



MY HUMBLE HOUSE
HOSPITALITY MANAGEMENT
CONSULTING

寒舍餐旅管理顧問



Disclaimer

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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 : 1,115,260,000

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

Employees : 1,567 persons (dated Dec. 31, 2020)



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 2020 》

「Guest House」 awarded 2 Michelin Stars-Third Year





台北喜來登大飯店 SHERATON GRAND TAIPEI HOTEL

《 Taipei Michelin Guide 2020 》

「Dragon」 Awarded Michelin Recommended -Third Year

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





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 2020 》

「 My Humble House Restaurant 」 Awarded Michelin Recommended- Third 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



SWITCH X MARIO & LUIGI 's FUN Theme Room; enjoy the FUN with MU!



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)

MU TABLE (MU JIAO XI HOTEL 2F)

CHUAN HUI (MU JIAO XI HOTEL 3F)



礁溪寒沐酒店 MU JIAO XI HOTEL



The first indoor Virtual golf course simulation in a hotel in Yilan
(300inch large wide screen / Ultra high resolution 3D visual)



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.



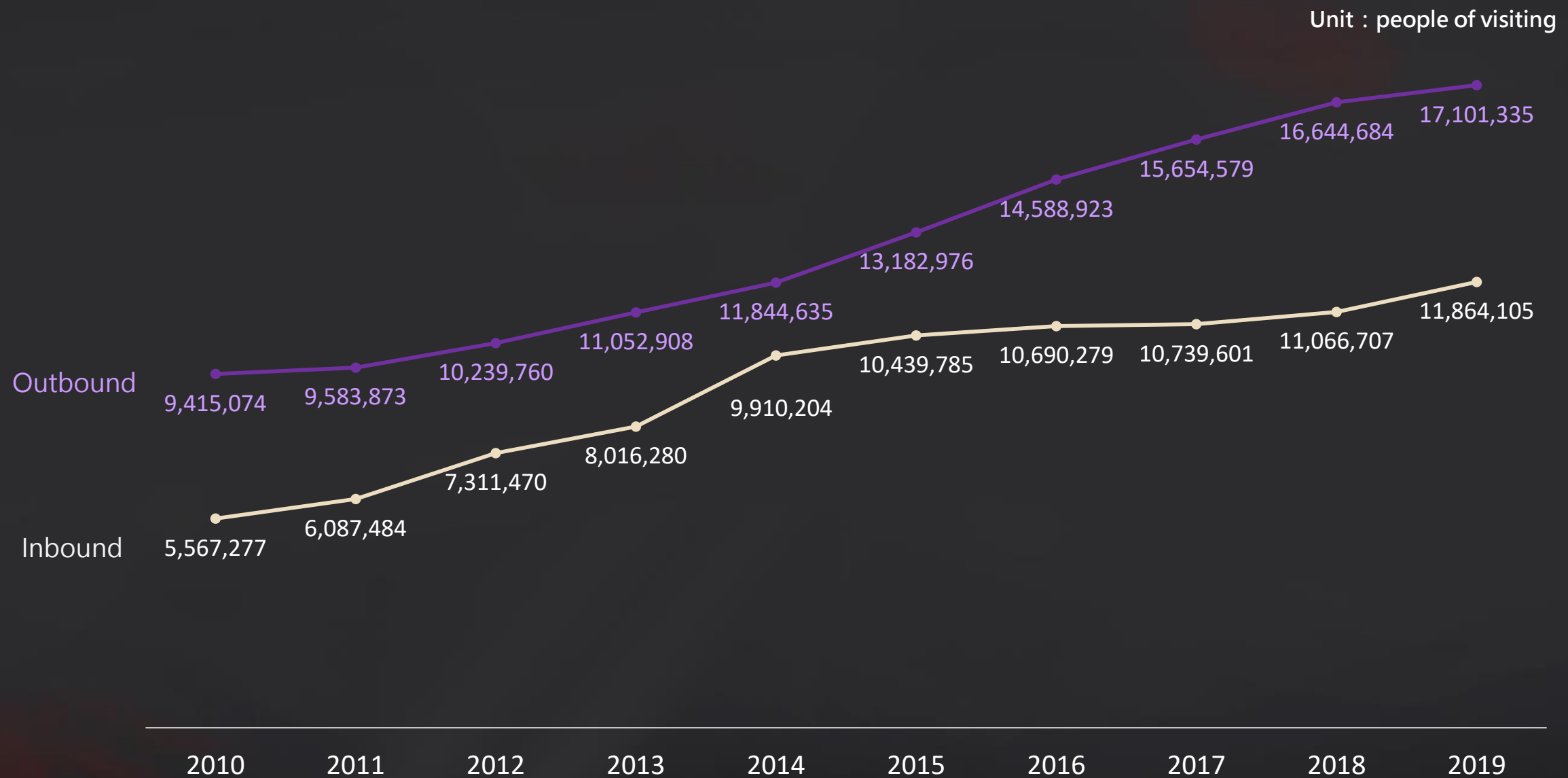
Industry Overview





Industry Overview

Growth of Inbound Travelers and Outbound Citizens over Past Decade



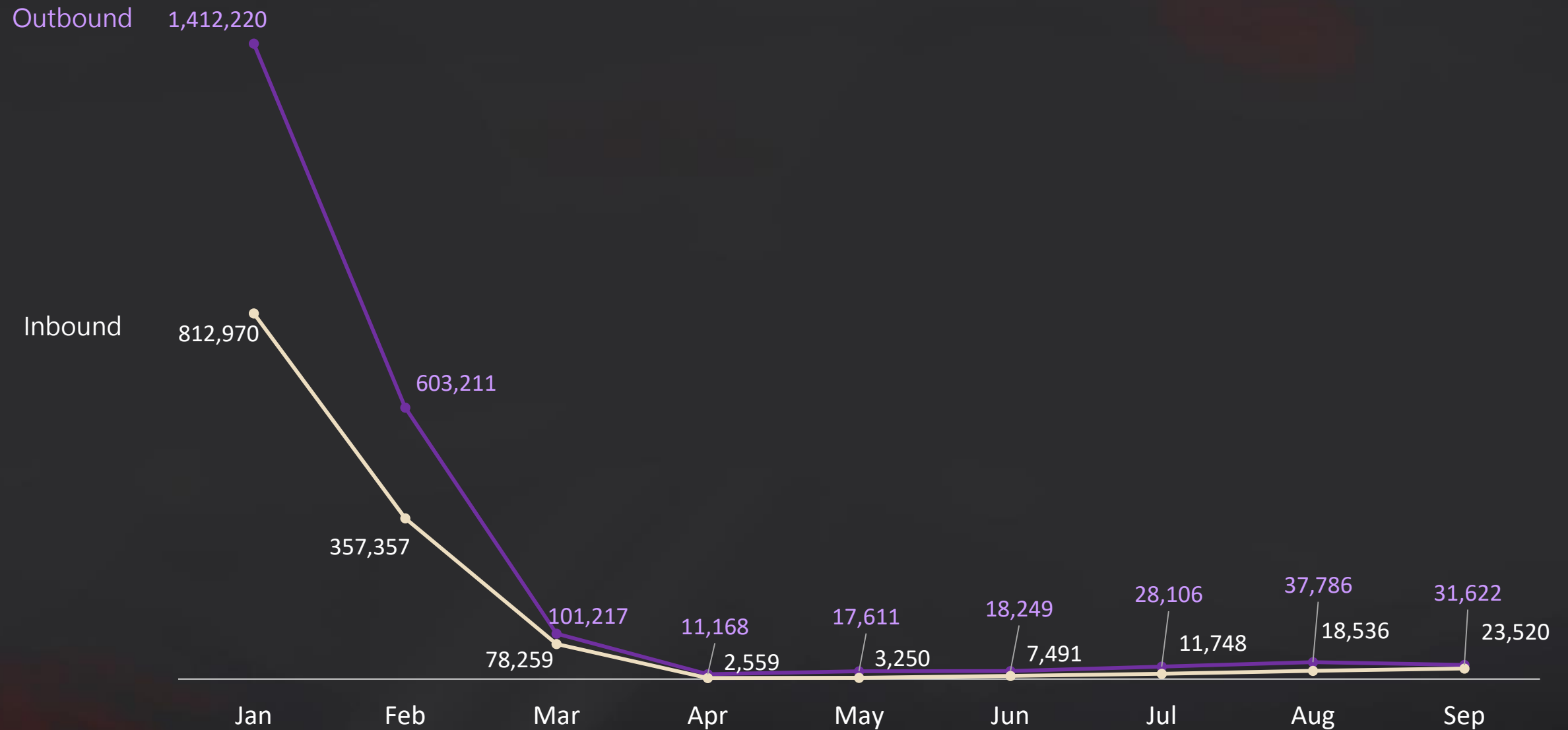
Source: Statistics of the Tourism Bureau, MOTC.



Industry Overview

Growth of Inbound Travelers and Outbound Citizens in 2020

Unit : people of visiting



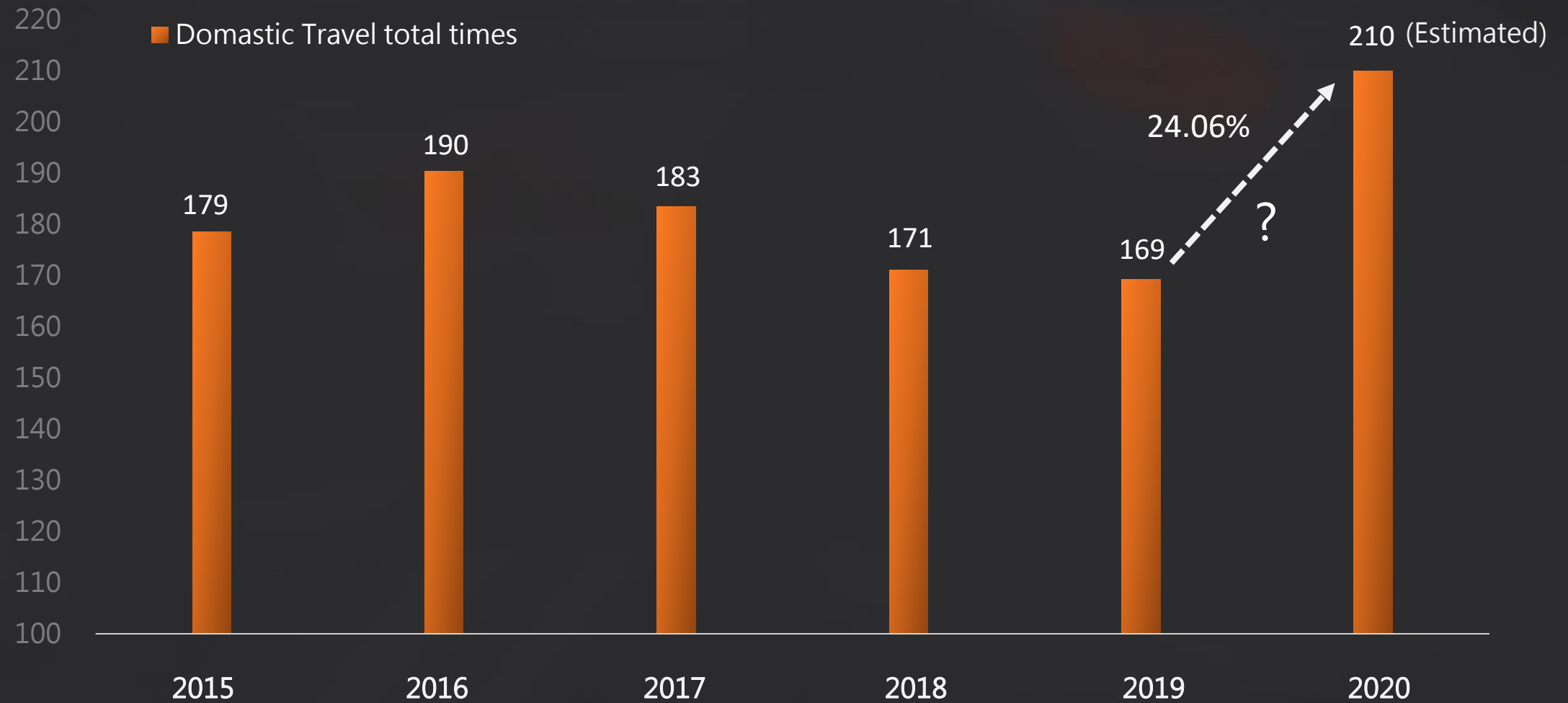
Source: Statistics of the Tourism Bureau, MOTC.



Industry Overview

Tourist Revenue Statistics for the past five years

Unit : 1,000,000 times of visiting



Domestic Travel total Amount
B: Billion

NT\$3,601 B

NT\$3,971 B

NT\$4,021 B

NT\$4,002 B

NT\$4,190 B

No Data

Domestic Citizen Domestic Travel
Per person per spending

NT\$2,017

NT\$2,086

NT\$2,192

NT\$2,203

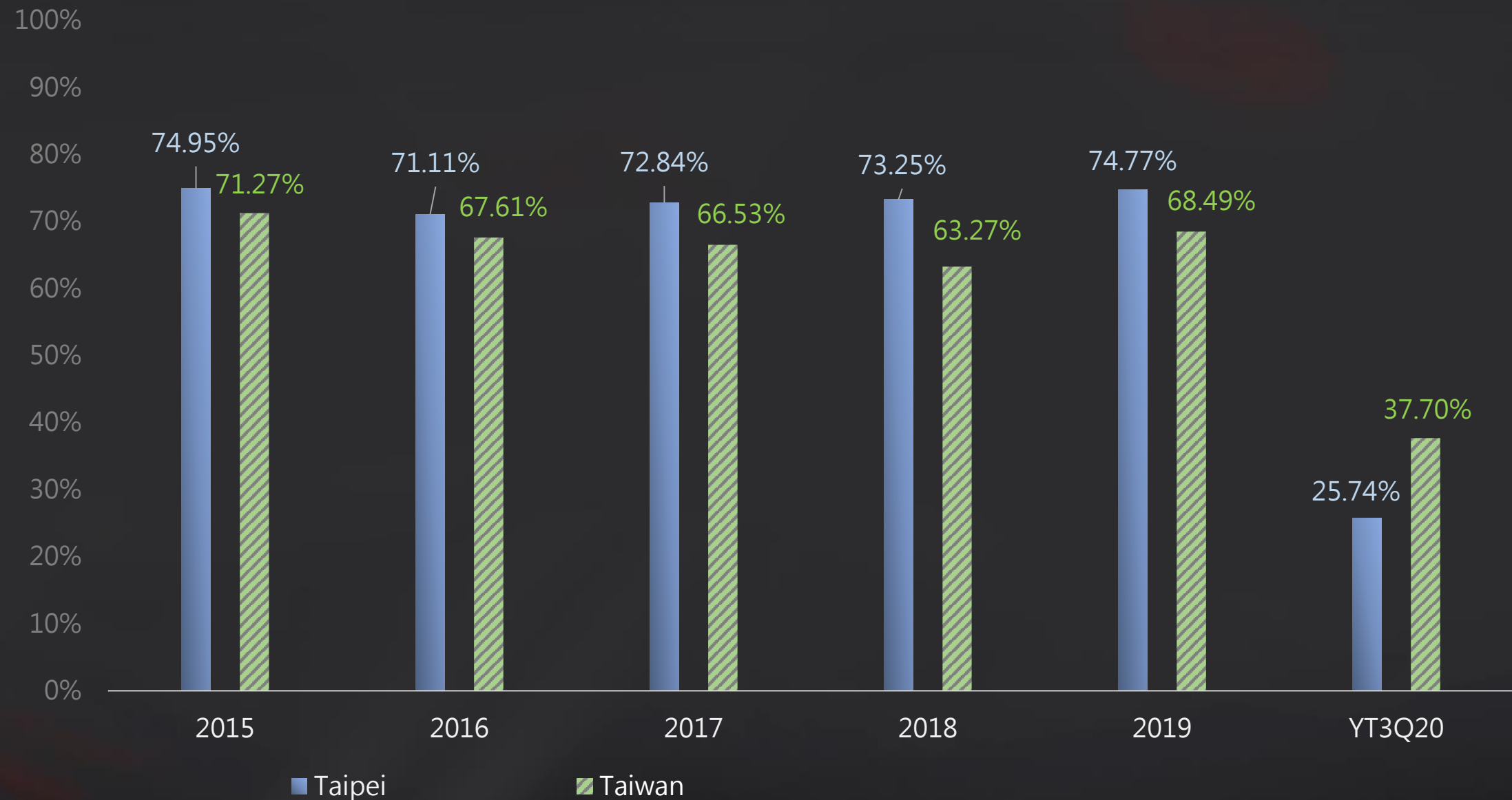
NT\$2,320

Source: Statistics of the Tourism Bureau, MOTC & MOTC Chief Officer



Market Analysis

International Hotel Occupancy Taipei vs. Taiwan

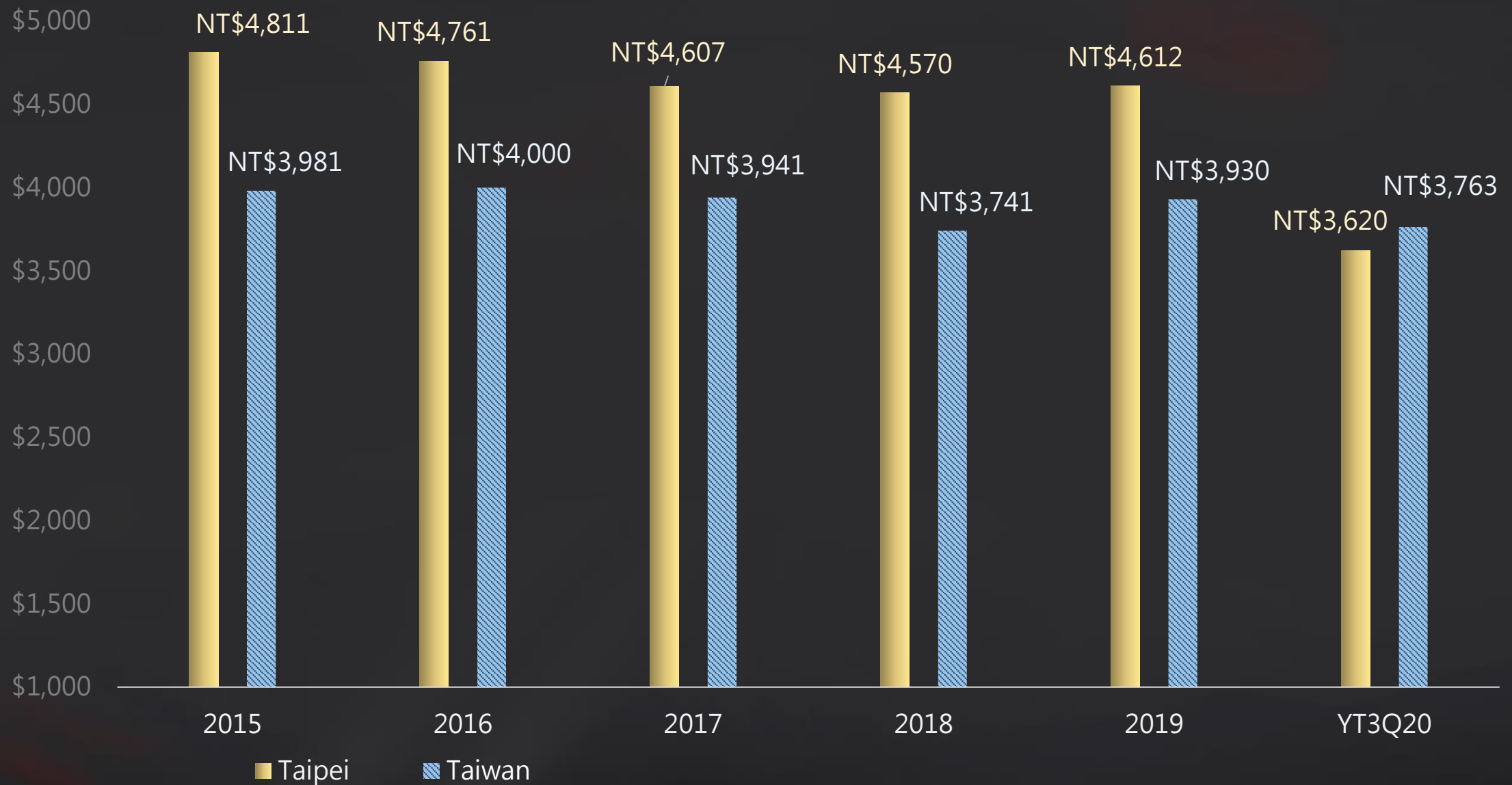


Source: Statistics of the Tourism Bureau, MOTC.



Market Analysis

International Hotel Average Rate Taipei vs. Taiwan



Source: Statistics of the Tourism Bureau, MOTC.



Operational Performance





Consolidated Financial Reports – Sales Revenue & EPS

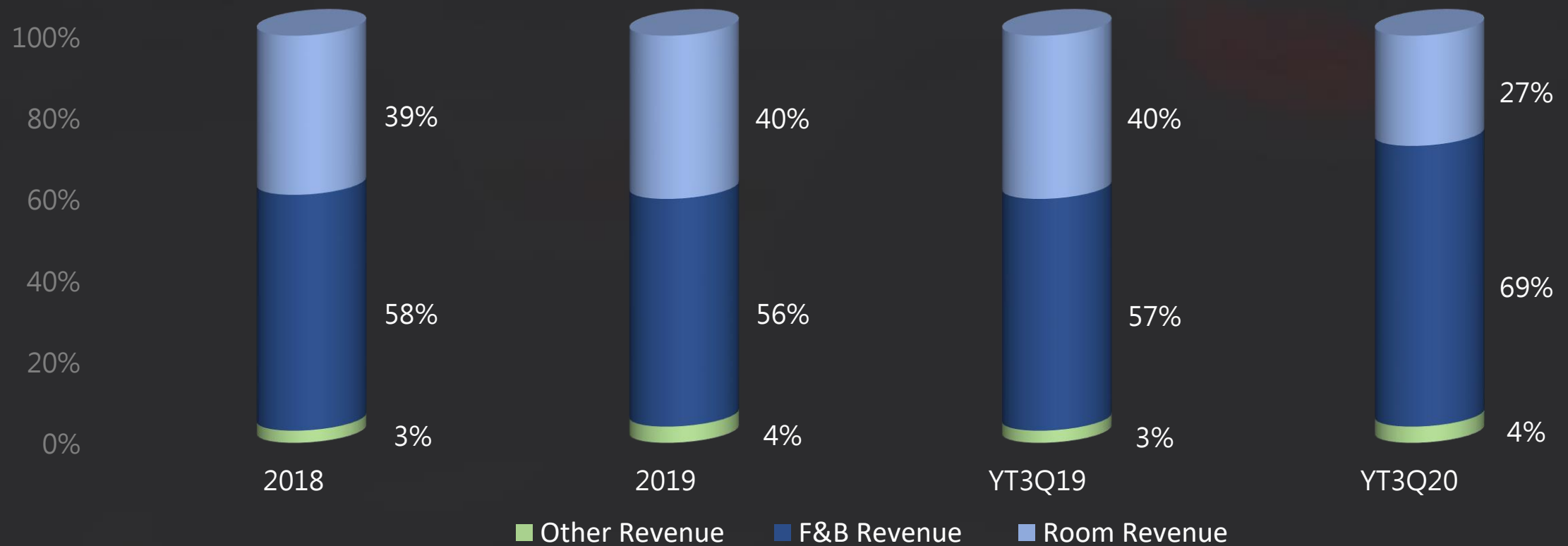
Unit: NT\$100 million

Period	1Q	2Q	3Q	4Q	Total
2019 Net Revenue	11.61	10.68	10.13	12.36	44.78
2019 EPS	0.29	0.01	(0.24)	1.05	1.11
2020 Net Revenue	7.28	4.59	7.52	-	19.39
2020 EPS	(1.74)	(0.70)	(0.27)	-	(2.71)

Source: The company consolidated financial reports



Revenue Ratio of Major Products



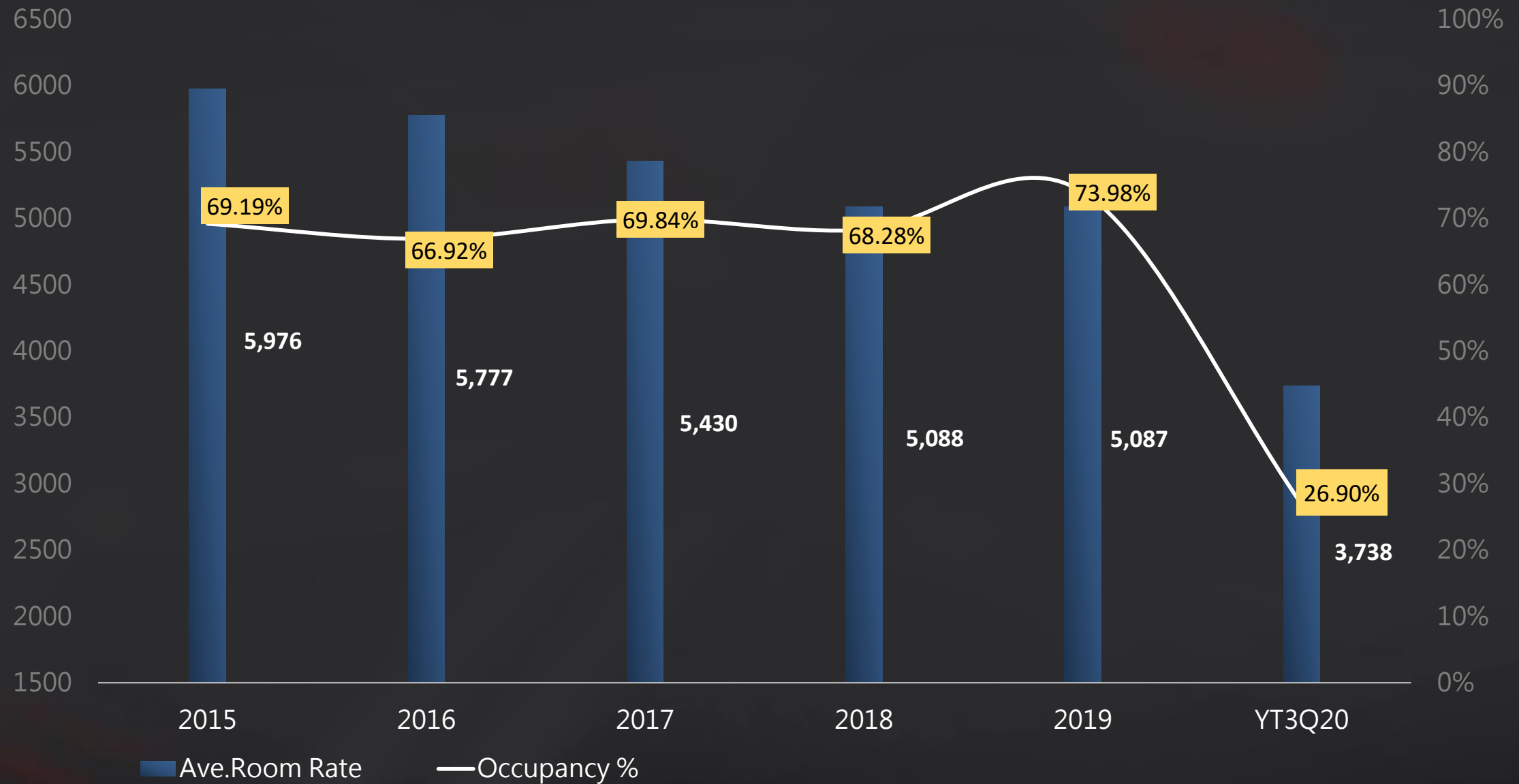
Unit: NT\$100 million

Revenue Period	F&B Revenue	Room Revenue	Other Revenue	Total Revenue
2018	25.44	16.89	1.25	43.58
2019	25.21	18.08	1.49	44.78
YT3Q19	18.40	13.02	1.00	32.42
YT3Q20	13.32	5.28	0.79	19.39

Source: The company consolidated financial reports



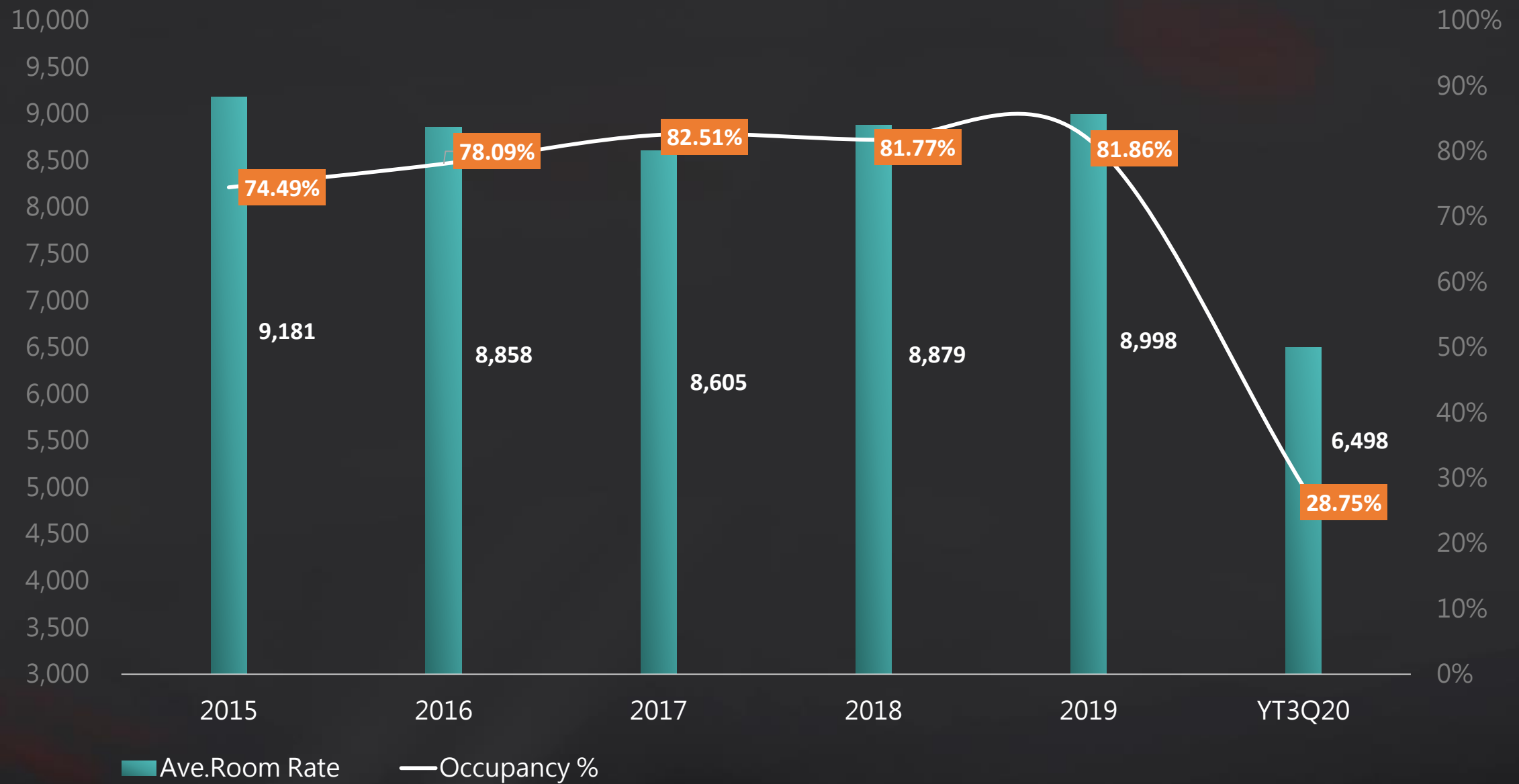
Room Revenue Analysis - Sheraton



Source: Statistics of the Tourism Bureau, MOTC.



Room Revenue Analysis – Le Méridien



Source: Statistics of the Tourism Bureau, MOTC.



Room Revenue Analysis - MU

Items	2018	2019	YT3Q 19	YT3Q 20
Ave. Room Rate	NTD\$6,289	NTD\$6,284	NTD\$6,274	NTD\$6,425
Occupancy	62.8%	64.81%	61.76%	64.54%

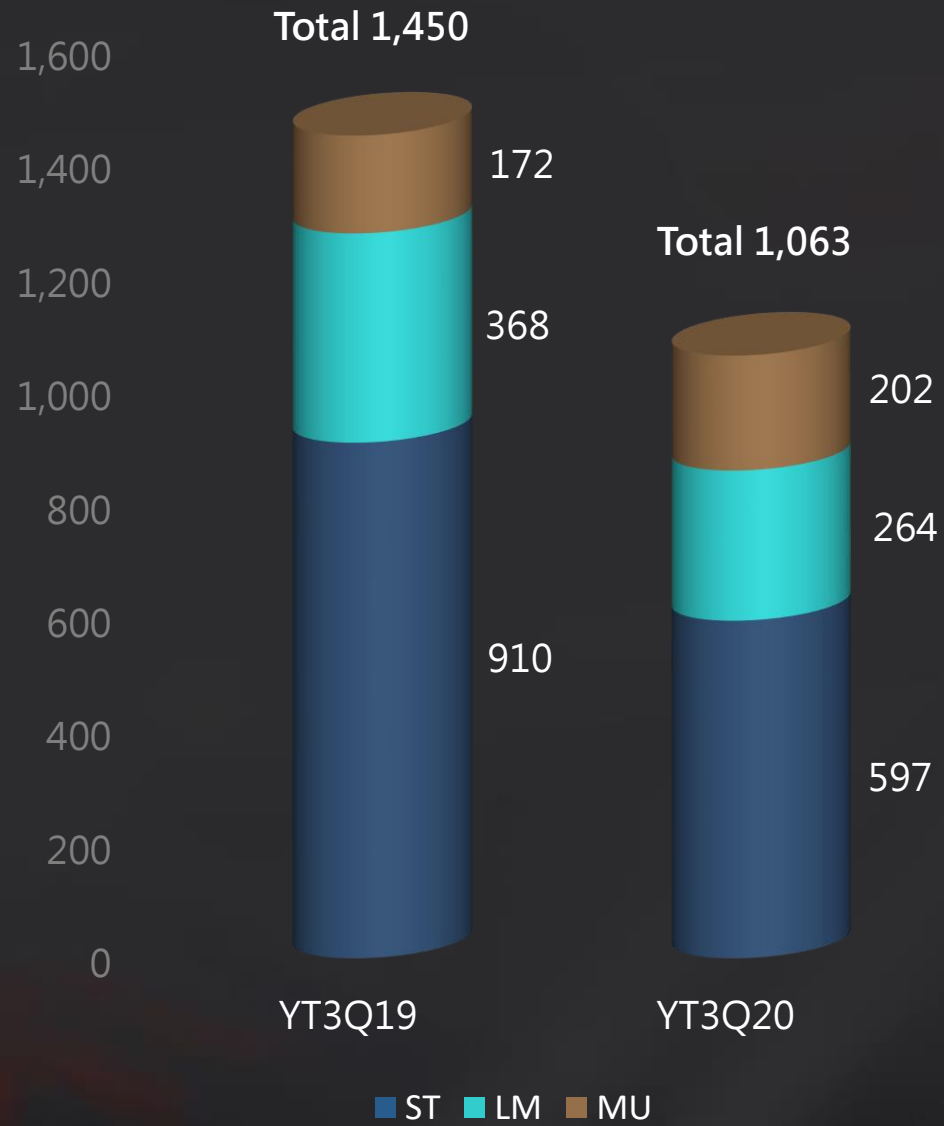
Source : MHH



F&B Revenue Analysis

Visiting Number

Unit: 1,000 Visitors



Ave. Consuming

Unit: NTD/ Visitor



Source : MHH



Dividends over the Years

Unit: NTD; %

Item	2016	2017	2018	2019
Cash Dividend	2.2	1.0	1.0	1.0
EPS	2.63	1.06	1.02	1.11
Payout ratio	84%	94%	98%	90%

Source: Market Observation Post System



ESG

Environmental, Social and Governance





Results of 2019 Corporate Governance Evaluation

Tier Ranking (From high to low)*	Hotel Peers
Top 5%, including 45 listed companies	
6%~20%, 135 listed companies	
21%~35% , 135 listed companies	LDC Hotel Grp
36%~50% , 136 listed companies	MHHG
51%~65% , 135 listed companies	
66%~80% , 135 listed companies	Ambassador, Leofoo Grp & Formosa International Hotel Grp
81%~100% , 180 listed companies	

- A total of 901 TSE listed companies participated in the evaluation in 2019

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



Corporate Social Responsibility Report

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





ESG Actions

Corporate Governance	<ul style="list-style-type: none">January 2019, the board of directors approved the establishment of a corporate governance officer
Value Employees	<ul style="list-style-type: none">Established the "Humble House School" to start succession planningImplemented digital learning app platform.
Food Safety	<ul style="list-style-type: none">Continue to obtain HACCP certification,In house laboratory conducting food inspection,Third party laboratory conducting food inspection
Data Security	<ul style="list-style-type: none">Data security policy and risk management plan have been formulated
Environmental Protection	<ul style="list-style-type: none">Procurement of local food ingredients,Implementation of paperless guest registration cards & billsEnergy, water and waste management analysis
Social Welfare	<ul style="list-style-type: none">Continue to care for environmental protection, social welfare activities and domestic sports talent cultivation



Sponsor Development of Domestic sports Talents



Sponsor domestic sports talents and sports events :

- In 2019 sponsored the Chinese Taipei Archery Association to establish the Humble House Archery Team to cultivate domestic archery players to participate in international competitions and win recognition for Taiwan
- In 2019 sponsored Taipei Fubon Warriors-ABL Southeast Asia Professional League



Care for Ocean Environment



Humble House Group Beach Cleaning Activities :

- Beach cleaning activities at Yongzhen Coastal Recreational Park, Zhuangwei Township, Yilan County
- Number of participants: about 100
- Highlights of the event: Emphasis on environmental protection and beach 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 to help the Arts Promotion Association for the Disable of R.O.C.



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





COVID-19 Pandemic Impact

Country Border control	Taipei International Tourist Hotels and Leisure Hotels are seriously impacted
Demand changes	International tourists, business exhibitions, and aviation crews demands have drop sharply. Demand turning to domestic travel market
Hotel Supply changes	Some hotel brands have withdrawn from the market, while new hotels brands have joined
Government Policy	Relief plan, Safe Travel Promotion, Triple coupon Incentive, National Travel subsidy
Consumption pattern	Food delivery and frozen ready-to-eat products have grown significantly, and video conferencing has replaced business trips and events
Epidemic changes	Global epidemic changes, Vaccine progress, Border control policies of various countries (Travel Bubble Creation)



Operation Strategy & Response Planning -1

Business Marketing

- Actively develop domestic travel market
- Expand leisure facilities and service functions-parent-child theme, pet hotel, etc.
- Hotel packaging promotions-combined hotels and restaurants
- Cooperating with regional complementarity hotel peers with two-city promotions, etc., to meet the needs of domestic travelers
- Multiple marketing channels-company and Marriott official website, travel agency, OTA, Facebook and Social media such as KOL

Cost Savings

- Apply for relevant government relief subsidies
- Negotiate rent reduction with building landlord
- Improve the efficiency of manpower utilization
- Integrate purchasing and marketing resources



Operation Strategy & Response Planning -2

Strengthen Restaurants

- Upgrade restaurant dining facility to enhance dining ambiance
- Innovate new restaurant food dishes
- Gourmet Club Members

Digital Channel Development

- Use digital tools to enhance guest relationships and improve target market promotions
- Develop frozen ready-to-eat products and expand marketing channels

Post-epidemic era

- Enhance Employee training, develop multifunctional employees
- Planning related product content, focusing toward Southeast Asia market



Thank you