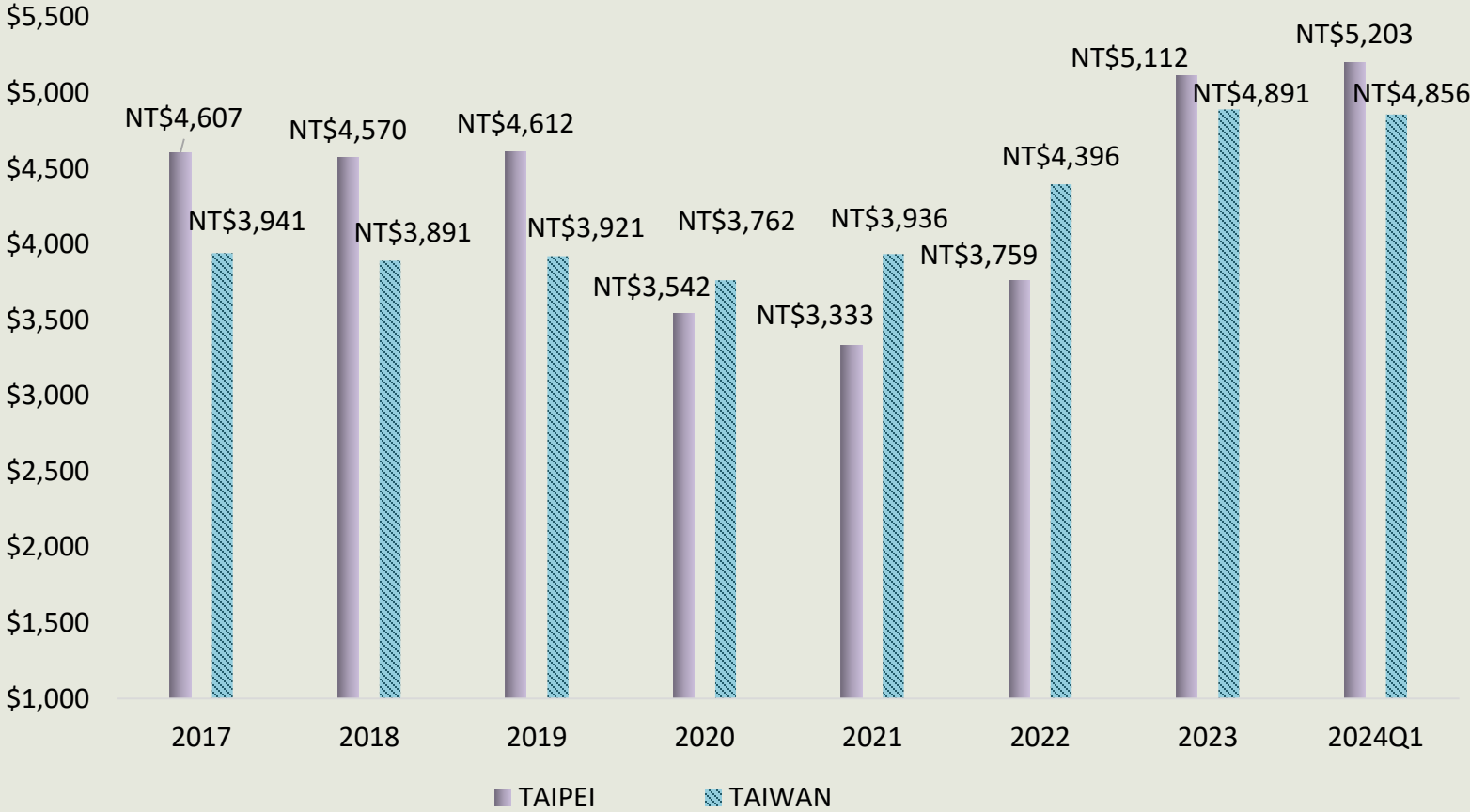


- The period from 2020 to 2022 was during the pandemic, and the borders reopened in October 2022

Source: Statistics of the Tourism Bureau, MOTC.



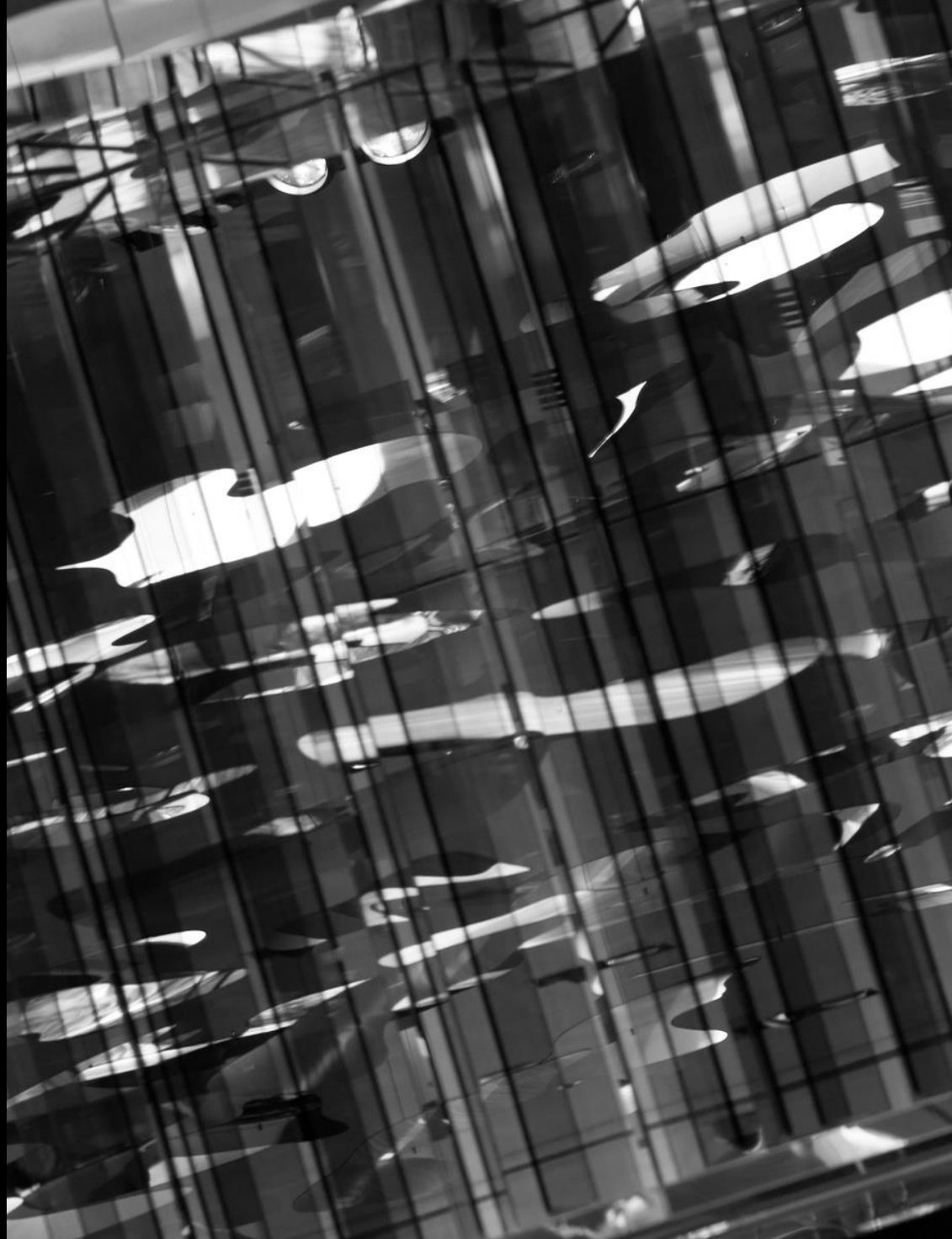
# International Hotel Average Rate Taipei vs. Taiwan



- The period from 2020 to 2022 was during the pandemic, and the borders reopened in October 2022

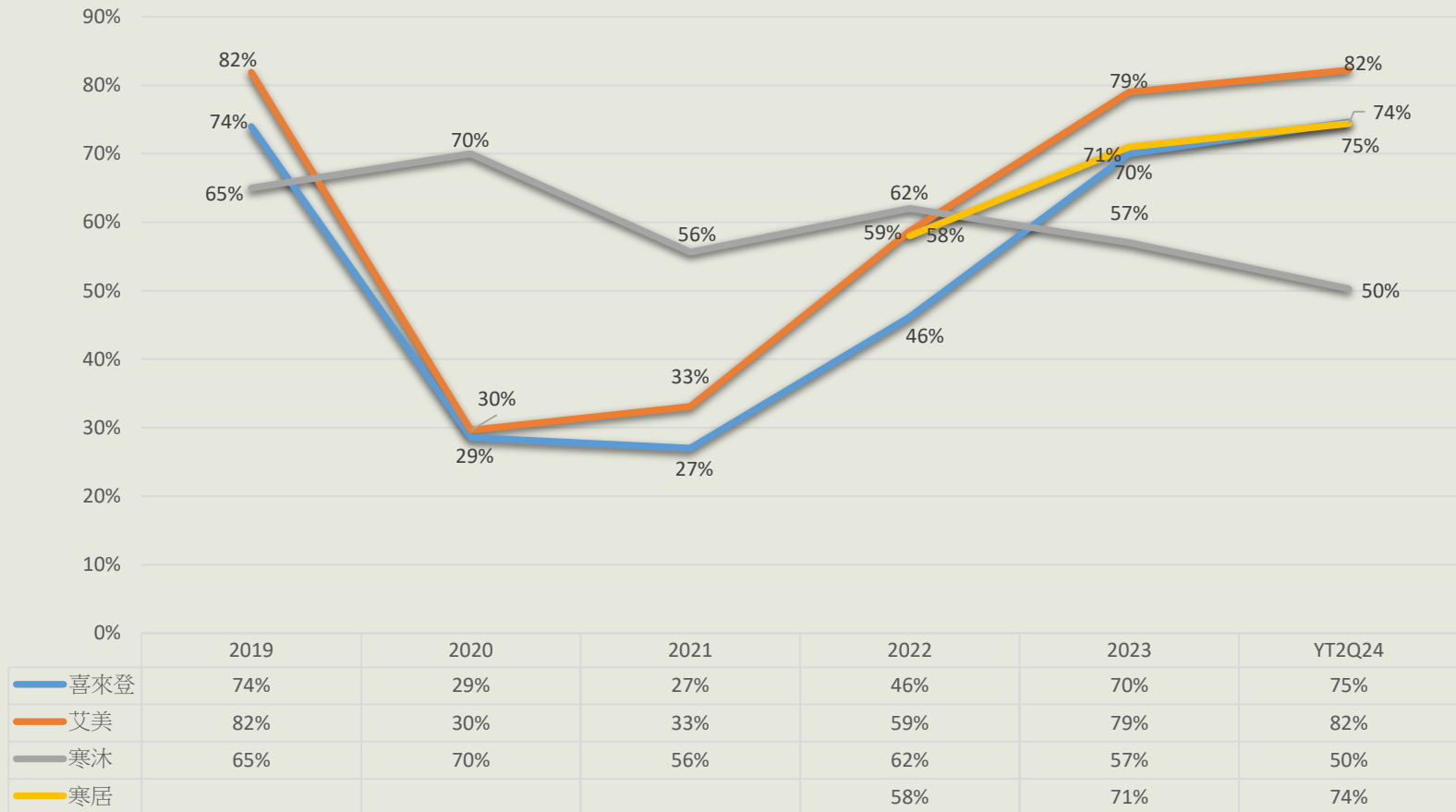
Source: Statistics of the Tourism Bureau, MOTC.

OPERATIONAL  
PERFORMANCE



# AVERAGE OCCUPANCY RATE OF EACH HOTEL

Average occupancy rates of each hotel from 2019 to 2024 Q2

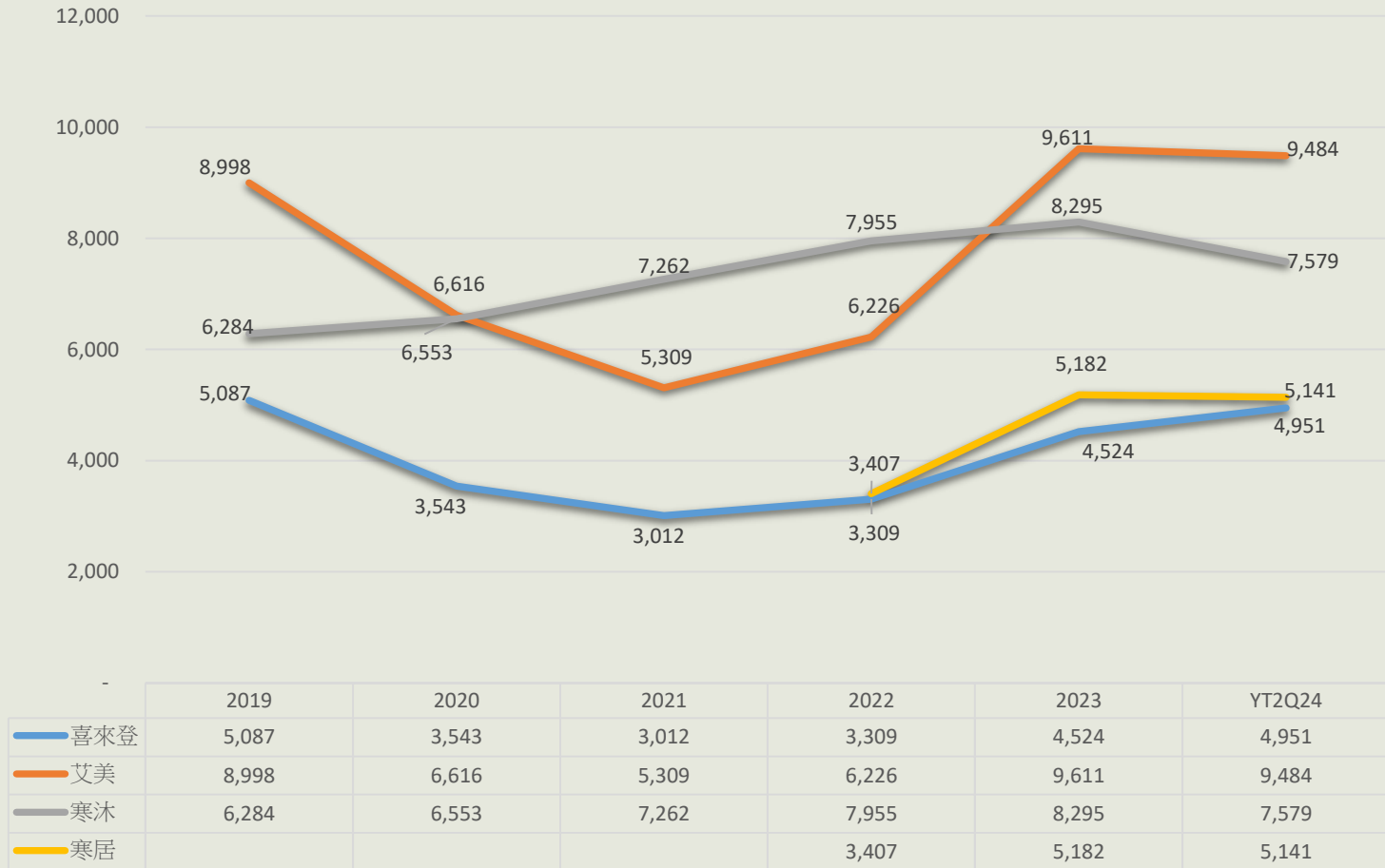


— Sheraton Grand Taipei Hotel — Le Méridien Taipei — MU JIAO XI HOTEL — HUMBLE BOUTIQUE HOTEL

# AVERAGE ROOM RATES OF EACH HOTEL

Average room rates of each hotel from 2019 to 2024 Q2

Unit: NT dollar

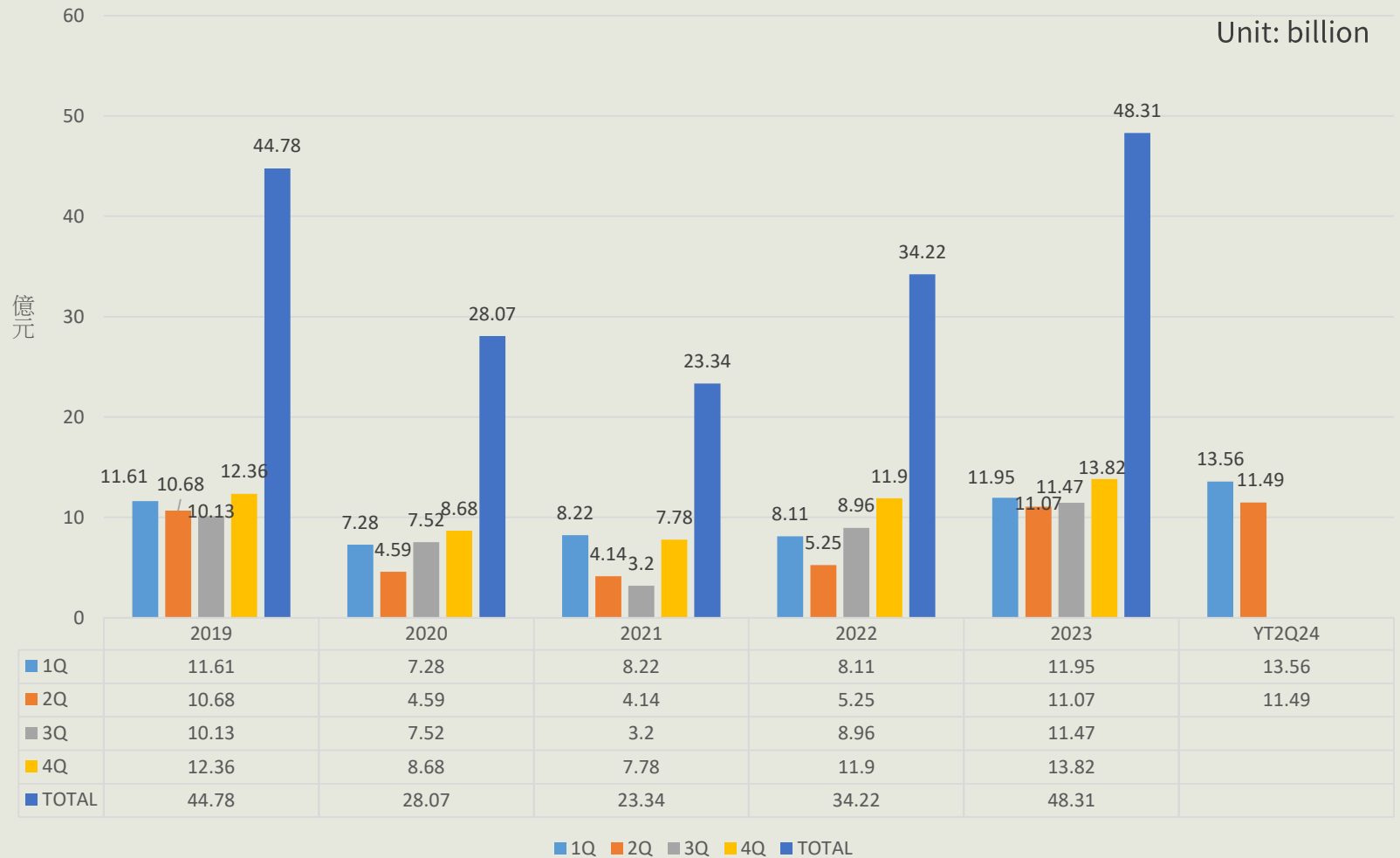


— Sheraton Grand Taipei Hotel 
 — Le Méridien Taipei 
 — MU JIAO XI HOTEL 
 — HUMBLE BOUTIQUE HOTEL

Source: The company & Statistics of the Tourism Bureau, MOTC.

# REVENUE ANALYSIS

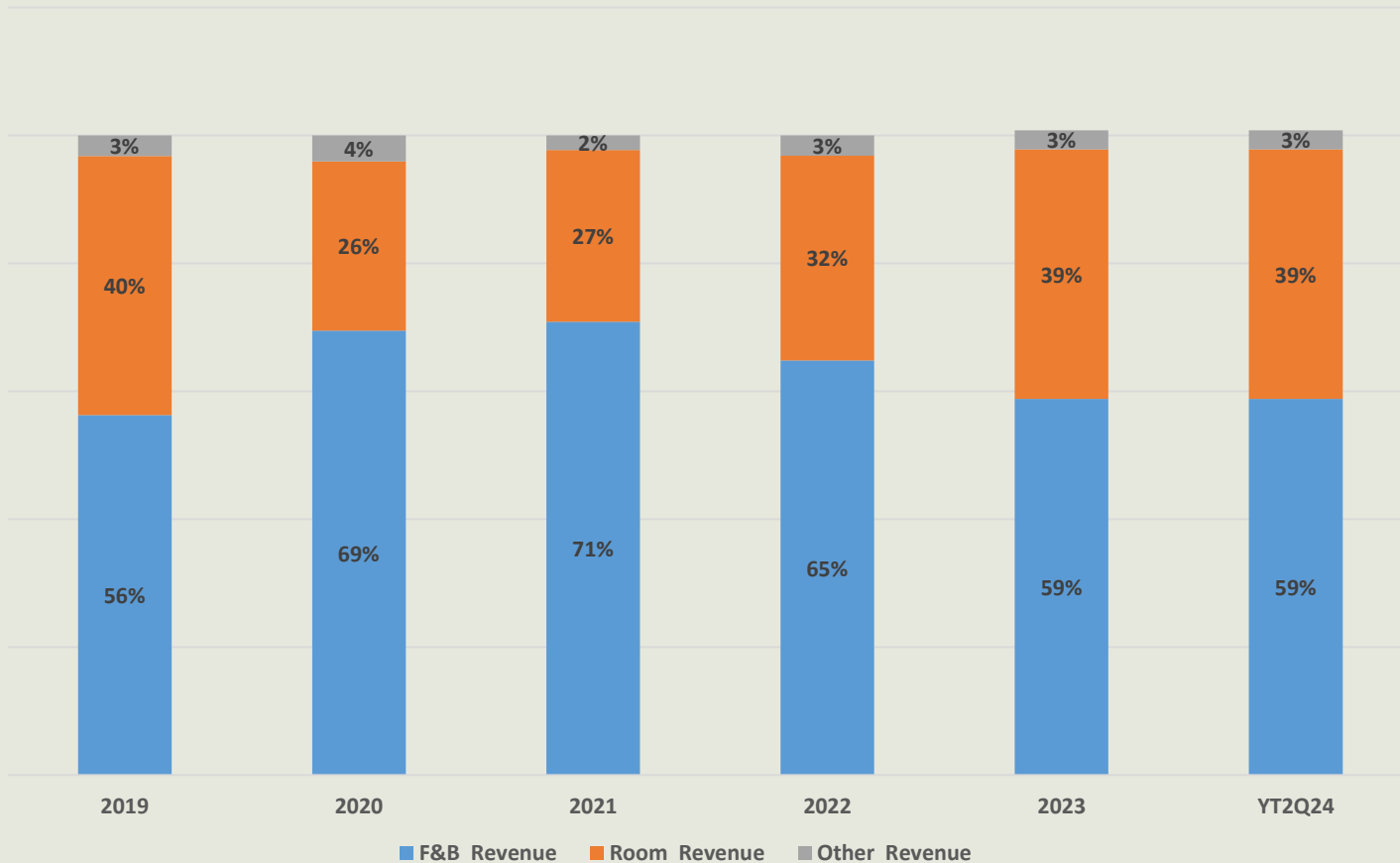
## Comparison of Annual Quarterly Revenue from 2019 to 2024 Q2



Source: The company consolidated financial reports

# DEPARTMENT REVENUE BREAKDOWN

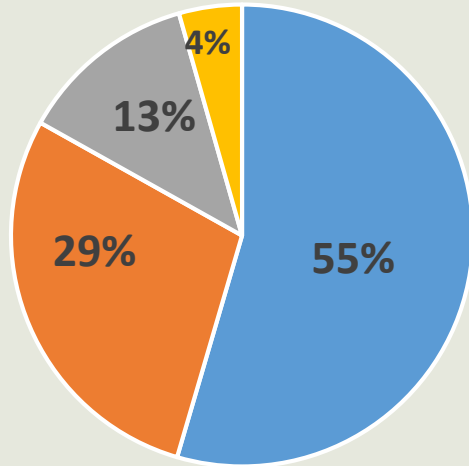
Percentage of Departmental Revenue from 2019 to 2024 Q2



Source: The company consolidated financial reports for Each Fiscal Year and Quarter

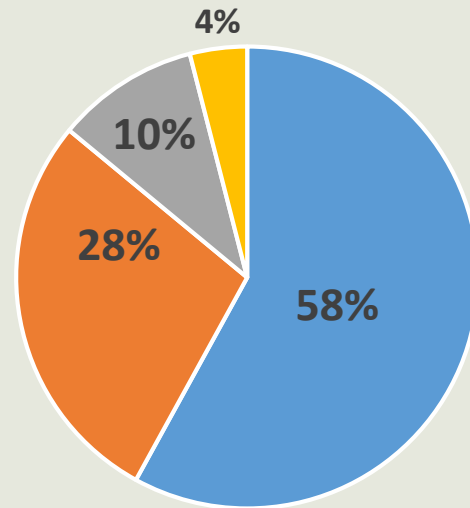
# HOTEL REVENUE BREAKDOWN

Percentage of Revenue for Each Hotel in 2023



- Sheraton Grand Taipei Hotel
- Le Méridien Taipei
- MU JIAO XI HOTEL
- HUMBLE BOUTIQUE HOTEL

Percentage of Revenue for Each Hotel from Jan. to Jun., 2024



- Sheraton Grand Taipei Hotel
- Le Méridien Taipei
- MU JIAO XI HOTEL
- HUMBLE BOUTIQUE HOTEL

Source: The company

# NET INCOME AND EPS

Net income and EPS 2019-2024 Q2



|                     | 2019 | 2020  | 2021  | 2022  | 2023 | YT2Q24 |
|---------------------|------|-------|-------|-------|------|--------|
| Net income(billion) | 1.23 | -3.51 | -7.19 | -3.38 | 4.14 | 5.19   |
| EPS(dollars)        | 1.11 | -3.15 | -7.86 | -3.69 | 4.52 | 5.67   |

Net income(billion) EPS(dollars)



OPERATION  
STRATEGY  
& PLANNING



# OPERATION STRATEGY & PLANNING



## SALES AND MARKETING STRATEGY

- Optimize revenue structure by revisiting the group's marketing and business processes, focusing on revenue growth through pricing, inventory management, and market segmentation to maximize room business revenue.
- Leverage the group's ESG commitments to attract international and domestic corporate clients, emphasizing sustainability, social responsibility, and environmental practices. Showcase the hotel's sustainability commitment through ESG reports to increase the likelihood of corporate client deals.
- Collaborate with Michelin-starred chefs to enhance dining experiences, partner with renowned chefs in the domestic and international culinary markets, and engage in cross-industry alliances with popular products to create market buzz.
- Continue to carefully evaluate the expansion of new business locations and management outsourcing services.

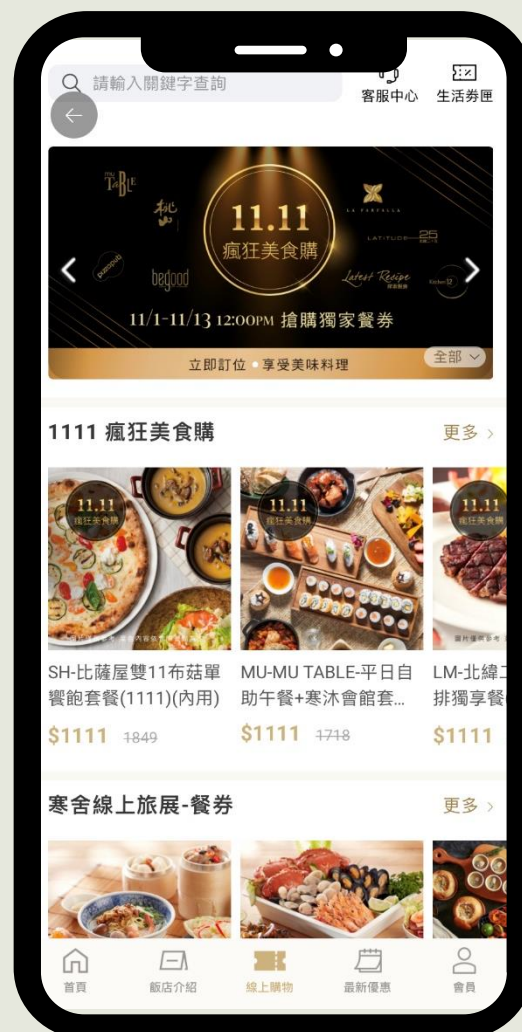
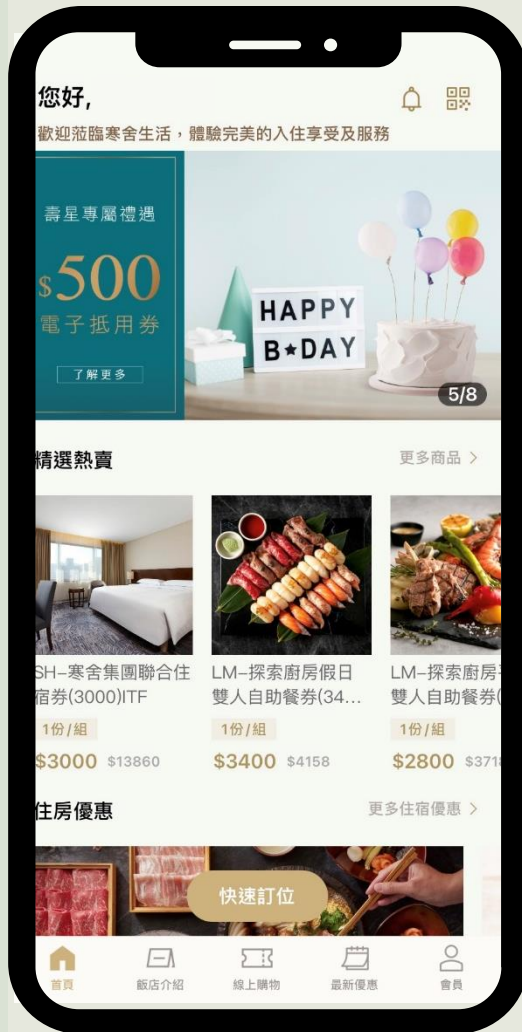
## MANPOWER PLANNING

- In response to ongoing labor shortages, adjust recruitment strategies, optimize salary structures and employee benefits, deepen industry-academia collaboration, and diversify the workforce to reduce labor gaps and increase employee retention rates.

## SHIGH TECHNOLOGY APPLICATION

- Utilize technology tools to overcome the impact of labor shortages by streamlining workflows and improving efficiency. Additionally, use digital technology to build consumer databases and conduct data analysis to enhance product and service quality.

# My Humble Living App



My Humble Living App includes information about MY Humble House Group's hotels, promotional activities, online shopping, online accommodation, and dining reservation services for both dine-in and takeout. Currently, the number of members has exceeded 100,000."

# My Humble Living App



Become a member of the My Humble Living App to enjoy exclusive offers. You can also accumulate points through spending, which can be used to offset in-house expenses

# 寒舍生活 App My Humble Living App



My Humble Living App integrates with the Humble House Gourmet Card service to provide even higher quality service.

ESG  
ENVIRONMENTAL,  
SOCIAL AND  
GOVERNANCE



# CORPORATE SOCIAL RESPONSIBILITY REPORT

My Humble House Group has prepared the ESG REPORT  
for eight consecutive years, since 2016.  
All reports have obtained an 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.
- November 25, 2023, at the Chinese Enterprise Archery League's five-year championship, the MY Humble House Group won its third overall championship in team history.
- According to the archery scores in the league, the "Archery King" of the league is Wei Chun-Heng of the MY Humble House Group, who has won the title four times in the past five years, including three consecutive titles recently.



# CHARITABLE DONATIONS AND COMMUNITY WELFARE

- Since 2013, My Humble House Group Christmas Charity, a yearly event, has been held. During 2020 – 2023, 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.



# PARTICIPATING IN LOCAL GOVERNMENT ACTIVITIES

Humble House Group responded to the "Light Up the Future" 2023 Taiwan Lantern Festival in Taipei organized by the Taipei City Government. As the official supplier, LE MERIDIEN TAIPEI collaborated with Australian artist Amanda Parer to showcase her artwork "Intrude," featuring two large-scale illuminated rabbit sculptures. These installations added vibrancy to the city during the Lunar New Year, creating a captivating display of light and shadows.

On January 11, 2023, a lighting ceremony was held, attended by Taipei City Mayor, Wan-An Chiang, the Director of the Department of Information and Tourism, and the Director of the Department of Economic Development.



# THANKS FOR THE DISASTER RELIEF HEROES

In February 2023, the Taiwan Search and Rescue Team organized a banquet at the Taipei Sheraton, and the Humble House Group fully sponsored a gourmet luncheon for 200 disaster relief heroes, along with a customized "Rescue Dog Exclusive Menu."

The Chairman of the Group presented flowers on behalf of the company and offered unique salt sculptures, as well as "Rescue Dog Snacks and Toys," as tokens of gratitude for the heroes' hard work. The group hopes for the speedy reconstruction of homes in Turkey and Syria.



# ACTS OF KINDNESS, GIVING BACK

- Starting October 2023, Sheraton Grand Taipei Hotel, Le Méridien Taipei, MU JIAO XI HOTEL, and Humble Boutique Hotel under the My Humble House Group began offering "Leopard Cat Rice." This product is grown using non-toxic, pesticide-free, and Stone Tiger-friendly farming methods. Through the "Watershed Recovery" strategy, rice paddies become feeding grounds for the Leopard Cat, allowing those in nearby mountains to enter the paddies to forage, promoting ecological and agricultural coexistence.



# SPECIAL AWARDS

- 2023 August: The Guest House in the Sheraton Grand Taipei Hotel was awarded one Michelin stars in the MICHELIN Guide Taipei, Taichung, Tainan, Kaohsiung 2023. The Dragon in Sheraton Grand Taipei Hotel and My Humble House in Le Méridien Taipei were recommended in MICHELIN SELECTED.
- 2023 November: The hotel was awarded 2023 Happy Enterprise Awards by 1111 Job Bank, and was recognized by the workers and netizens as the best company to work for. HUMBLE BOUTIQUE HOTEL received "The most beautifully designed hotel" of 2023 Taiwan's Most Fabulous Hotel by eztravel.
- 2023 December, Sheraton Grand Taipei Hotel received the "2023 Outstanding Contribution to Industry-Academia Collaboration Award" from New Taipei City.



THANK YOU

