

Atour Lifestyle Holdings Limited

NASDAQ: ATAT



2Q24 Results Presentation

August 2024

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Business Review

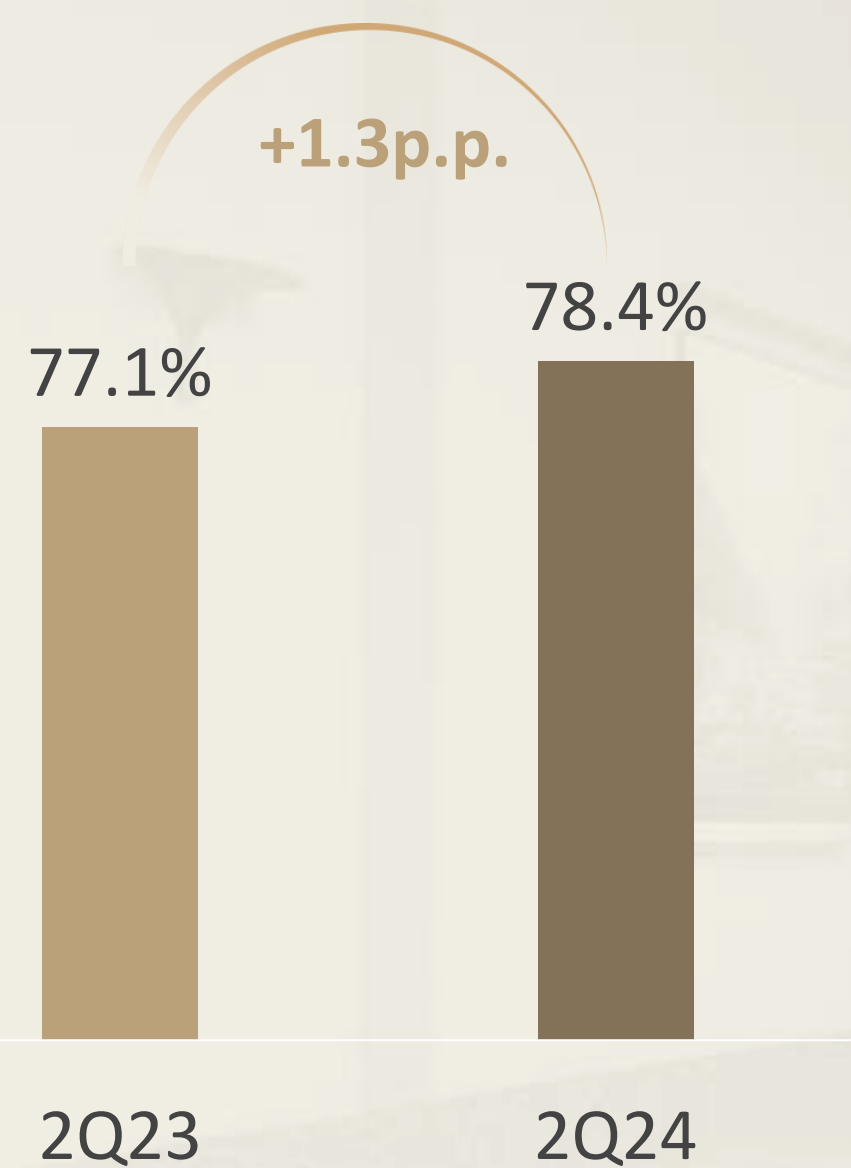
业务表现

2Q24 RevPAR was 93.5% of 2023's Level for the Same Period

二季度RevPAR为2023年同期的93.5%

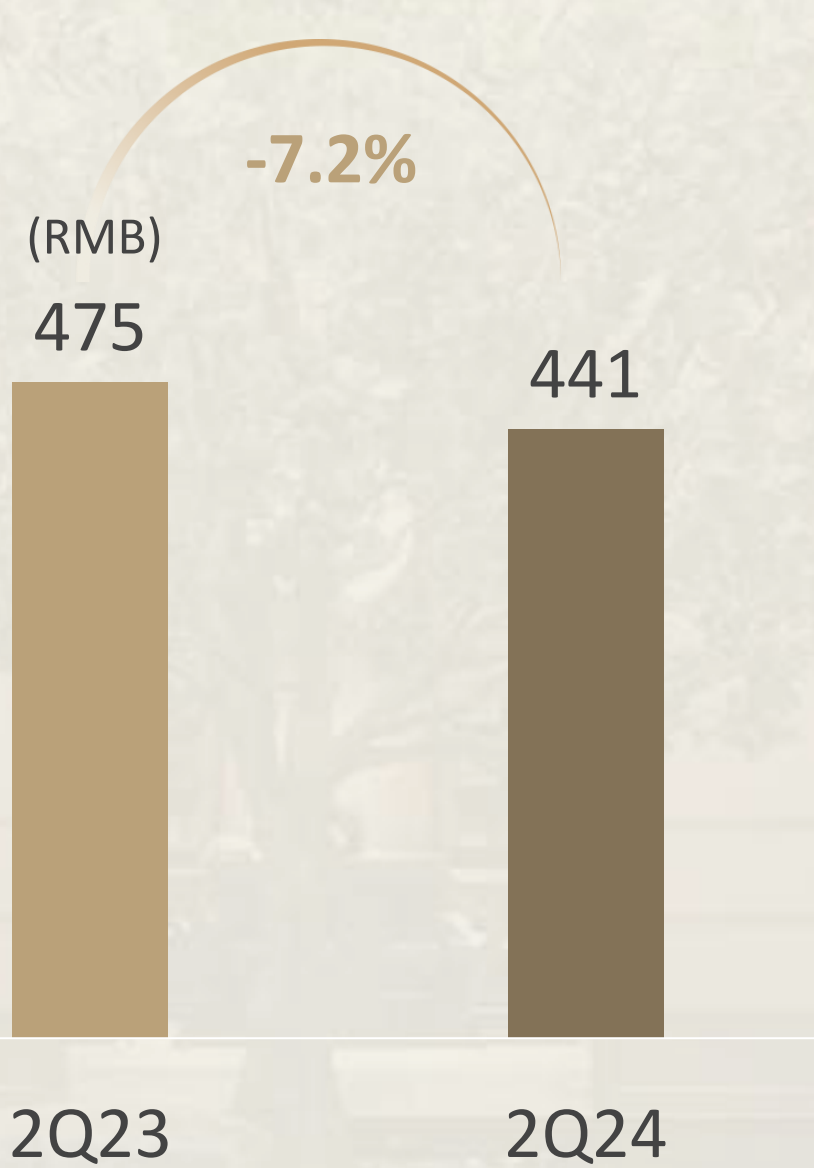
OCC⁽¹⁾

101.7% of 2Q23's level
为23年同期的101.7%



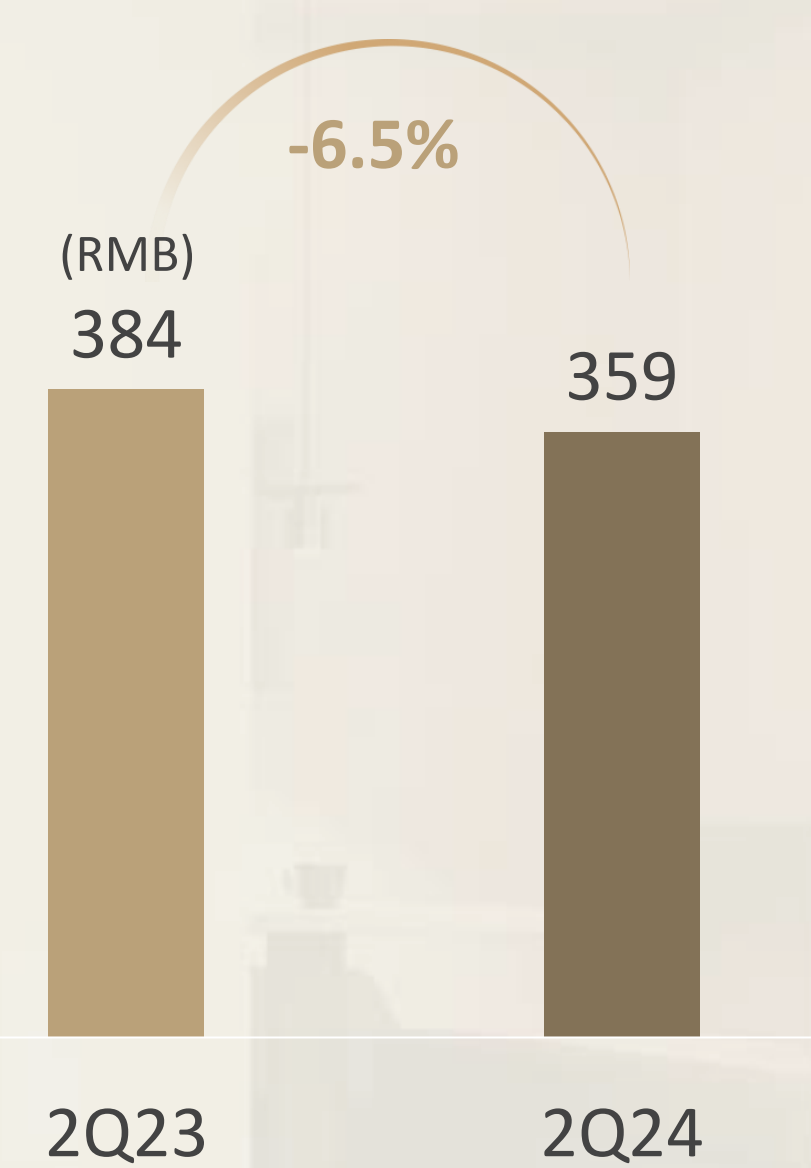
ADR⁽¹⁾

92.8% of 2Q23's level
为23年同期的92.8%



RevPAR⁽¹⁾

93.5% of 2Q23's level
为23年同期的93.5%



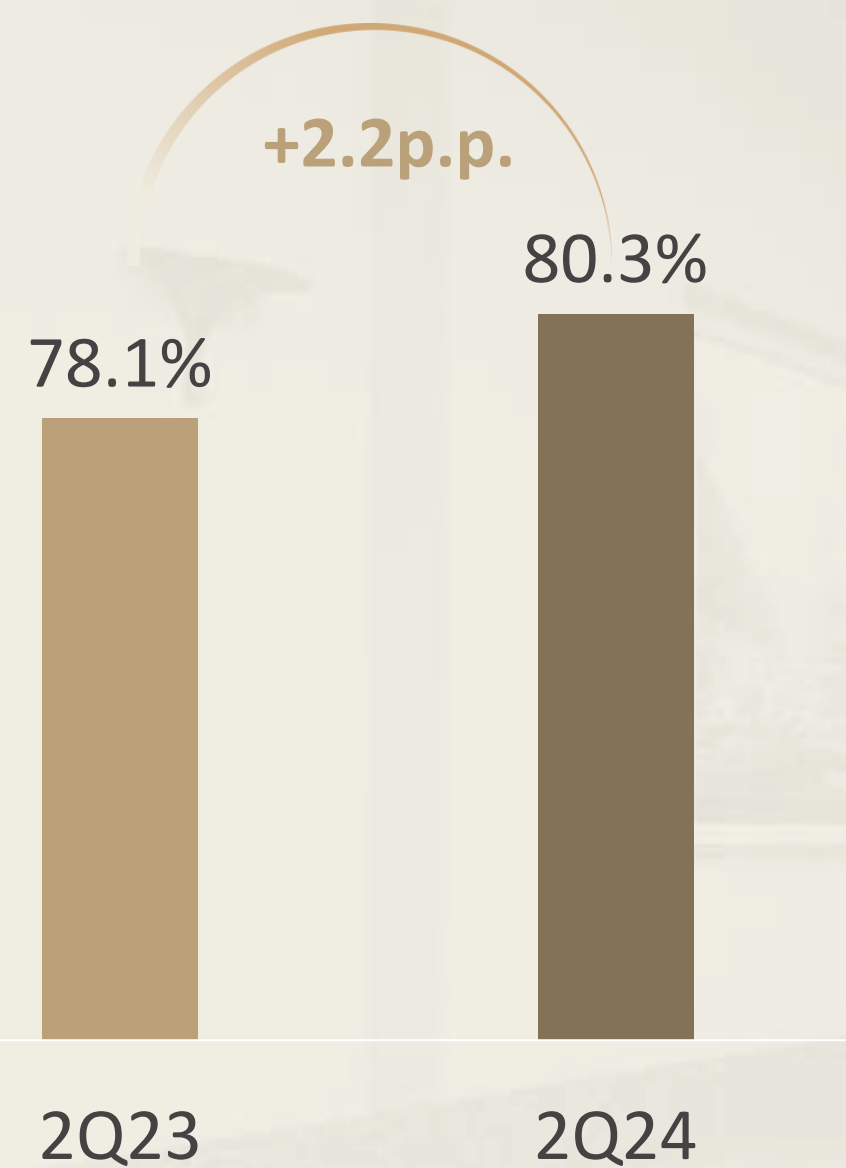
(1) Excludes hotel rooms that were previously requisitioned by the government for quarantine needs in response to the COVID-19 outbreak or otherwise became unavailable due to temporary hotel closures. In the second quarter of 2024, no hotels were requisitioned for quarantine needs. ADR and RevPAR are calculated based on tax-inclusive room rate.
"ADR" refers to the average daily room rate, which means room revenue divided by the number of rooms in use for a given period;
"Occupancy rate" refers to the number of rooms in use divided by the number of available rooms for a given period;
"RevPAR" refers to revenue per available room, which is calculated by total revenues during a period divided by the number of available rooms of our hotels during the same period.

2Q24 Same-Hotel⁽¹⁾ RevPAR was 96.2% of 2023's Level for the Same Period

二季度同店同比⁽¹⁾RevPAR为2023年同期的96.2%

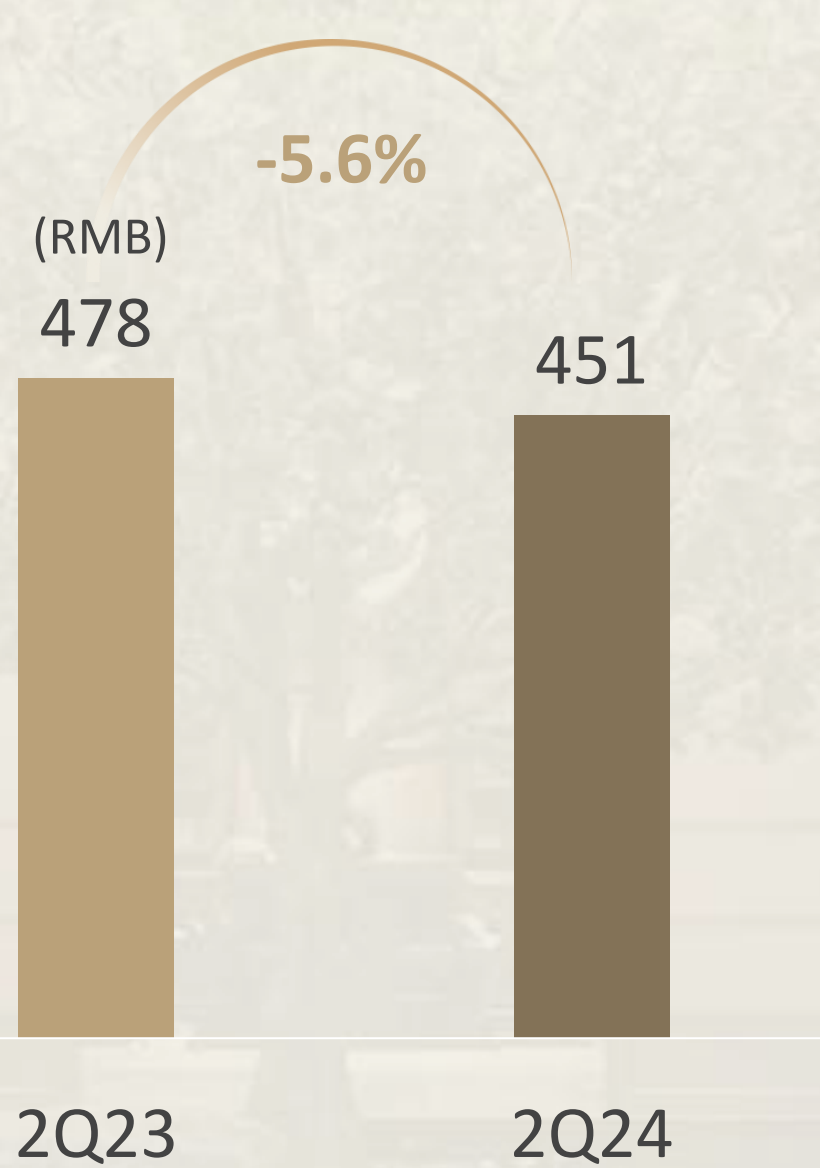
OCC⁽²⁾

102.8% of 2Q23's level
为23年同期的102.8%



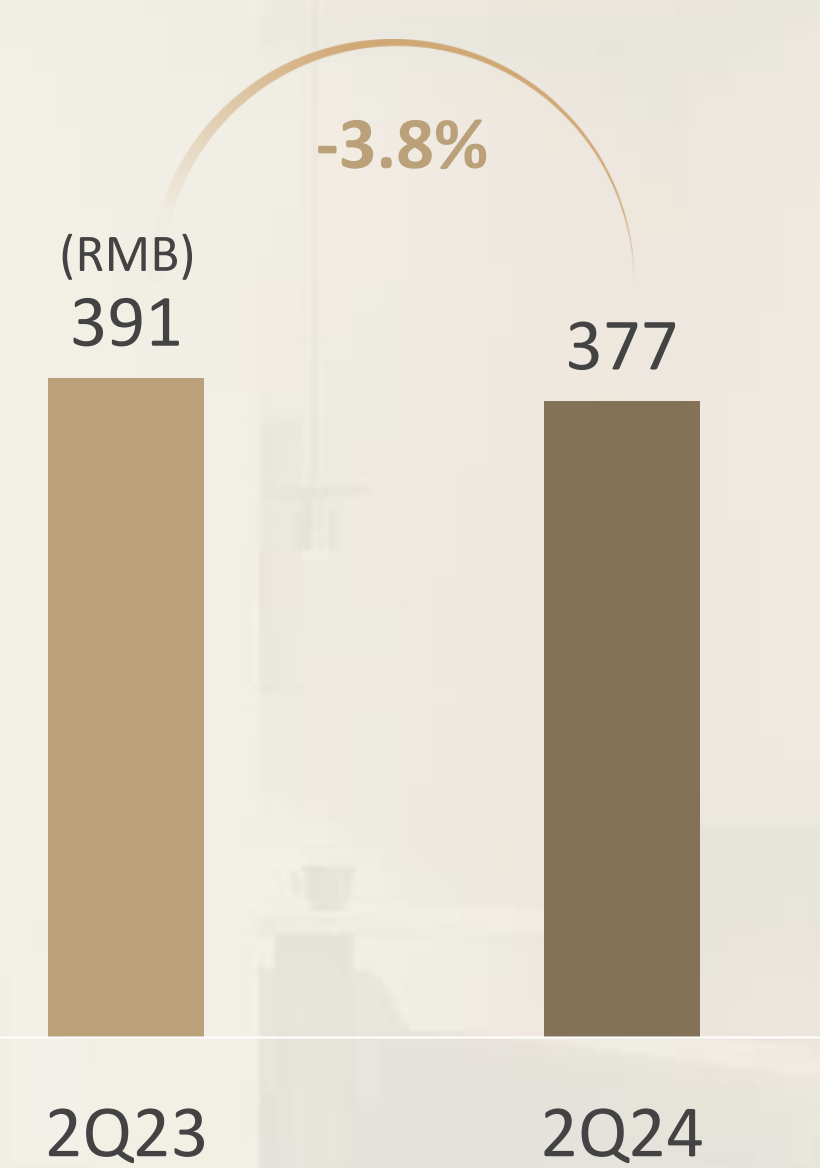
ADR⁽²⁾

94.4% of 2Q23's level
为23年同期的94.4%



RevPAR⁽²⁾

96.2% of 2Q23's level
为23年同期的96.2%



(1) For any given quarter, we define "same-hotel" to be a hotel that has operated for a minimum of 18 calendar months as of the 15th day (inclusive) of any month within that quarter. The OCC, ADR and RevPAR presented above represent such metrics generated by "same hotels" in the second quarter of 2024, compared to the corresponding metrics generated by these "same hotels" during the same period in 2023.
(2) Excludes hotel rooms that were previously requisitioned by the government for quarantine needs in response to the COVID-19 outbreak or otherwise became unavailable due to temporary hotel closures. In the second quarter of 2024, no hotels were requisitioned for quarantine needs. ADR and RevPAR are calculated based on tax-inclusive room rates.

Continued to Expand Hotel Network and Achieved High-quality Growth

酒店网络持续扩张，实现高质量增长



New Hotel Openings in 2Q24
2Q24 新开业酒店数量

123

(+76% YoY)



Hotels in Operation⁽¹⁾
在营酒店数量⁽¹⁾

1,412

(+37% YoY)

Maintained Rapid Pace in Hotel Openings in 2Q24
二季度延续快速开店趋势

⁽¹⁾ As of June 30, 2024

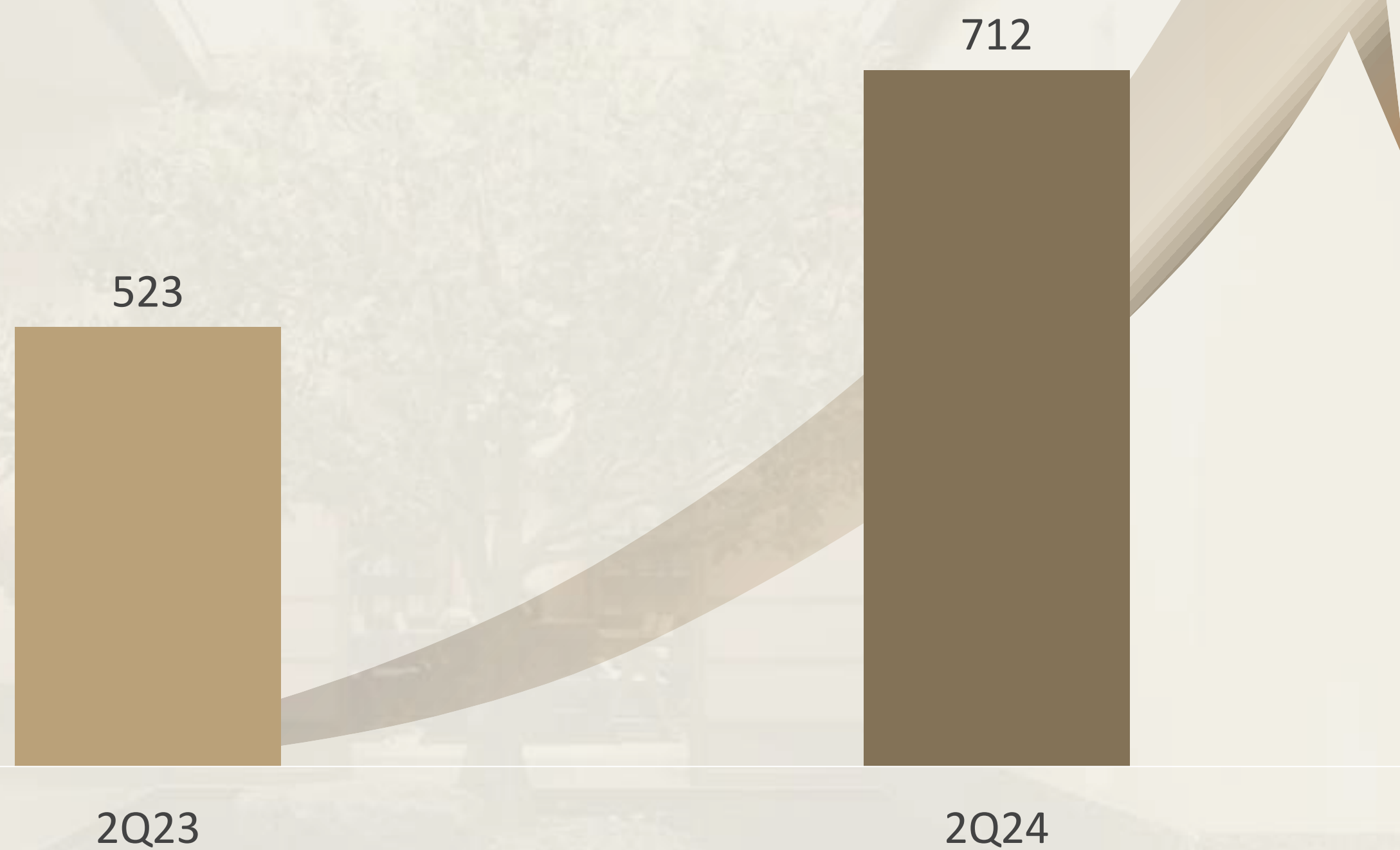
Continuous Increase in New Signings and Steady Pipeline Growth

签约快速增长，管道项目不断扩充



No. of Hotels in Pipeline

管道项目数



Atour 4.0 Reaffirms Our Leading Position in the Upper Midscale Hotel Market

亚朵4.0再次验证我们在中高端酒店品牌中的强势地位

Xi'an Nanmen Atour
西安南门亚朵



Grand Opening of First Atour 4.0 Hotel on June 28, 2024

亚朵4.0首店于6月28日盛大开业

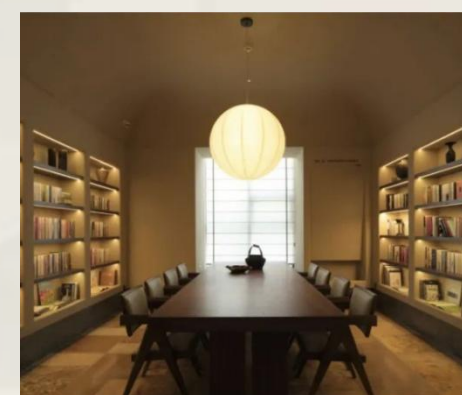
First Month OCC
首月OCC

91%+

First Month RevPAR
首月RevPAR

RMB 710+

Flagship Projects in Core Business Districts Set to be Launched Successively
核心商圈标杆项目将陆续推出



City Coverage in Pipeline⁽¹⁾
管道内项目覆盖城市⁽¹⁾

30+

No. of Atour 4.0 in Pipeline⁽¹⁾
管道内亚朵4.0数量⁽¹⁾

50

(1) As of August 26, 2024

Atour Light 3.0 Continued to Garner Market Recognition

轻居3.0持续获得市场认可

Atour Light 3.0 Continuously Gained Praise
From Franchisees

轻居3.0持续获得加盟商青睐

Hotels in Operation for More Than 3 Months
Showed Thriving Performance

在营满3个月的轻居3.0经营表现强劲

New Signings in 2Q24
(>20% of Total New Signings)

37

2Q24轻居3.0签约数量

Atour Light 3.0 Hotels
in Operation ⁽¹⁾

54

轻居3.0在营数量⁽¹⁾

2Q24 RevPAR



RMB 310+

⁽¹⁾ As of June 30, 2024

Atour Light 3.0's Strong Performance in the Midscale Hotel Market

轻居3.0在中端市场表现强劲



Beijing Liuliqiao Atour Light Hotel⁽¹⁾
北京六里桥轻居⁽¹⁾

OCC in July 2024
7月份OCC

90%+

RevPAR in July 2024
7月份RevPAR

RMB 600+

Established a Comprehensive Presence Across All Tier-one Cities
轻居3.0已完成所有一线城市的全面布局

Service Touchpoints
服务触点

IP Collaboration
IP联名

Diversified
“Chinese Experience”
多样化“中国体验”



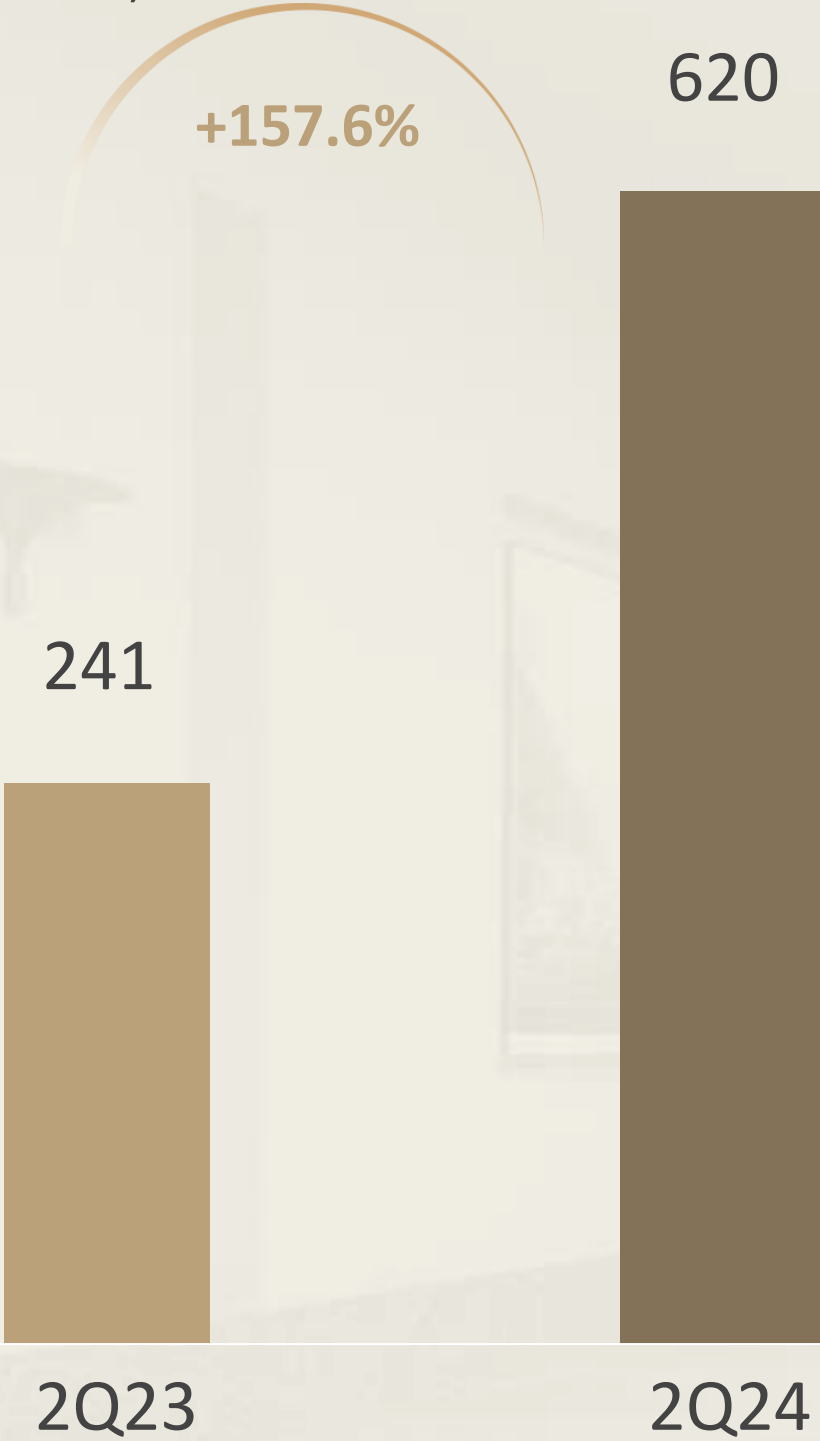
⁽¹⁾ Opened on May 27, 2024

Retail Business Sustained Outstanding Performance

零售业务保持强势增长

Retail GMV ⁽¹⁾
零售GMV ⁽¹⁾

(RMB mn)



90%+

Online GMV ⁽¹⁾ Proportion
线上GMV ⁽¹⁾ 占比



Outstanding Performance During the "618" Shopping Festival "618购物节" 再创佳绩

RMB **310** mn
GMV⁽¹⁾

170,000+
units

Deep Sleep Lightweight
Comforter
深睡夏凉被

No.1

Sales Ranking of Comforters on
Tmall, JD.com and Douyin Platforms
天猫、京东、抖音单品销量排名

(1) "GMV" refers to gross merchandise value, which is the total value of confirmed orders placed and paid for by our end customers with us or our franchisees, as the case may be, and sold as part of our retail business, where the ordered products have been dispatched, regardless of whether they are delivered or returned, calculated based on the prices of the ordered products net of any discounts offered to our end customers.

Atour Planet Deep Sleep Products Continued to Earn Strong Market Recognition

亚朵星球深睡产品持续获得市场高度认可



Deep Sleep Thermo-Regulating
Comforter PRO
深睡控温被PRO



Efficient Product Development Mechanism to Bring Multiple Blockbusters to Market
高效的新品研发机制，成功落地多个爆款产品



Deep Sleep Thermo-Regulating Comforter PRO Naturally Facilitates Deep Sleep
深睡控温被PRO，让深睡自然发生



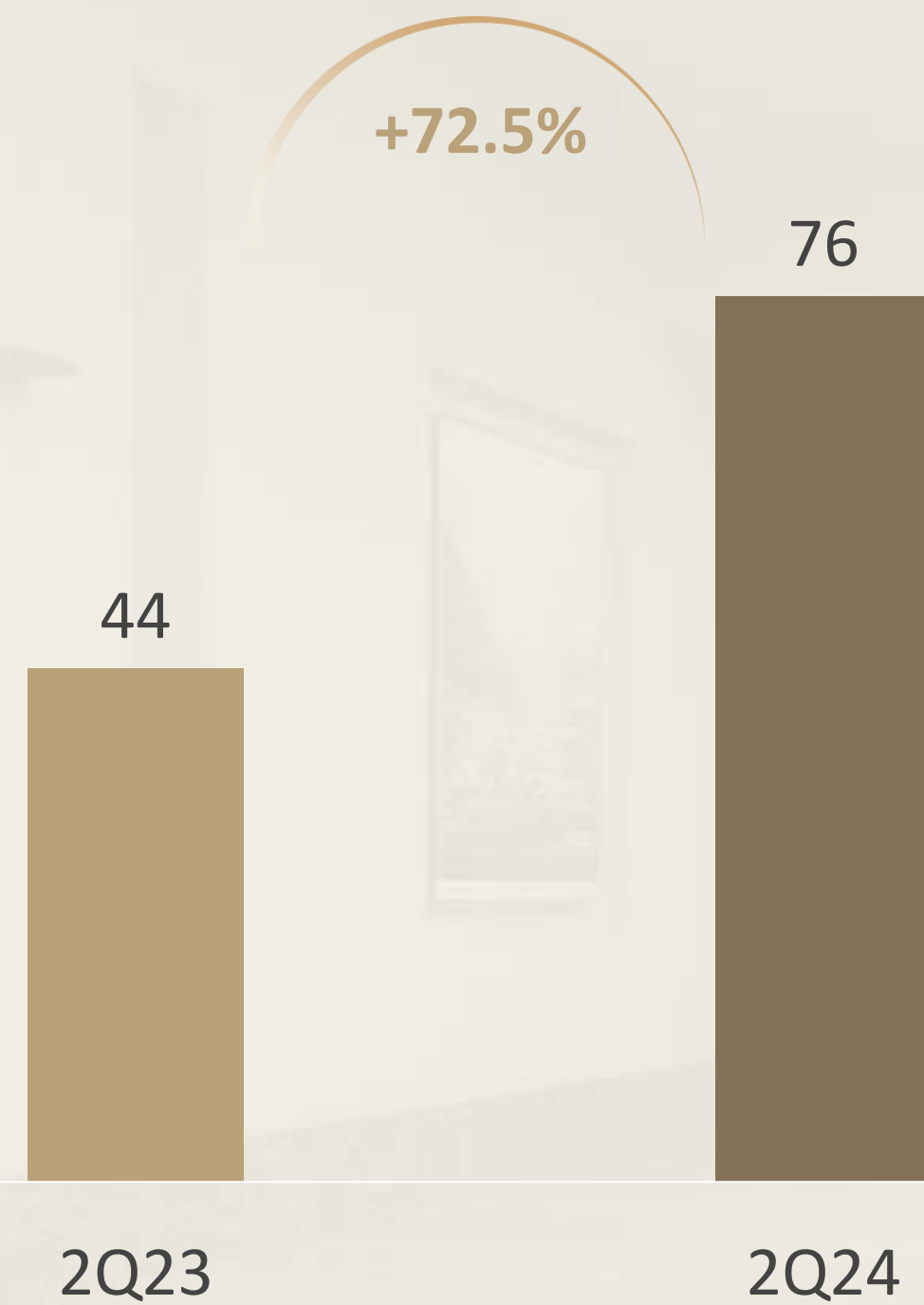
Continue to Enrich Deep Sleep Product Offerings, Enhancing and Perfecting the "Atour Experience"
深耕睡眠产品矩阵，丰富和完善“亚朵体验”

Membership Base Expanded Rapidly and Corporate Members' Contribution Continued to Increase

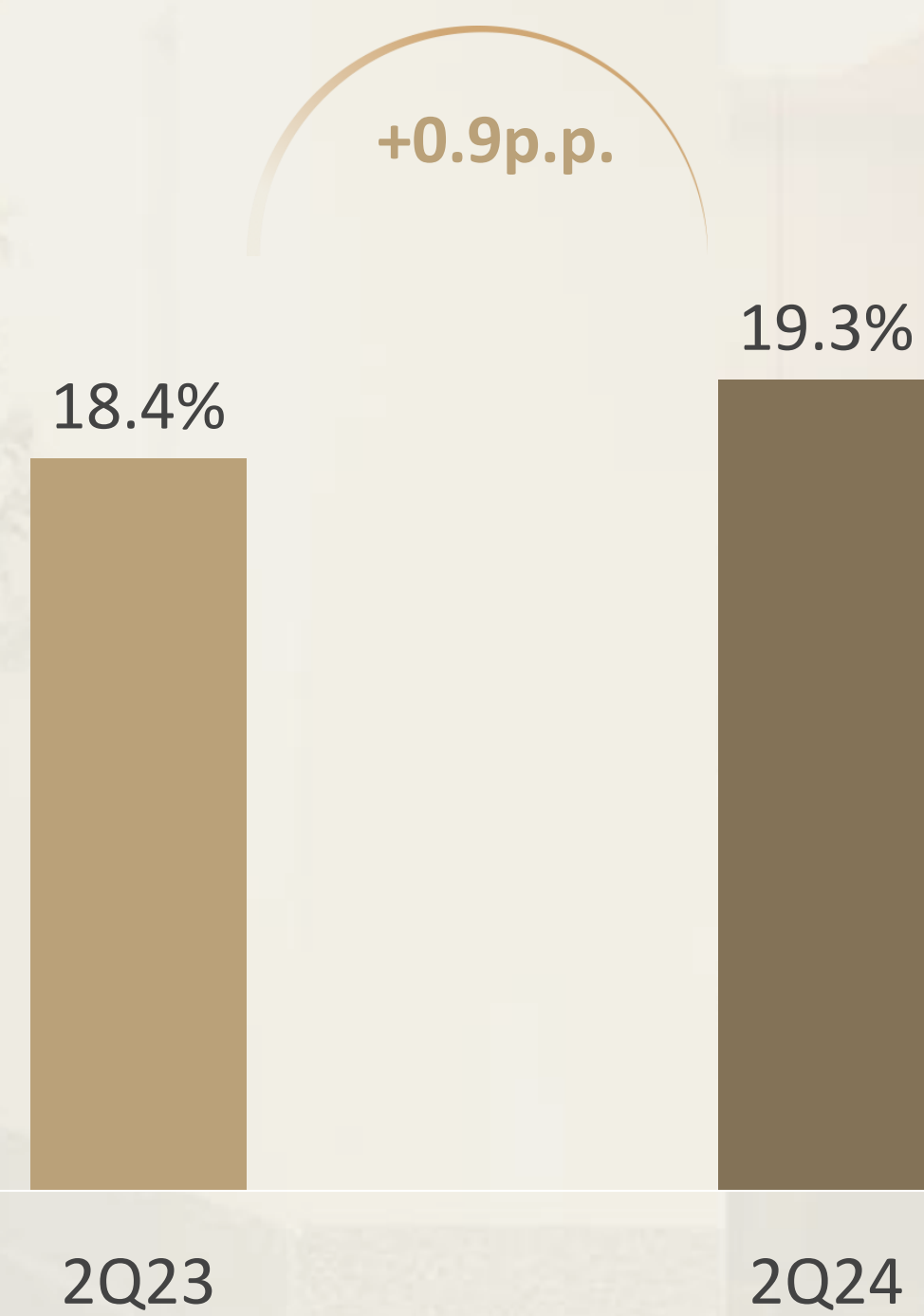
会员规模快速扩张，企业客户贡献占比持续增加

Registered Individual Members 注册会员

(mn)



Corporate Members' Contribution⁽¹⁾ 企业协议销售间夜⁽¹⁾



⁽¹⁾ "Corporate Members' Contribution" refers to the room nights sold to corporate members as percentage of total room nights sold.

Consistently Enhanced Membership Benefits and Experiences

不断丰富会员权益和体验

"Atour Lying-Down Festival" in Nantong in May
南通“亚朵躺躺生活节”

Precisely Aligned with Diverse Leisure Travel Demands
精准匹配当下差异化的休闲旅游需求



Music+
音乐+



Sport+
体育+

Deepened our Commitment to Sustainable Development

持续践行可持续发展理念



In June, We Launched the “Yuan Meng Project” in Partnership With a Nonprofit Organization, to Help Protect the Critically Endangered Skywalker Hoolock Gibbon

六月，我们正式启动“猿梦计划”，携手公益组织，致力于保护濒临灭绝的天行长臂猿



We are Raising Awareness Through Educational Campaigns, Calling on the Public to Join us in Safeguarding This Endangered Species

通过科普活动，呼吁社会大众与亚朵共同并肩捍卫天行长臂猿的生存

Financial Review

财务表现



Net Revenues

收入

| <i>(RMB in thousands)</i> | 2Q23 | 1Q24 | 2Q24 | YoY | QoQ |
|---------------------------|------------------|------------------|------------------|--------------|--------------|
| Net Revenues | 1,092,709 | 1,468,293 | 1,797,047 | 64.5% | 22.4% |
| - Manachised hotels | 626,483 | 836,111 | 1,026,979 | 63.9% | 22.8% |
| - Leased hotels | 219,524 | 168,049 | 180,333 | -17.9% | 7.3% |
| - Retail | 211,648 | 416,591 | 536,734 | 153.6% | 28.8% |
| - Others | 35,054 | 47,542 | 53,001 | 51.2% | 11.5% |

- **Net revenues:** the increase YoY was mainly driven by the growth in manachised hotel and retail businesses.
- **Manachised hotels:** the increase YoY was primarily driven by our ongoing hotel network expansion and the rapid growth of our supply chain business.
- **Leased hotels:** the YoY decline was primarily due to a decrease in the number of leased hotels as a result of our product mix optimization, as well as a decrease in RevPAR.
- **Retail:** the YoY increase was driven by widespread recognition of our retail brands and effective product innovation and development as we successfully broadened our range of product offerings. In the second quarter of 2024, comforters sales accounted for over 20% of retail revenues, further accelerating the growth of our retail business.
- **Others:** the YoY increase was driven by our fast-growing membership business.

Operating Costs and Expenses

运营成本及费用

| <i>(RMB in thousands)</i> | 2Q23 | 1Q24 | 2Q24 | YoY | QoQ |
|---|----------------|------------------|------------------|-----------------|-----------------|
| Total Operating Costs and Expenses | 816,015 | 1,153,645 | 1,399,721 | 71.5% | 21.3% |
| Hotel Operating Costs | 509,513 | 662,169 | 775,753 | 52.3% | 17.2% |
| - <i>Gross Margin of Hotel Businesses</i> | <i>39.8%</i> | <i>34.1%</i> | <i>35.7%</i> | <i>-4.0p.p.</i> | <i>+1.7p.p.</i> |
| Retail Costs | 107,560 | 206,103 | 265,003 | 146.4% | 28.6% |
| - <i>Gross Margin of Retail Business</i> | <i>49.2%</i> | <i>50.5%</i> | <i>50.6%</i> | <i>+1.4p.p.</i> | <i>+0.1p.p.</i> |
| Other Operating Costs | 13,261 | 9,826 | 9,918 | -25.2% | 0.9% |

- **Hotel operating costs:** the increase YoY was mainly due to the increase in variable costs, such as supply chain costs, associated with our ongoing expansion of the hotel business. The decrease in gross margin of hotel businesses was due to a decrease in RevPAR attributable to high base effect in the same period of 2023, as well as an increased share of revenue generated by the lower-margin supply chain business.
- **Retail costs:** the increase YoY was associated with the rapid growth of our retail business. The increase in gross margin of retail business was driven by an increasing contribution from higher-margin online sales.

Operating Costs and Expenses (etc.)

运营成本及费用 (续)

| <i>(RMB in thousands)</i> | 2Q23 | 1Q24 | 2Q24 | YoY | QoQ |
|---|--------|---------|---------|----------|----------|
| Selling and marketing expenses | 94,400 | 174,711 | 224,607 | 137.9% | 28.6% |
| - <i>as % of net revenues</i> | 8.6% | 11.9% | 12.5% | +3.9p.p. | +0.6p.p. |
| General and administrative expenses | 73,450 | 76,655 | 91,488 | 24.6% | 19.4% |
| - <i>as % of net revenues</i> | 6.7% | 5.2% | 5.1% | -1.6p.p. | -0.1p.p. |
| - <i>as % of net revenues – excl. SBC⁽¹⁾</i> | 5.9% | 5.0% | 4.2% | -1.7p.p. | -0.8p.p. |
| Technology and development expenses | 17,831 | 24,181 | 32,952 | 84.8% | 36.3% |
| - <i>as % of net revenues</i> | 1.6% | 1.6% | 1.8% | +0.2p.p. | +0.2p.p. |

- **Selling and marketing expenses:** the increase YoY was mainly due to our enhanced investment in brand recognition and the effective development of online channel, aligned with the growth of our retail business.
- **General and administrative expenses:** excluding share-based compensation expenses, the increase YoY was primarily due to an increase in labor costs.
- **Technology and development expenses:** the increase YoY was mainly attributable to our increased investments in technology systems and infrastructure to support our expanding hotel network and retail business and improve customer experience.

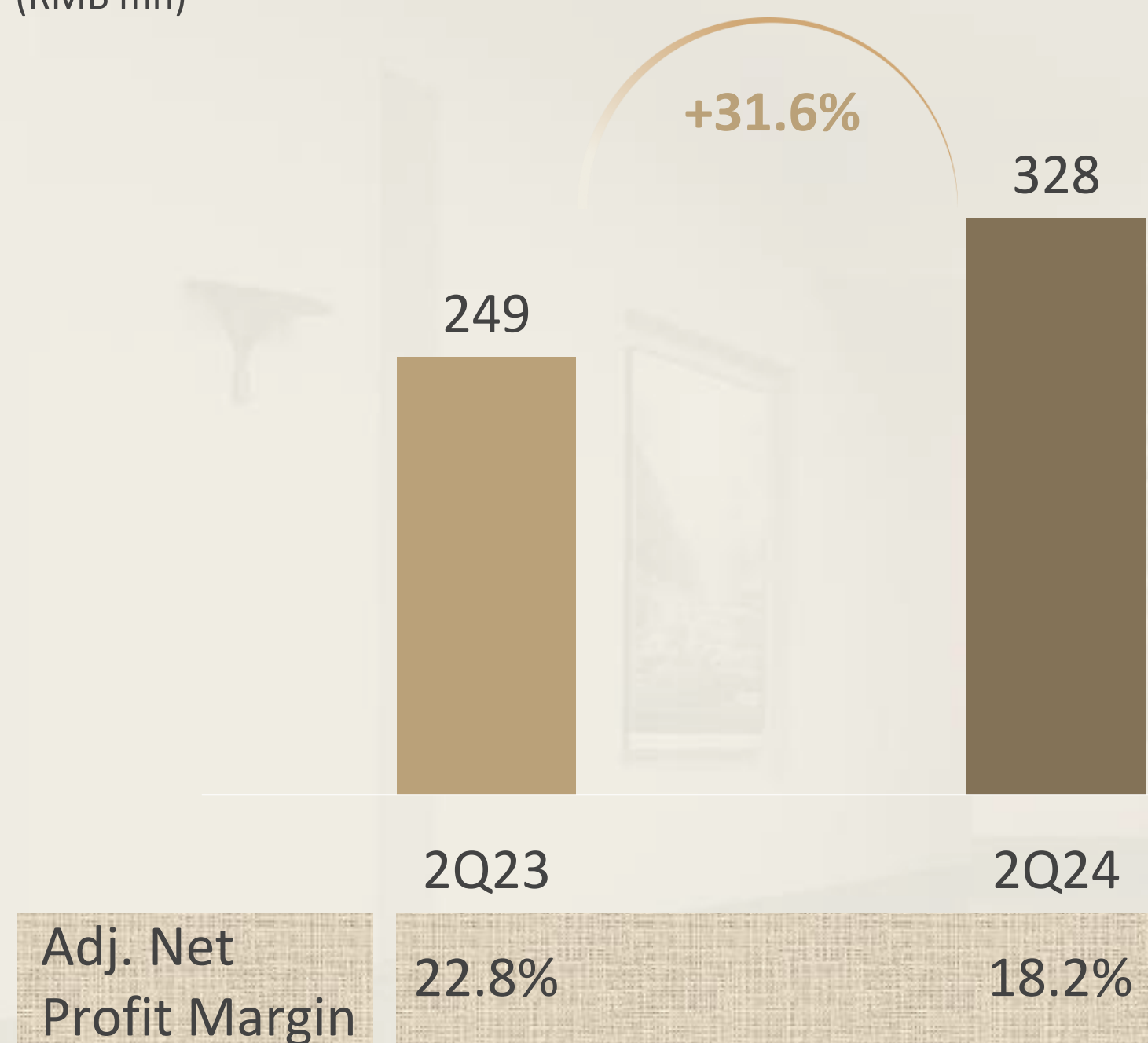
⁽¹⁾ "SBC" refers to share-based compensation expenses.

Adjusted Net Income and Adjusted EBITDA

调整后净利润和调整后EBITDA

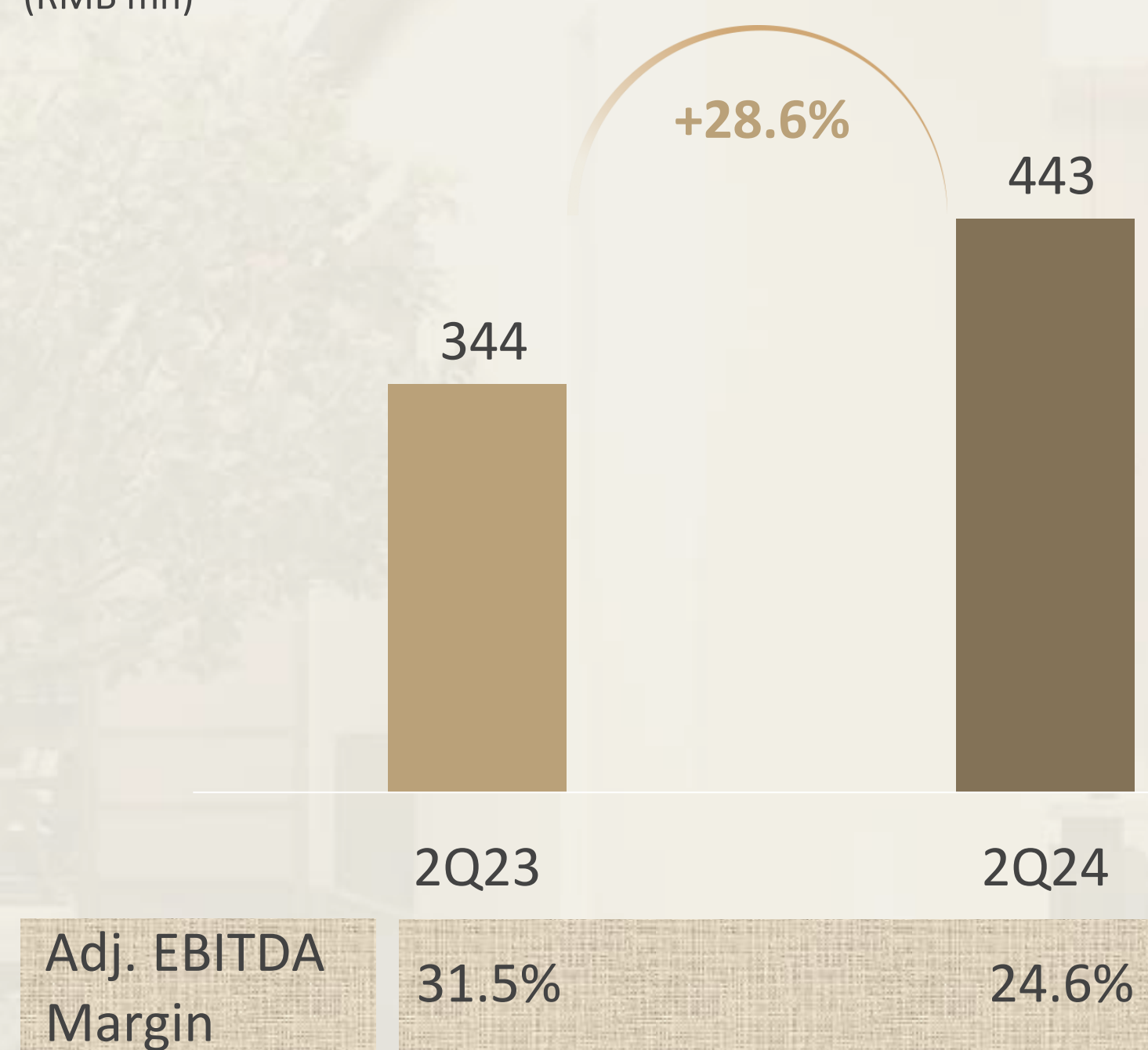
Adjusted Net Income ⁽¹⁾ 调整后净利润 ⁽¹⁾

(RMB mn)



Adjusted EBITDA ⁽²⁾ 调整后EBITDA ⁽²⁾

(RMB mn)



⁽¹⁾ Adjusted net income (non-GAAP) is defined as net income excluding share-based compensation expenses.
⁽²⁾ Adjusted EBITDA (non-GAAP) is defined as EBITDA excluding share-based compensation expenses.

Cash Flows

现金流



Operating Cash Inflow

经营性现金净流入

RMB **577** mn



Investing Cash Outflow

投资性现金净流出

RMB **306** mn

Cash Position⁽¹⁾

流动性情况⁽¹⁾



Cash and Cash Equivalents

现金及现金等价物

RMB **3,323** mn



Net Cash⁽²⁾

净现金⁽²⁾

RMB **3,231** mn



Unutilized Bank Credit Facilities

未使用银行授信额度

RMB **450** mn

⁽¹⁾ As of June 30, 2024

⁽²⁾ Net cash equals cash and cash equivalents less total borrowings

Outlook

业绩指引



Total Net Revenues' Growth Rate For the Full Year of 2024

2024全年收入增速

48% ~ 52% (YOY)

Dividend Policy

分红政策

3 Year

3-year Annual Dividend Policy

三年分红政策

≥50%

Net Income for the Preceding Financial Year⁽¹⁾

年度累计派息不低于前一财年净利润50%⁽¹⁾

US\$ **62** mn

Dividend Declared in August 2024

2024年8月派息总额

(1) The exact dividend amount will be determined at the Board's discretion, based on its assessment of the Company's actual and projected results of operations, financial and cash position, capital requirements and other relevant factors.

Q&A

问答