

Stock Code: 2739

2025 INSTITUTIONAL INVESTORS CONFERENCE



MY HUMBLE HOUSE
HOSPITALITY MANAGEMENT
CONSULTING

寒舍餐旅管理顧問

DISCLAIMER

This presentation and related information released concurrently may contain forward-looking statements, including but not limited to business outlook, financial condition, and operational forecasts, based on the Company's internal data and the current overall economic environment.

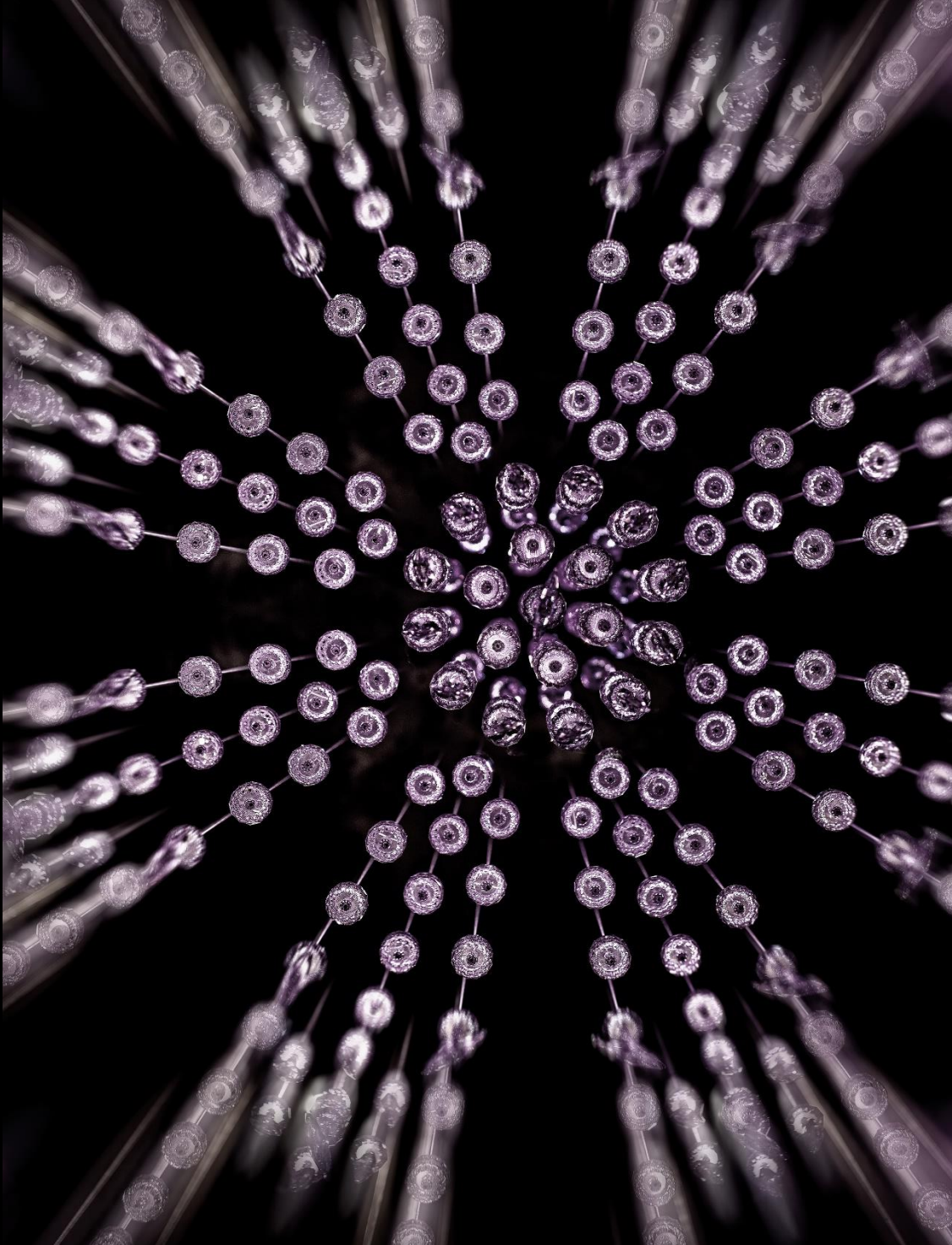
Actual future operating results, financial condition, and business performance may differ materially from these forward-looking statements due to various factors, including but not limited to changes in market demand, government policies and regulations, overall economic conditions, and other risks beyond the Company's control.

The information contained herein reflects the Company's current views as of the date of this presentation. No express or implied representation or warranty is made regarding its accuracy, completeness, or reliability. The Company undertakes no obligation to update or revise the contents of this presentation in response to future events or changes in circumstances.

AENDA

Company Overview	Market Overview	Operational Overview	Business Strategies & Plans	Digital Technology Applications	ESG & Sustainability
4	10	14	21	23	29
9	13	20	22	28	35

COMPANY
OVERVIEW





MY HUMBLE HOUSE
HOSPITALITY MANAGEMENT
CONSULTING
寒舍餐旅管理顧問

Company Overview



Date of Establishment

January 17, 2000

Paid-in Capital

Common Shares: NT915,260,000

Business Locations

Sheraton Grand Taipei Hotel, Le Méridien Taipei,
MU JIAO XI HOTEL, Humble Boutique Hotel,

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

Number of Employees

1,389



SHERATON GRAND

Taipei Hotel
台北喜來登大飯店

Five-Star International Tourist
Hotel Guest Rooms: 683
Restaurants: 10

L17 The Guest House	(180 seats)
L2 SUKHOTHAI	(188 seats)
Antoine Room	(90seats)
Momoyama	(108seats)
SUSHI MOMO	(18seats)
L1 Kitchen 12	(252seats)
The Lounge	(80seats)
The Deli	(Takeaway)
B1 The Dragon	(208seats)
Pizza Pub	(70seats)

From 2018 to 2022, Guest House was awarded two Michelin stars for five consecutive years, and from 2023 to 2025, it has retained one Michelin star for three consecutive years.



From 2018 to 2025, My Humble House Chinese Cuisine has been recognized as a Michelin Selected restaurant for eight consecutive years, while the hotel's guestrooms have also been honored with the "Black House" distinction.



In 2024, SUKHOTHAI Thai Restaurant received the 2024 Thai Select award from the Thailand Trade and Economic Office.



Le MERIDIEN TAIPEI 台北寒舍艾美酒店

Five-Star International Tourist Hotel
Guest Rooms: 160
Restaurants: 4

L2 My Humble House Restaurant (148 seats)

L1 Latitude 25 (50 seats)

LATEST RECIPE (250 seats)

TIPSY Sparrow (64 seats)

DRIP & DOUGH (Takeaway)

In 2024, “TIPSY Sparrow” and “My Humble House Restaurant” were recognized in the United Daily News 500 Plates awards, receiving four plates and three plates, respectively.



Awarded Trip.com's 2024
“Top 20 Luxury Hotels in Taiwan” honor.



礁溪寒沐酒店
JIAO XI HOTEL
Taiwan

Five-Star International Tourist Hotel

Guest Rooms: 190

Restaurants: 4

L3 MU Chinese Restaurant (64 seats)

L2 MU TABLE (260 seats)

L1 MU BAR (50seats)

MUMU FUSION STORE (Takeaway)

In March 2024, MU JIAO XI HOTEL received a five-star rating from the Tourism Administration, Ministry of Transportation and Communications.

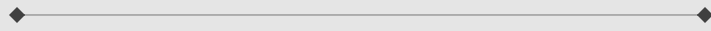


In October 2024, MU JIAO XI HOTEL was honored with the Luxury Lifestyle Awards for “Best Luxury Hot Spring Hotel in Yilan County, Taiwan.”





Awarded the “Gold-Level Green Hotel” certification by the Ministry of Environment, advancing toward a net-zero transition and enabling travelers to practice sustainability during their stay.



Shortlisted for the 2024 TVBS Fun Taiwan Travel Awards
in the “Outstanding Design Hotel” category.



“Gold-Level Green Hotel” Certification

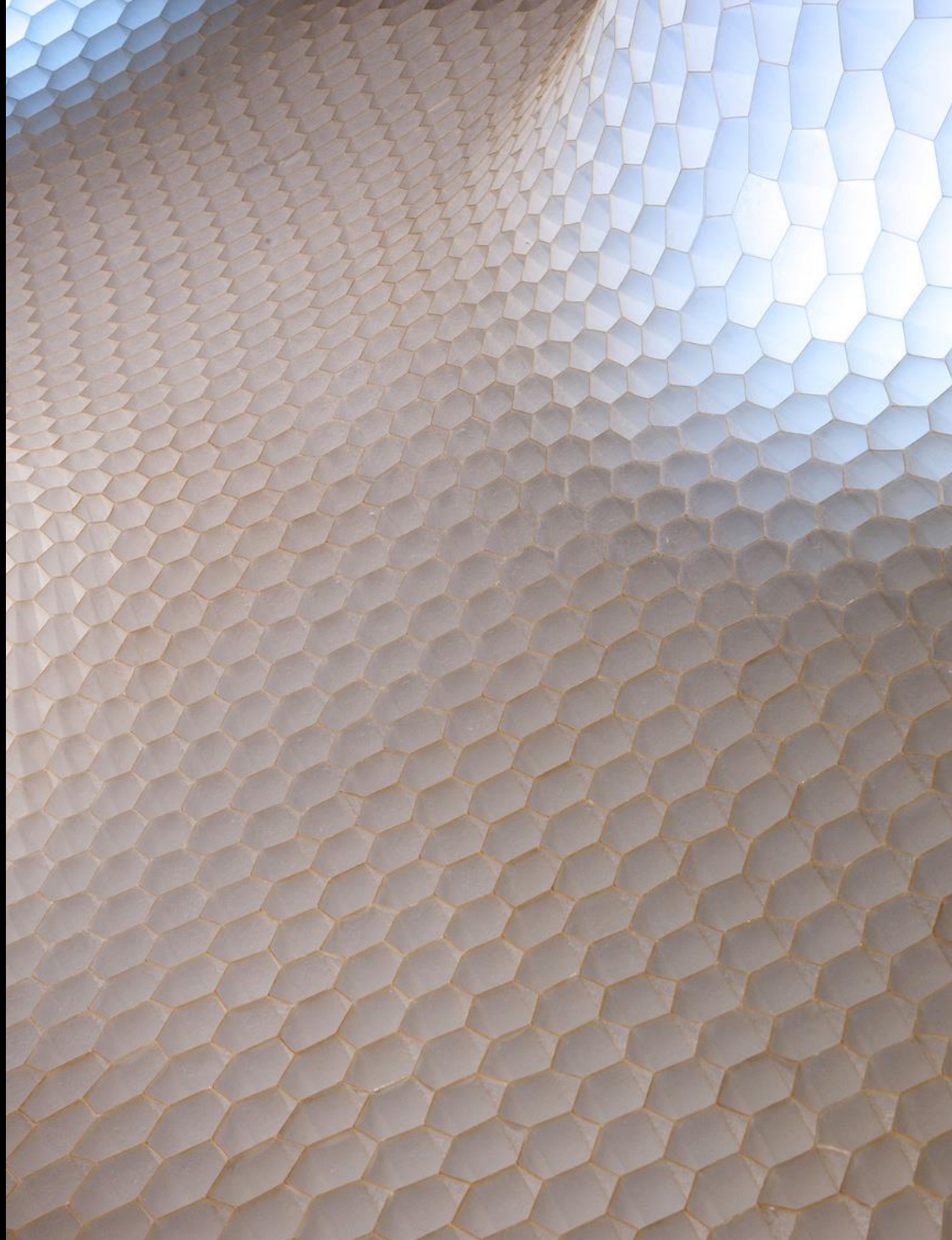
Guest Rooms: 111

Restaurants: 1

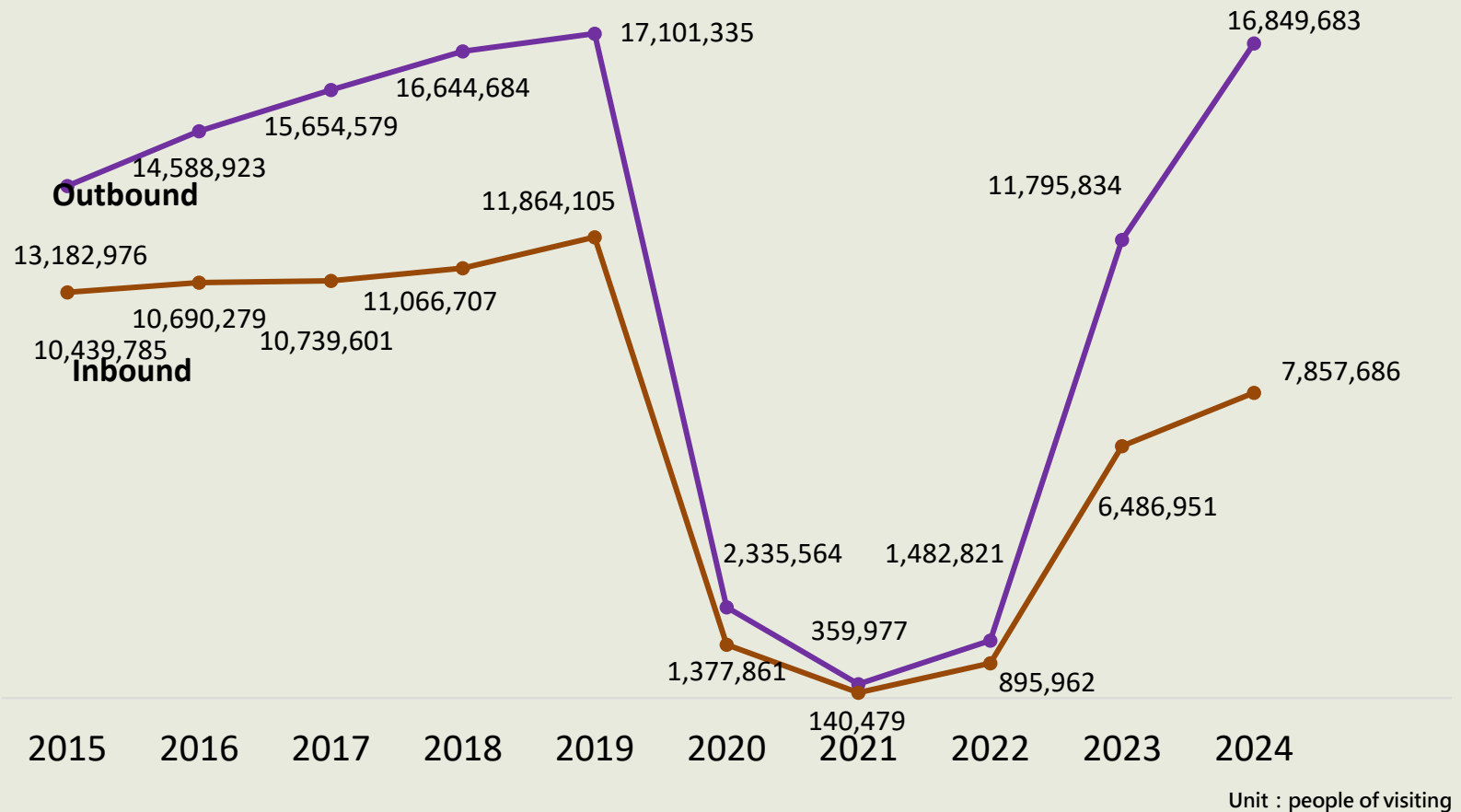
L2 BeGood Restaurant (70 seats)

BeGood Café (26 seats)

MARKET OVERVIEW



Trends in Inbound and Outbound Travelers Over the Past Decade



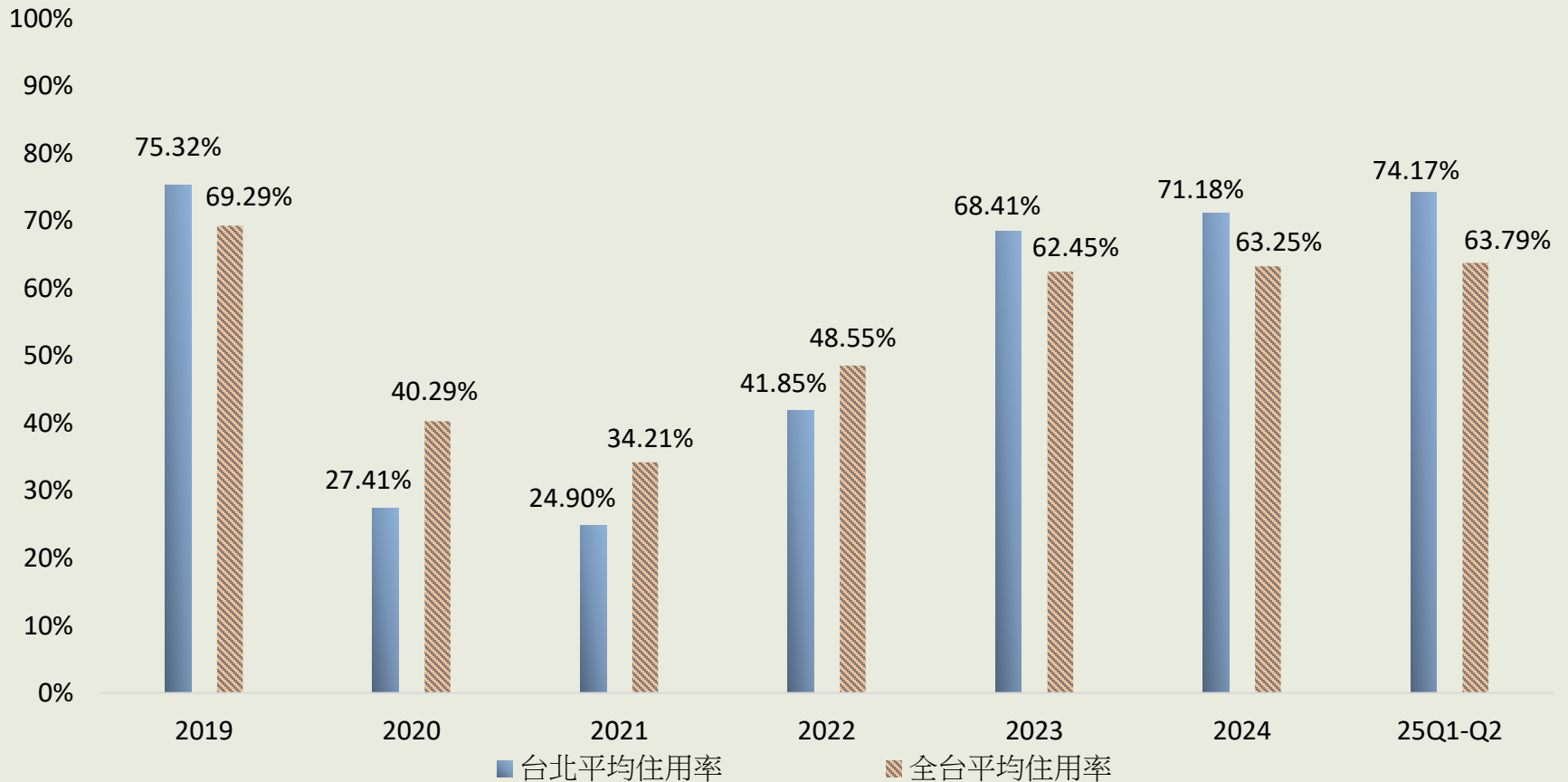
From January to May 2025, inbound visitors totaled 3,590,894, while outbound travelers reached 7,492,590.

From January to May 2024, inbound visitors totaled 3,241,811, while outbound travelers reached 6,701,500.

From January to May 2019, inbound visitors totaled 5,044,562, while outbound travelers reached 7,043,529.

Source: Statistics of the Tourism Bureau, MOTC.

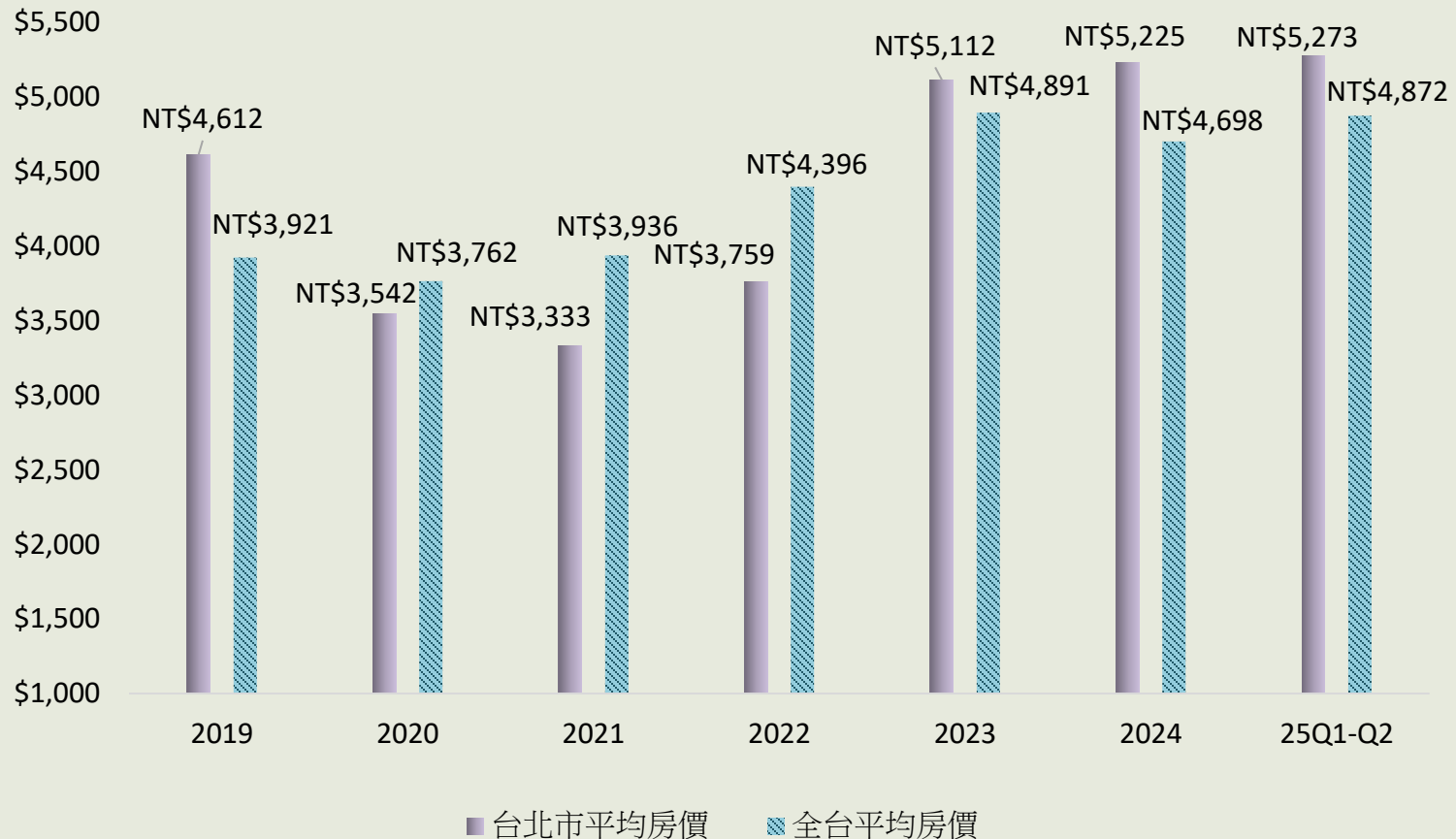
Average Occupancy Rate of International Tourist Hotels in Taipei City and Taiwan



* 2020–2022 figures reflect the pandemic period.

Source: Statistics of the Tourism Bureau, MOTC.

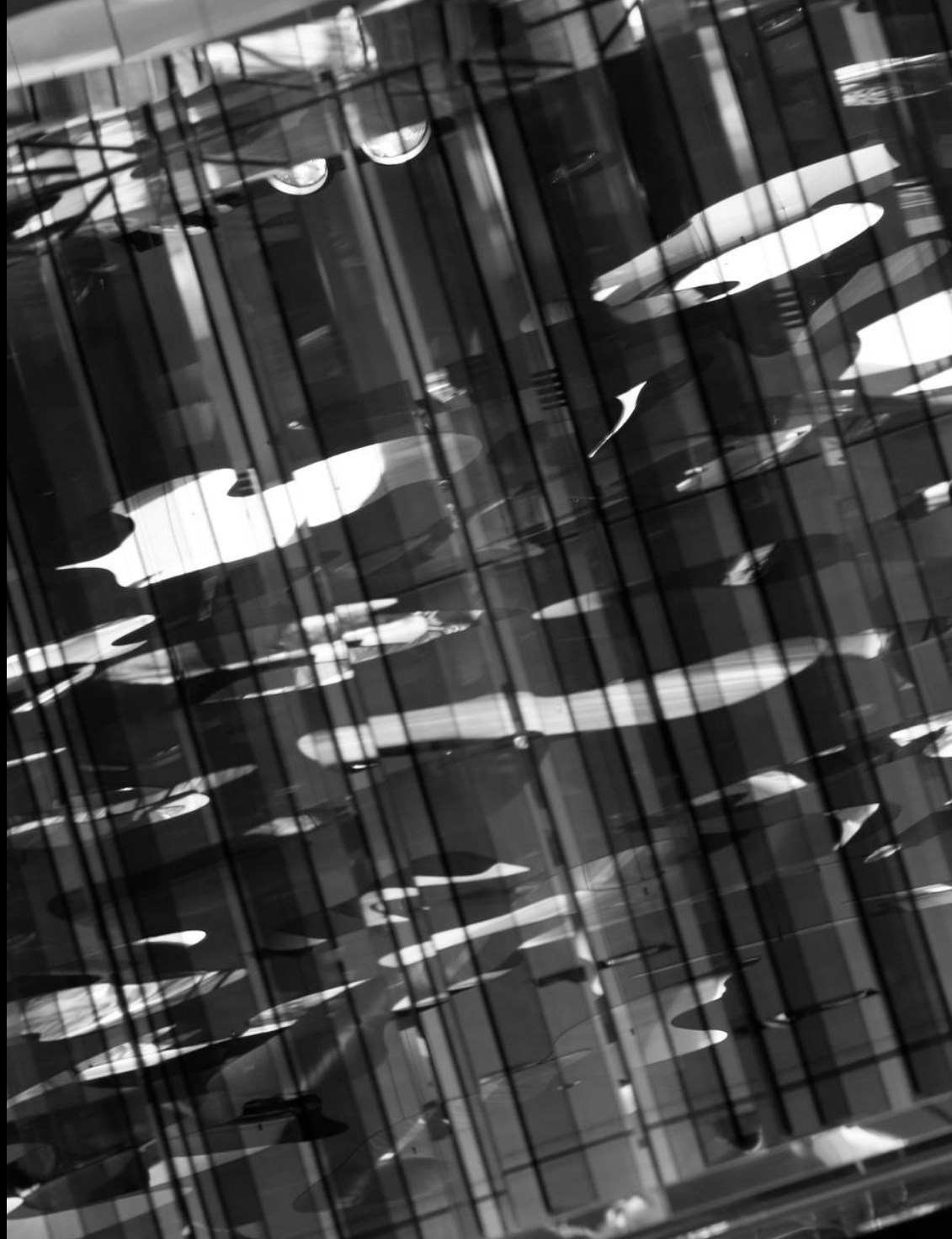
Average Room Rates of International Tourist Hotels in Taipei City and Taiwan



* 2020–2022 figures reflect the pandemic period.

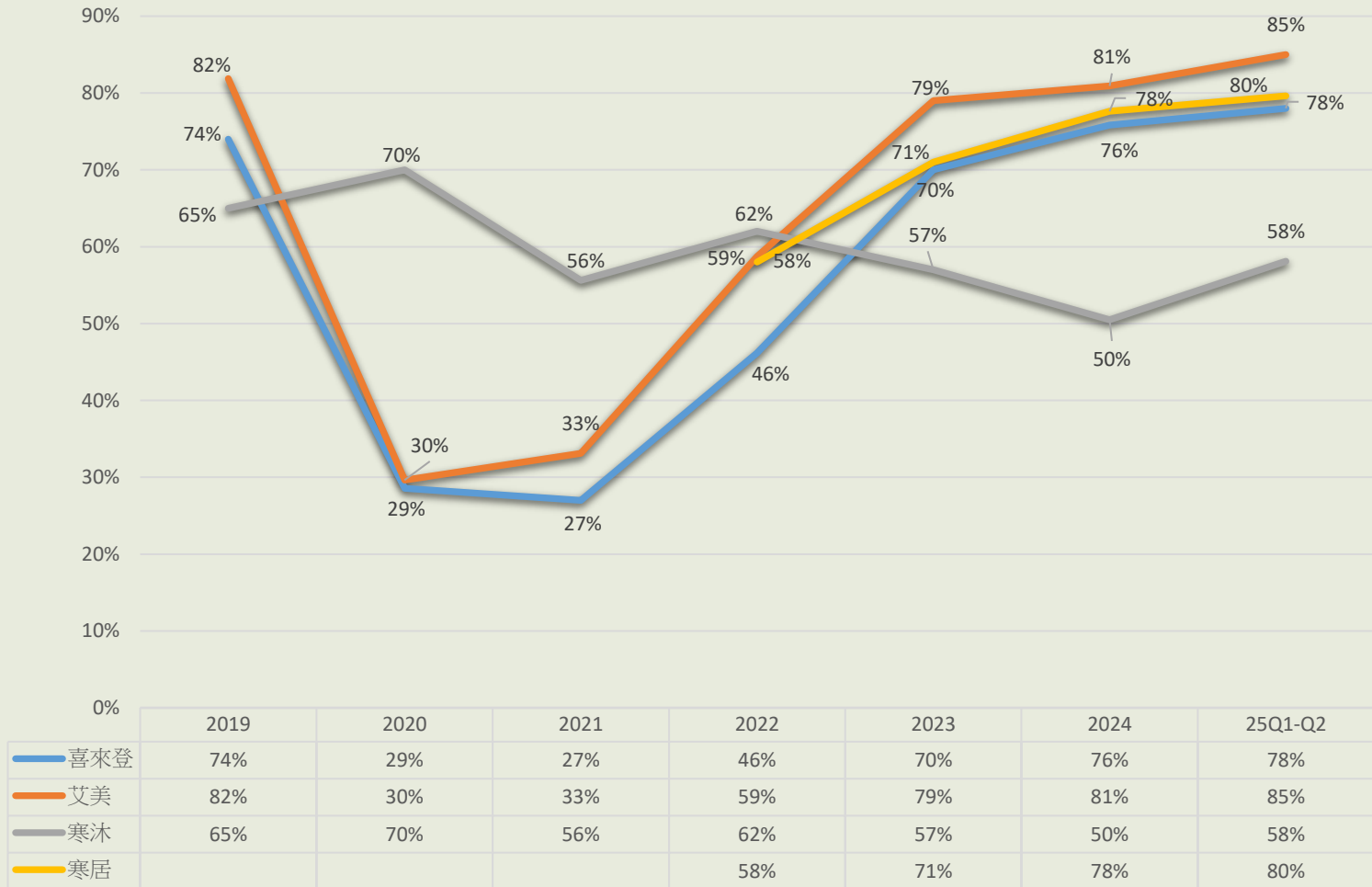
Source: Statistics of the Tourism Bureau, MOTC.

OPERATIONAL OVERVIEW



Average Occupancy Rate by Hotel

2019–2025 Q2 Average Occupancy Rate by Hotel



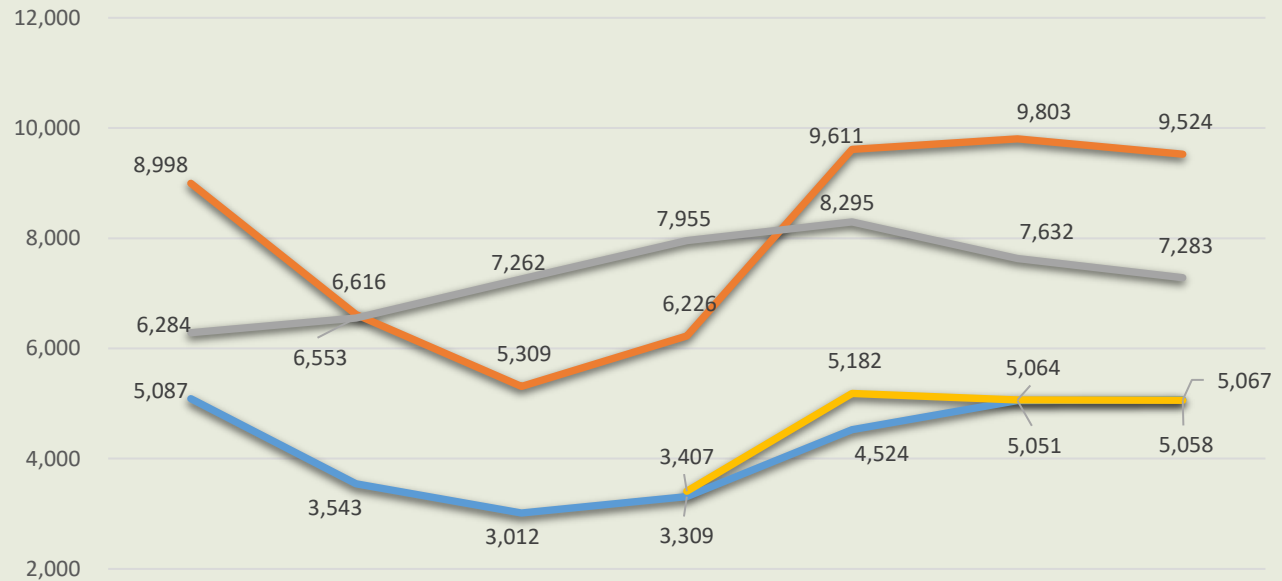
24Q1-Q2
 喜來登 : 75%
 艾 美 : 82%
 寒 沐 : 50%
 寒 居 : 74%

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

Hotel ADR

2019~2025Q2 (ADR) by Hotel

Unit:NTD



	2019	2020	2021	2022	2023	2024	25Q1-Q2
喜來登	5,087	3,543	3,012	3,309	4,524	5,051	5,067
艾美	8,998	6,616	5,309	6,226	9,611	9,803	9,524
寒沐	6,284	6,553	7,262	7,955	8,295	7,632	7,283
寒居				3,407	5,182	5,064	5,058

喜來登

艾美

寒沐

寒居

24Q1-Q2

喜來登：4,951

艾美：9,484

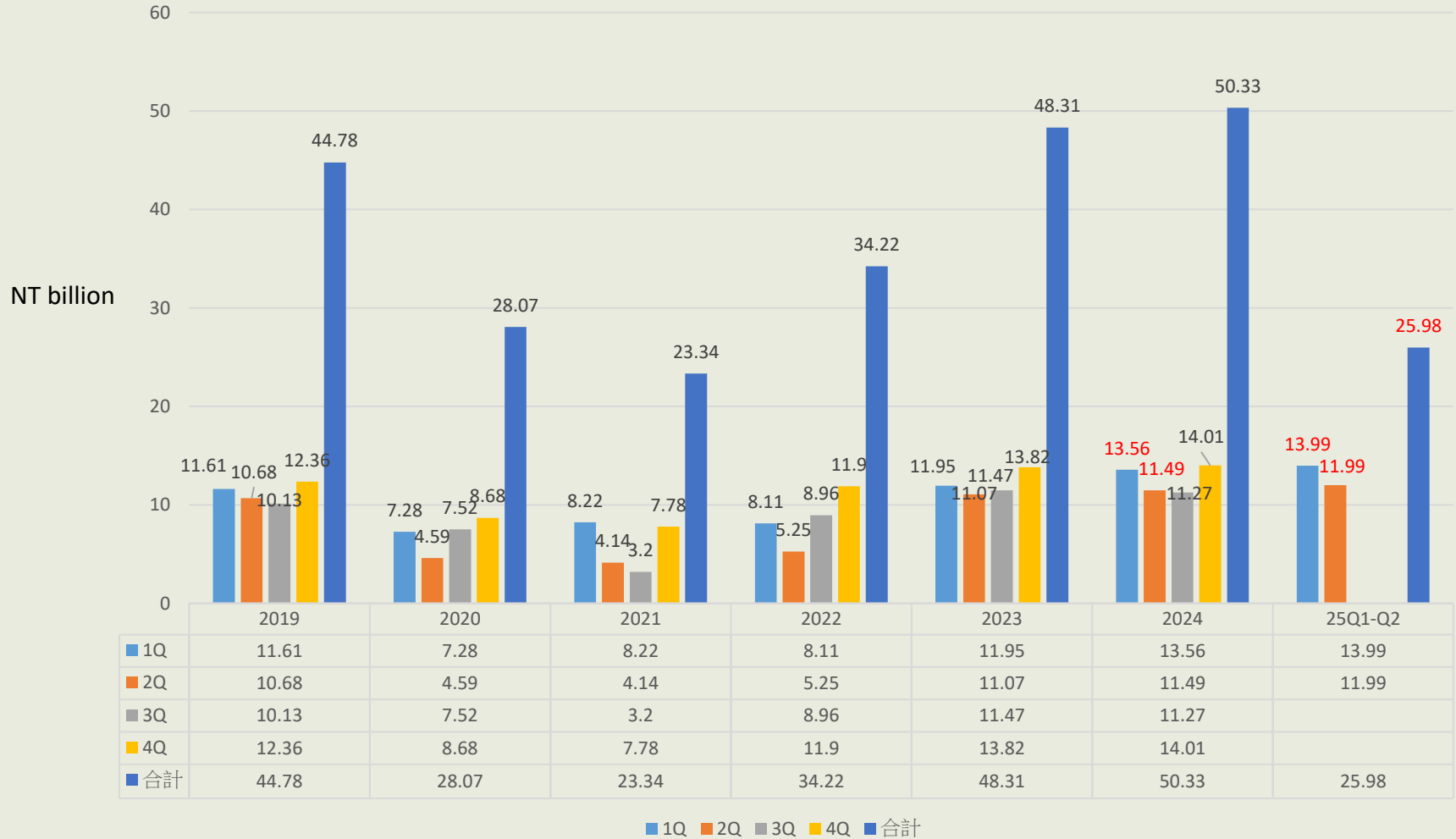
寒沐：7,579

寒居：5,141

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

Revenue Breakdown

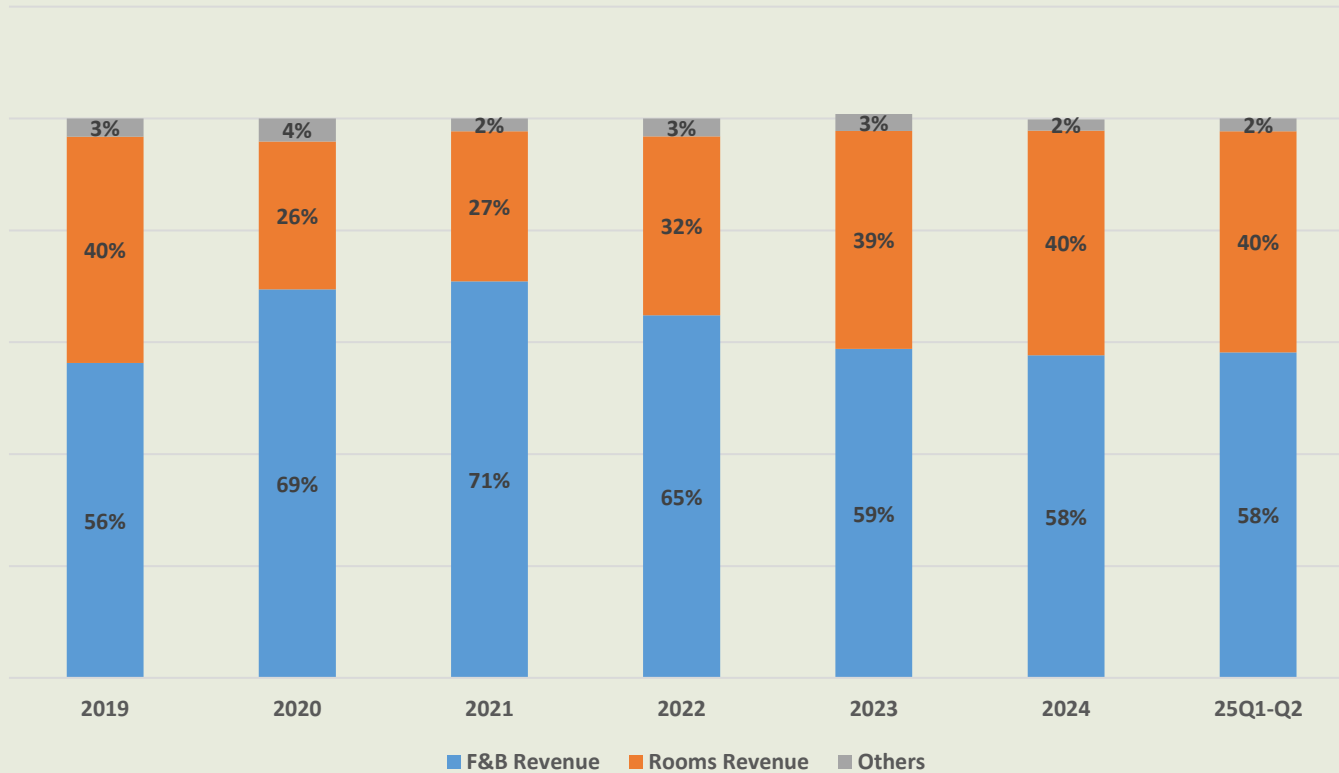
2019-2025Q2 Revenue by Quarter



Source: The company consolidated financial reports

Revenue Mix – Rooms vs. F&B

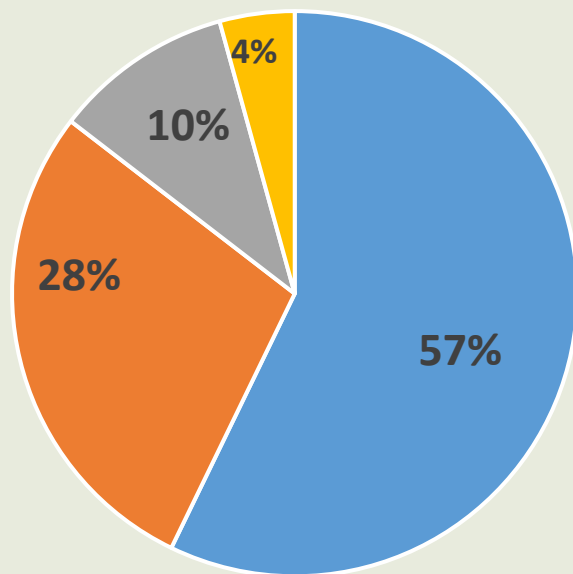
2019-2025Q2 Revenue Share by Department



Source: The company consolidated financial reports

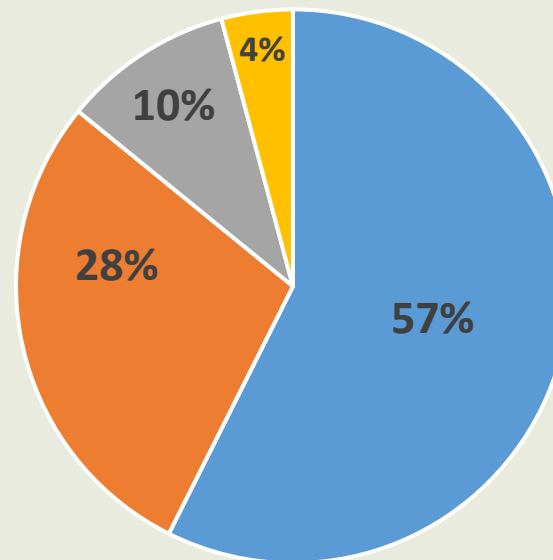
Revenue Mix by Hotel

Revenue Share by Hotel – 2024



■ Sheraton Grand Taipei Hotel ■ Le Méridien Taipei
■ MU JIAO XI HOTEL ■ Humble Boutique Hotel

Revenue Share by Hotel – Jan–Jun 2025

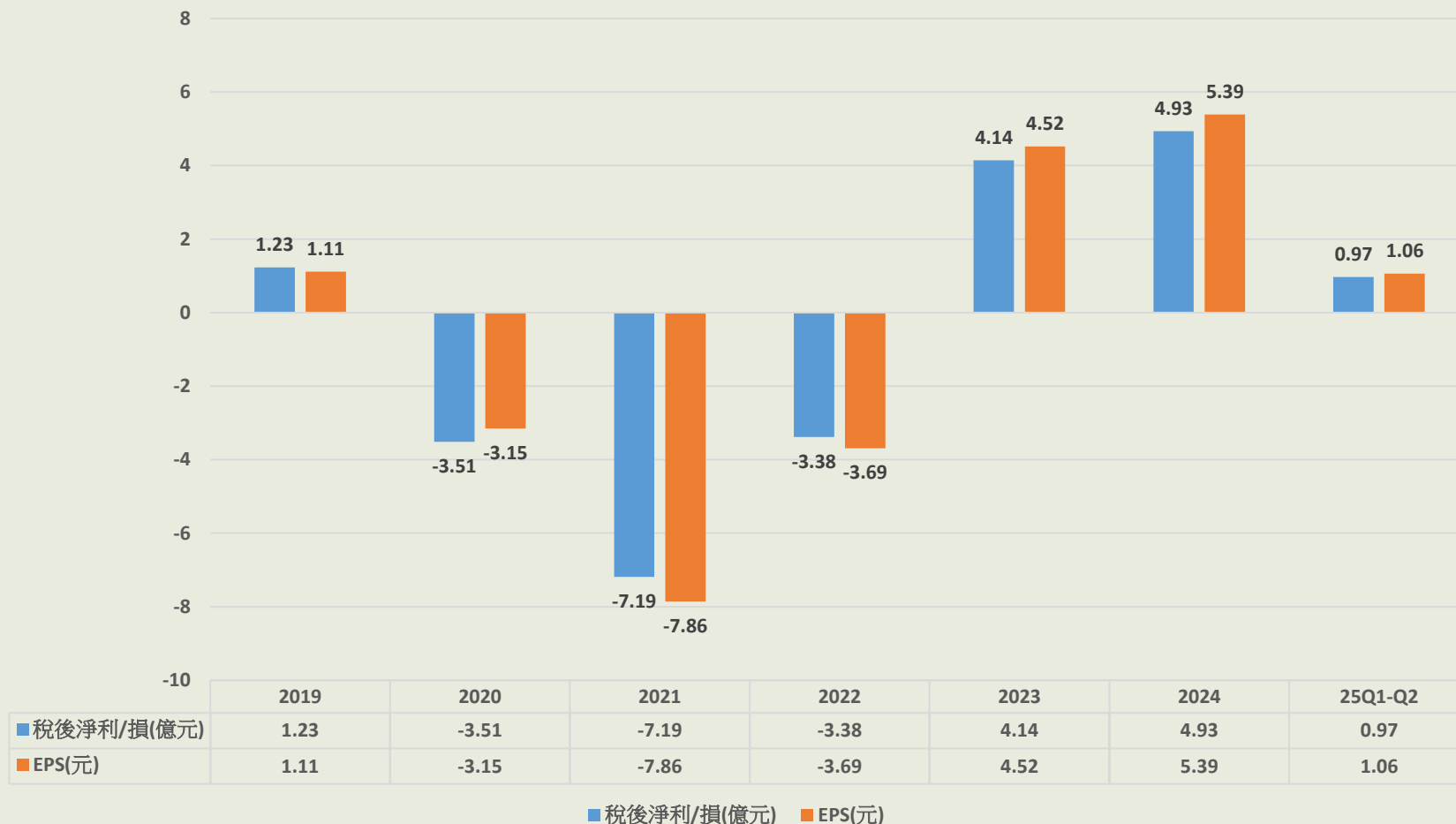


■ Sheraton Grand Taipei Hotel ■ Le Méridien Taipei
■ MU JIAO XI HOTEL ■ Humble Boutique Hotel

資料來源：本公司
Source: The company

EPS and Dividend Distribution

2019–2025 Q2 Net Income (Loss) and EPS



The accumulated losses caused by the pandemic were fully offset in 2024, leaving a distributable profit of NT58 million. Of this amount, 99.7% was allocated as cash dividends of NT\$0.64 per share, along with a capital reserve cash distribution of NT0.36 per share, totaling NT1.00 per share.

Source: The company consolidated financial reports

BUSINESS
STRATEGIES
& PLANS



Business Strategies & Plans



Business & Marketing Strategies

- Leverage data analytics to precisely target high-value customer segments and allocate resources to maximize revenue and profit. Continue enhancing room products and high value-added services to strengthen brand appeal.
- Promote sustainable tourism to align with global ESG trends, reinforcing corporate responsibility and competitiveness.
- Explore opportunities for new locations and management contracts.

Workforce

- Redesign workflows and recruit overseas interns to address labor shortages, while enhancing compensation, benefits, and tiered training programs to strengthen skills, satisfaction, and retention.

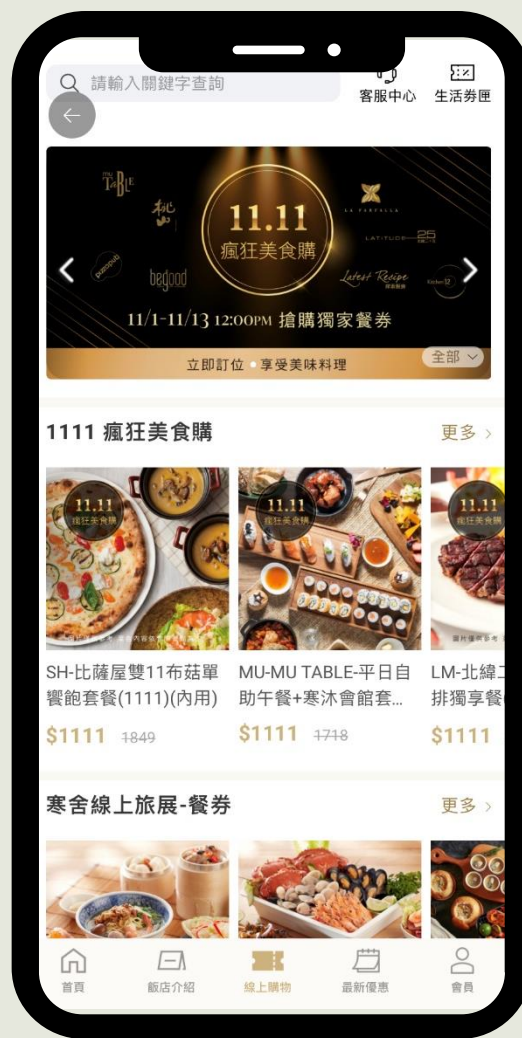
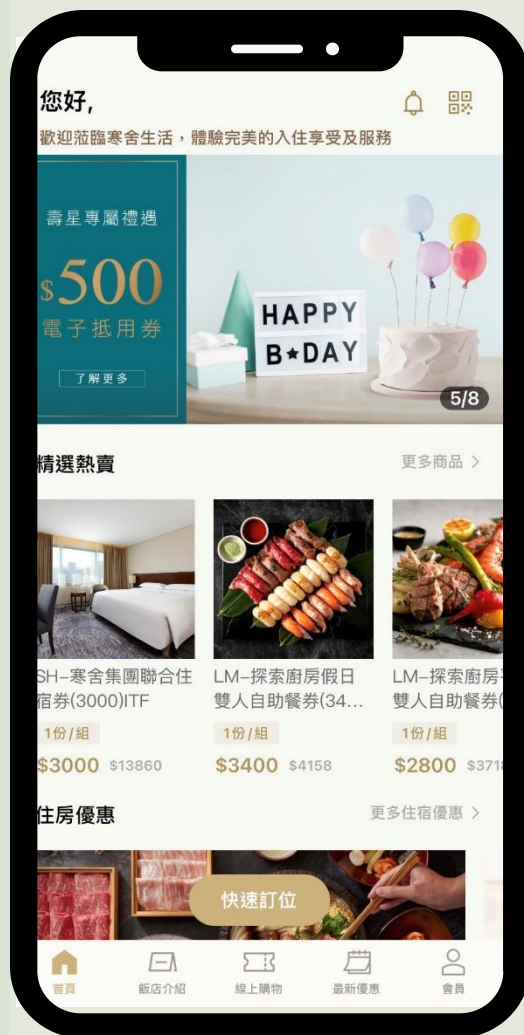
Digital

- Enhance direct booking platforms and membership programs to boost loyalty, cut commission costs, and improve service efficiency.
- Leverage data analytics to drive targeted F&B marketing and increase revenue.

DIGITAL
TECHNOLOGY
APPLICATIONS



My Humble Living App



The My Humble Living App offers online hotel reservations, restaurant bookings, e-commerce, and exclusive promotional notifications for all My Humble House Group properties. Our membership base has now surpassed **130,000 users**.

App My Humble Living App



Members enjoy exclusive offers and can earn points through their spending, which can be redeemed for future purchases—enhancing customer loyalty and engagement.

AI Smart Cleaning Robot

The hotels have deployed smart cleaning robots in guestroom corridors, reducing manpower needs and significantly improving efficiency.



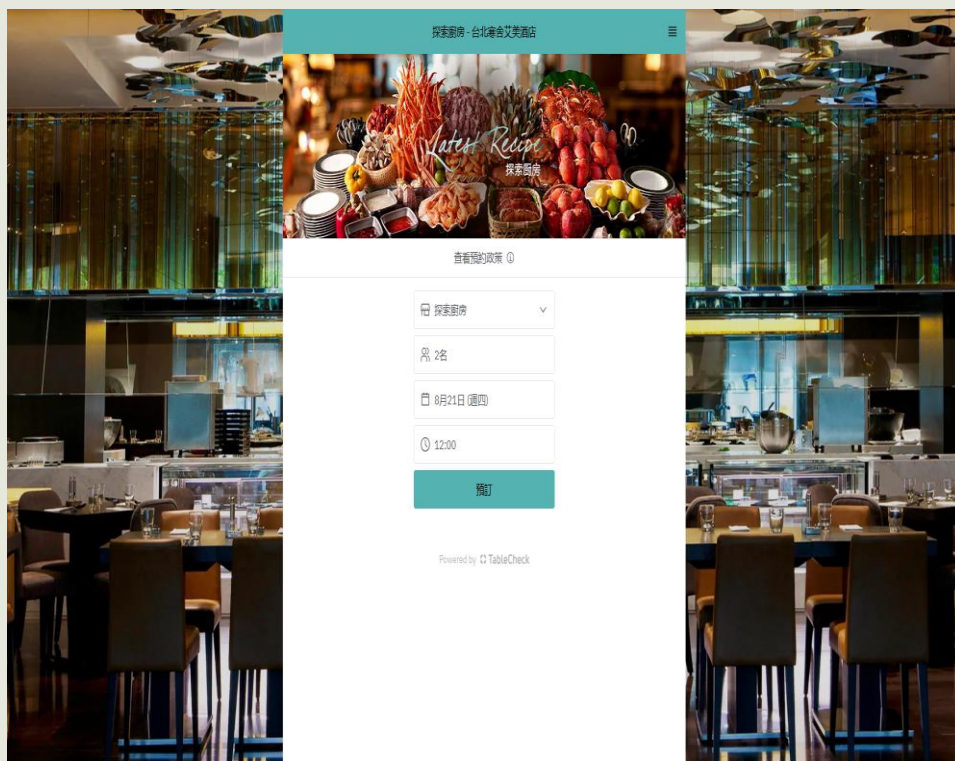
AI Smart Speakers

AI smart speakers have been introduced in guest rooms, allowing guests to control lighting, curtains, TV, and air conditioning via voice commands, as well as receive instant answers on dining options and facility hours. This reduces customer service manpower needs, improves service efficiency, and enables staff to focus on delivering more personalized guest interactions.



Smart Online Reservations & AI Services

- A third-party reservation system enables 24hr restaurant bookings via the hotel website and LINE, reducing staff workload and guest wait times.
- The LINE official account integrates AI customer service for instant, multilingual responses, enhancing the guest experience.



ESG &
SUSTAINABILITY



Supporting Sustainability & Local Industries



- Since 2023, purchased 50+ tons of Leopard Cat Rice—the first hotel group to promote its contract farming—earning the 2024 BUYING POWER Award.
- Continued sourcing premium local products in 2024–2025, winning the TOPS Taipei Good Procurement Award – Silver and the Social Innovation Procurement Award.



Earth Hour Commitment



- For 16 consecutive years, Humble House Group has joined WWF' s Earth Hour, with all hotels dimming or switching off lights in public areas and select guest rooms from 8:30–9:30 p.m. to support global energy conservation and carbon reduction.
- Guests are invited to join in and help raise awareness of environmental sustainability.



Nurturing Talent, Preserving Heritage



- Formed the My Humble House Archery Team, producing multiple champions in the Chinese Corporate Archery League.
- Partnered with the 2024 Taipei International Wake Open to support athlete accommodations.
- Sponsored the October 2024 “Panettone World Championship,” promoting Taiwan’s baking talents globally.



Community Harmony & Engagement



- In June 2024, MU JIAO XI HOTEL partnered with the Erlong Community Development Association and the Hondao Senior Citizens Welfare Foundation to celebrate the Erlong Dragon Boat Race, donating all prize money to preserve local craftsmanship and giving 80 roasted chickens to the community in gratitude.
- In October 2024, the hotel joined hands with local partners to protect the endangered coastal plant “Haimi”, carrying out the eco-friendly removal of invasive species to safeguard the region’s natural biodiversity.



One Bag of Blood, A Beacon of Hope

- In October 2024, My Humble House Group, led by Chairman Po-Han Tsai, supported a blood donation drive organized by partner Jih Sheng Tai Chun Co., Ltd., encouraging employees and hotel guests to participate .
- In June 2025, MU JIAO XI HTEL partnered with Wellspring by Silks Jiaoxi and No.9 Hotel to host a joint blood donation drive.



ESG Report

Since 2016, the Company has published its Sustainability Report for nine consecutive years, each accompanied by an independent assurance report from certified public accountants.



THANK YOU

