



华住酒店集团

成就美好生活



China Lodging Group (HTHT.US)

Investor Presentation

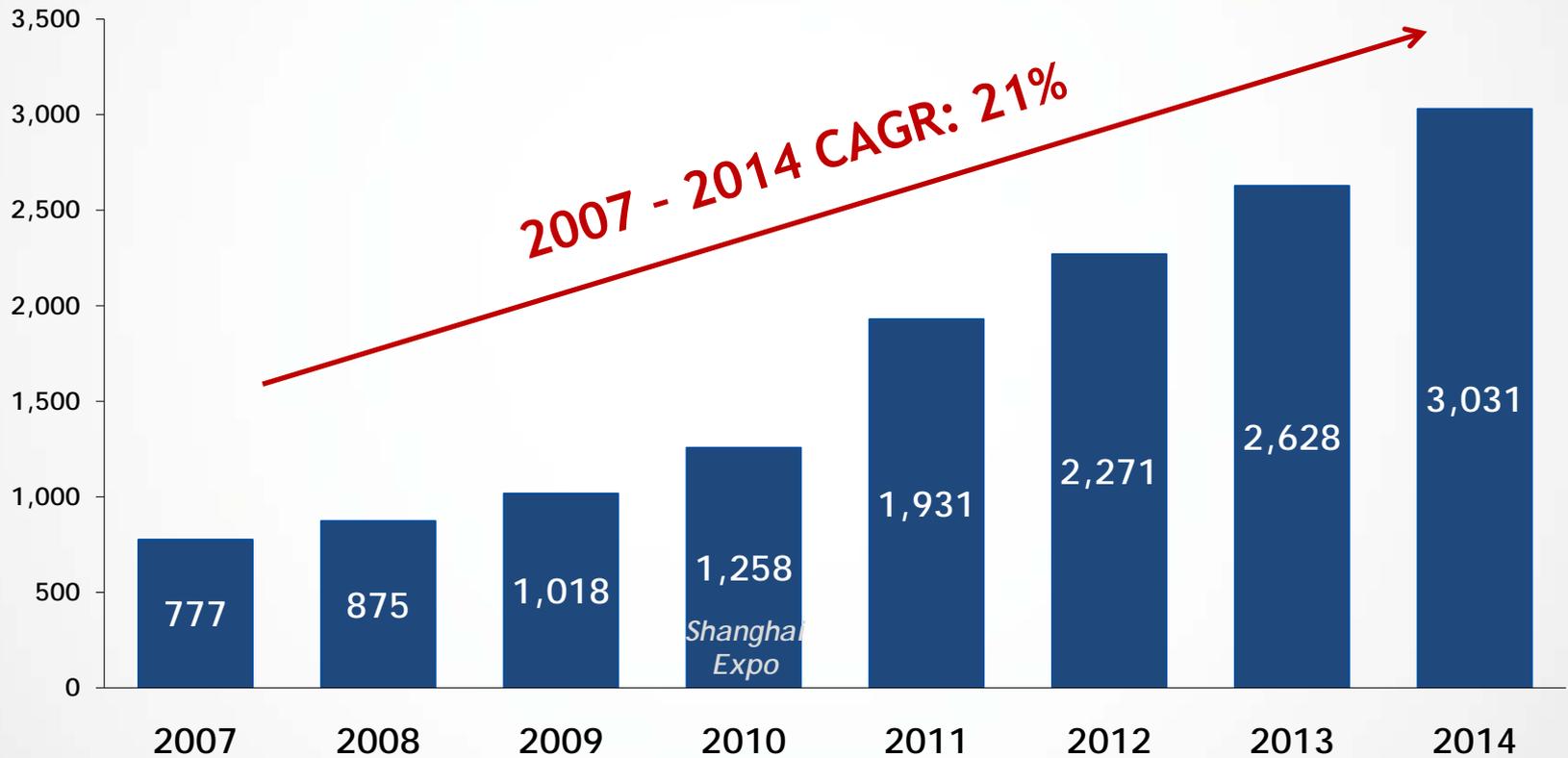
August 2015

- View on Chinese Lodging Market
- Company Introduction
- Investment Highlights

View on Chinese Lodging Market

Domestic Travel Expenditures Growth (2007-2014)

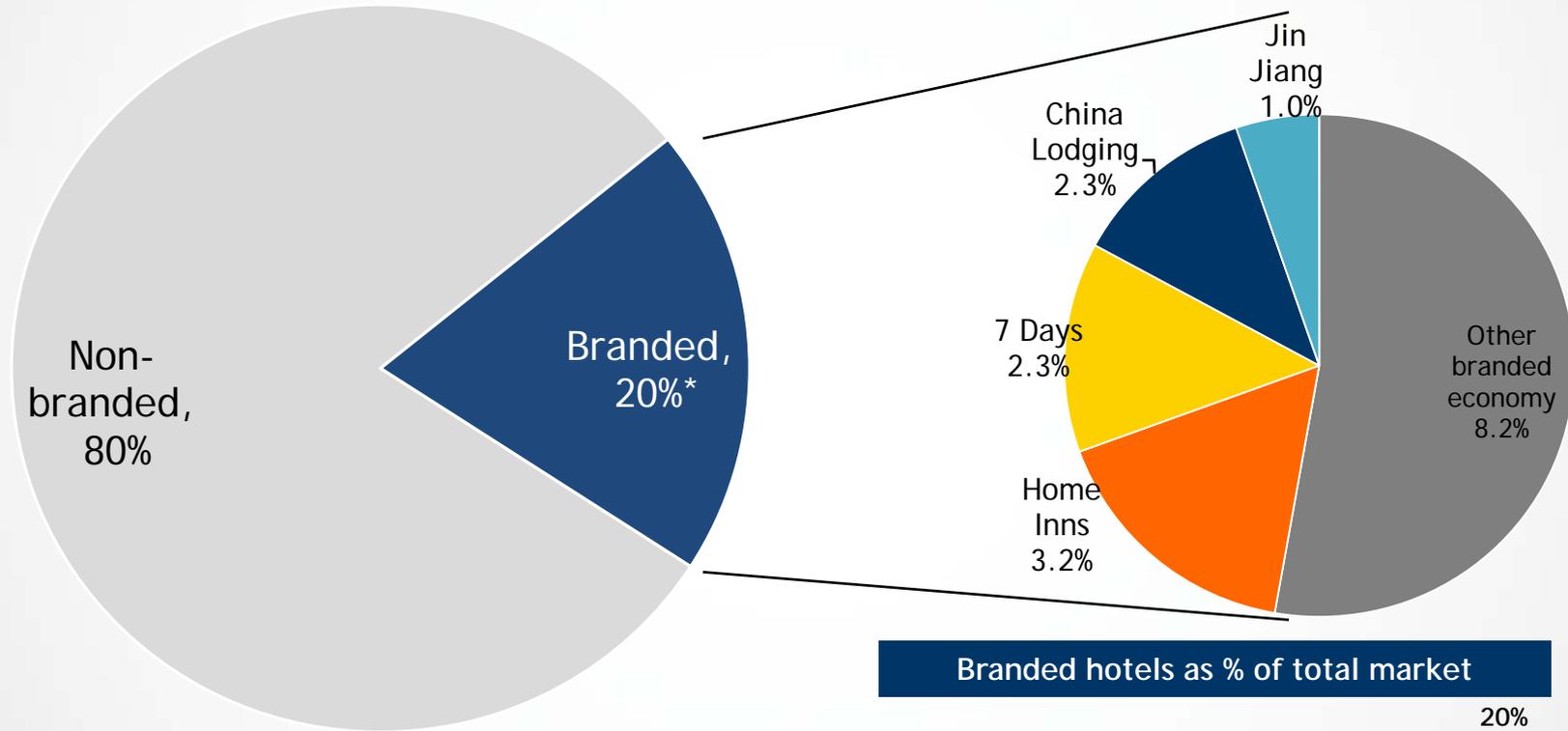
(in RMB billions)



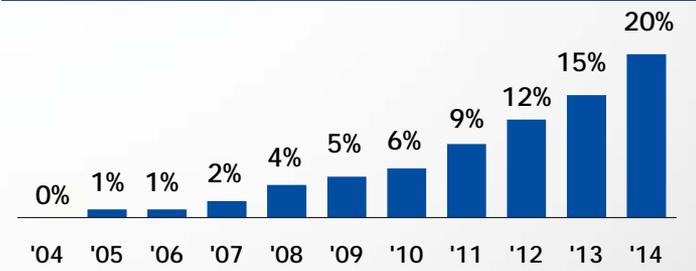
Source: China National Tourism Administration

Addressable Market for Economy Hotels (as of 2014)

Market size: ~80,000 hotels



Branded hotels as % of total market

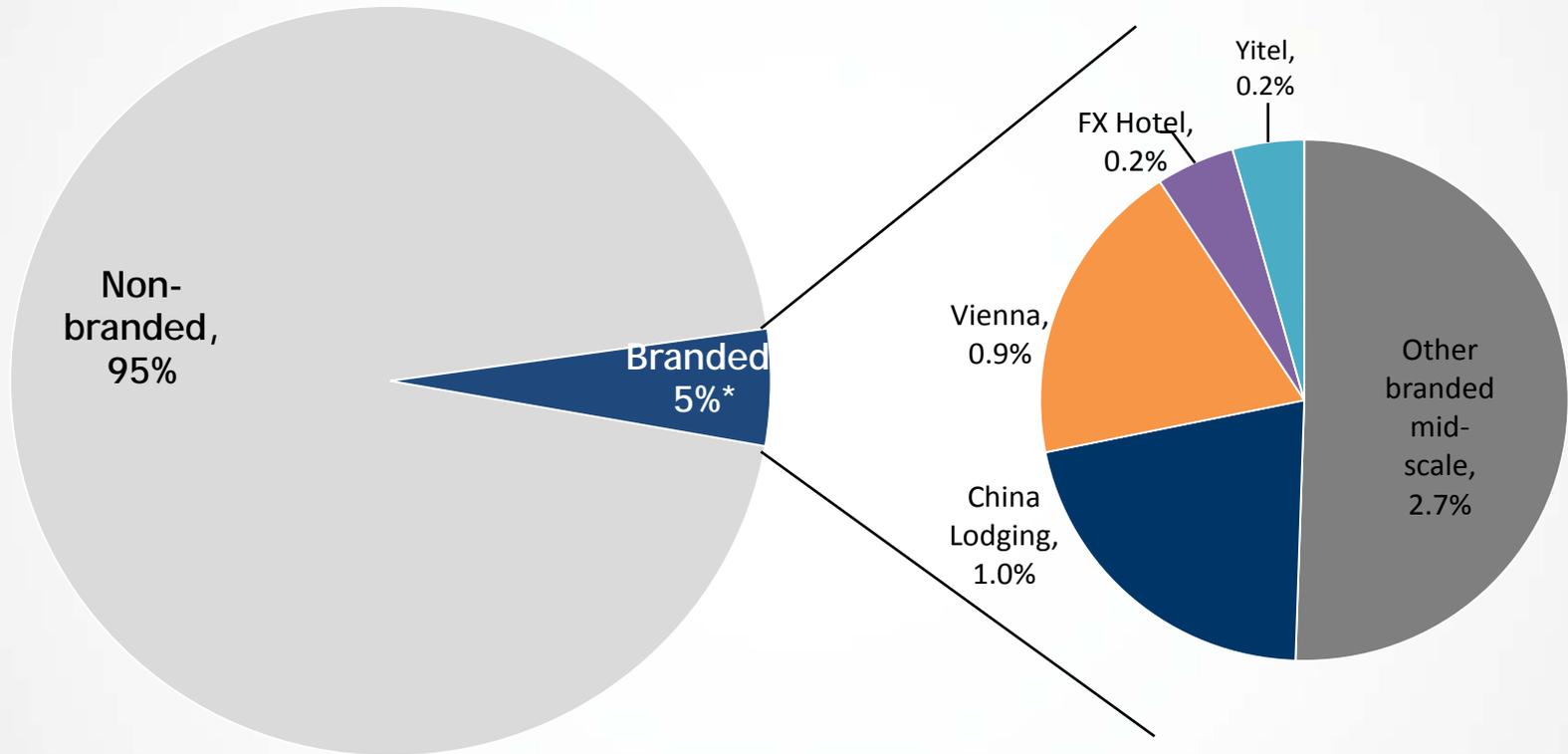


* 70% economy hotels are branded in U.S.

Source: CNTA, CHA, Innite, Company estimates

Addressable Market for Mid-to-upper Scale Hotels (as of 2014)

Market size: ~20,000 hotels



* 70% mid-scale hotels are branded in U.S.

Source: CNTA, CHA, Innite, Company estimates

Company Introduction



Huazhu

Leader in Chinese Lodging Industry

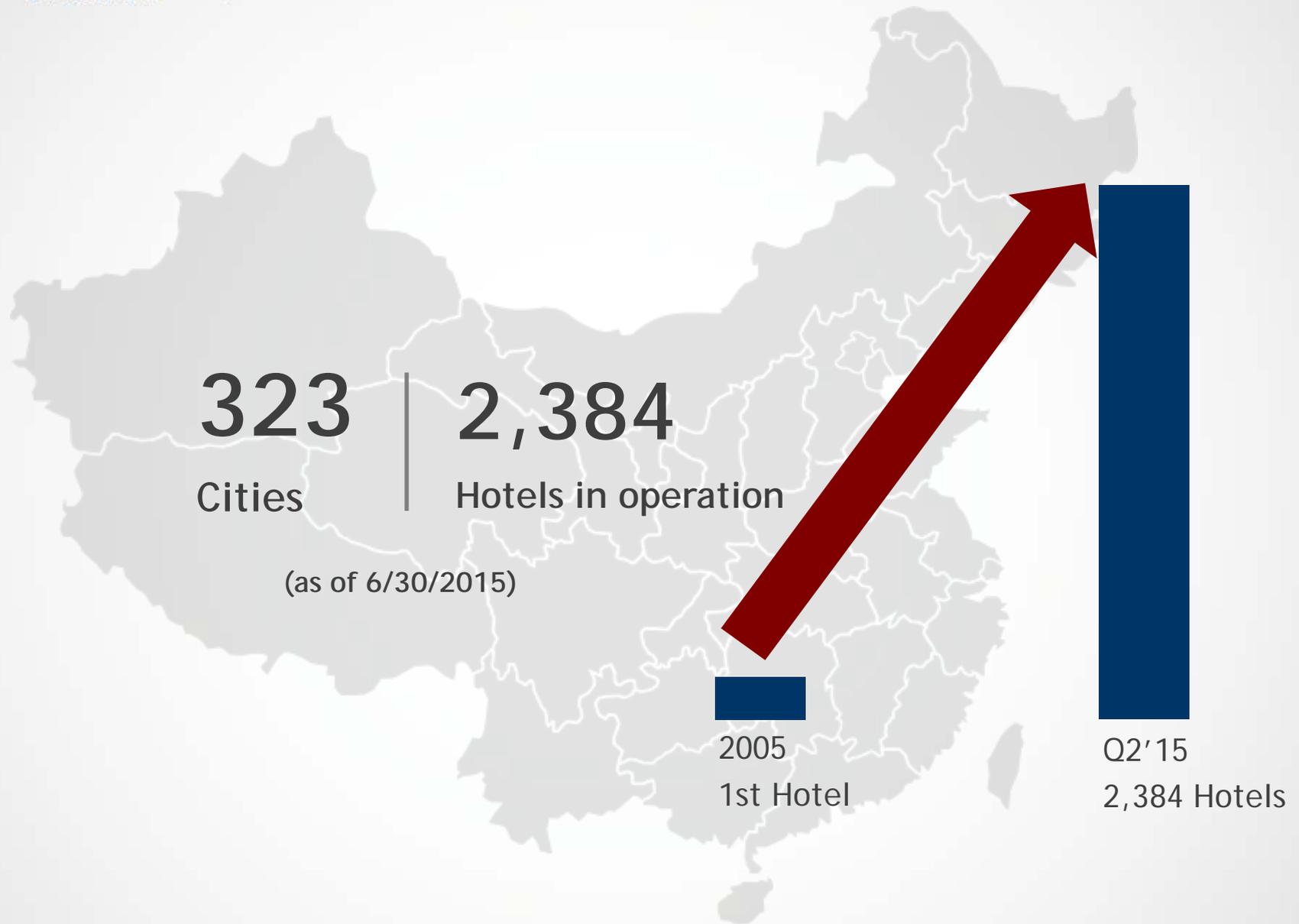


Qi Ji 季琦

Founder and Executive Chairman

- Successful serial entrepreneur
 - Founder, Executive Chairman and CEO of Hua Zhu (“HTHT”)
 - Co-founder and former CEO of Home Inns (“HMIN”)
 - Co-founder, former CEO and President of Ctrip.com (“CTRP”)
- M.S. and B.S. from Shanghai Jiao Tong University
- Ownership: ~ 30% of outstanding shares

A Hotel Giant Built within 10 Years



Hua Zhu Expands Brand Portfolio through Alliance with Accor in China



Economy Brands

Huazhu



Accor



1,836

Hotels
in operation

191,004

Rooms

(as of 6/30/2015)



Elan Hotel: New Brand for More Economy Hotels

elan
怡莱酒店

81

Hotels
in operation

6,473

Rooms

(as of 6/30/2015)





海友酒店

231

Hotels
in operation

17,275

Rooms

(as of 6/30/2015)





78

Hotels
in operation

12,168

Rooms

(as of 6/30/2015)



Midscale Brands

Huazhu



Accor



145

Hotels
in operation

21,656

Rooms

(as of 6/30/2015)



Starway Hotel: Rich in Design and Guaranteed in Quality



86

Hotels
in operation

9,185

Rooms

(as of 6/30/2015)



Novotel: Create a new & valuable midscale hospitality experience



13

Hotels
in operation

4,060

Rooms

(as of 6/30/2015)



Mercure: A genuine experience, a strong commitment to quality



6

Hotels
in operation

1,514

Rooms

(as of 6/30/2015)



Upscale Brands



禧玥酒店
JOYA HOTEL

Huazhu



MANXIN HOTELS & RESORTS
漫心度假酒店



GRAND MERCURE

Accor



禧玥酒店
JOYA HOTEL

3

Hotels
in operation

515

Rooms

(as of 6/30/2015)



Manxin Hotels & Resorts: Experience A Relaxing and Authentic Holiday



MANXIN HOTELS & RESORTS
漫心度假酒店

2

Hotel
in operation

236

Rooms

(as of 6/30/2015)





GRAND MERCURE

14

Hotels
in operation

3,940

Rooms

(as of 6/30/2015)



Investment Highlights

A High-Growth Company...

1. High Growth Unit
2. Healthy Growth in Manachise Business

...with High Quality

3. Leading Hotel Operational Performance
4. High Recognition to Support Fast-growing Membership Program
5. Strong Cash Position



2008-2014 CAGR



Home inns **33%**



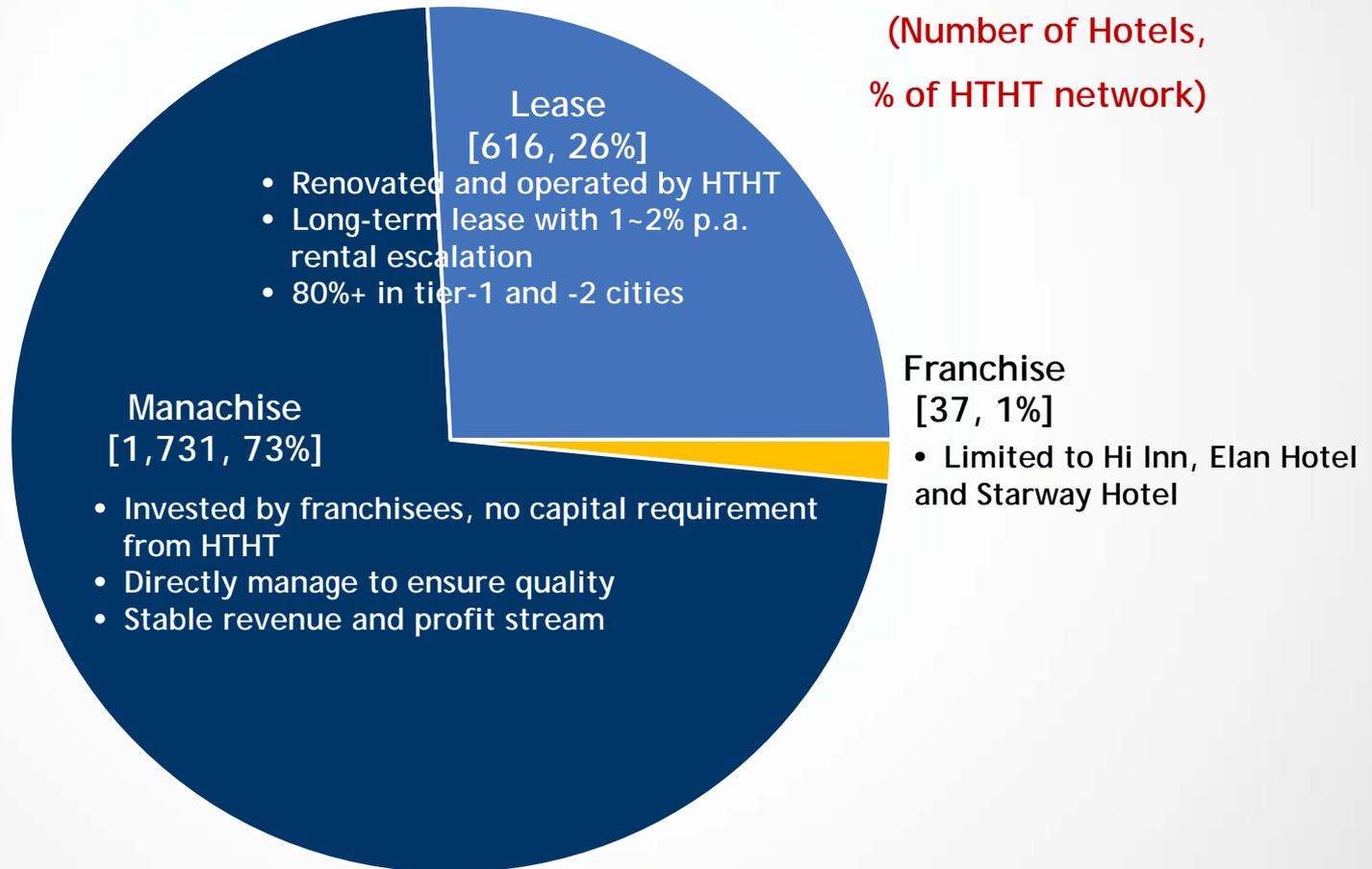
Jin Jiang inns **26%**

Number of Hotels in Pipeline (as of 6/30/2015)



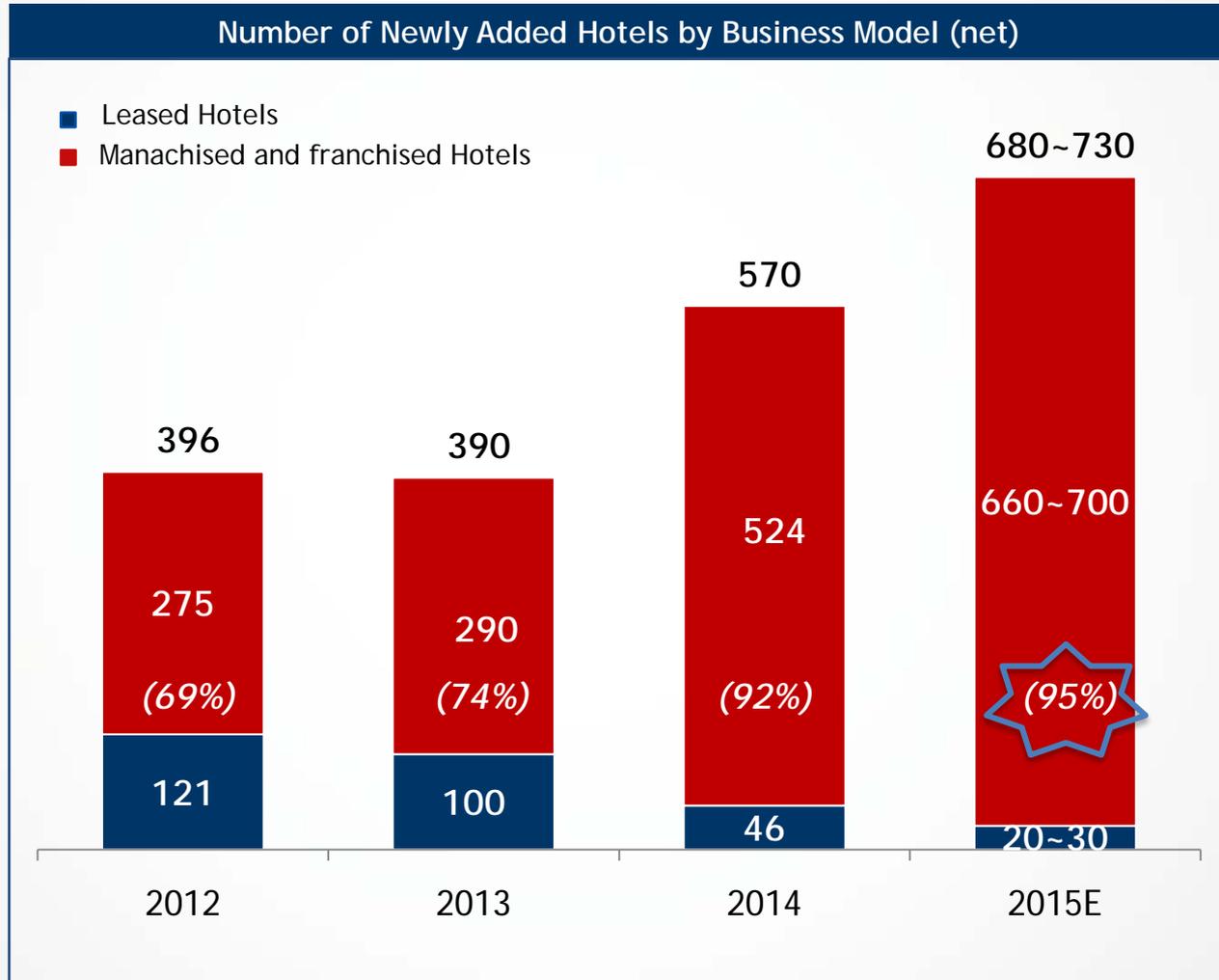
Asset-light, High-margin Manachise and Franchise Models Account for 74% of Network

HTHT Hotel Network Breakdown by Models (as of 6/30/2015)

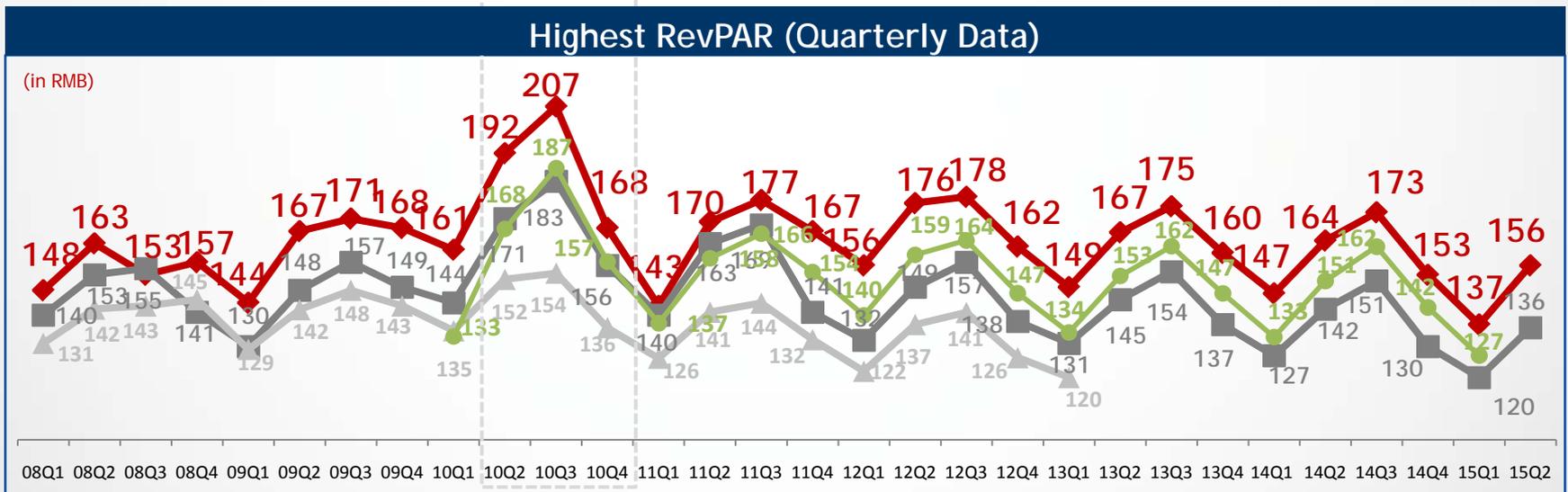
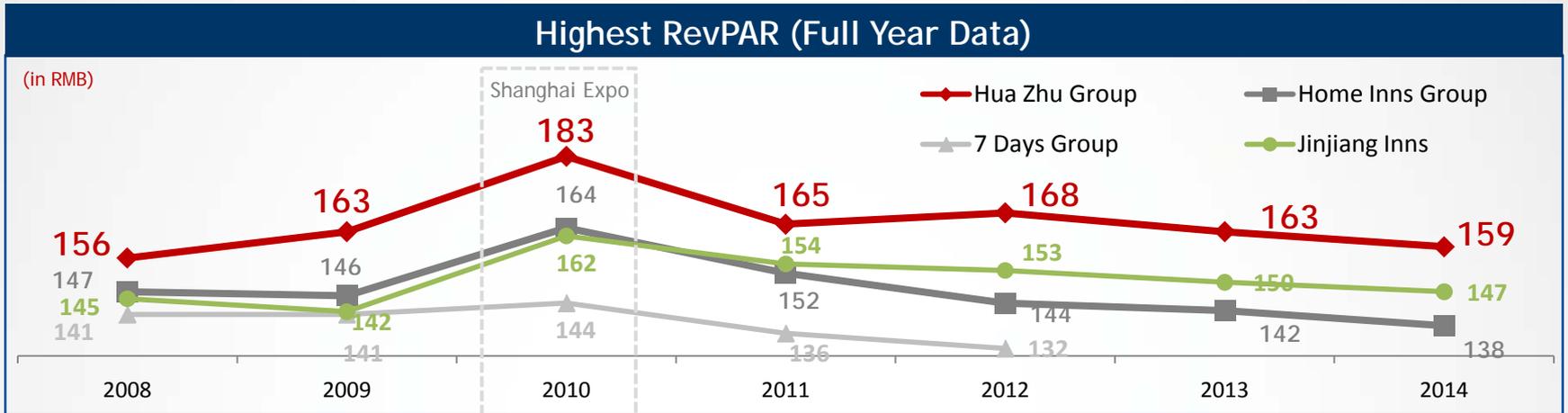


Note: Lease is short for “leased-and-operated” model and manachise for “managed-and-franchised” model.

2 Increased Contribution from Manachise and Franchise Operations



3 Leading RevPAR with High-quality Brand Positioning

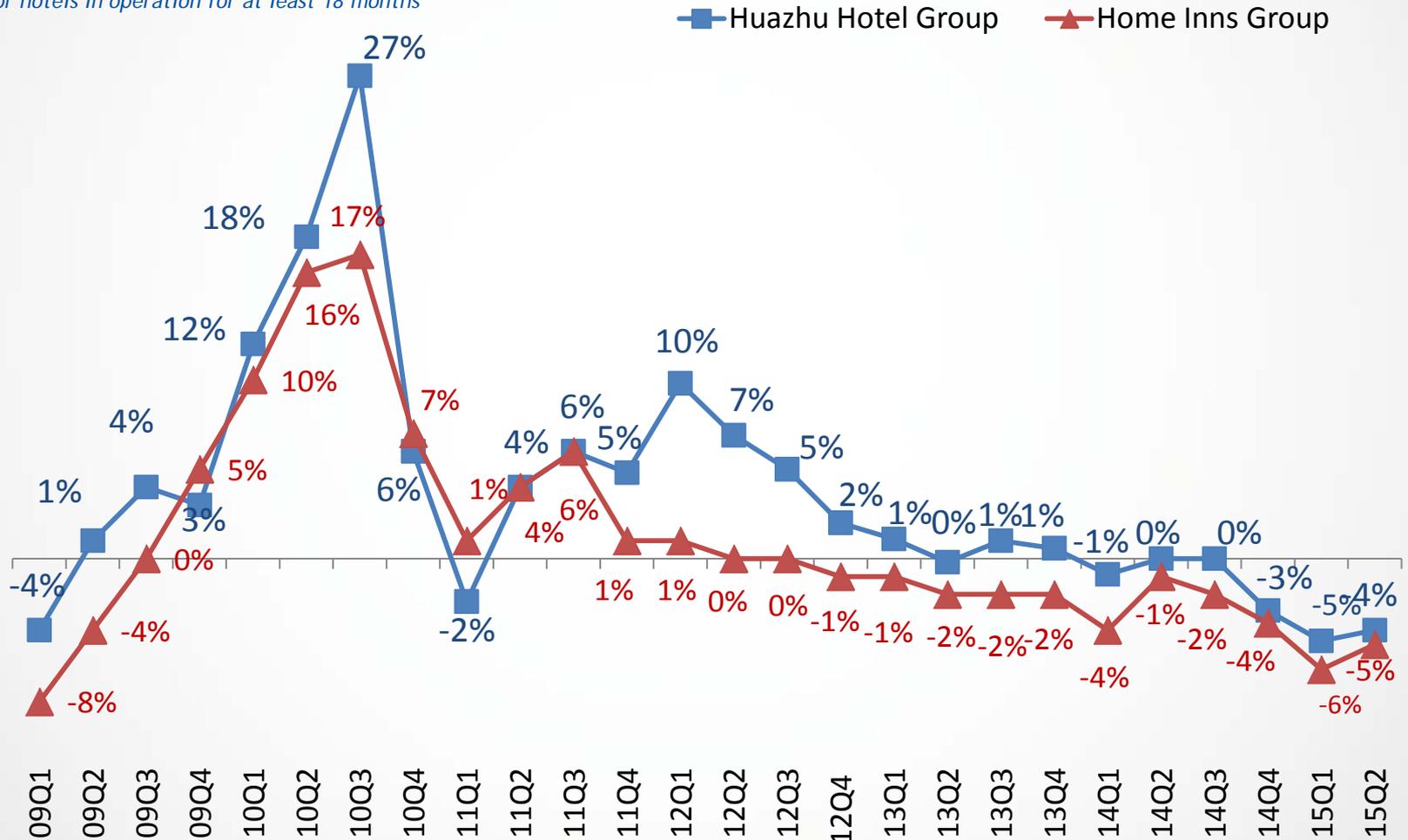


Source: Public filing, SVN privatized and delisted in July 2013

3 Huazhu is Consistently Leading in Same-hotel RevPAR Growth

Same-hotel RevPAR Growth

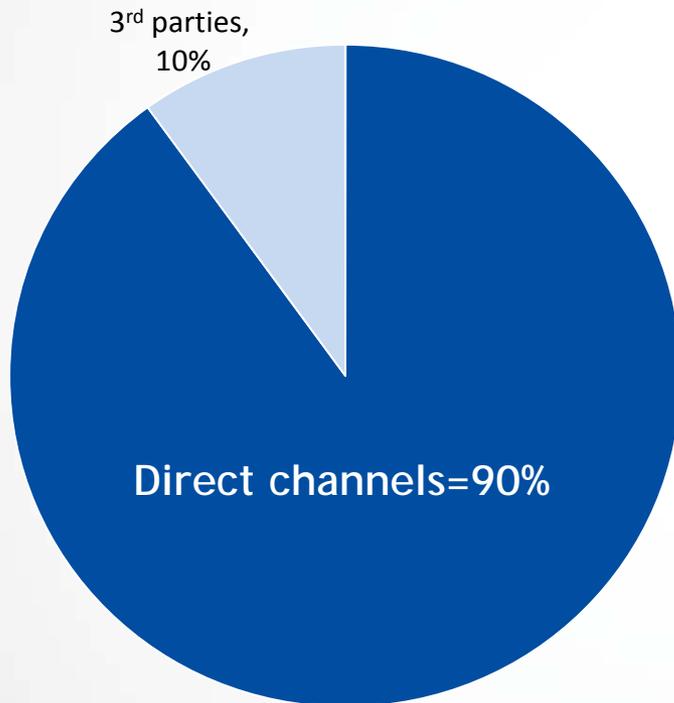
For hotels in operation for at least 18 months



4 Strong Direct Sales Capability and a Fast-growing Membership Program

Strong Direct Sales Capability

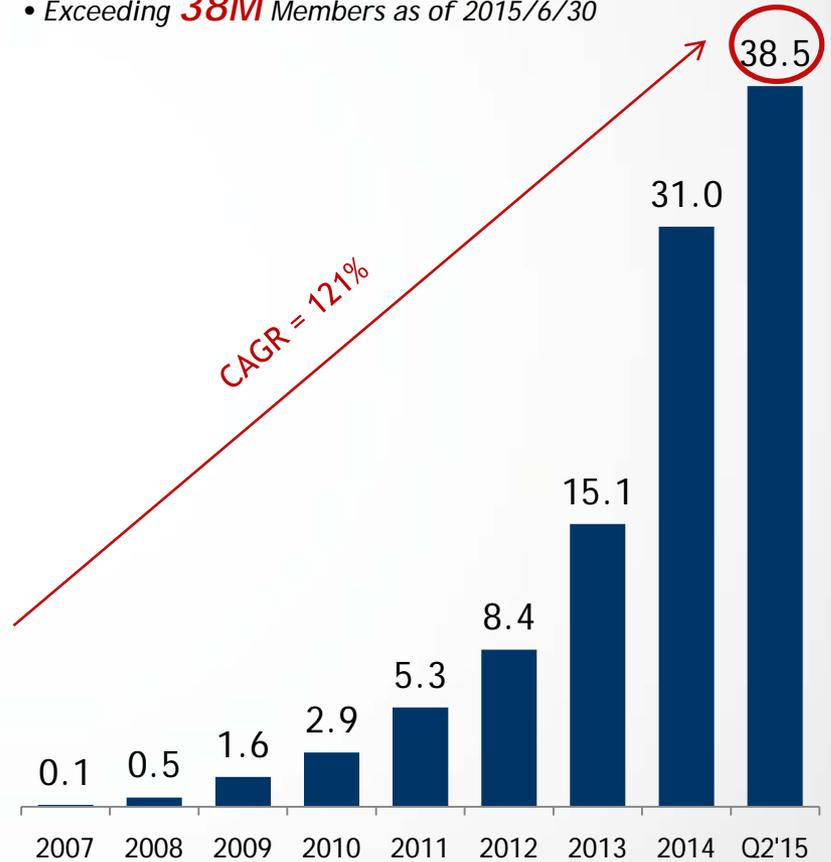
(Q2 2015)



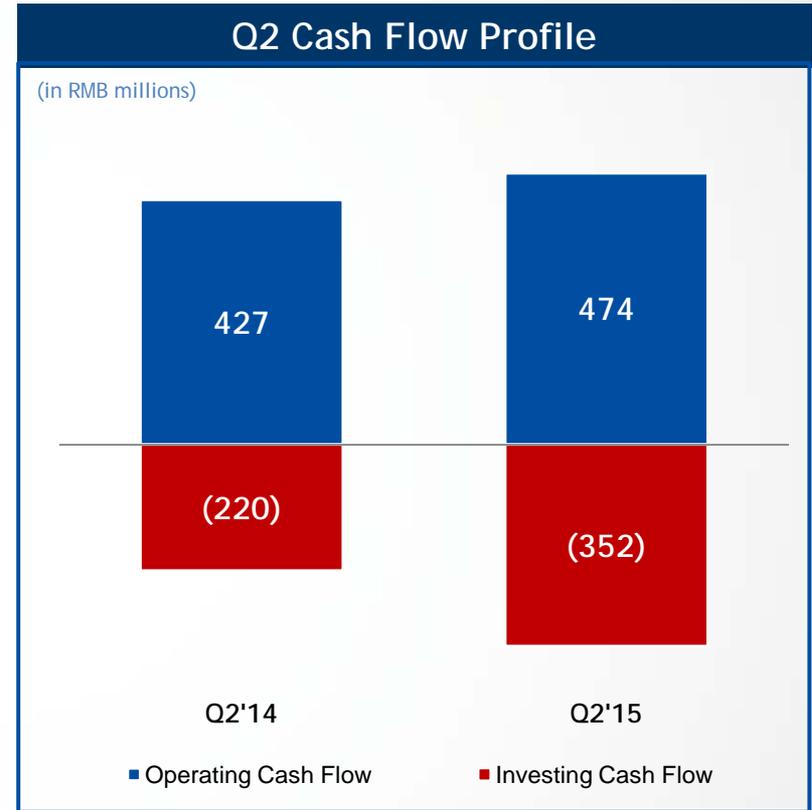
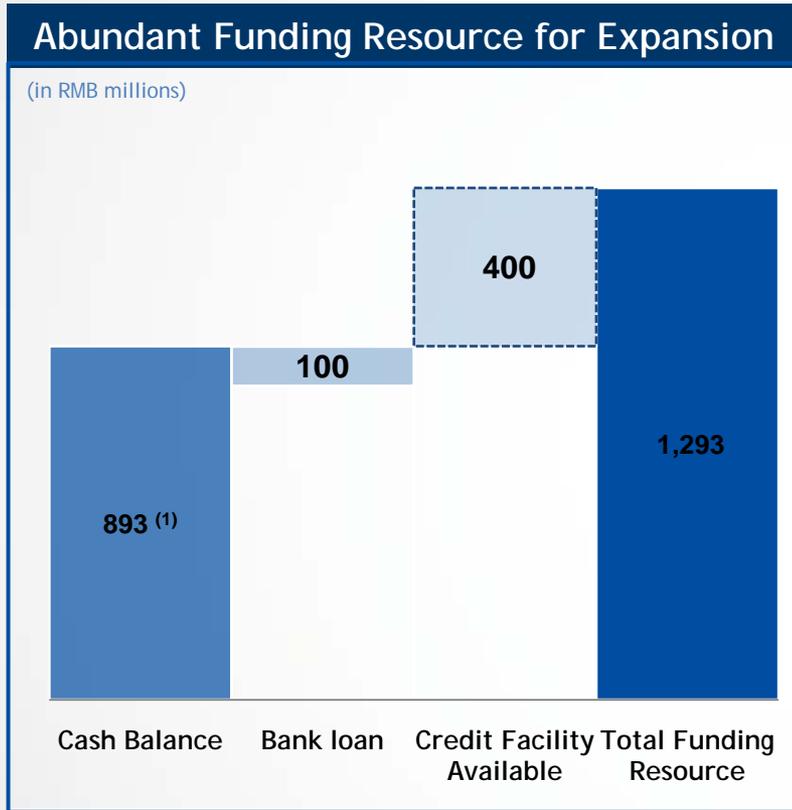
Rapid Growth of Membership Program*

(Millions)

• Exceeding **38M** Members as of 2015/6/30



5 Cash Position Remained Strong and Share Repurchase Program Executed



- As of 8/14/2015, China Lodging Group cumulatively purchased 0.77 million ADS with a total of US\$ 17.5 million from open market.

(1) Calculated as cash and cash equivalent.

China Lodging Group, Ltd. (Nasdaq: HTHT)

Ida Yu, Sr. Manager of Investor Relations
ir@huazhu.com

+86 21 6195 9561

Company address:

2266 Hongqiao Road, Changning District,
Shanghai, 200336, P. R. China

IR website:

<http://ir.huazhu.com>



华住酒店集团

成就美好生活