

Stock Code 2739

# 2023 CORPORATE BRIEFING



MY HUMBLE HOUSE  
HOSPITALITY MANAGEMENT  
CONSULTING

寒舍餐旅管理顧問

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# COMPANY PROFILE



## Establishing date

January 17, 2000

## Paid-in capital

Common stock 915,260,000

## Preferred stock

100,000,000

## Scope of business

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

Humble House Taipei Hotel (29.8% shareholding)

## Employees

1,427 persons





Standing at the hub of business and politics, Sheraton Grand Taipei Hotel provides the best service and facilities for international travelers, with quick access to transportation facilities and close proximity to shopping and entertainment districts. It features 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

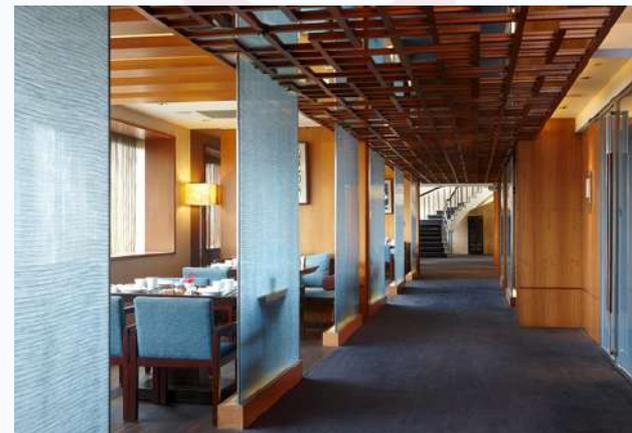
Tel : (02)2321-5511

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



# TAIPEI MICHELIN GUIDE 2018-2022

- 「Dragon」 Awarded, Michelin Recommended –Fifth Year
- Sheraton Grand Taipei Rooms winner of the "Top Class Comfort" award, offering our guest the best most comfortable accommodations. -Fifth Year



Located in Taipei’ s most fashionable and culturally distinguished area, the Xinyi District, the hotel 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 of 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

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





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 commissioned 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, 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.



# 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)

VARVE (MU JIAO XI RESERVE 2F)



# 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.



# VARVE

VARVE highlights fresh seafood sourced directly from the fishing port and premium imported seafood. It combines Chinese and Japanese cooking techniques to create a variety of exquisite dishes.





Located in the Chungshan District of Taipei City, the hotel is just one-minute walk to 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, and 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, and 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.

# 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.

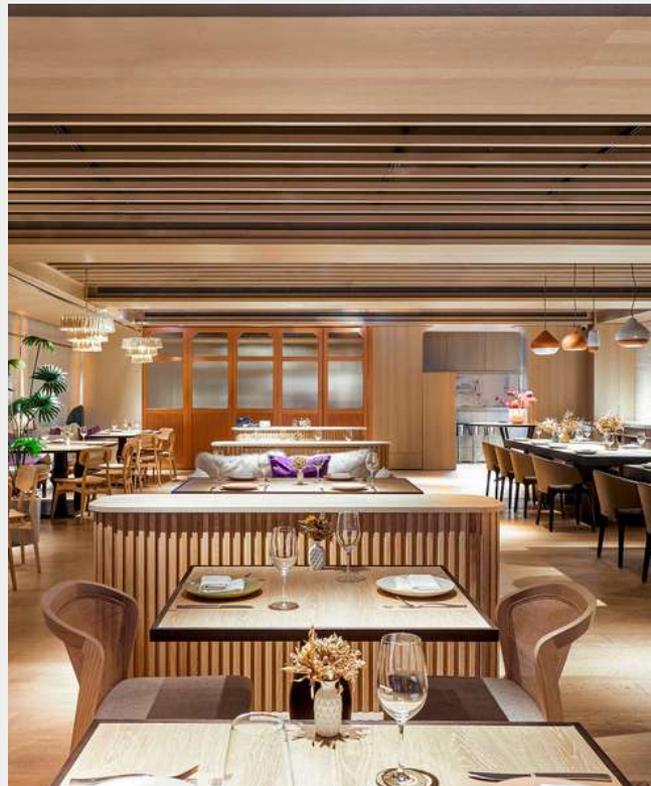
In response to environmental protection, the bathing equipment is refillable in large tanks, and glass bottles of sparkling water are provided in the room, reducing the use of bottled water and disposable equipment, and achieving the concept of environmental co-prosperity and friendliness.



# 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.



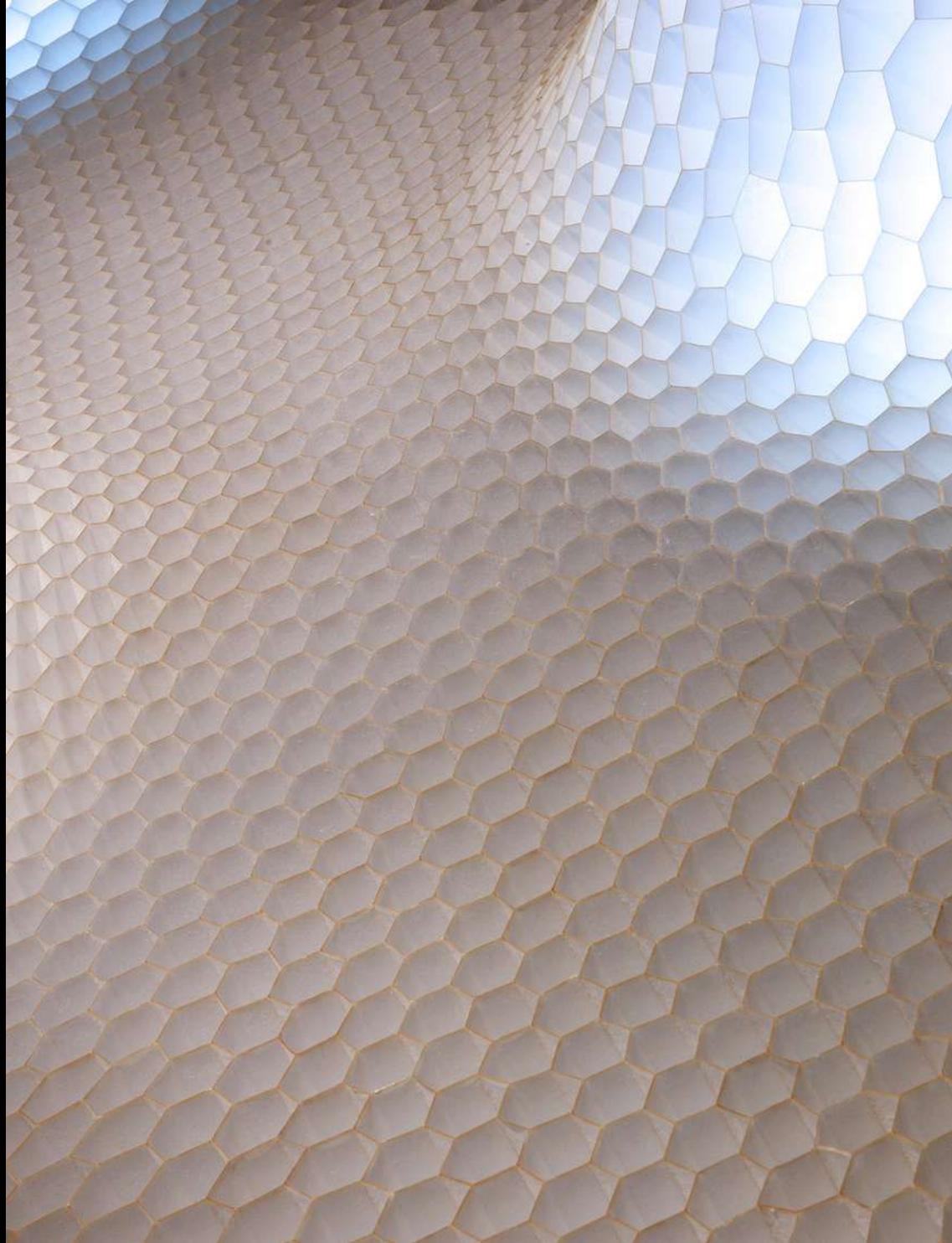


## ENERGY | FACILITIES

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.

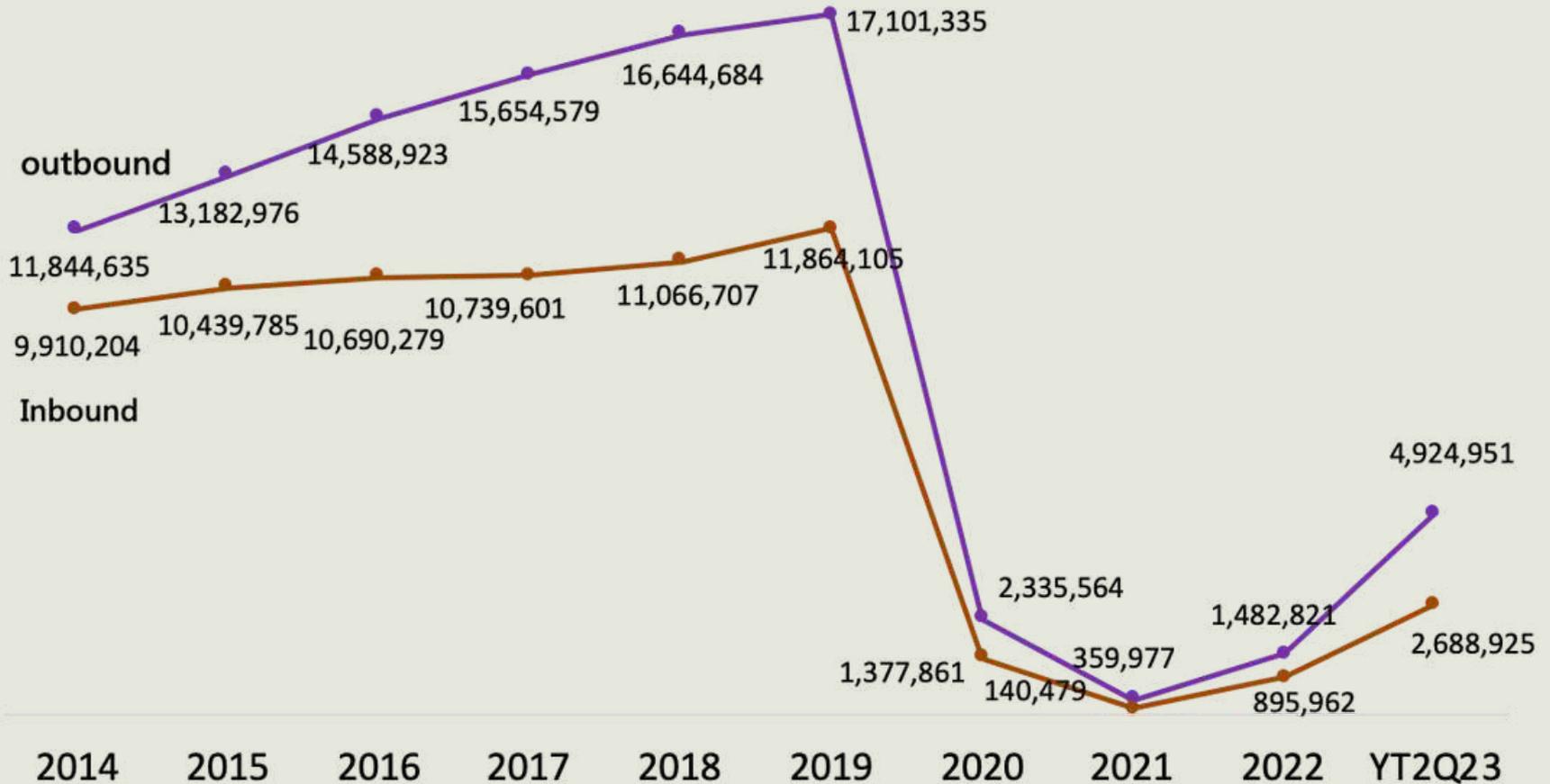


# INDUSTRY OVERVIEW



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

Unit : people of visiting



Source: Statistics of the Tourism Bureau, MOTC.

# Change in number of people as Inbound Travelers and Outbound Citizens before and after the Epidemic

Unit : people of visiting

## Outbound



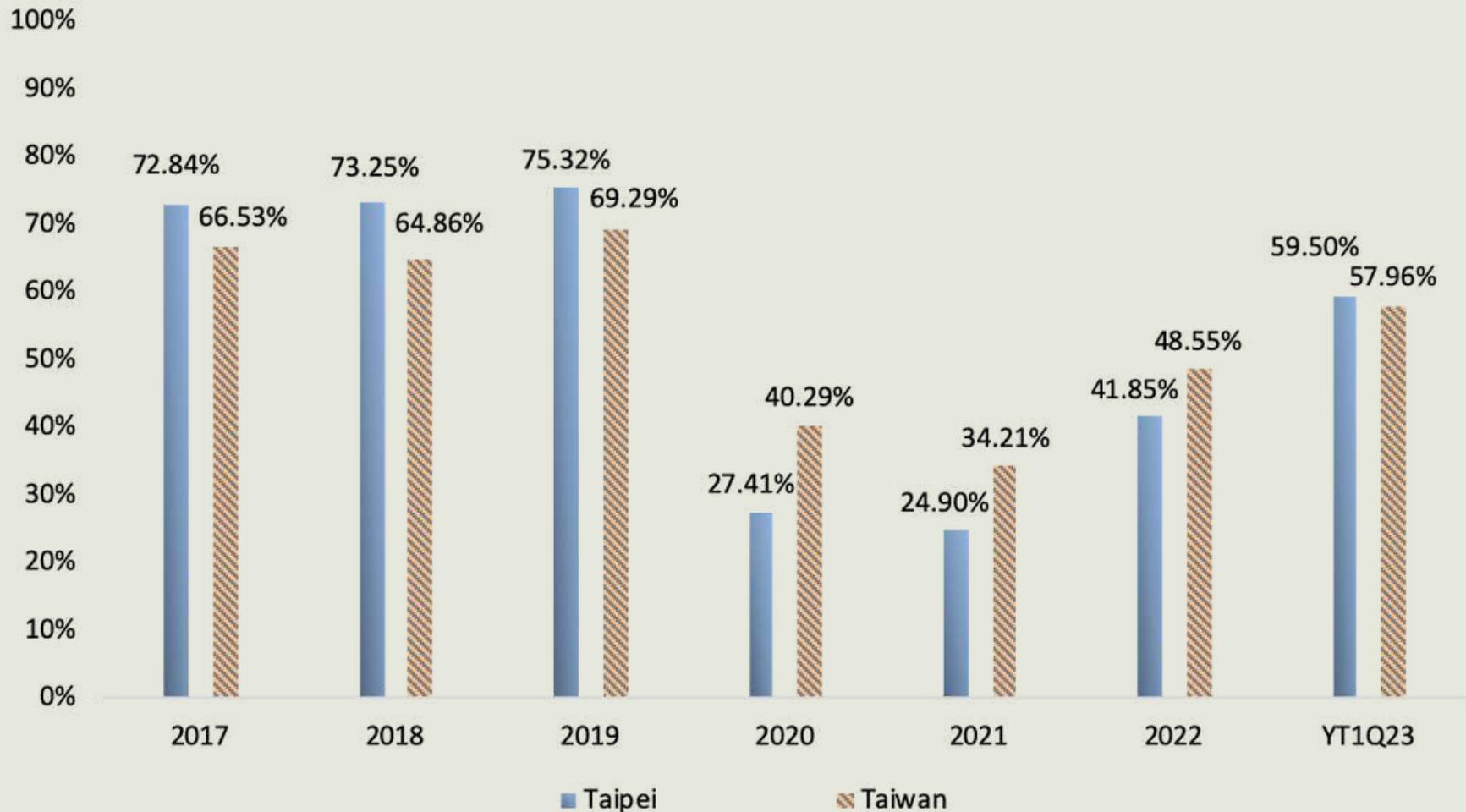
## Inbound



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

Source: Statistics of the Tourism Bureau, MOTC.

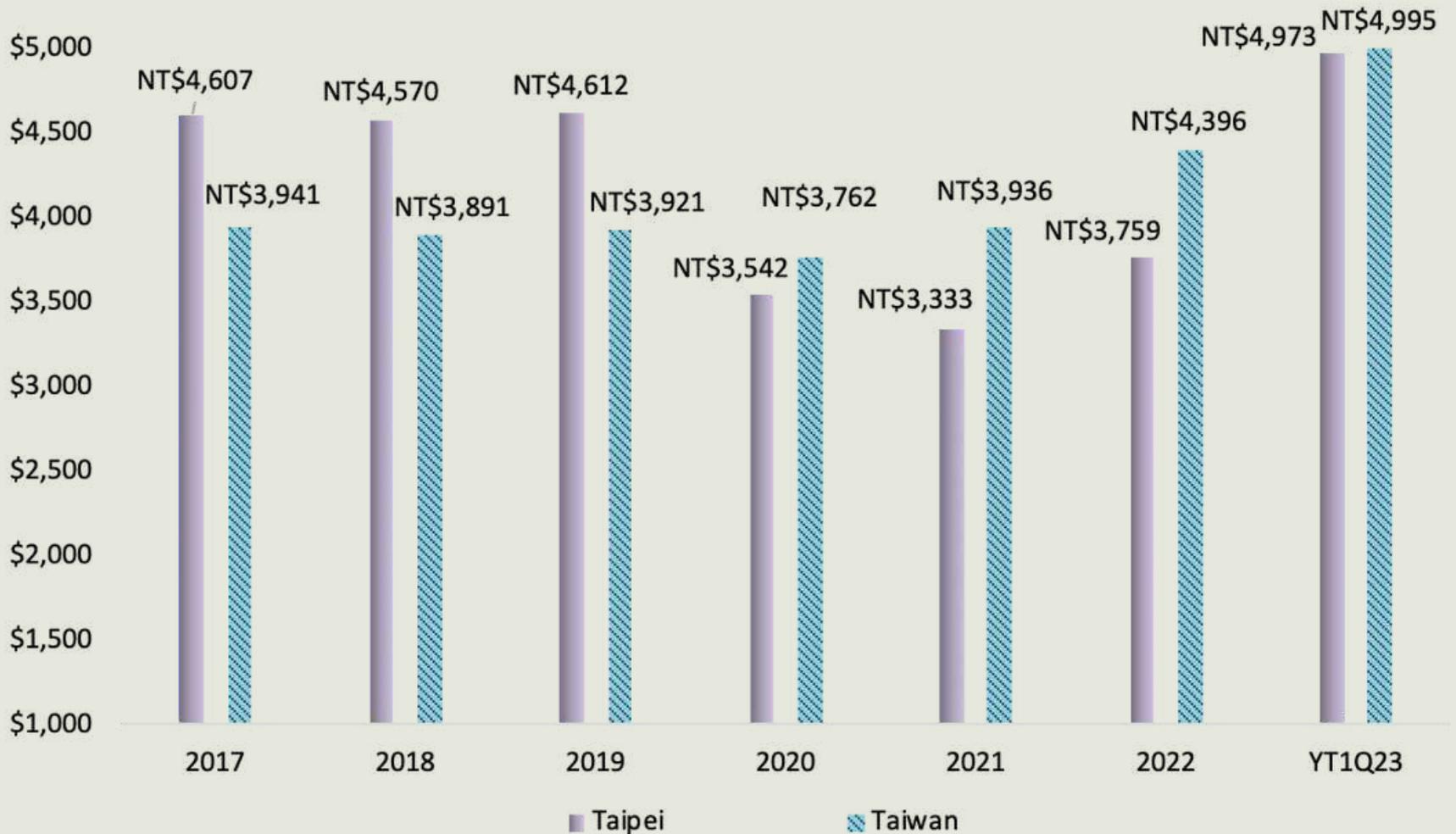
## International Hotel Average Occupancy Rate Taipei vs. Taiwan



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

Source: Statistics of the Tourism Bureau, MOTC.

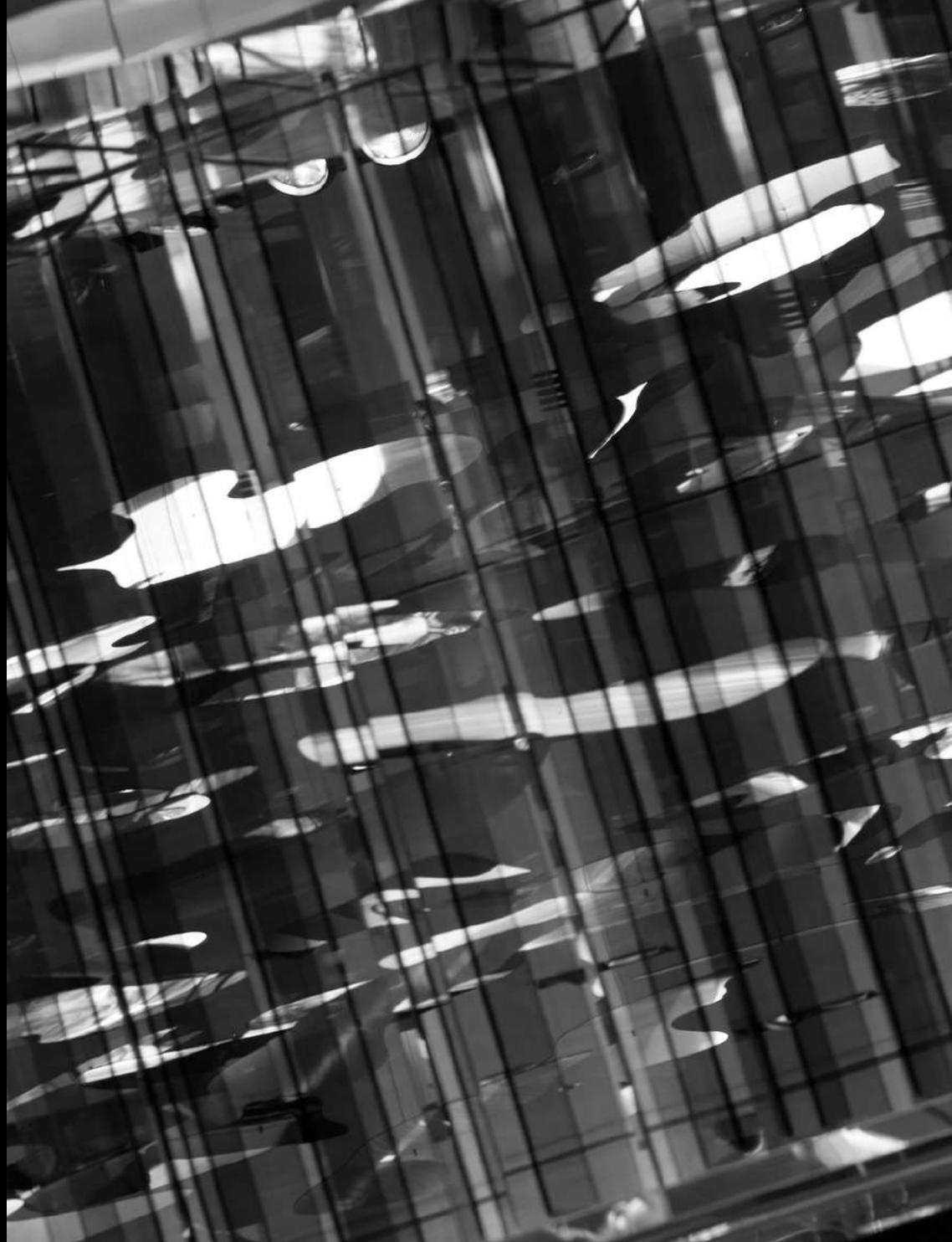
## International Hotel Average Rate Taipei vs. Taiwan



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

Source: Statistics of the Tourism Bureau, MOTC.

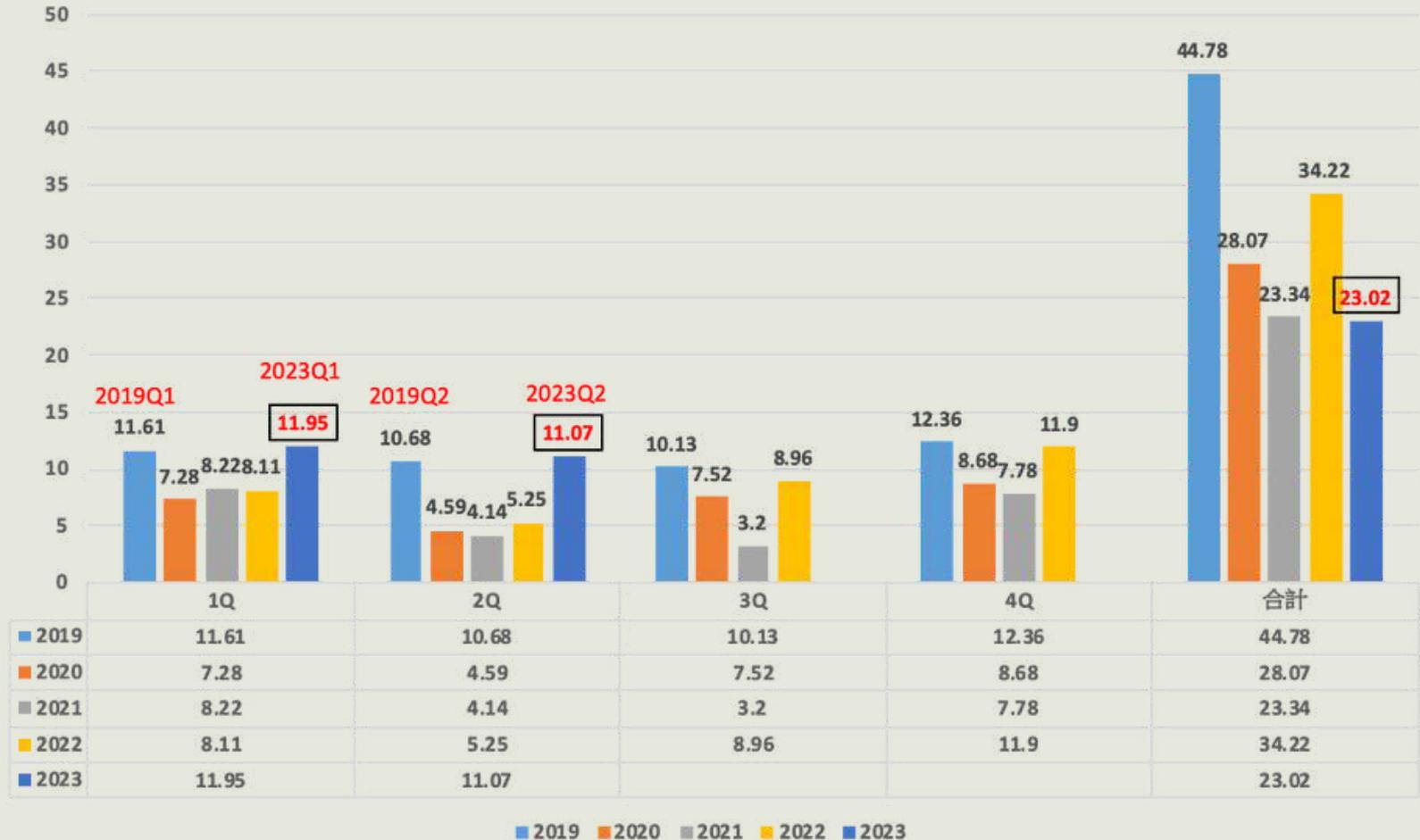
OPERATIONAL  
PERFORMANCE



# REVENUE ANALYSIS

## Comparison of Annual Quarterly Revenue from 2019 to 2023

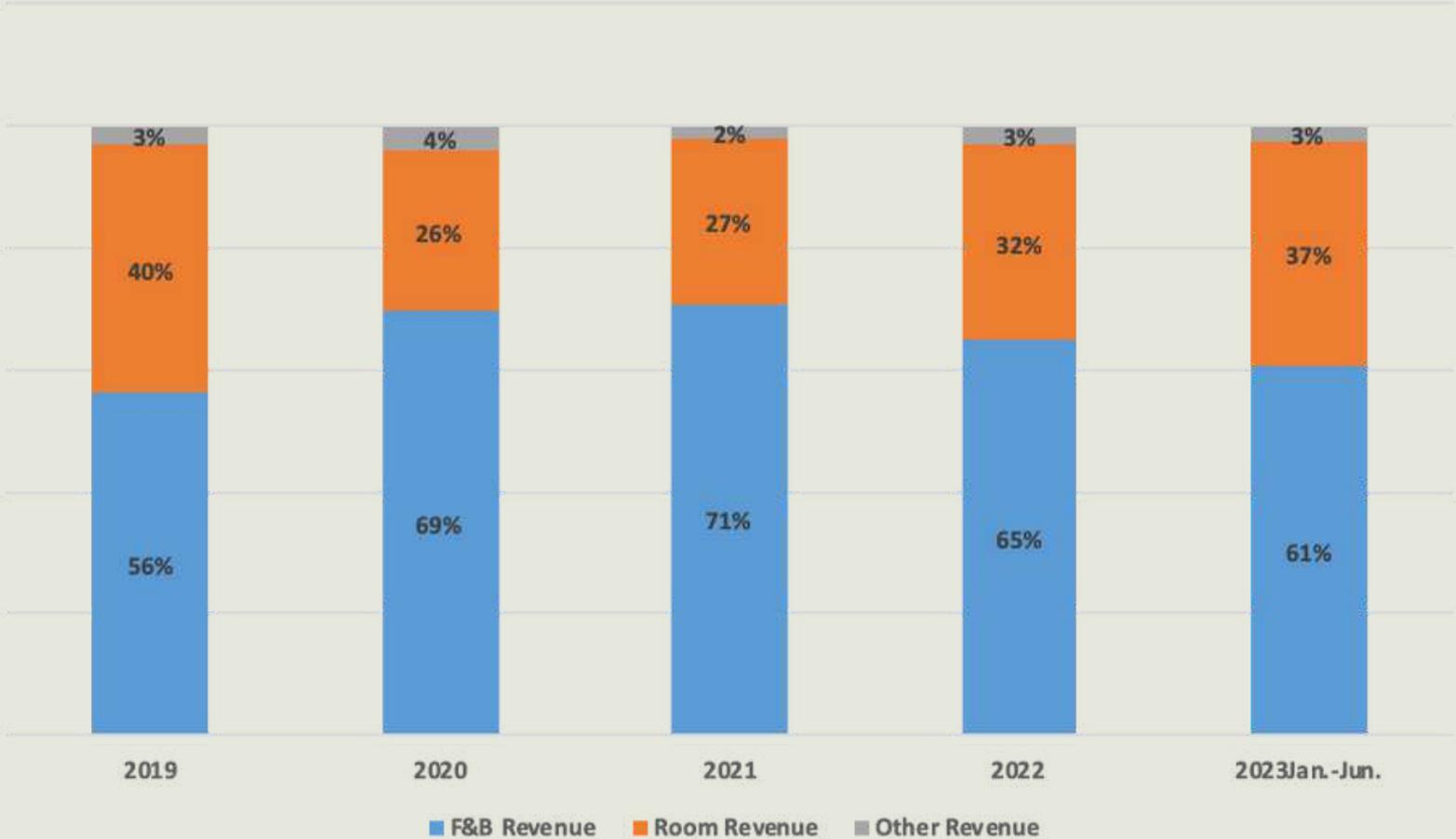
Unit: billion



Source: The company consolidated financial reports

# DEPARTMENT REVENUE BREAKDOWN

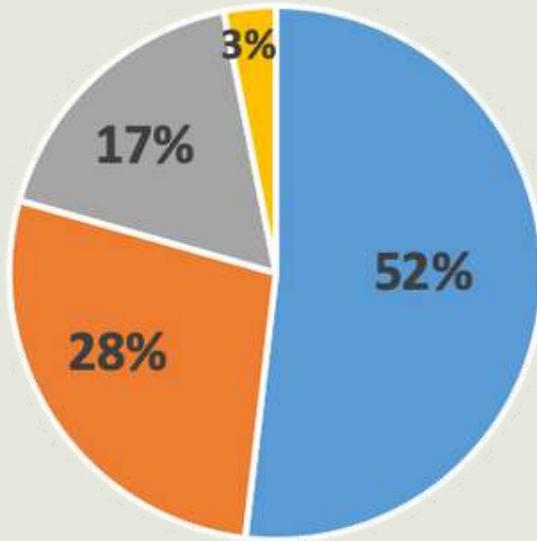
Percentage of Departmental Revenue from 2019 to 2023



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

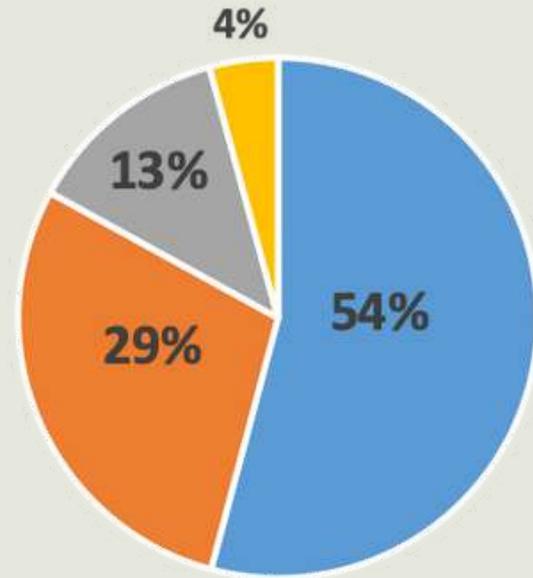
# HOTEL REVENUE BREAKDOWN

Percentage of Revenue for Each Hotel in 2022:



- SHERATON GRAND TAIPEI HOTEL
- LE MERIDIEN TAIPEI
- MU JIAO XI HOTEL
- HUMBLE BOUTIQUE HOTEL

Percentage of Revenue for Each Hotel from Jan. to Jun., 2023:



- SHERATON GRAND TAIPEI HOTEL
- LE MERIDIEN TAIPEI
- MU JIAO XI HOTEL
- HUMBLE BOUTIQUE HOTEL

Source: The company

# NET INCOME AND EPS

Net income and EPS 2019-2023Q2

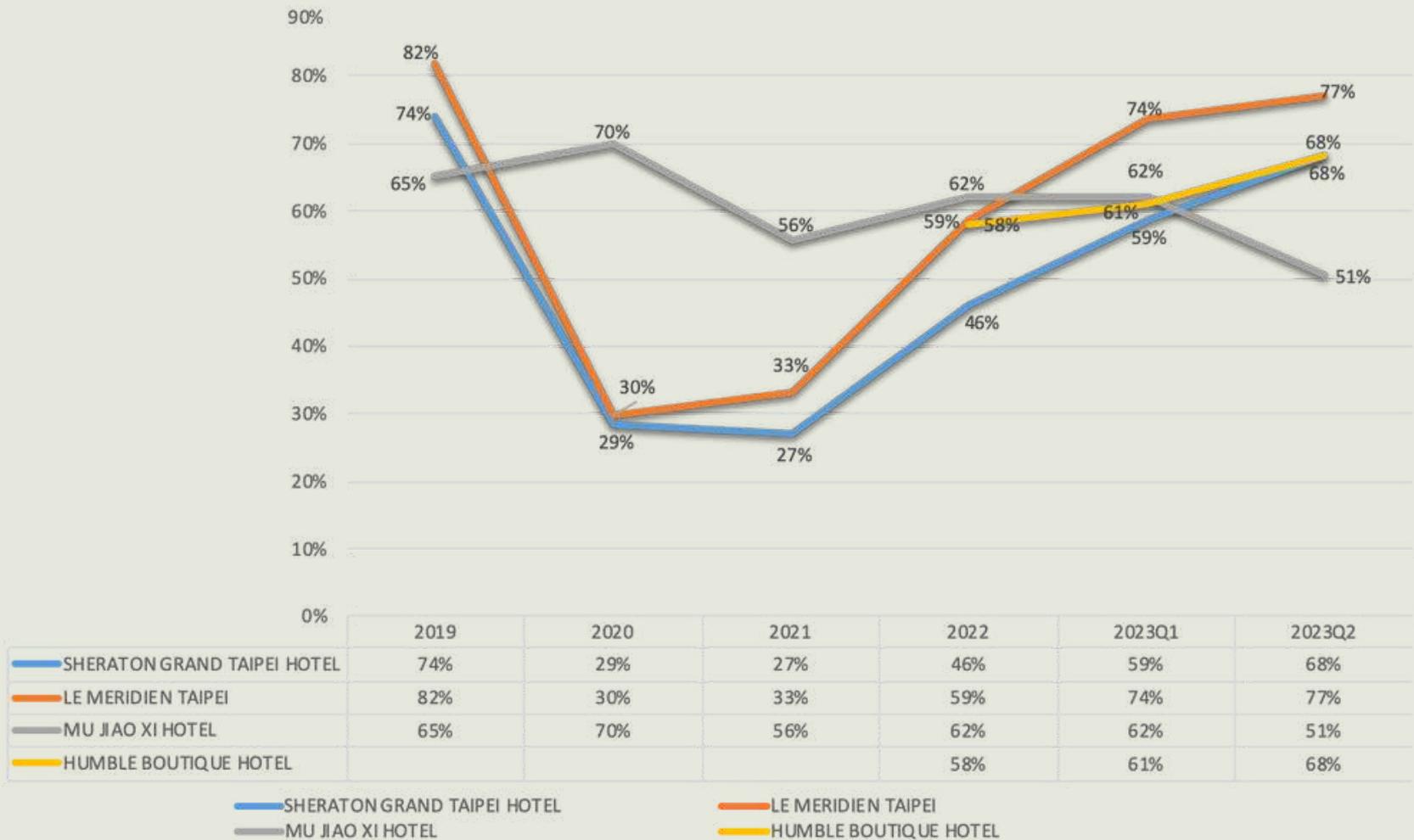


Note: On June 27, 2022, the number of outstanding shares has been adjusted retrospectively for the impact of the reduction of capital to offset deficit. Therefore the EPS data of each quarter in 2021 was retroactively adjusted.

Source: The company consolidated financial reports

# AVERAGE OCCUPANCY RATE OF EACH HOTEL

Average occupancy rates of each hotel from 2019 to 2023 Q2

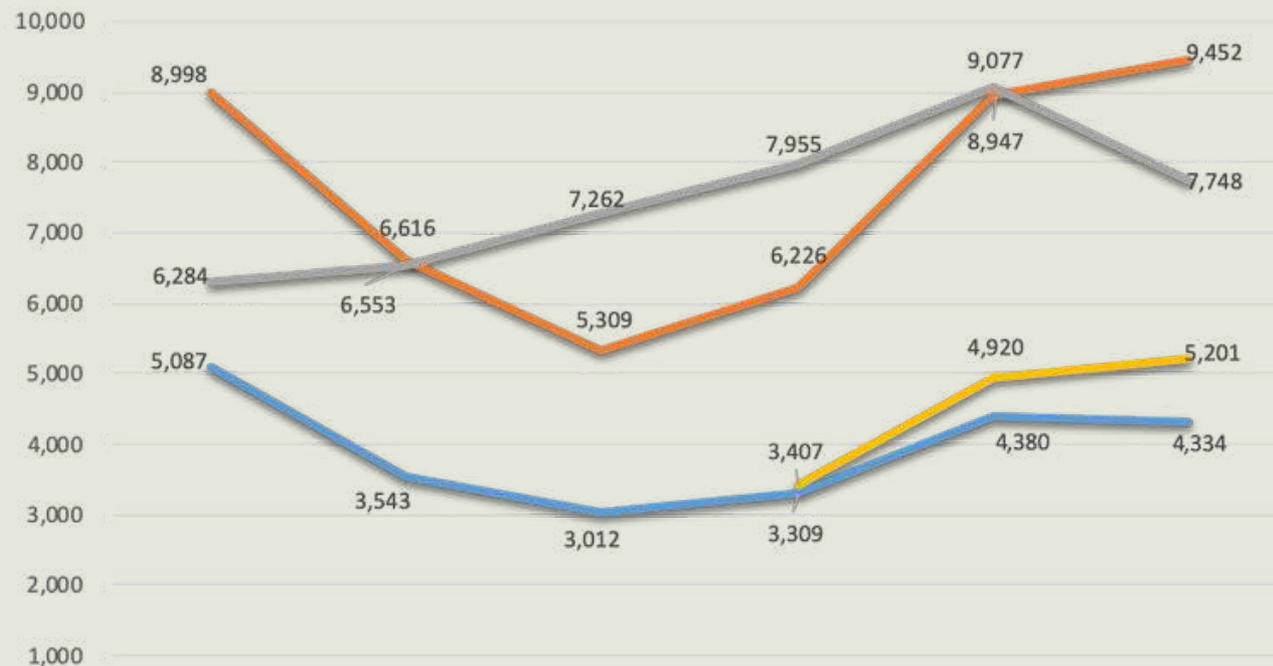


Source: The company & Statistics of the Tourism Bureau, MOTC.

# AVERAGE ROOM RATES OF EACH HOTEL

Average room rates of each hotel from 2019 to 2023 Q2

Unit: NT dollar



	2019	2020	2021	2022	2023Q1	2023Q2
SHERATON GRAND TAIPEI HOTEL	5,087	3,543	3,012	3,309	4,380	4,334
LE MERIDIEN TAIPEI	8,998	6,616	5,309	6,226	8,947	9,452
MU JIAO XI HOTEL	6,284	6,553	7,262	7,955	9,077	7,748
HUMBLE BOUTIQUE HOTEL				3,407	4,920	5,201

— SHERATON GRAND TAIPEI HOTEL  
— MU JIAO XI HOTEL

— LE MERIDIEN TAIPEI  
— HUMBLE BOUTIQUE HOTEL

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

OPERATION  
STRATEGY  
& PLANNING



# OPERATION STRATEGY & PLANNING



## MANAGEMENT EFFECTIVENESS

- We continue to implement our projects as "Adaptation to Market Variations and Innovative Breakthroughs", 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 for operating hotel management business.

## MANPOWER PLANNING

- Due to the post-COVID-19 rise in labour shortages, we are cultivating internal top talents with multi-tasks in line with the company's future development needs; 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.

## SHIGH TECHNOLOGY APPLICATION

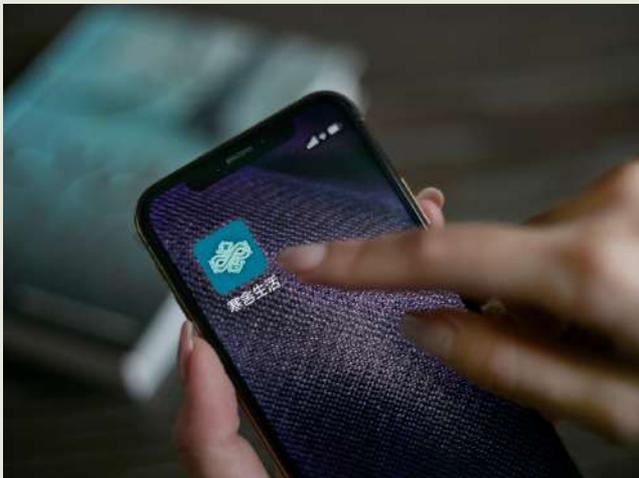
- Continue to strengthen and promote our loyalty program APP "My Humble Living" by using greater data analysis to identify potential customers, optimize guest interaction, enhance products and quality of services in order to be beneficial to precise marketing plans and further business opportunities.

# MY HUMBLE LIVING APP

The content of the My Humble Living App includes introductions and promotional activities for various hotels within the Han She Group, online shopping, online accommodation and dining reservation services for both dine-in and take-out.

By becoming a member of the My Humble Living App, you can enjoy exclusive limited-time offers and accumulate points through your purchases. These points can be used to offset in-house expenses or redeem exclusive hotel merchandise.

The My Humble Living App has been integrated with the Humble House Gourmet Card service to provide even better service quality. We welcome you to join the App and provide feedback to us!



# MY HUMBLE LIVING APP



# MY HUMBLE LIVING APP



ESG  
ENVIRONMENTAL,  
SOCIAL AND  
GOVERNANCE



# CORPORATE SOCIAL RESPONSIBILITY REPORT

My Humble House Group has prepared the ESG REPORT for seven 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.
- 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 participated in the Annual Championship of the Chinese Taipei Archery Association for the fourth consecutive year. (source: Chinese Taipei Archery Association)

# ACT OF KINDNESS, GIVING BACK

- 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 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 donated 30% of the income from each single cup to promote world peace through the MSF Foundation, helping Ukrainian 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 local families in need.



# 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 families in need to 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 Datong Township community.



# CARE FOR OCEAN ENVIRONMENT

MY Humble House Group 5th Anniversary Celebration Activities :

- Gathered all of the MHH employees to explore the Waiao Beaches.
- Highlights of the event: Experience the 200-year heritage of Yilan, to display team spirit and greater unity. Small fish were released back 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, has been 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.



# 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."

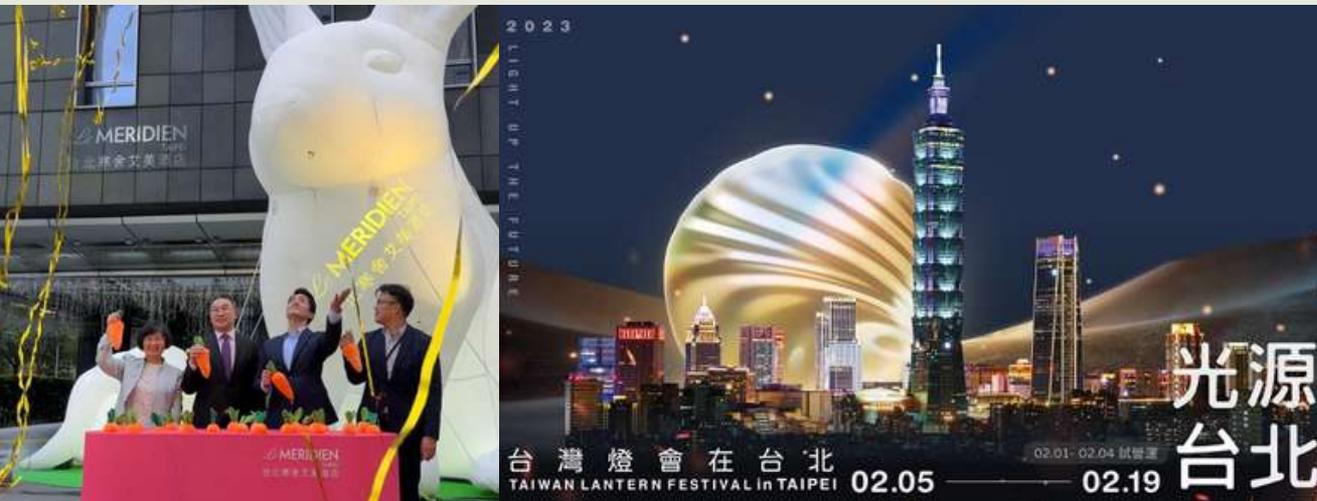
The Chairman of the Group presented flowers on behalf of the company and offered unique salt sculptures, as well as "Rescue Dog Snacks and Toys," as tokens of gratitude for the heroes' hard work. The group hopes for the speedy reconstruction of homes in Turkey and Syria.



# 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.



# SPECIAL AWARD

- 2022 August: The Guest House in the Sheraton Grand Taipei Hotel was awarded two Michelin stars in the MICHELIN Guide Taipei, Taichung, Tainan, Kaohsiung 2022. The Dragon in Sheraton Grand Taipei Hotel and My Humble House in Le Méridien Taipei were recommended in MICHELIN SELECTED.
- November: The hotel was awarded 2022 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 beautiful design hotel" of 2022 The 5th Taiwan Most Fabulous Hotel by eztravel.
- In 2023, in response to the "Light Up the Future" 2023 Taiwan Lantern Festival in Taipei organized by the Taipei City Government, LE MERIDIEN TAIPEI collaborated with Australian artist Amanda Parer to showcase two large-scale illuminated rabbit sculptures from her artwork "Intrude." The sculptures were displayed at the hotel entrance during the months of January and February. One of the rabbits stood at an impressive height of 7 meters, attracting a lot of attention. As a token of appreciation for the hotel's participation, the Taipei City Government presented a gratitude plaque.



THANK YOU

