



华住酒店集团

成就美好生活



China Lodging Group, Limited

Third Quarter 2013 Results

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The Company undertakes no obligation to publicly update or revise any forward-looking statements or other information or data contained in this presentation, whether to reflect any change in its expectations with respect to such statements or any change in events, conditions or circumstances on which any such statements are based or otherwise.

Section I: Strategy Overview *by CEO*

Section II: Operational Highlights *by COO*

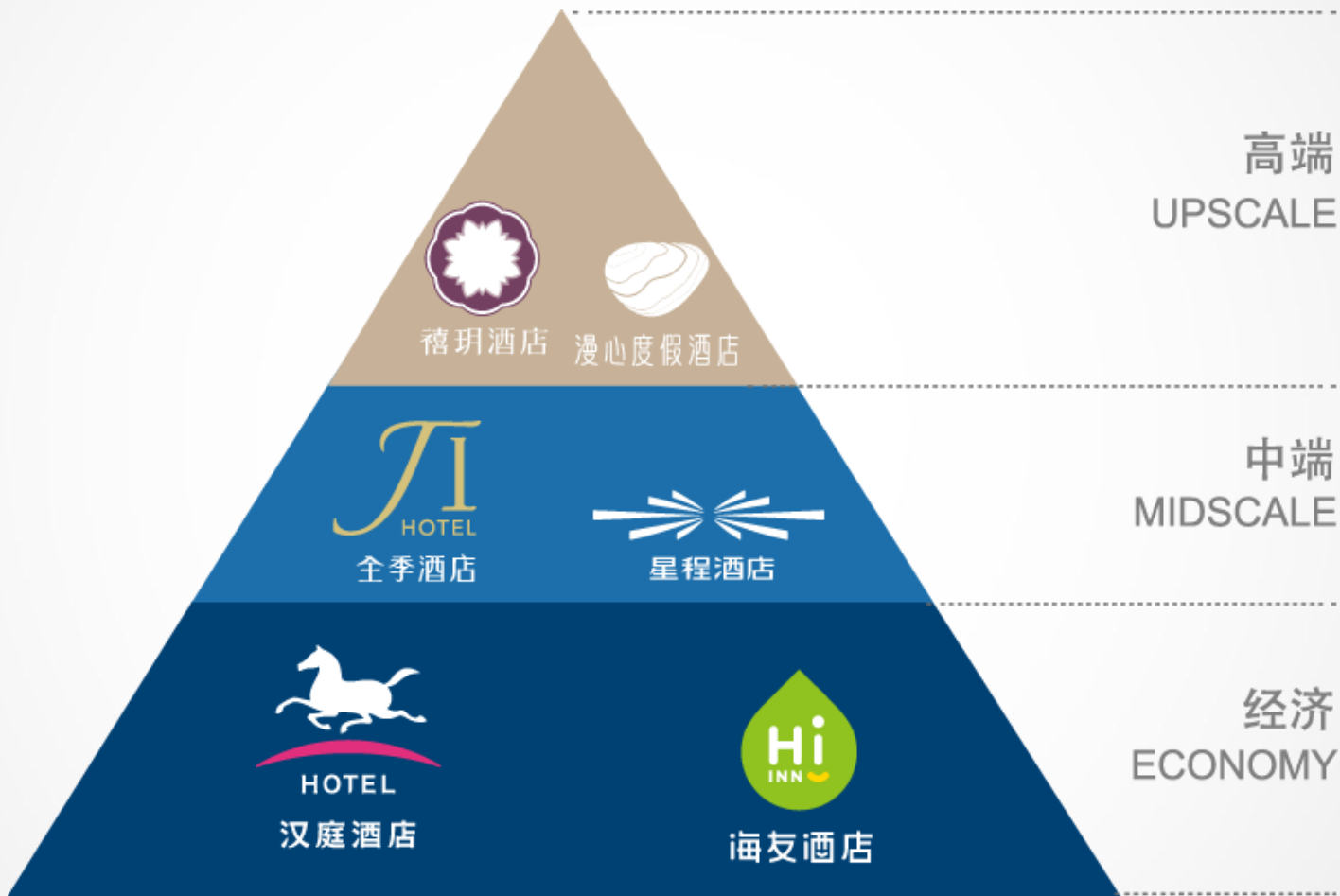
Section III: Financial Highlights *by CFO/CSO*

Section IV: Q & A

Hua Zhu is Becoming a Brand and Management Company

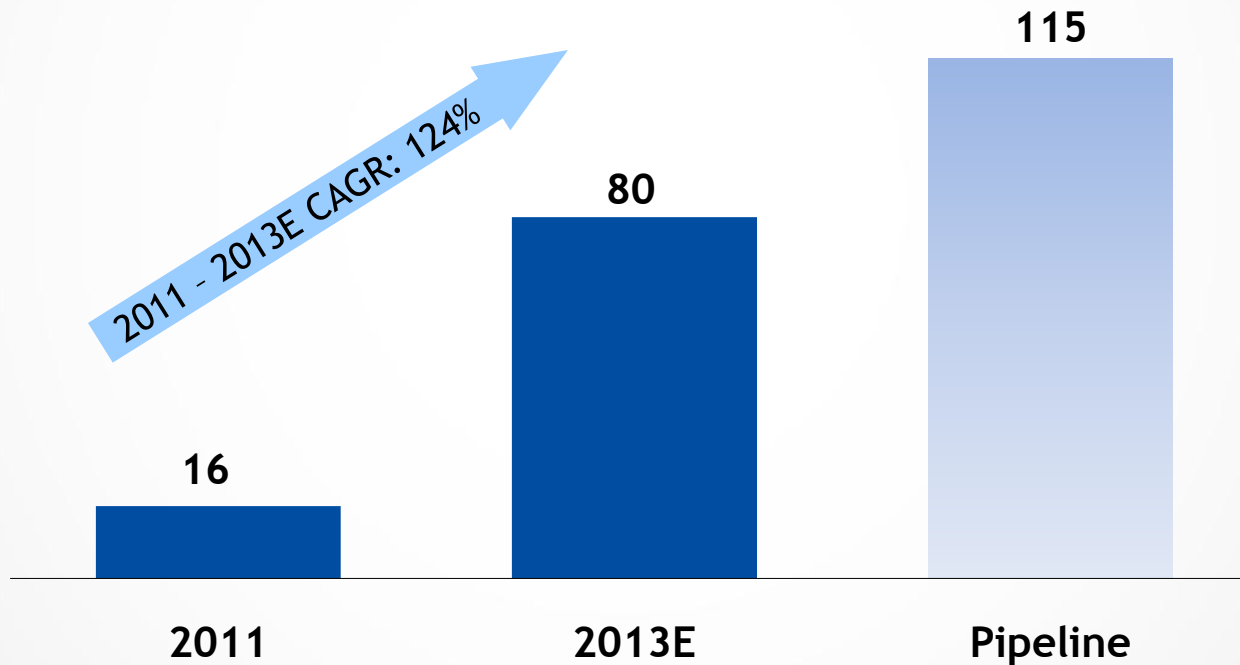


We have Six Distinctive Hotel Brands

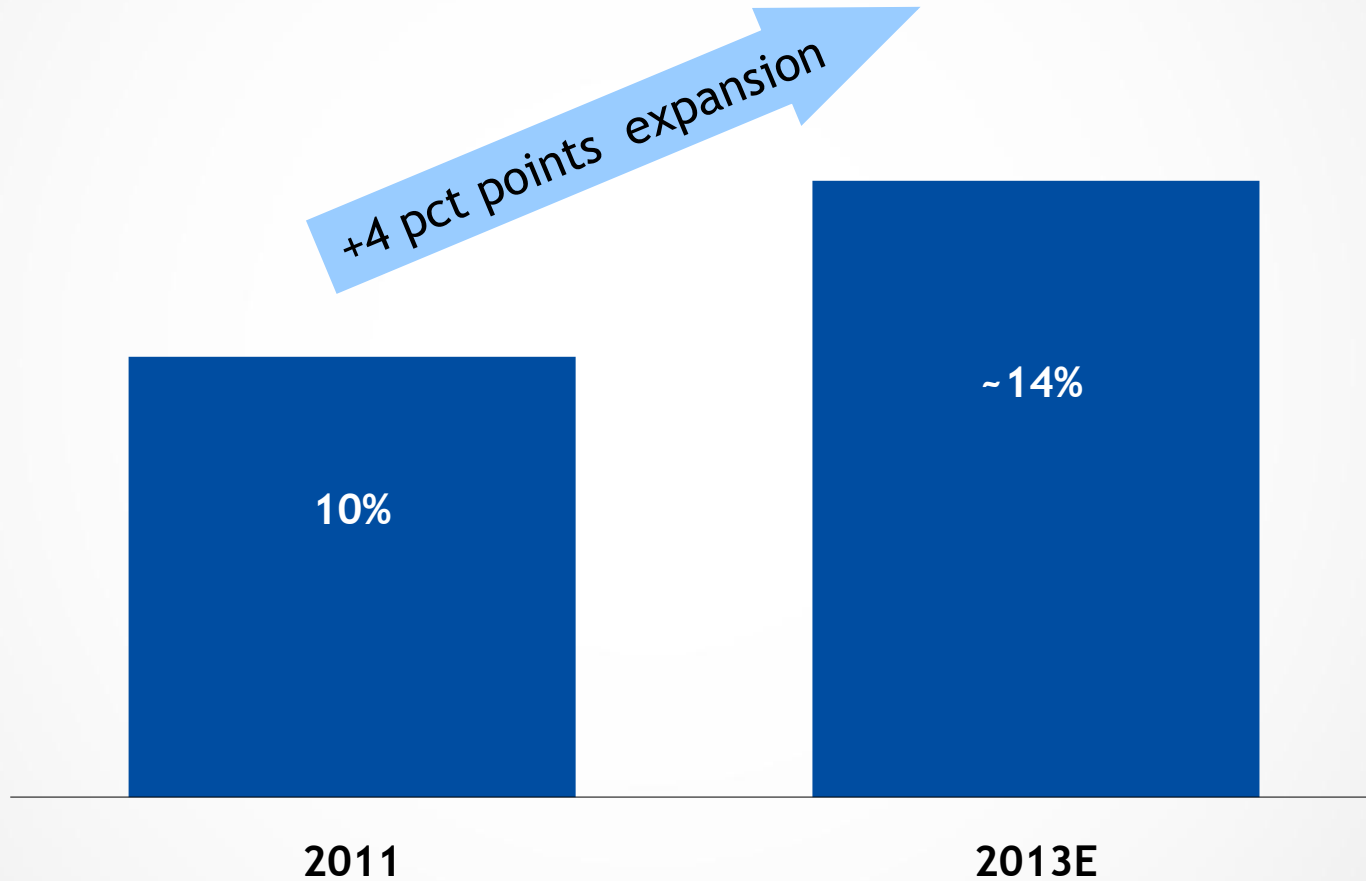


Accelerated Expansion for New Brands in 2013 and Beyond

Number of Hotels Under New Brands Opened (net) and Contracted

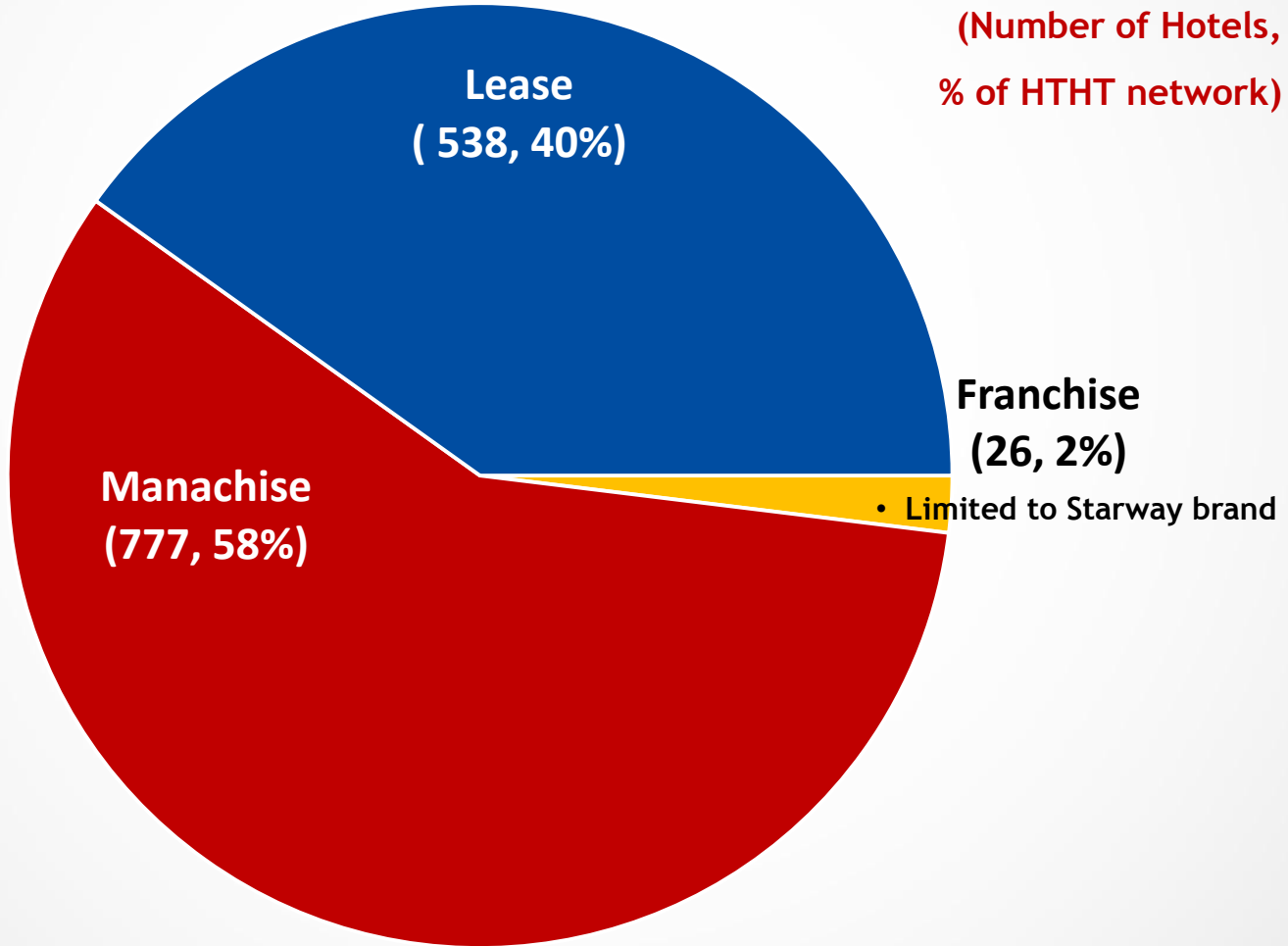


Revenues from Hotels under New Brands as % of Total Revenues



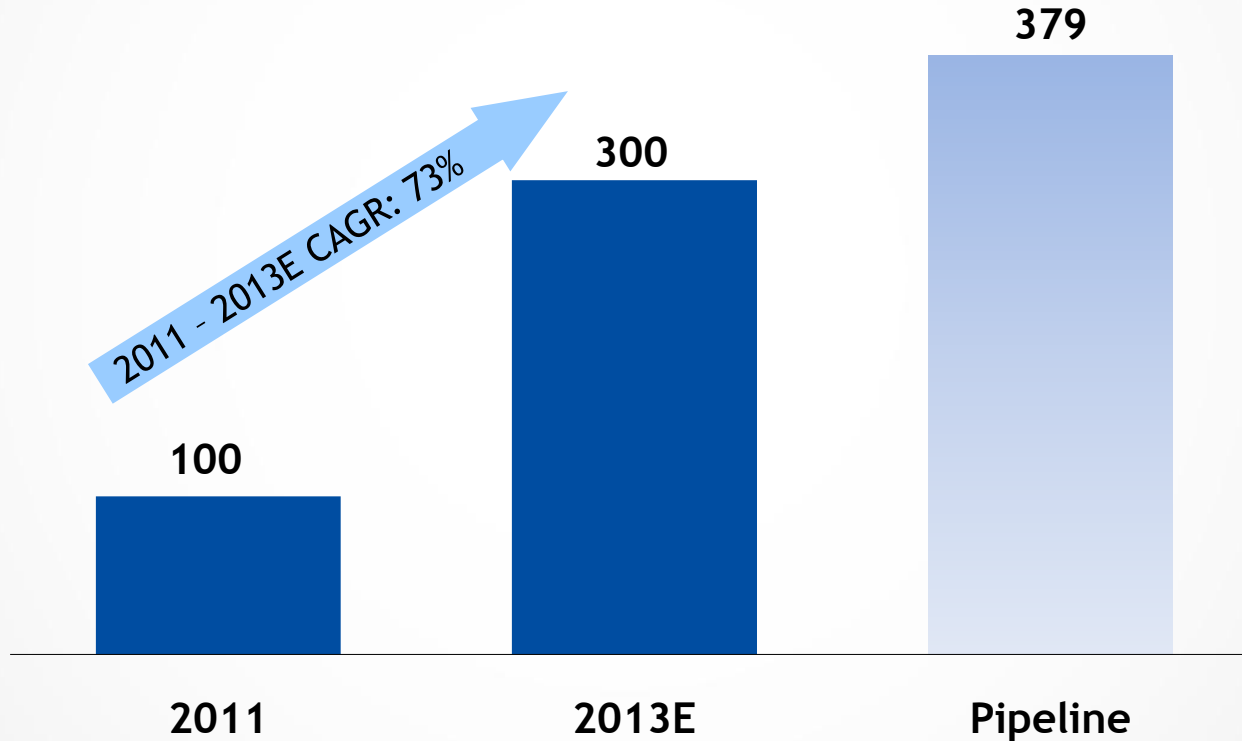
58% of Hua Zhu Hotels is under Manachise Model

Hua Zhu Network Breakdown by Models (as of 9/30/2013)



Manachised Hotels Have Become our Main Growth Driver

Number of Hotels Under Manachised Model Opened (net) and Contracted

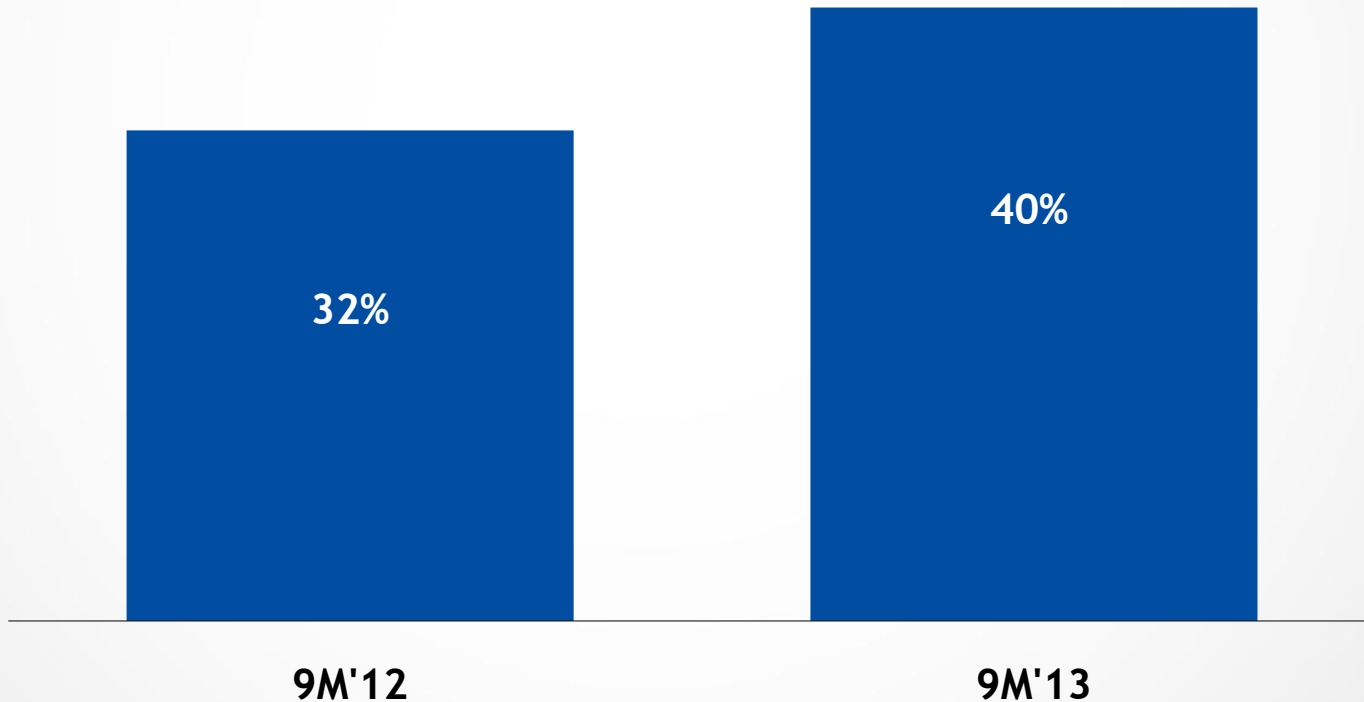


New manachised hotels as % of total new openings



Increased Contribution from Manachise Business

Weight of Hotel Income from Manachised Hotels



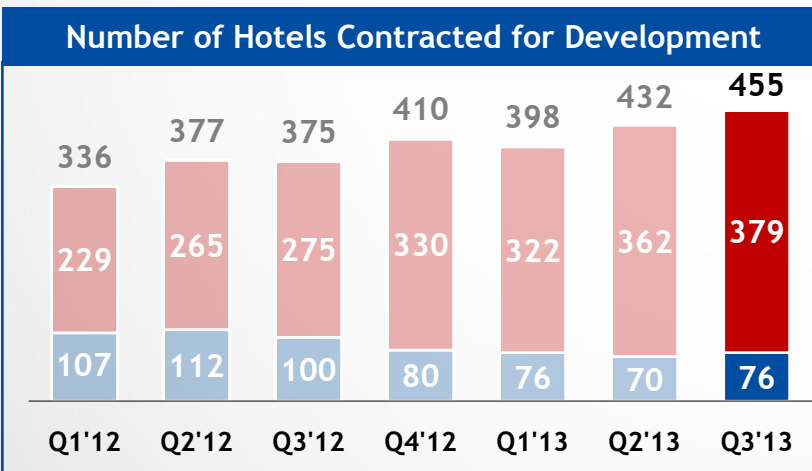
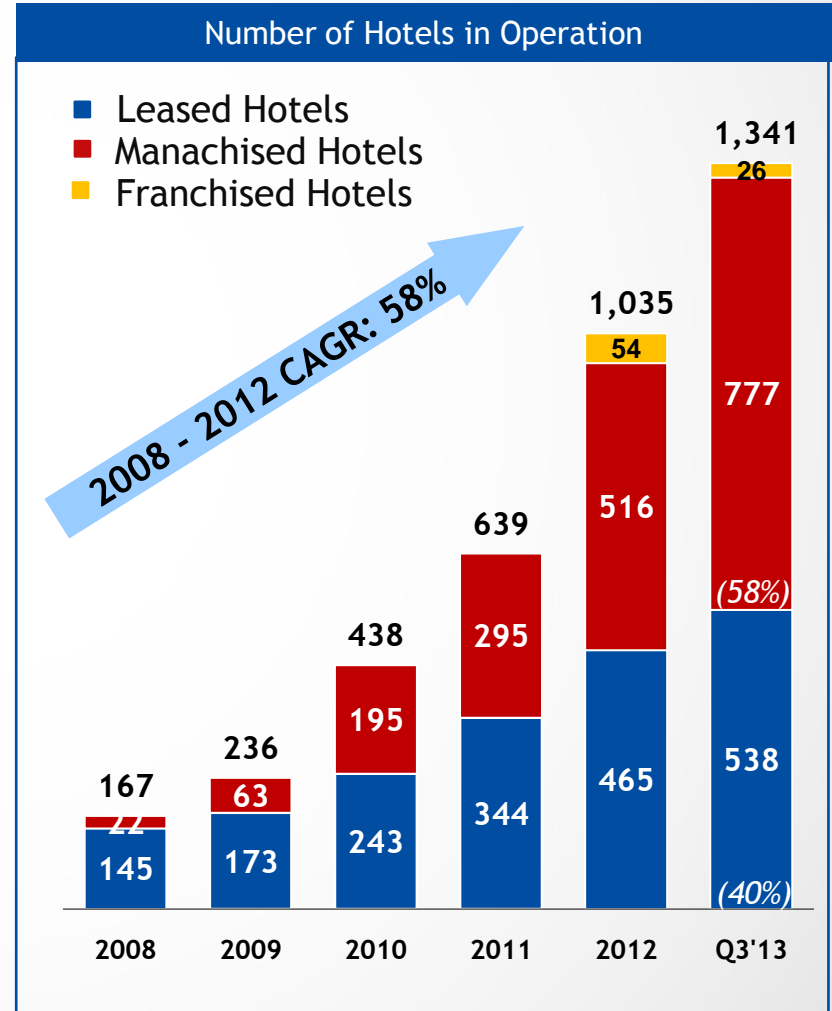
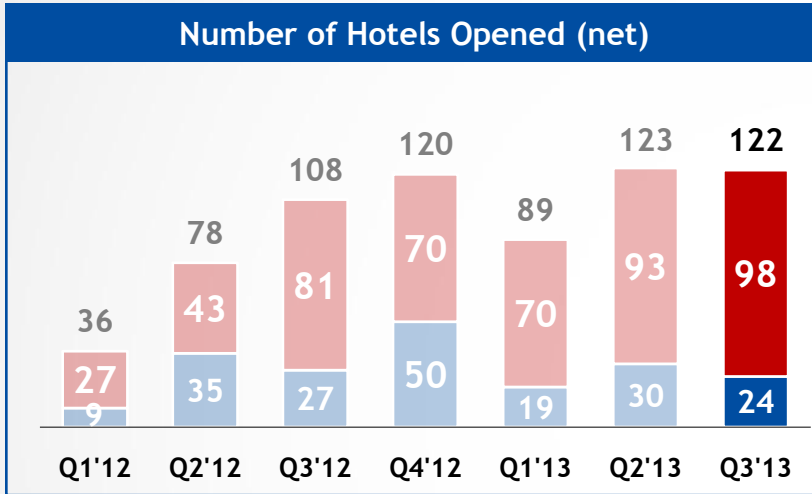
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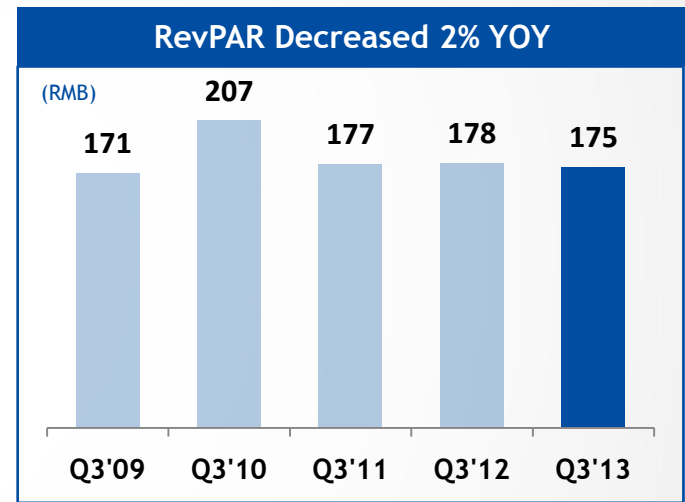
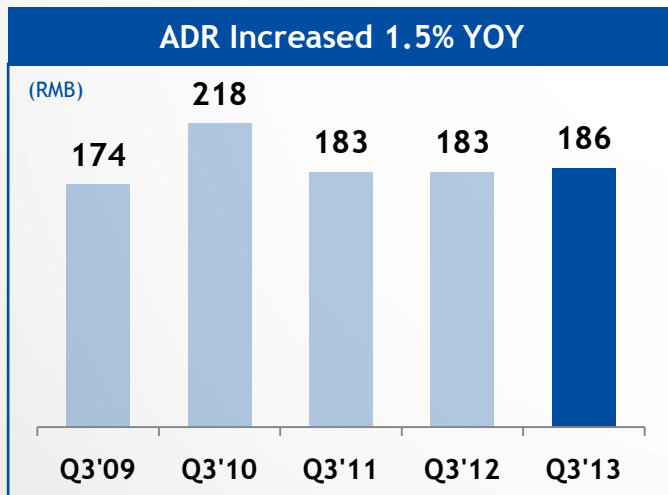
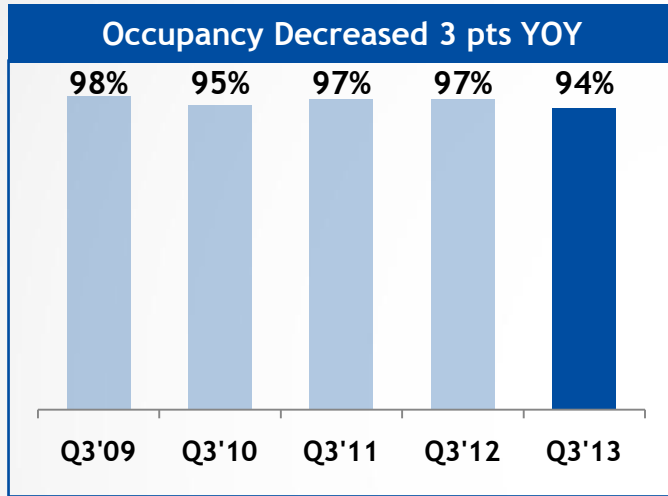
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Hotel Openings Beyond Expectation, thanks to the Accelerated Expansion from Manachise Business



RevPAR Decreased 2% YOY as a Result of City Mix Shifting toward Lower-tier Cities



Weight of hotels in operation in tier-1 cities

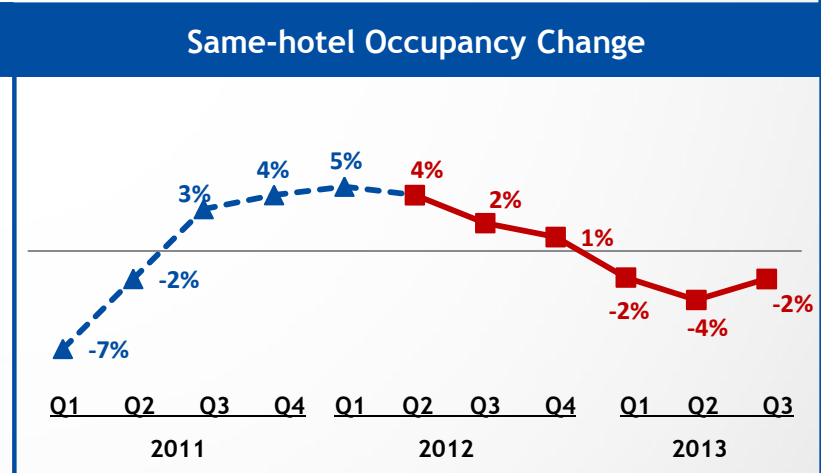
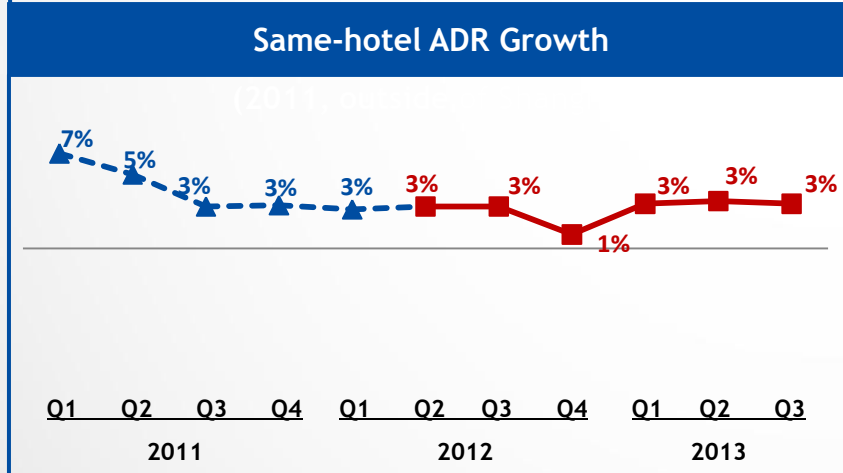
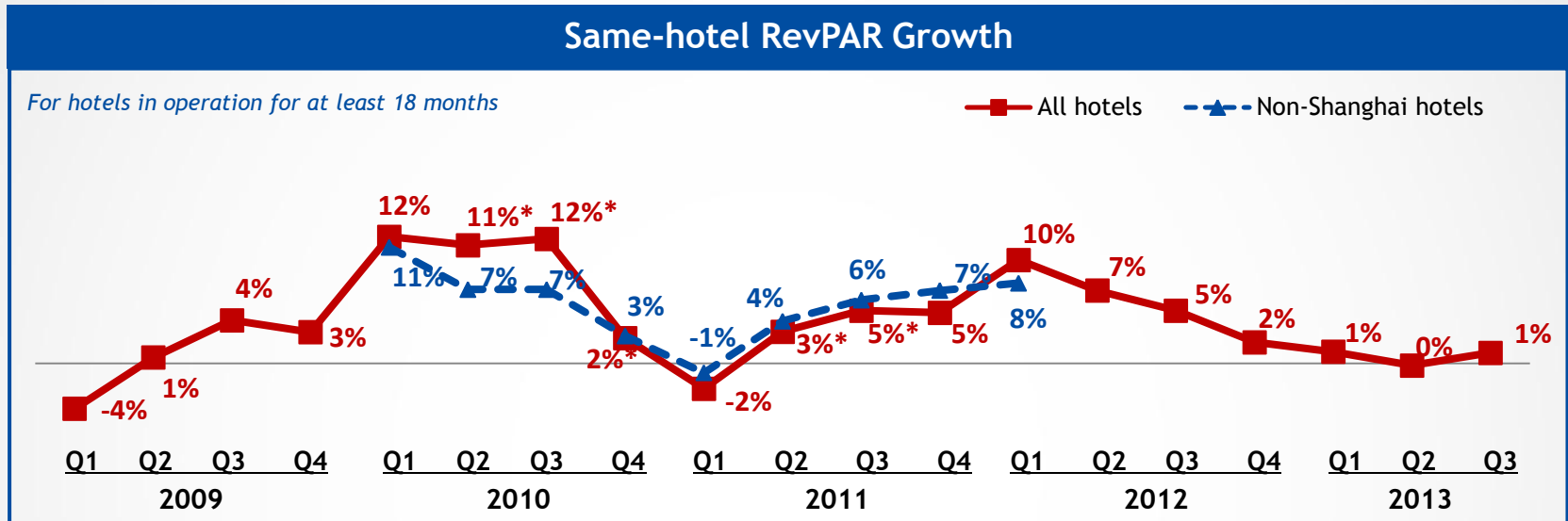
Quarter	Q3'11	Q3'12	Q3'13
Weight (%)	49%	43%	40%

Weight of new hotels at ramp-up stage

Quarter	Q3'11	Q3'12	Q3'13
Weight (%)	17%	17%	17%

Figures excluding franchised Starway hotels

Q3 Same-hotel RevPAR Improved by 1% due to Strong Leisure Demand Momentum



* Normalized for Shanghai Expo

Figures excluding franchised Starway hotels

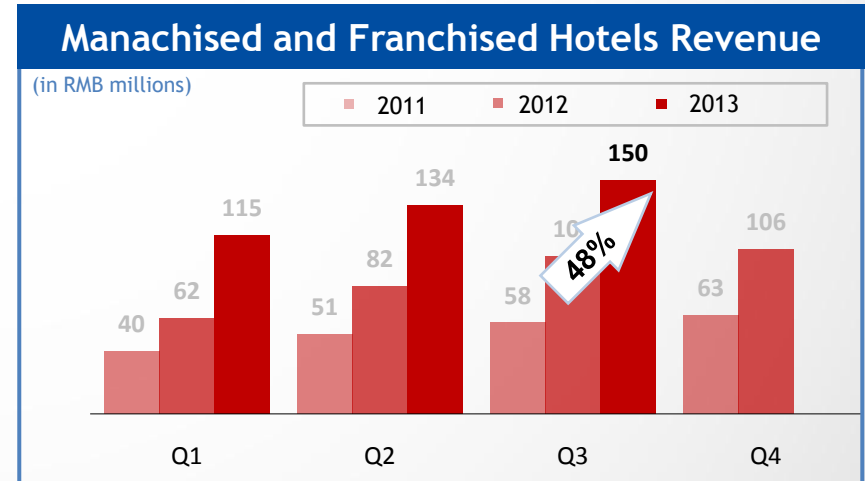
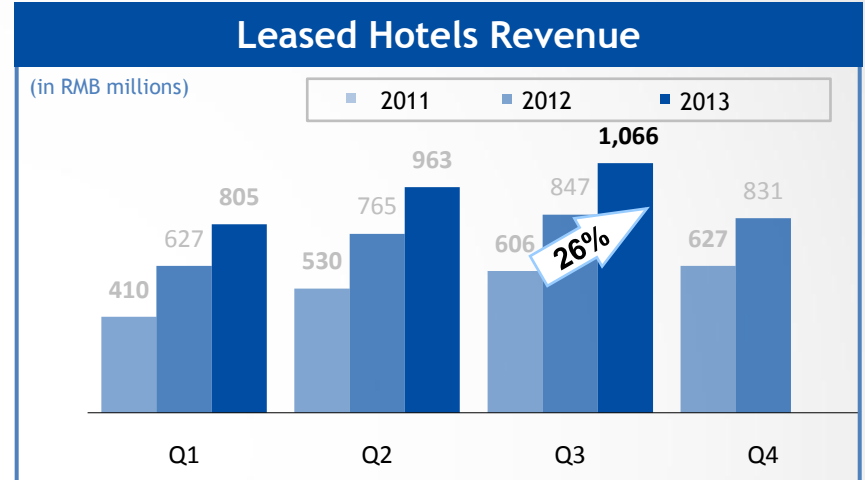
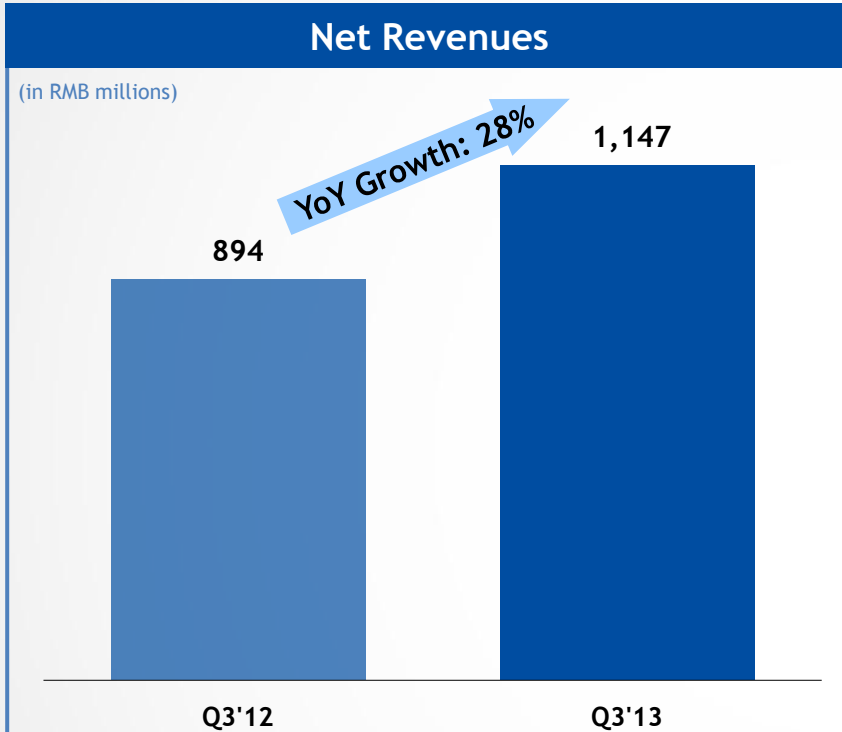
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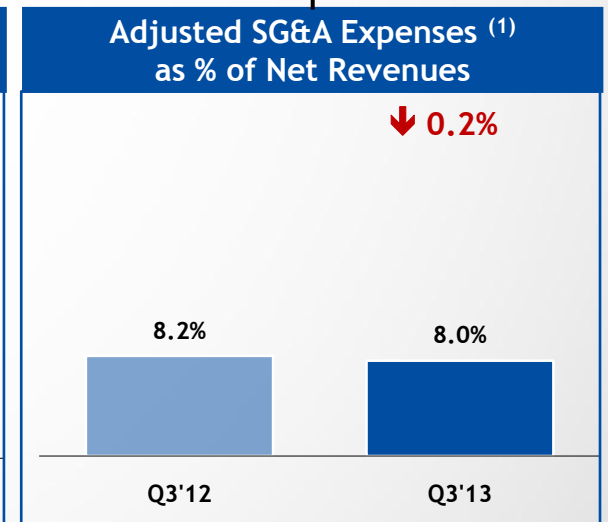
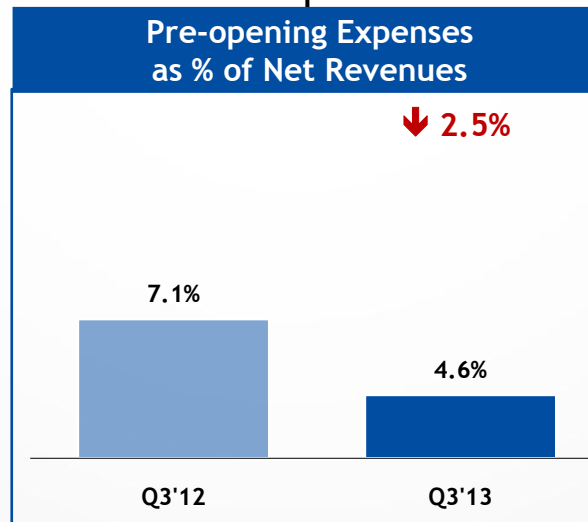
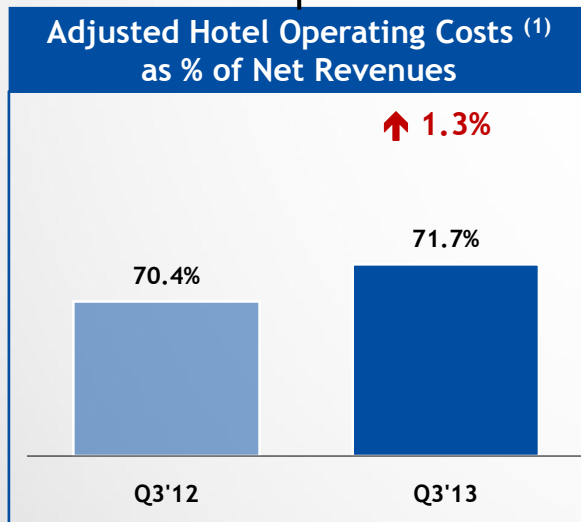
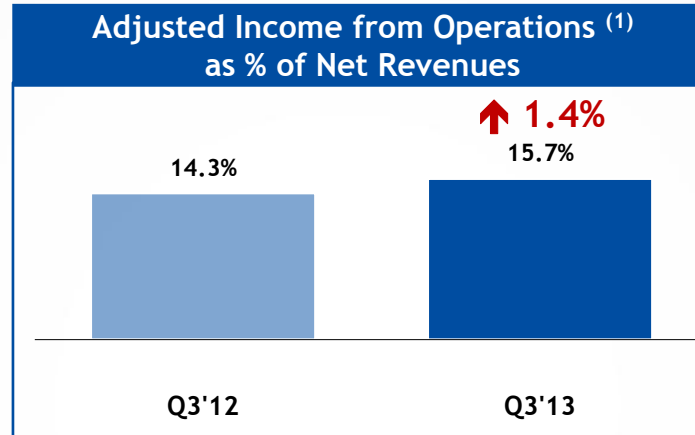
Q3 Net Revenues +28% YOY, Exceeded the High End of Guidance



Manachised and Franchised Hotels Revenue as % of Total Revenues

Q3'12	Q3'13
11%	12%

Q3 Operating Margin Improved 1.4 Pts due to Savings on Pre-opening Expenses



(1) Excluding share-based compensation expenses.

Relentless Effort to Improve Operational Efficiency

Improved Construction Cycle before Hotel Opening

Construction Preparation



Construction Period



Fire Safety Certificate



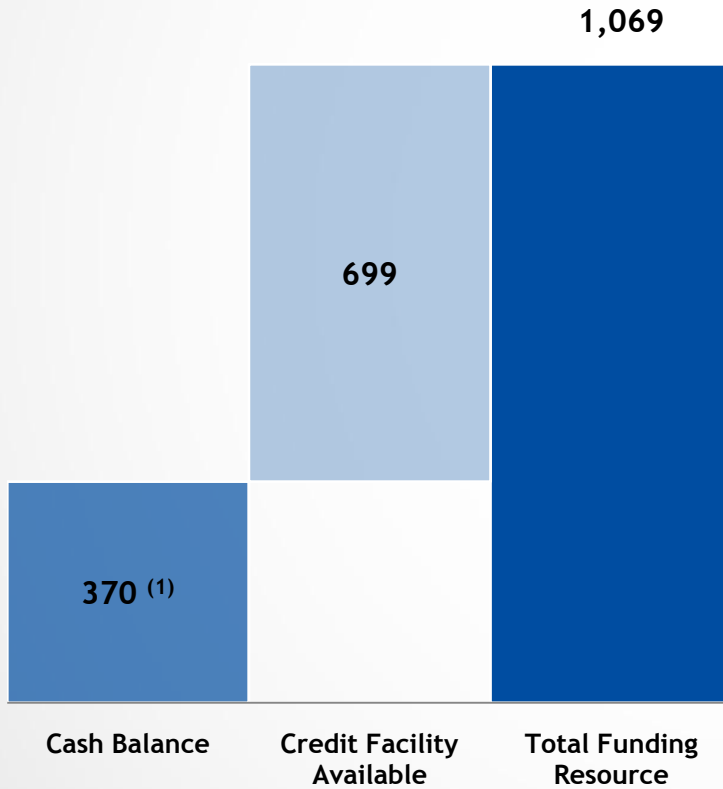
Pre-opening Preparation

△ 31 days Shortened

Cash Position Remained Strong with a Net Cash Inflow of RMB48m in Q3'13

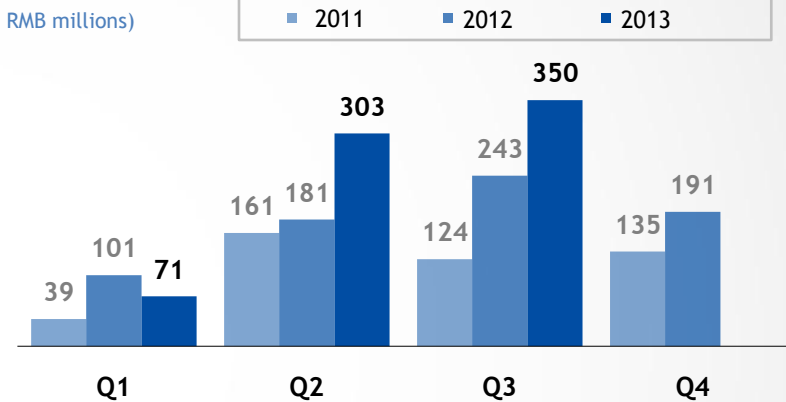
Abundant Funding Resource for Expansion

(in RMB millions)



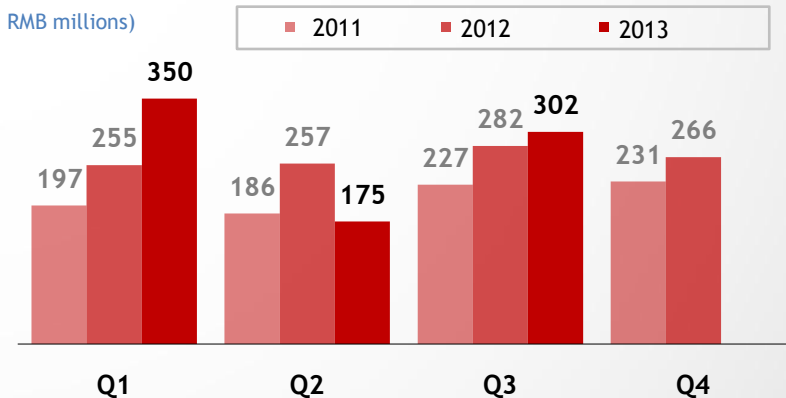
Cash Generated from Operations

(in RMB millions)



Cash Spent on Investment⁽²⁾

(in RMB millions)



(1) Calculated as cash and cash equivalent, restricted cash, short-term investment.

(2) Cash spent on the purchase of property and equipment, purchase of intangible assets and acquisitions.

- Q4'13 net revenues in the range of RMB1,095 to 1,113 million, representing 24% to 26% year-over-year growth

Q & A