

Atour Lifestyle Holdings Limited



NASDAQ: ATAT



3Q24 Results Presentation

November 2024

Disclaimer

免责声明

This presentation has been prepared by Atour Lifestyle Holdings Limited (the “Company”) solely for informational purposes and has not been independently verified. No representations, warranties or undertakings, express or implied, are made by the Company or any of its affiliates, advisers or representatives as to, and no reliance should be placed upon, the accuracy, fairness, completeness or correctness of the information or opinions presented or contained in this presentation. None of the Company nor any of its affiliates, advisers, or representatives accept any responsibility whatsoever (in negligence or otherwise) for any loss howsoever arising from any information presented or contained in this presentation or otherwise arising in connection with the presentation. The information presented or contained in this presentation is subject to change without notice and its accuracy is not guaranteed.

Certain statements in this presentation, and other statements that the Company may make, are forward-looking statements. These statements reflect the Company’s intent, beliefs or current expectations about the future. These statements can be recognized by the use of words such as “expects,” “plans,” “will,” “estimates,” “projects,” “intends,” “anticipates,” “believes,” “confident” or words of similar meaning. These forward-looking statements are not guarantees of future performance and are based on a number of assumptions about the Company’s operations and other factors, many of which are beyond the Company’s control, and accordingly, actual results may differ materially from these forward-looking statements. Neither the Company nor any of its affiliates, advisers or representatives have any obligation and they do not undertake to revise forward-looking statements to reflect future events or circumstances.

This presentation does not constitute an offer to sell or issue or an invitation to purchase or subscribe for any securities of the Company for sale in the United States or anywhere else. No securities of the Company may be sold in the United States without registration with the United States Securities and Exchange Commission or an exemption from such registration pursuant to the Securities Act of 1933, as amended (the “Securities Act”) and the rules and regulations thereunder. No part of this presentation shall form the basis of or be relied upon in connection with any contract or commitment whatsoever. Specifically, these materials do not constitute a “prospectus” within the meaning of the Securities Act. This presentation does not contain all relevant information relating to the Company or its securities, particularly with respect to the risks and special considerations involved with an investment in the securities of the Company.

In evaluating its business, the Company uses certain non-GAAP measures as supplemental measures to review and assess its operating performance. These non-GAAP financial measures have limitations as analytical tools, and when assessing its operating performances, investors should not consider them in isolation, or as a substitute for the financial information prepared and presented in accordance with U.S. GAAP.

Business Review

业务表现

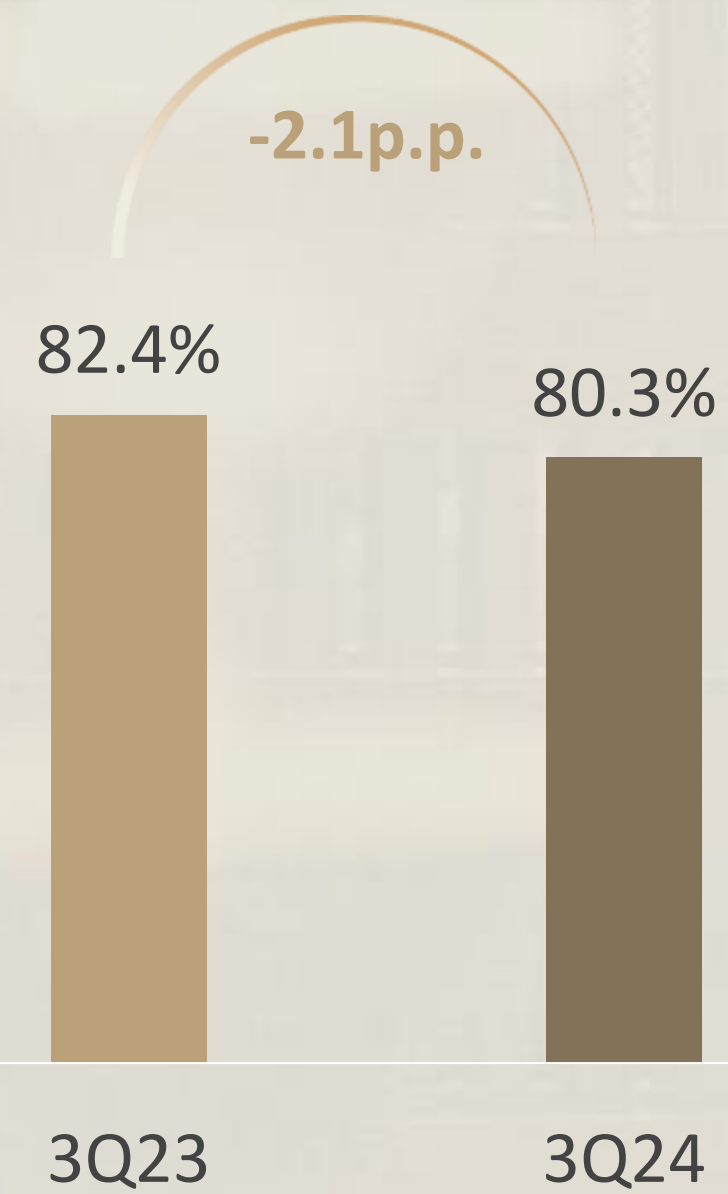


3Q24 RevPAR was 89.5% of 2023's Level for the Same Period

三季度RevPAR为2023年同期的89.5%

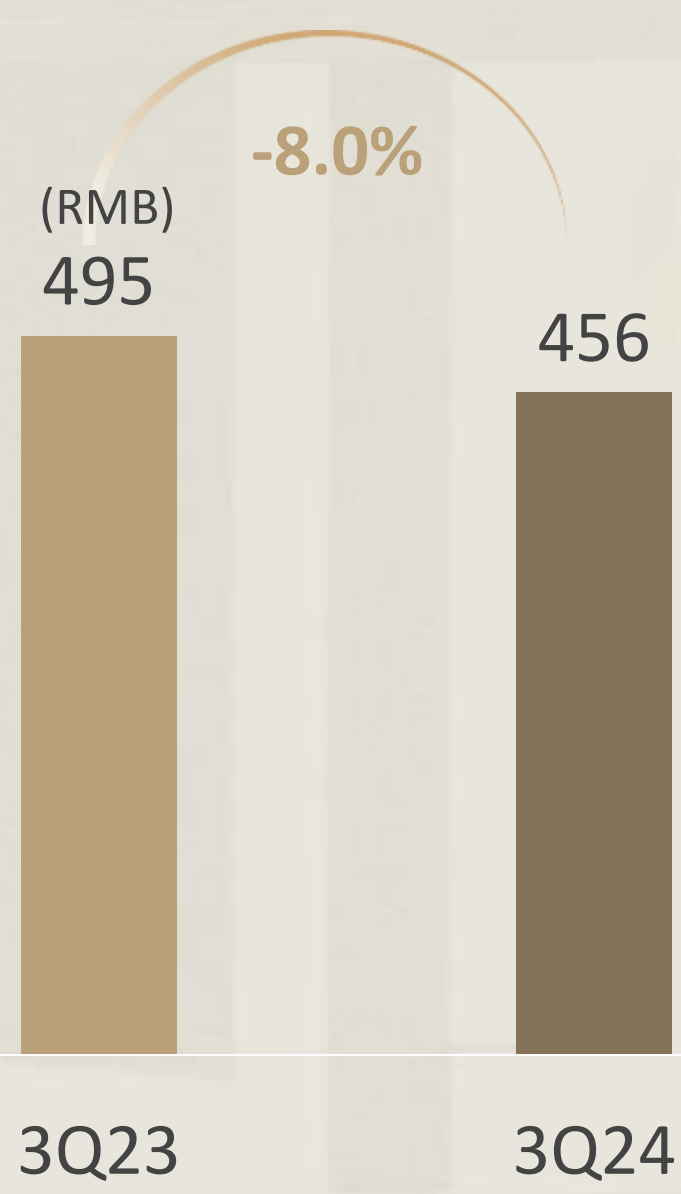
OCC⁽¹⁾

97.5% of 3Q23's level
为23年同期的97.5%



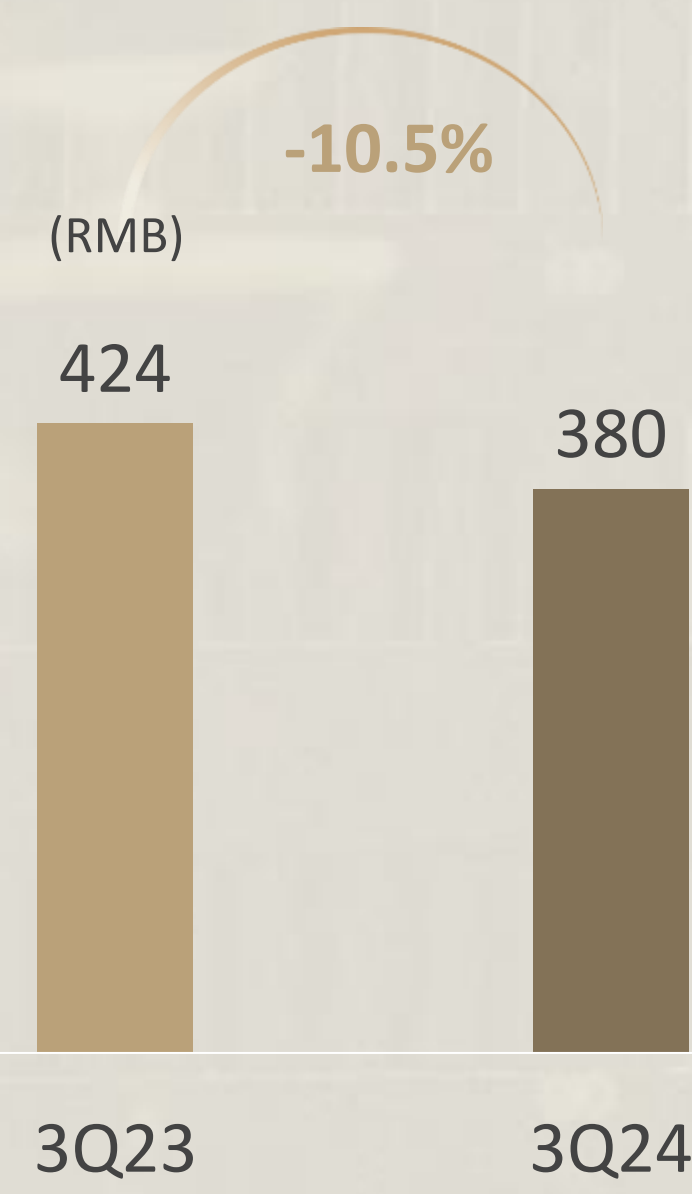
ADR⁽¹⁾

92.0% of 3Q23's level
为23年同期的92.0%



RevPAR⁽¹⁾

89.5% of 3Q23's level
为23年同期的89.5%



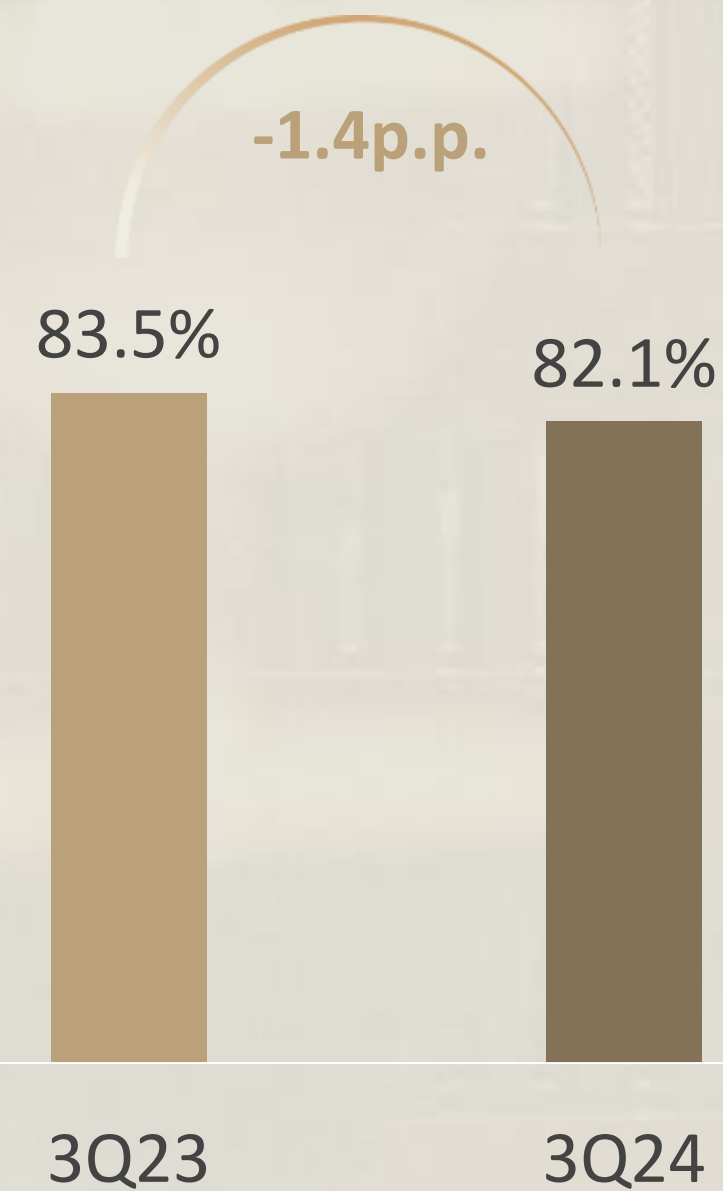
(1) Excludes hotel rooms that became unavailable due to temporary hotel closures. ADR and RevPAR are calculated based on tax-inclusive room rates.
"ADR" refers to the average daily room rate, which means room revenue divided by the number of rooms in use for a given period;
"Occupancy rate" refers to 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.

3Q24 Same-Hotel⁽¹⁾ RevPAR was 91.6% of 2023's Level for the Same Period

三季度同店同比⁽¹⁾RevPAR为2023年同期的91.6%

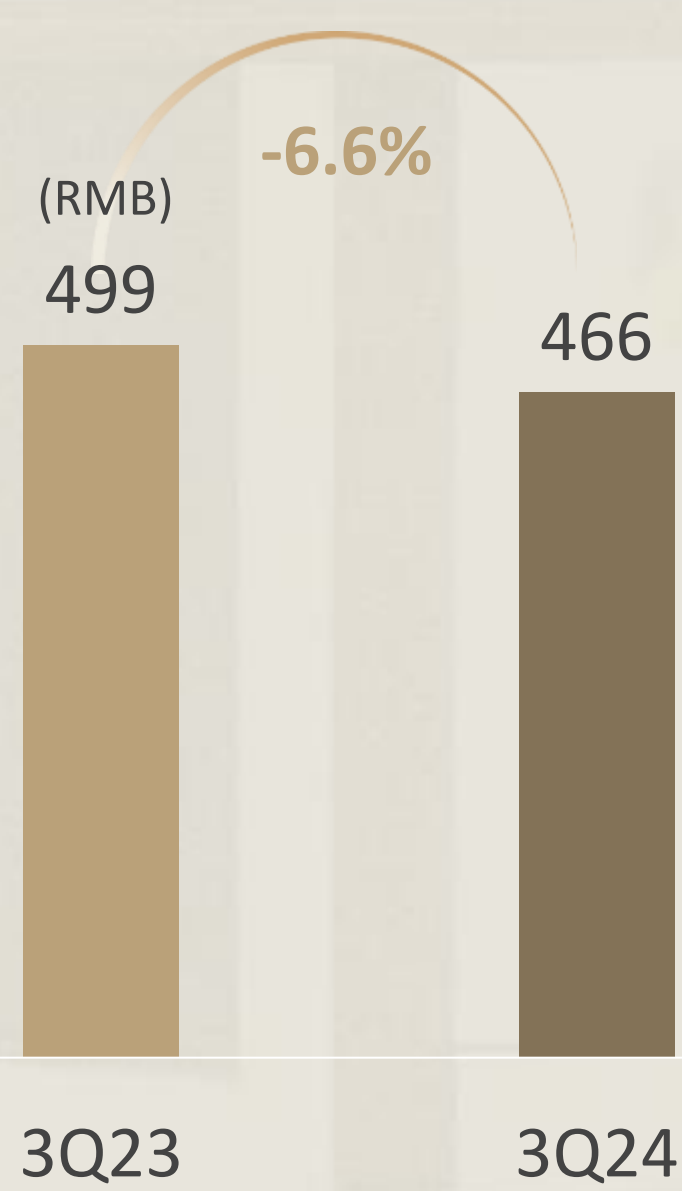
OCC⁽²⁾

98.3% of 3Q23's level
为23年同期的98.3%



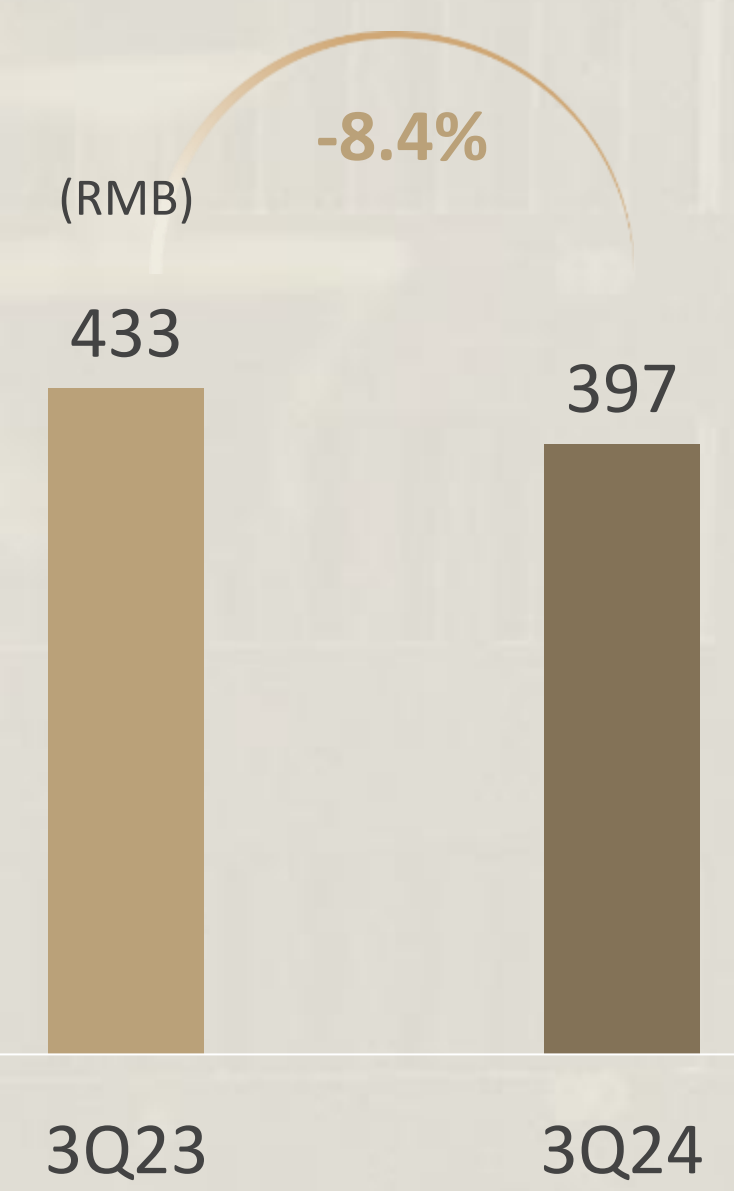
ADR⁽²⁾

93.4% of 3Q23's level
为23年同期的93.4%



RevPAR⁽²⁾

91.6% of 3Q23's level
为23年同期的91.6%



(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 third quarter of 2024, compared to the corresponding metrics generated by these "same hotels" during the same period in 2023.
(2) Excludes hotel rooms that became unavailable due to temporary hotel closures. ADR and RevPAR are calculated based on tax-inclusive room rates.

National Day Holiday RevPAR was 96.1% of 2023's Level ⁽¹⁾

国庆假期RevPAR为2023年中秋国庆假期的96.1% ⁽¹⁾

OCC ⁽²⁾

105.0% of 2023's level
为23年同期的105.0%

ADR ⁽²⁾

92.1% of 2023's level
为23年同期的92.1%

RevPAR ⁽²⁾

96.1% of 2023's level
为23年同期的96.1%

⁽¹⁾ 7 days during the National Day holiday this year, compared with 8 days during the Mid-Autumn Festival and National Day holiday in 2023.
⁽²⁾ Excludes hotel rooms that became unavailable due to temporary hotel closures. ADR and RevPAR are calculated based on tax-inclusive room rates.

Hotel Network Expansion Continued to Gain Traction

酒店网络扩张进一步提速



New Hotel Openings in 3Q24
3Q24 新开业酒店数量

140

(+72.8% YoY)



Hotels in Operation⁽¹⁾
在营酒店数量⁽¹⁾

1,533

(+37.9% YoY)

Once Again Set a Record Quarterly Pace in New Openings in 3Q24

三季度再次刷新单季度开业数量记录

(1) As of September 30, 2024.

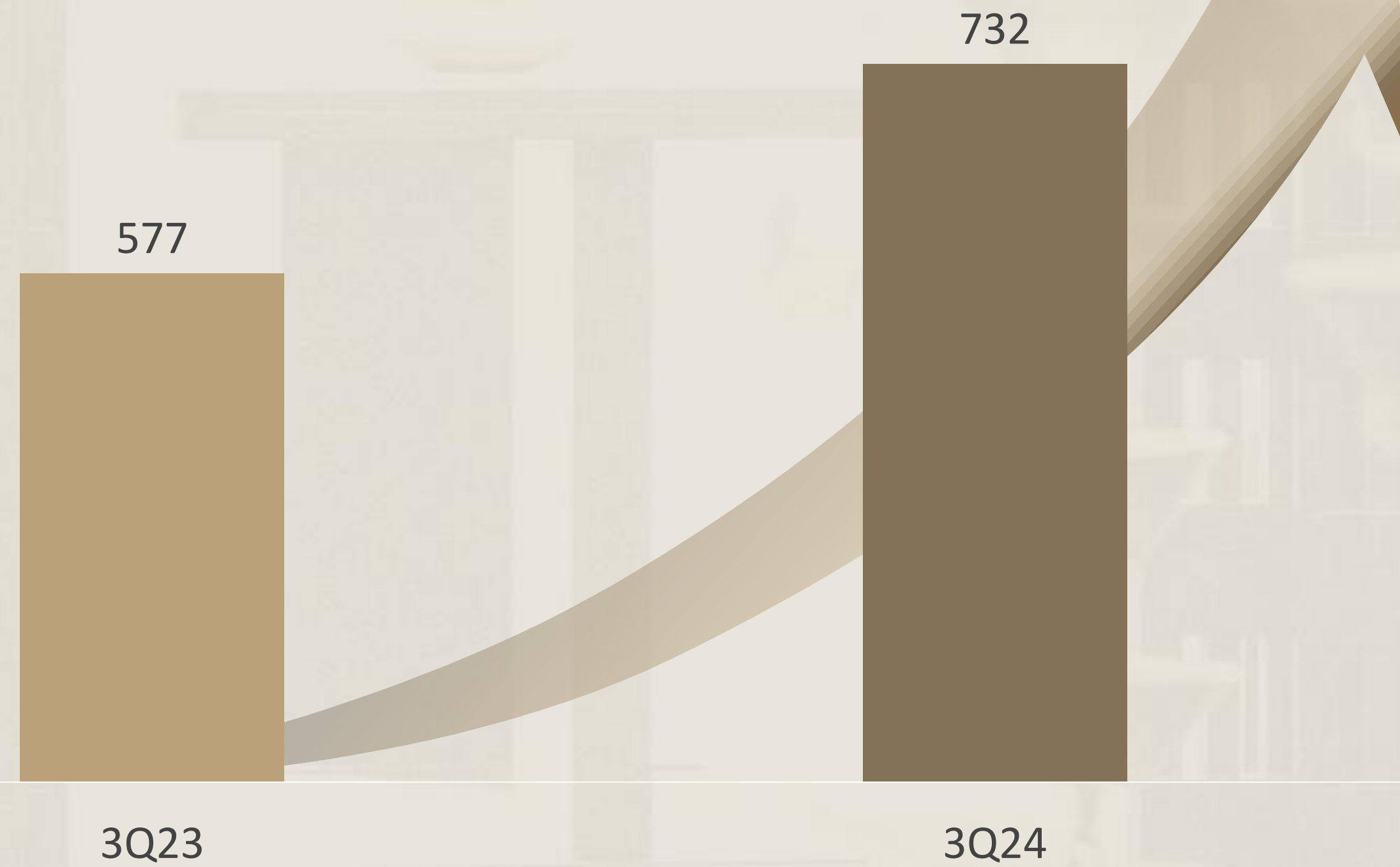
Continuous Increase in New Signings and Steady Pipeline Growth

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 Continues to Gain Favor among Both Consumers and Franchisees

亚朵4.0持续获得消费者和加盟商青睐



Atour 4.0 Hotels
in Operation ⁽¹⁾
亚朵4.0在营数量⁽¹⁾

6

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

60+

Exceptional Experience and Outstanding Operational Model
优质的体验及出色的经营模型

Experience Upgrades Driving Rapid Growth in Occupancy Rate
体验升级驱动在营酒店出租率快速爬坡

⁽¹⁾ As of November 17, 2024.

Atour Light 3.0 Further Solidified Its Competitive Edge in the Midscale Market

轻居3.0进一步巩固在中端市场的竞争优势



New Atour Light 3.0
Signings in 3Q24
3Q24轻居3.0签约数量

38

Atour Light 3.0 Hotels
in Operation ⁽¹⁾
轻居3.0在营数量 ⁽¹⁾

76



Ethos of "Life at Ease"

「自在轻生活」的品牌理念

Atour Light 3.0 Continues to Deliver a More Diverse, Elevated Travel Experience for a Wide Range of Customers

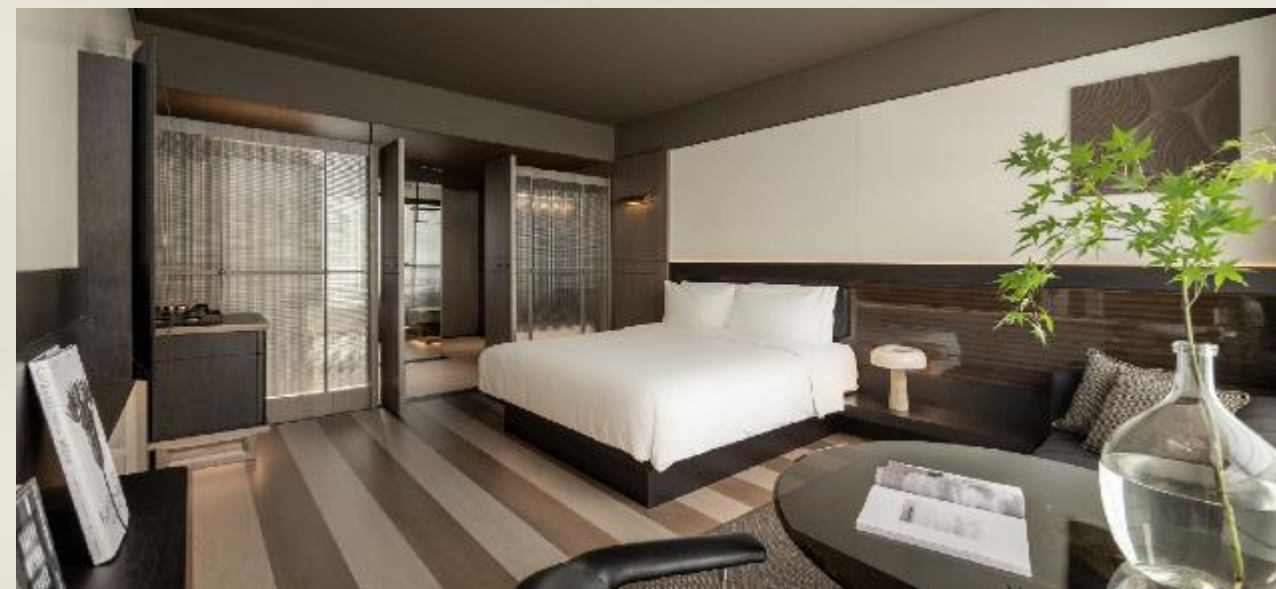
轻居3.0持续为广大用户带来更多元化、更高品质的出行体验



(1) As of September 30, 2024.

SAVHE Hotel Pioneers a New Form of Upscale Hospitality

萨和酒店开创了高端酒店的新形态



SAVHE, Symbolizing the Power of Life
萨和，寓意着生命的力量



Eastern
Aesthetics
东方美学



High-end
Experiences
高端体验



Superior Operational
Efficiency
高坪效

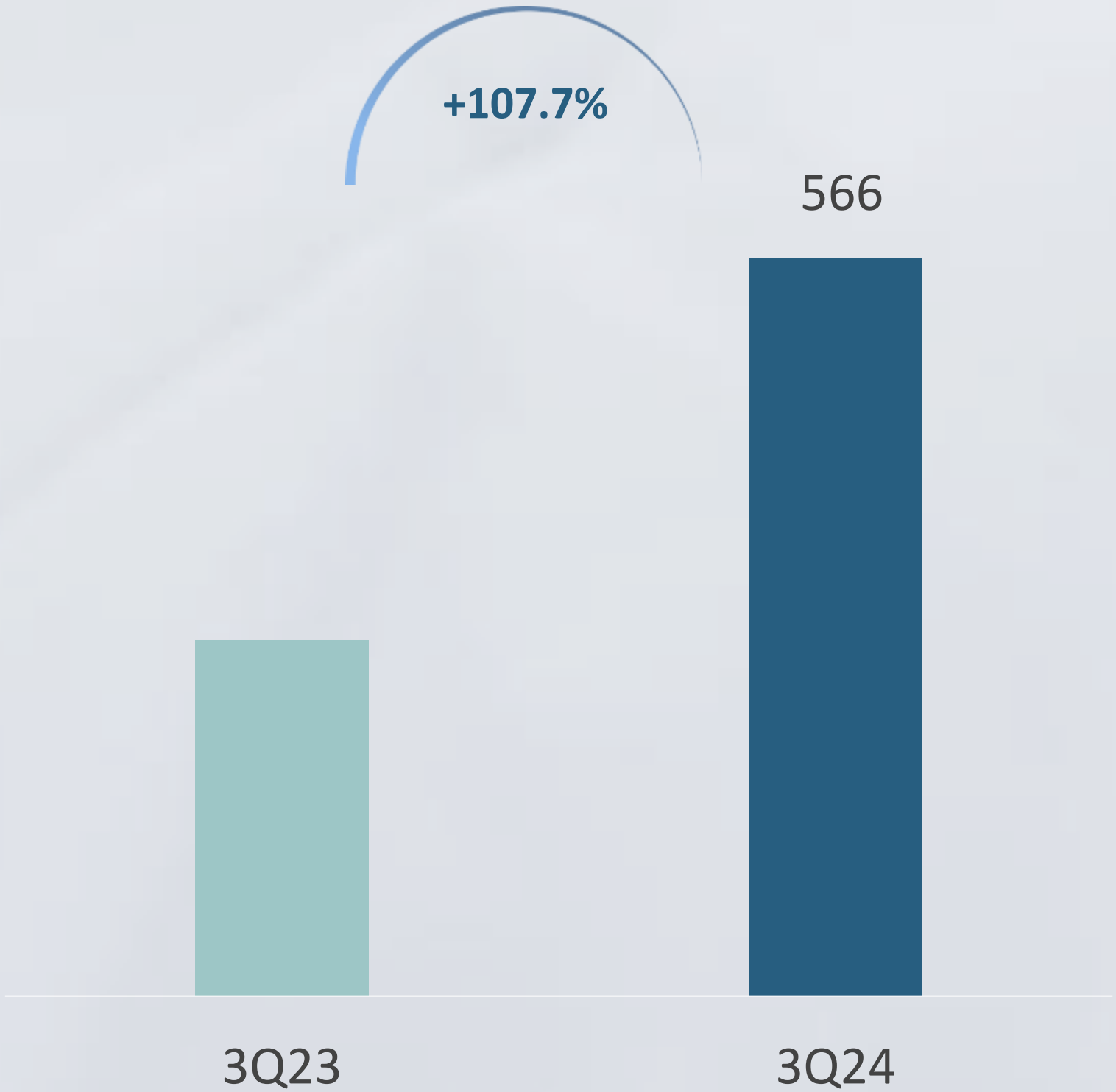
Maintain Long-term Approach to the Upscale Market
继续以“长期主义”的心态布局高端市场

Retail Business Sustained Outstanding Performance

零售业务保持强势增长

Retail GMV ⁽¹⁾
零售GMV ⁽¹⁾

(RMB mn)



Double Eleven Shopping Festival
双十一购物节

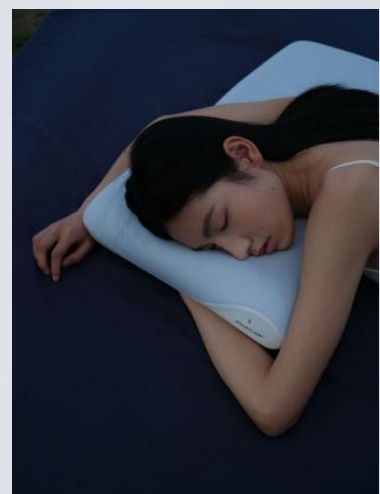


Atour Planet Topped the Pillow and Comforter Sales Chart across Various Third-party E-commerce Platforms
亚朵星球斩获多个电商平台枕头和被子品类销量榜首

(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 Continues to Set Benchmarks in the “Deep Sleep” Segment

亚朵星球在“深睡”领域持续引领潮流



Atour Planet’s Advanced, Efficient New Product Development Mechanism
亚朵星球成熟、高效的新品研发机制

Sales of Deep Sleep Memory Foam Pillow PRO 2.0 ⁽¹⁾
深睡记忆枕PRO 2.0 ⁽¹⁾



800,000+
units

Sales of Deep Sleep Thermo-Regulating Comforter PRO Series ⁽¹⁾
深睡控温被PRO系列 ⁽¹⁾



200,000+
units

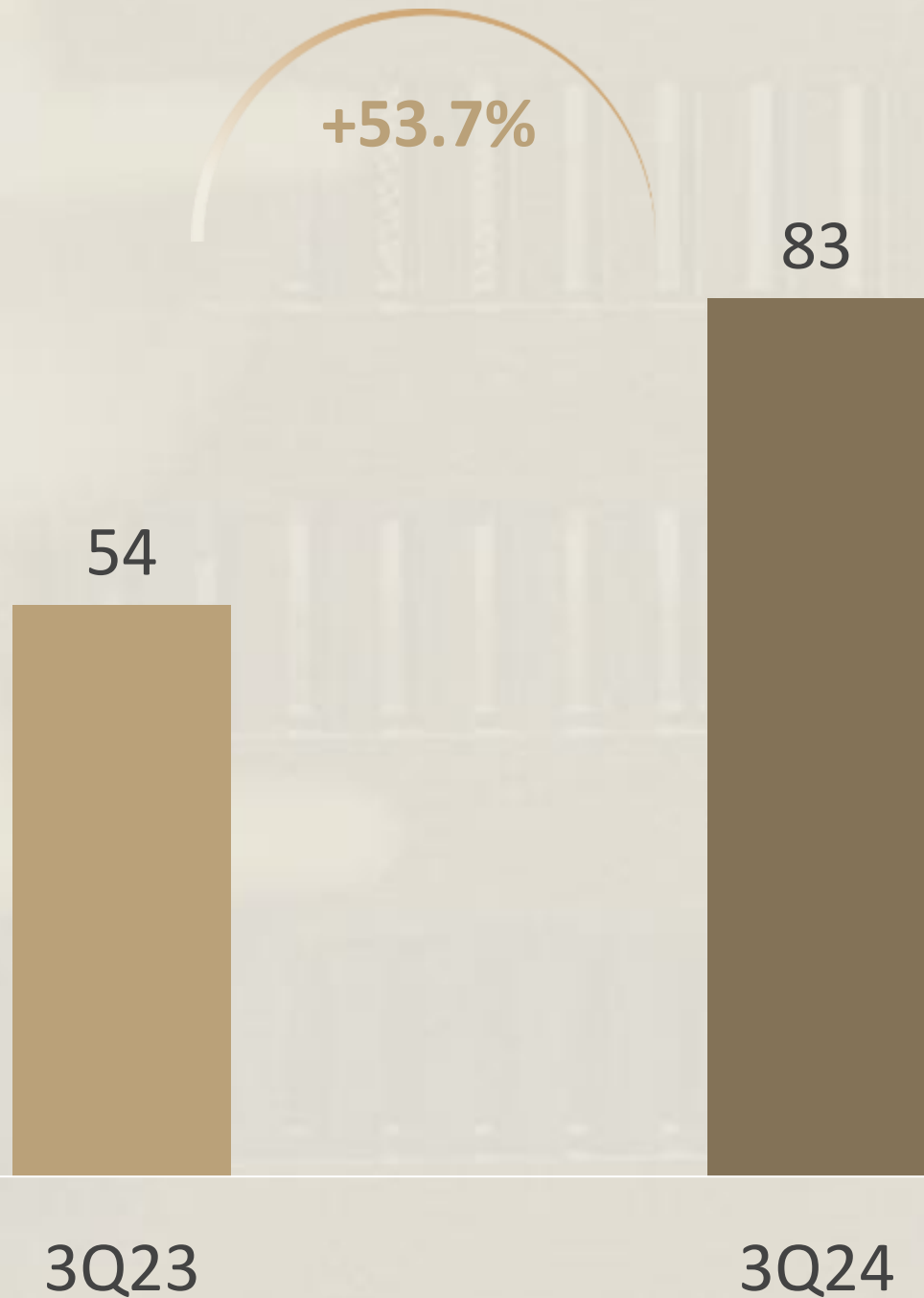
(1) As of November 14, 2024.

Membership Base Expanded Rapidly and CRS Channel Remained Healthy

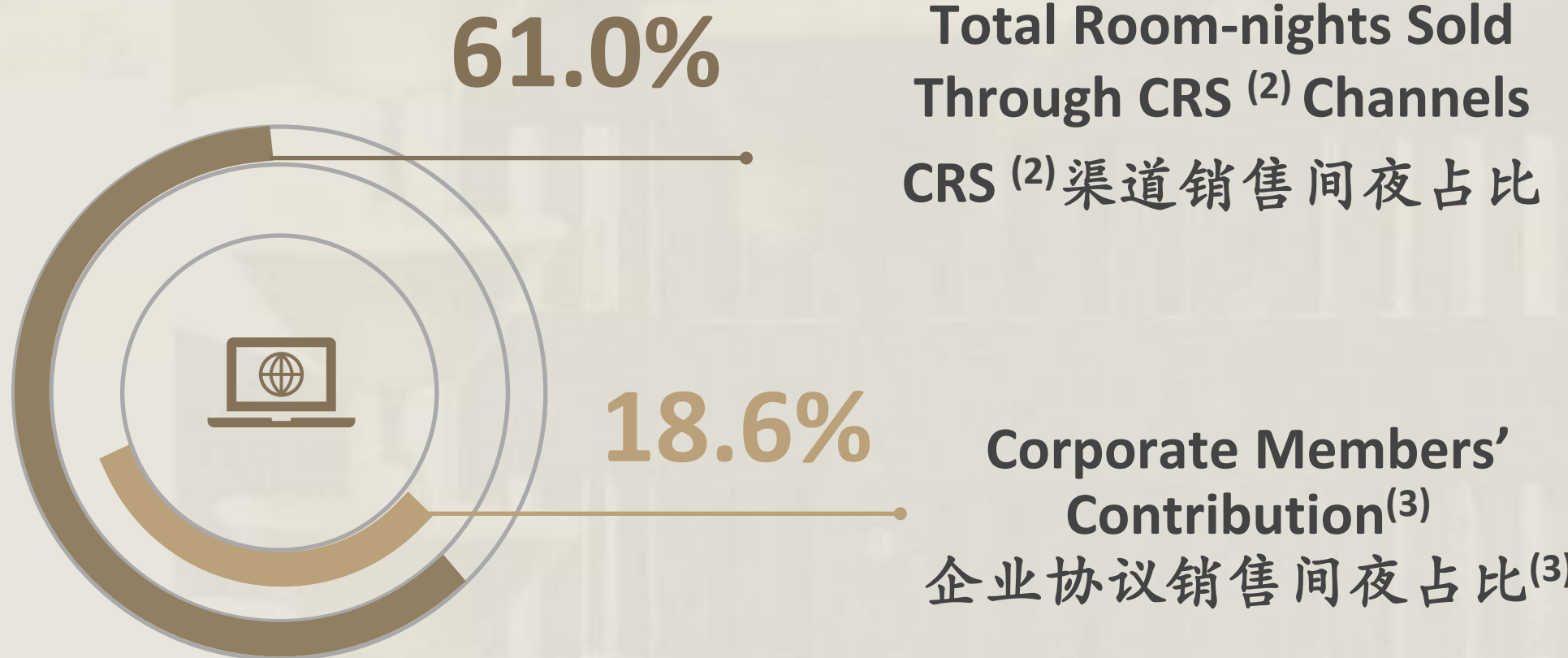
会员规模增长势头强劲，自有渠道保持健康水平

Registered Individual Members 注册会员

(mn)



Core CRS Channel ⁽¹⁾ 核心自有渠道⁽¹⁾



⁽¹⁾ As of September 30, 2024.
⁽²⁾ "CRS" refers to Central Reservation System.
⁽³⁾ "Corporate Members' Contribution" refers to the room nights sold to corporate members as percentage of total room nights sold.

Building Our Comprehensive and Unified ACARD Membership Ecosystem

进一步构建完整统一的亚朵ACARD会员生态



**Unified ACARD
Membership Ecosystem**
统一的ACARD会员生态

Unified the Membership Systems and Points Benefits of our Hotels and Atour Planet Across Various Platforms

已成功实现了亚朵酒店和亚朵星球多平台会员体系与积分权益的互联互通

Revamped the Atour Mini Program to Deliver a Consistent Experience for Both Hotel and Retail Members

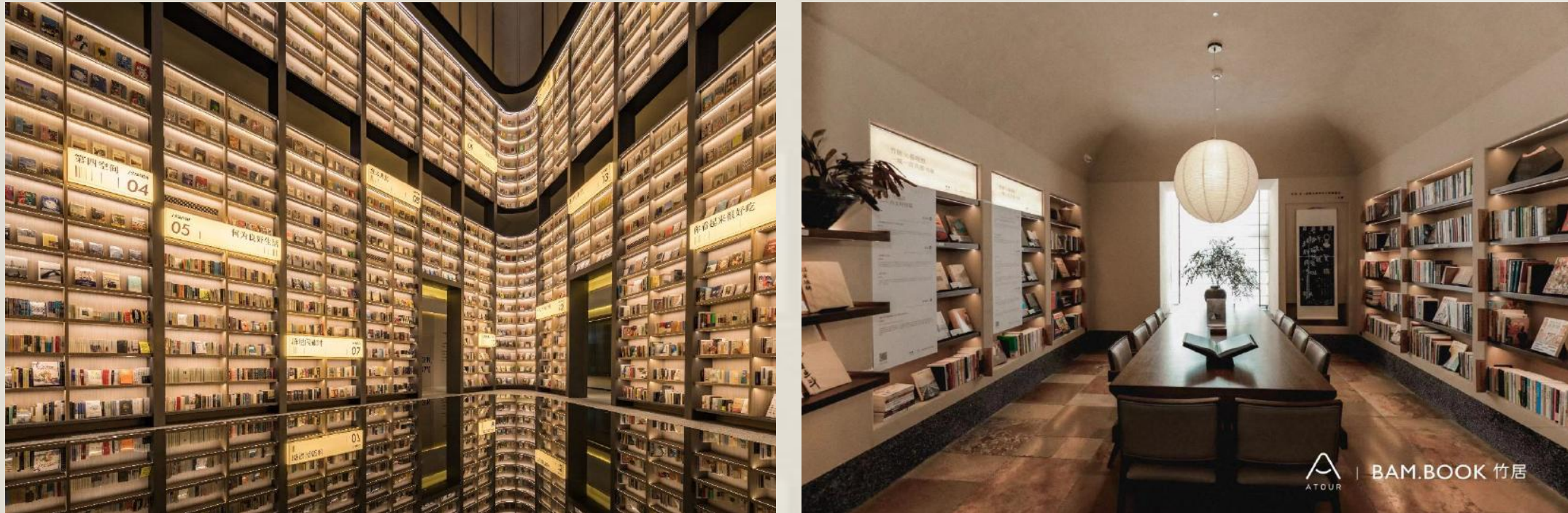
对亚朵客户端进行了改版升级，期望为住宿和零售会员提供一致性的体验

Continued to Promote the Synergistic Growth of Our Hotel and Retail Businesses while Deepening the Integration of Our Membership System

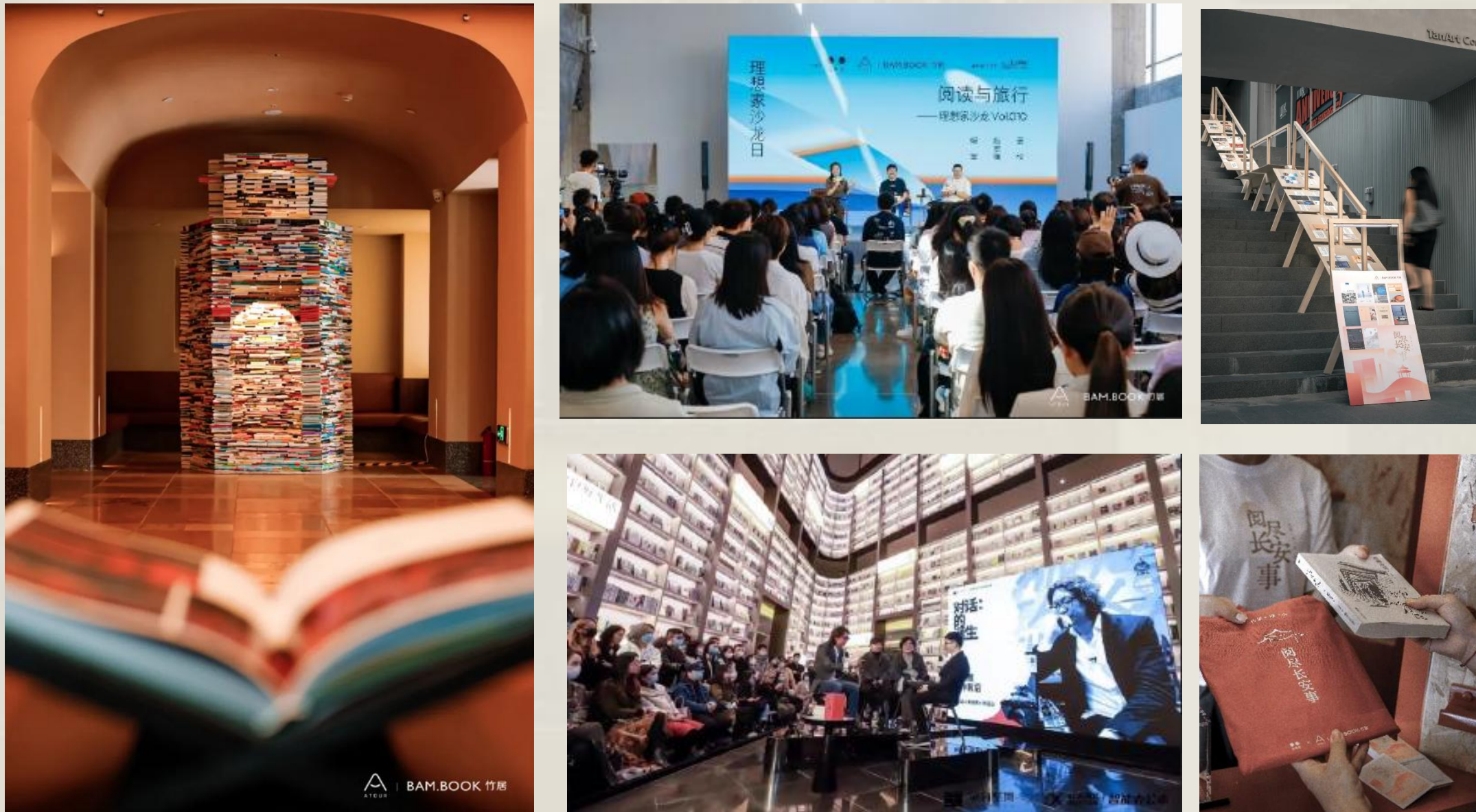
持续促进住宿与零售业务的双向协同发展以及会员体系的融合

Bambook Library - Cultural Interaction Spaces that Uniquely Reflect Their City's Character

将竹居打造成独具城市特色的人文交流空间



First Launch of Bambook Library "One City, One Library" Initiative at the Xi'an Nanmen Atour 4.0 Hotel
竹居“一城一店”计划首站落地于西安南门亚朵4.0酒店



Introduced a Series of Themed Events Through Partnerships with Renowned Cultural Brands, Using Books as a Medium to Connect Customers With Culture
联手知名文化品牌，推出一系列主题活动，以书为媒，搭建起住客与文化的桥梁



To Date, ⁽¹⁾ Atour has Established Over 1,500 Bambook Libraries in More Than 200 Cities Across China
截至目前，⁽¹⁾亚朵已在全国200多城市开设了1,500多个竹居空间

(1) As of November 19, 2024.

Financial Review

财务表现



Net Revenues

收入

<i>(RMB in thousands)</i>	3Q23	2Q24	3Q24	YoY	QoQ
Net Revenues	1,294,104	1,797,047	1,898,582	46.7%	5.7%
- Manachised hotels	781,112	1,026,979	1,179,211	51.0%	14.8%
- Leased hotels	238,190	180,333	189,531	-20.4%	5.1%
- Retail	235,124	536,734	479,704	104.0%	-10.6%
- Others	39,678	53,001	50,136	26.4%	-5.4%

- **Net revenues:** the YoY increase was driven by robust growth in the manachised hotel and retail businesses.
- **Manachised hotels:** the YoY increase was primarily fueled by our ongoing hotel network expansion and the rapid growth of our supply chain business.
- **Leased hotels:** the YoY decline was primarily due to the decrease in the number of leased hotels as a result of our product mix optimization, as well as the 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.
- **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>	3Q23	2Q24	3Q24	YoY	QoQ
Total Operating Costs and Expenses	959,241	1,399,721	1,441,688	50.3%	3.0%
Hotel Operating Costs	616,537	775,753	876,197	42.1%	12.9%
- <i>Gross Margin of Hotel Businesses</i>	39.5%	35.7%	36.0%	-3.5p.p.	+0.3p.p.
Retail Costs	112,209	265,003	227,027	102.3%	-14.3%
- <i>Gross Margin of Retail Business</i>	52.3%	50.6%	52.7%	+0.4p.p.	+2.1p.p.
Other Operating Costs	18,473	9,918	7,814	-57.7%	-21.2%

- **Hotel operating costs:** the YoY increase was primarily due to the increase in variable costs, such as supply chain costs, associated with our ongoing hotel network expansion. 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 YoY increase was associated with the rapid growth of our retail business.

Operating Costs and Expenses (cont.)

运营成本及费用 (续)

<i>(RMB in thousands)</i>	3Q23	2Q24	3Q24	YoY	QoQ
Selling and marketing expenses	112,273	224,607	218,433	94.6%	-2.7%
- <i>as % of net revenues</i>	8.7%	12.5%	11.5%	+2.8p.p.	-1.0p.p.
General and administrative expenses	79,382	91,488	81,977	3.3%	-10.4%
- <i>as % of net revenues</i>	6.1%	5.1%	4.3%	-1.8p.p.	-0.8p.p.
- <i>as % of net revenues – excl. SBC⁽¹⁾</i>	5.4%	4.2%	4.2%	-1.2p.p.	0.0p.p.
Technology and development expenses	20,367	32,952	30,240	48.5%	-8.2%
- <i>as % of net revenues</i>	1.6%	1.8%	1.6%	0.0p.p.	-0.2p.p.

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

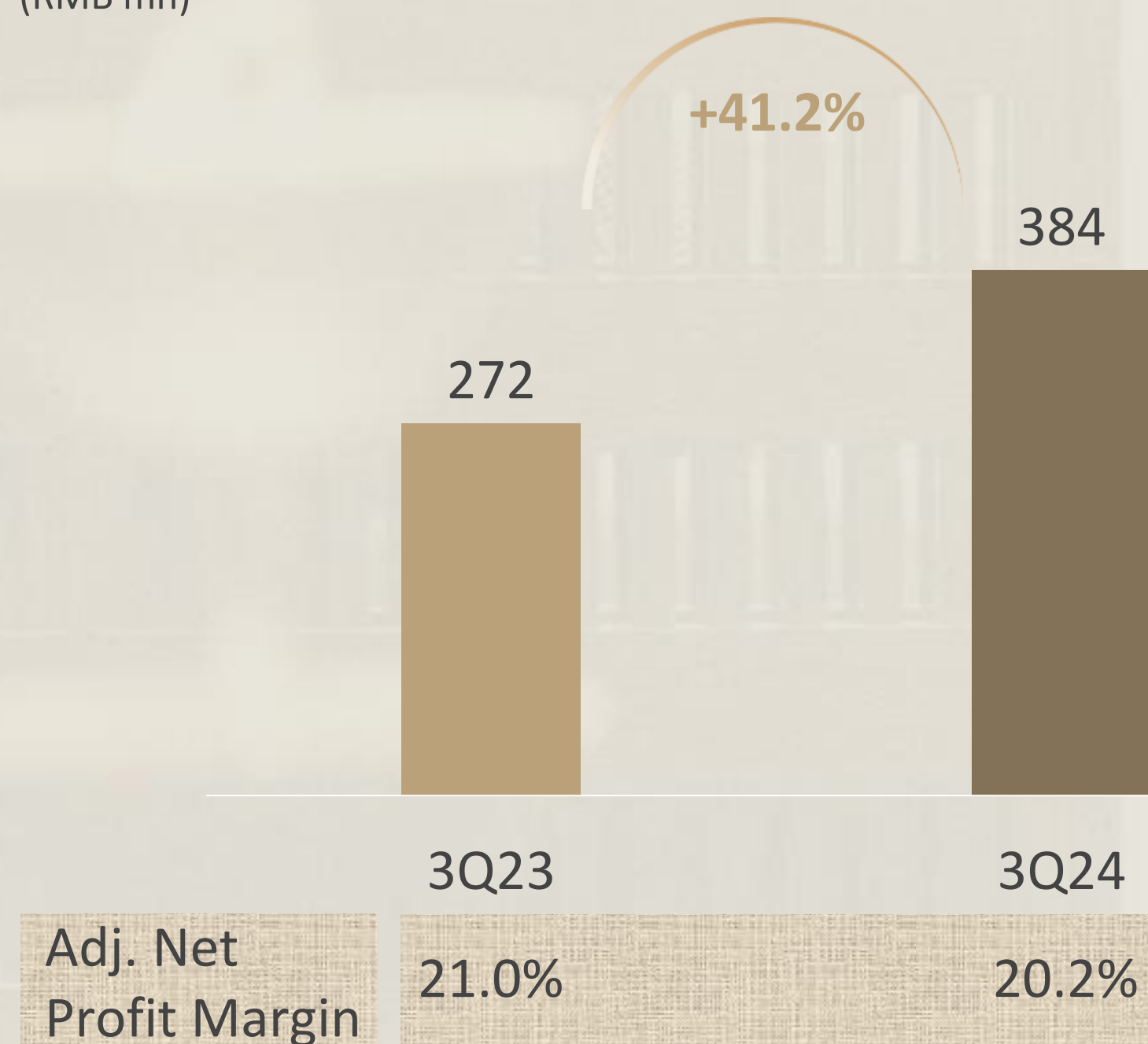
⁽¹⁾ "SBC" refers to share-based compensation expenses.

Adjusted Net Income and Adjusted EBITDA

调整后净利润和调整后EBITDA

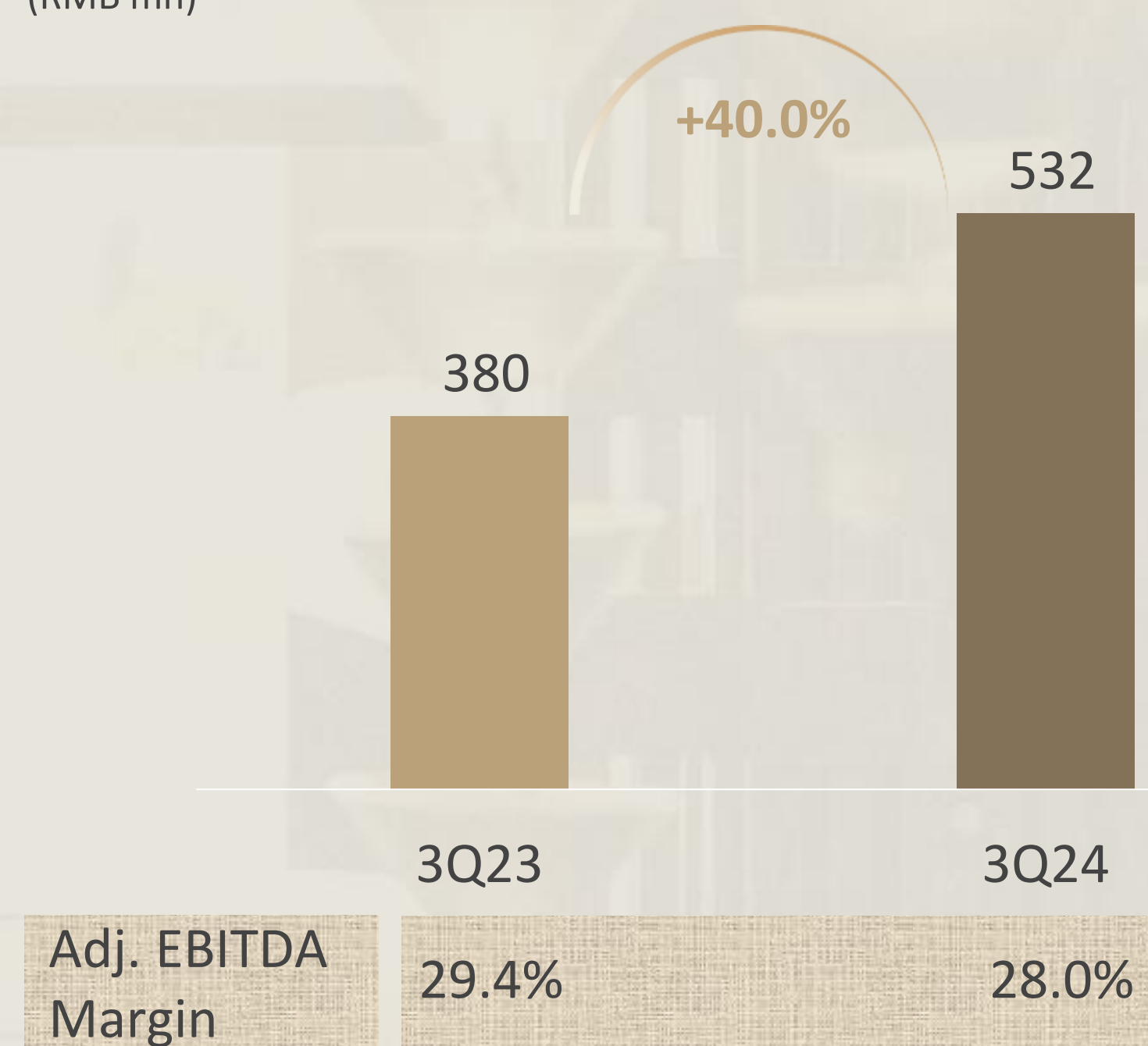
Adjusted Net Income ⁽¹⁾ 调整后净利润 ⁽¹⁾

(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 **433**mn



Investing Cash Outflow

投资性现金净流出

RMB **572**mn



Financing Cash Outflow

融资性现金净流出

RMB **421**mn

Cash Position⁽¹⁾

流动性情况⁽¹⁾



Cash and Cash Equivalents

现金及现金等价物

RMB **2,741**mn



Net Cash⁽²⁾

净现金⁽²⁾

RMB **2,649**mn



Unutilized Bank Credit Facilities

未使用银行授信额度

RMB **460**mn

⁽¹⁾ As of September 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)



Q&A

问答