



China Lodging Group, Limited

Fourth Quarter and Full Year 2012 Results

March 6, 2013

Safe Harbor Statement

Statements in this presentation contain "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995, including, among others, those relating to China Lodging Group, Limited (the "Company")'s beliefs as to the growth of the Chinese economy and the hotel industry and the factors driving expected growth, the Company's growth strategy and expansion plan, and the competitive advantage and expected execution of its hotel pipeline development and business model. These forward-looking statements are not historical facts but instead represent only the Company's belief regarding future events, many of which, by their nature, are inherently uncertain and outside of the Company's control. The Company's actual results and financial condition and other circumstances may differ, possibly materially, from the anticipated results and financial condition indicated in these forward-looking statements. In particular, the Company's operating results for any period are impacted significantly by the mix of leased hotels, managed hotels, and franchised hotels in its chain, causing the Company's operating results to fluctuate and making them difficult to predict.

Because forward-looking statements are subject to risks and uncertainties, we caution you not to place undue reliance on any forward-looking statements. All written or oral forward-looking statements by the Company or persons acting on its behalf are qualified by these cautionary statements.

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.

Agenda

Section I:

Strategy Overview *by CEO*

Section II:

Operating Highlights *by COO*

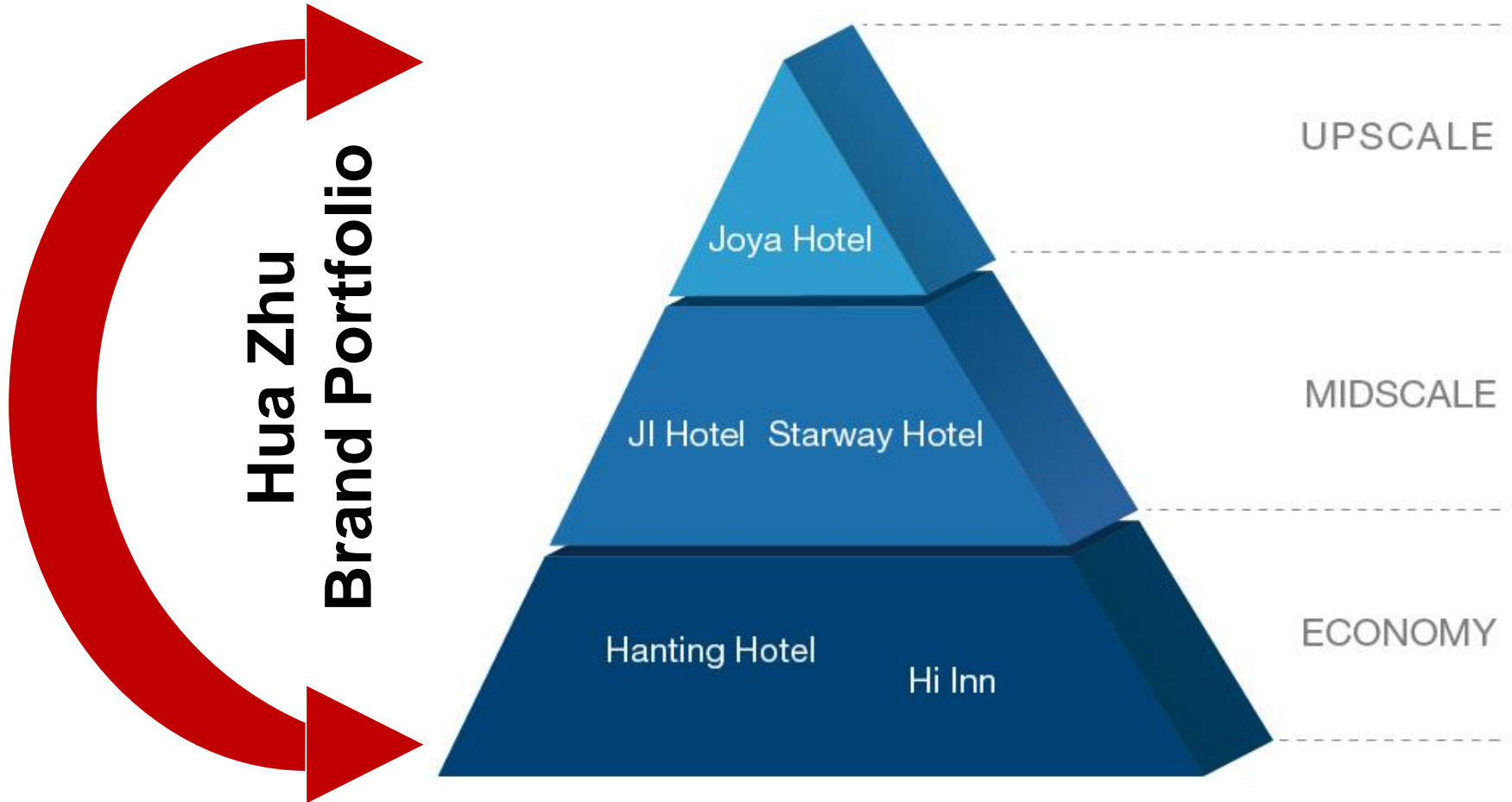
Section III:

Financial Highlights *by CFO*

Section IV:

Q & A

Multi-Brand Strategy to Address the Full Range of Chinese Hotel Market





Hanting Hotel: Neat, Concise and Better



Target Customer

- Knowledge workers
- Value- and quality-conscious travelers

Typical Price Range

- RMB 150-300 per room night

Hotel Count (12/31/2012)

- 898 hotels





Hi Inn: Simple, Happy and Good-Value-for-Money



Target Customer

- Practical, price-conscious travelers

Typical Price Range

- RMB 100-200 per room night

Hotel Count (12/31/2012)

- 40 hotels





JI Hotel: Quality, Smart and Thoughtful



Target Customer

- Mature and experienced travelers
- Seek a quality experience in hotel stays

Typical Price Range

- RMB 250-500 per room night

Hotel Count (12/31/2012)

- 32 hotels





Starway Hotel: Rich in Design and Guaranteed in Quality



Target Customer

- Middle class travelers
- Seeking a good location, reasonable price and guaranteed quality



Typical Price Range

- RMB 250-600 per room night

Hotel Count (12/31/2012)

- 65 hotels

Joya Hotel: An Elegant Debut



Target Customer

- Affluent, low-key, and elite travelers
- Seeking an elegant lifestyle

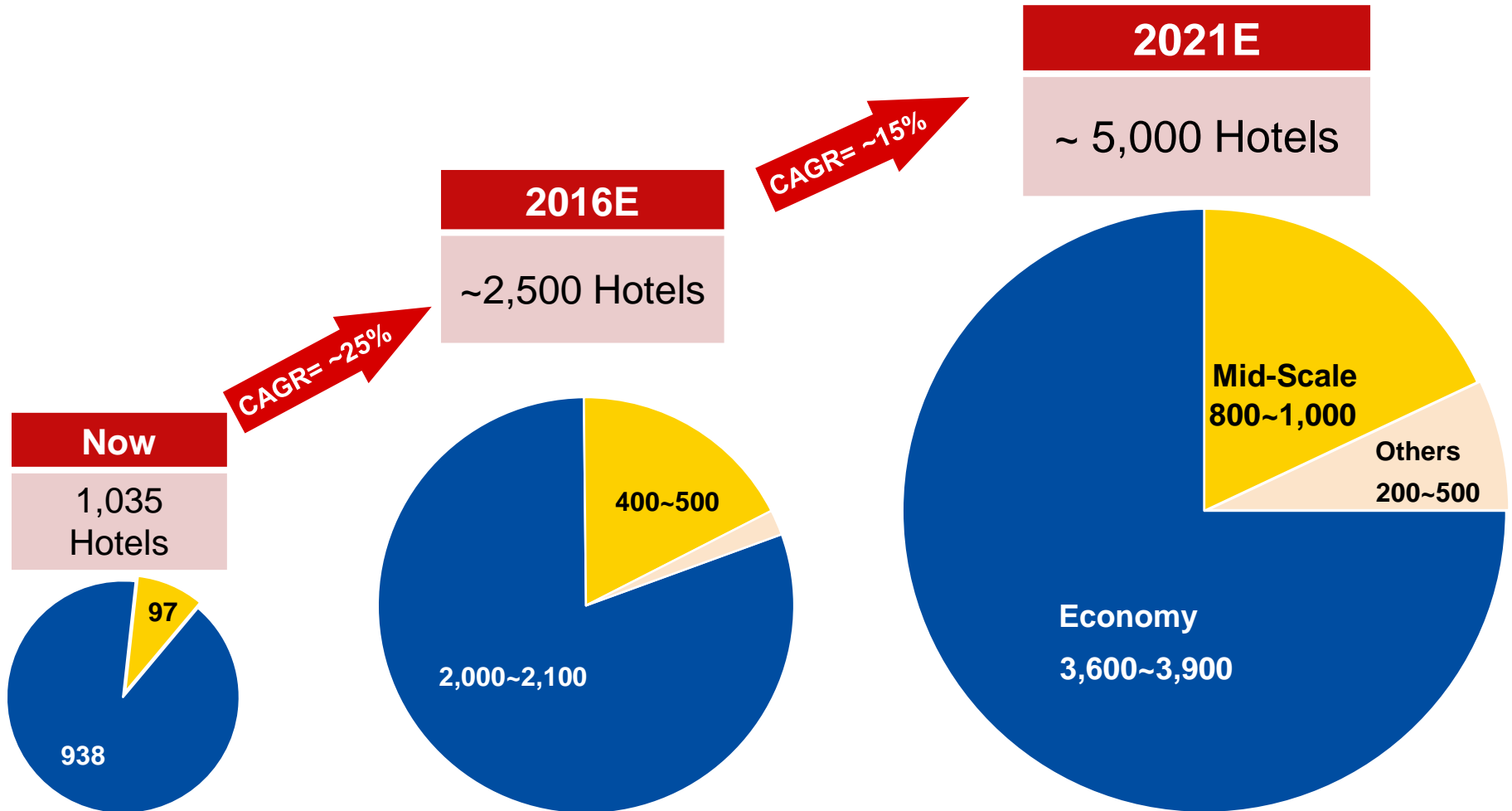
Typical Price Range

- RMB 500-1,000 per room night



*First hotel to be unveiled in
Wuhan City in the 2nd half of
2013*

Multi-brand Strategy to Sustain Long-term Growth...



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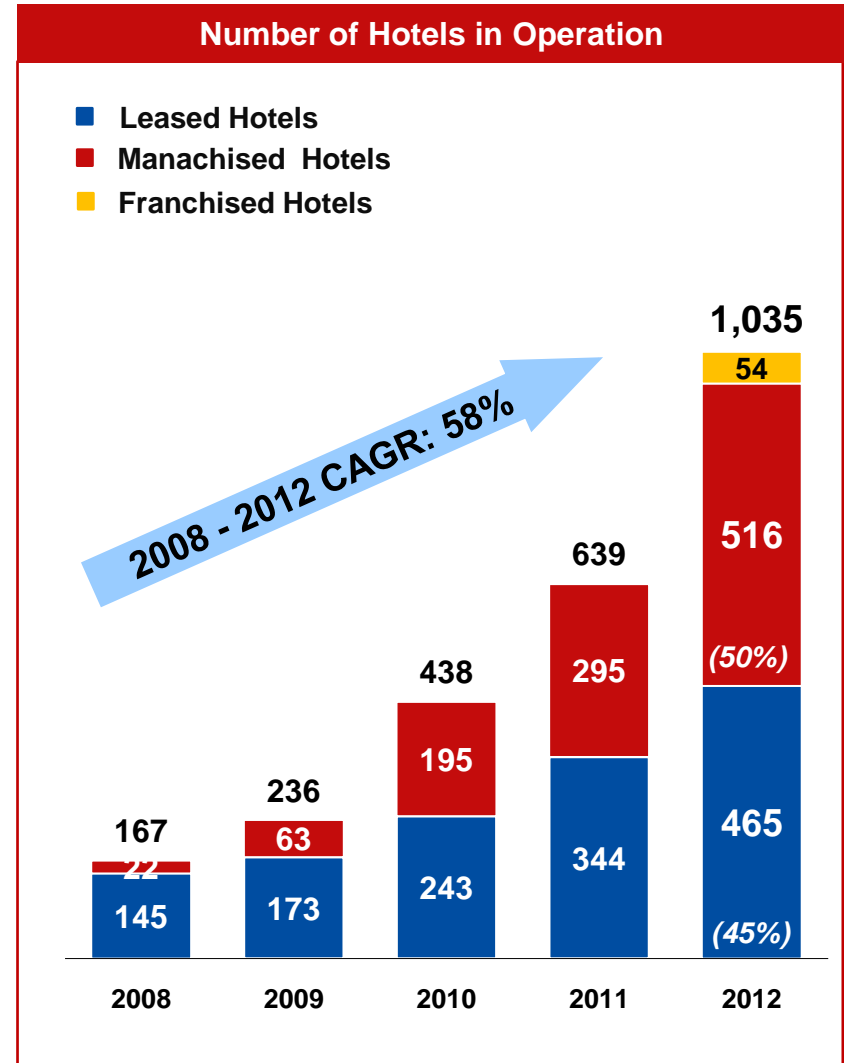
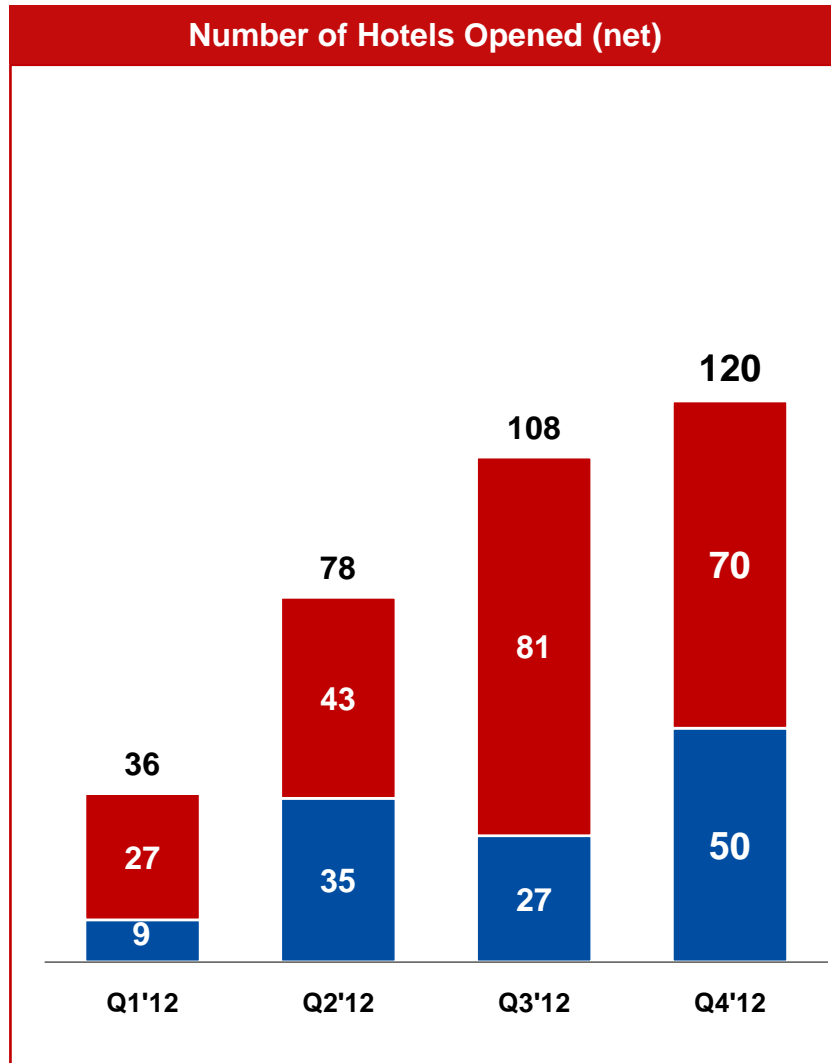
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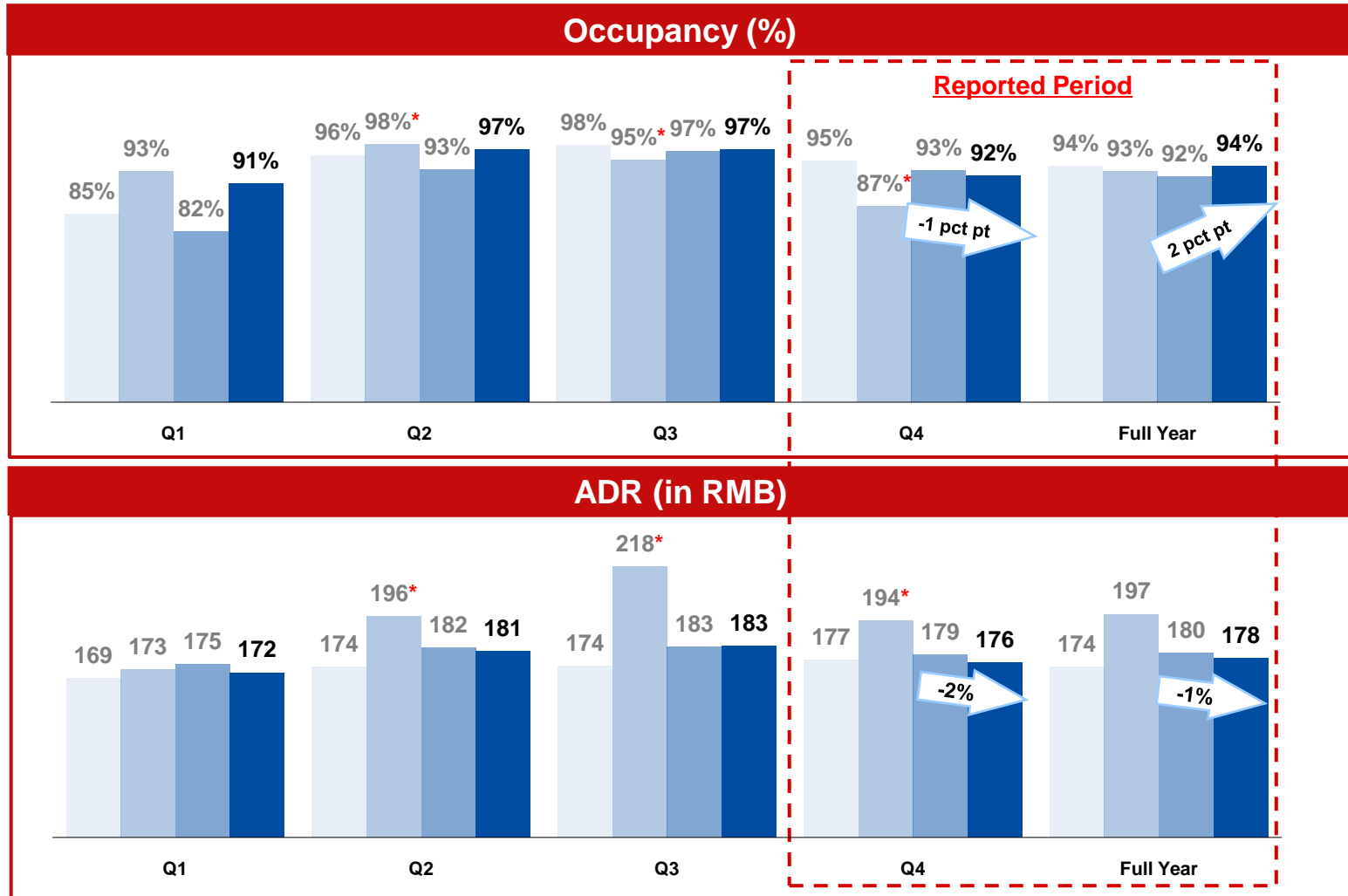
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Hotel Openings Exceeded Guidance, with Accelerated Expansion from Manachise Business



Q4: Occupancy and ADR Slightly Dropped due to Higher % of New Manachised Hotels and City Mix Change

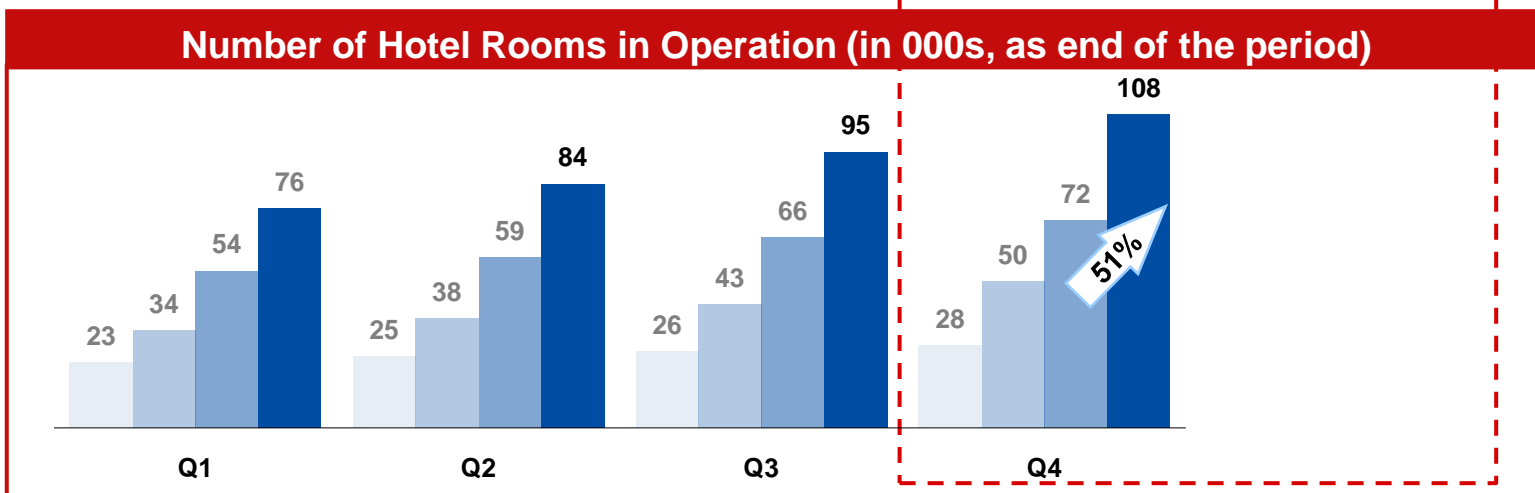
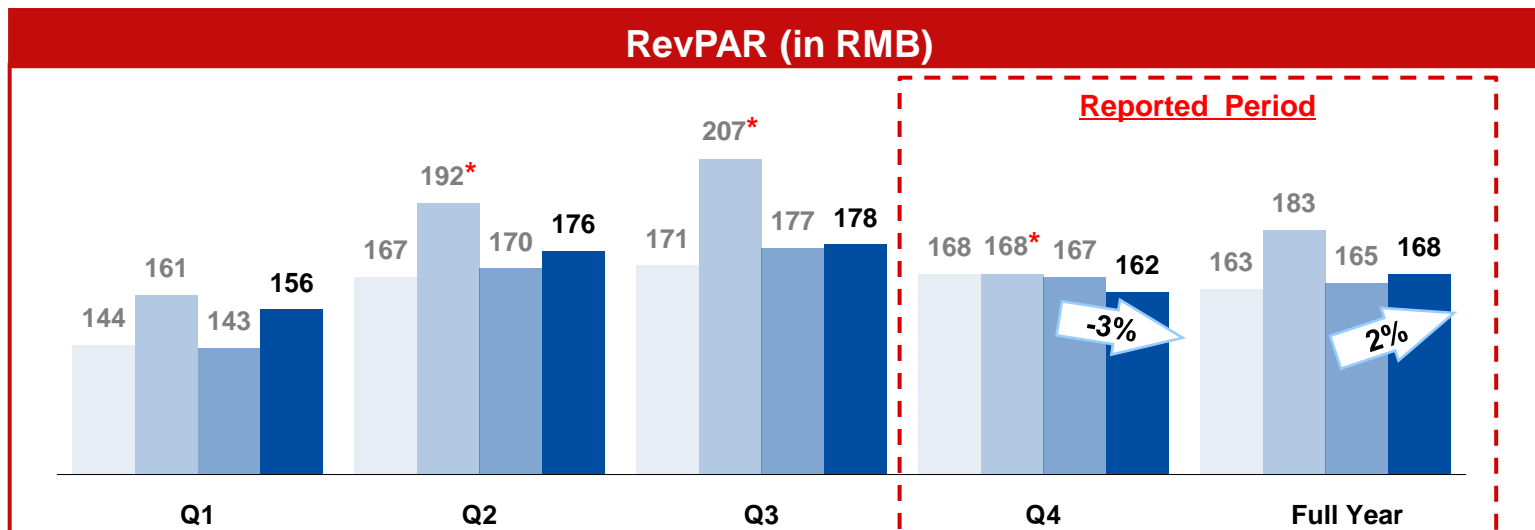


* Favorably impacted by Shanghai Expo in 2010

Figures excluding franchised Starway hotels



Blended RevPAR: Q4 YOY -3%; Full Year +2%, on a Hotel Room Base Enlarged by 51%

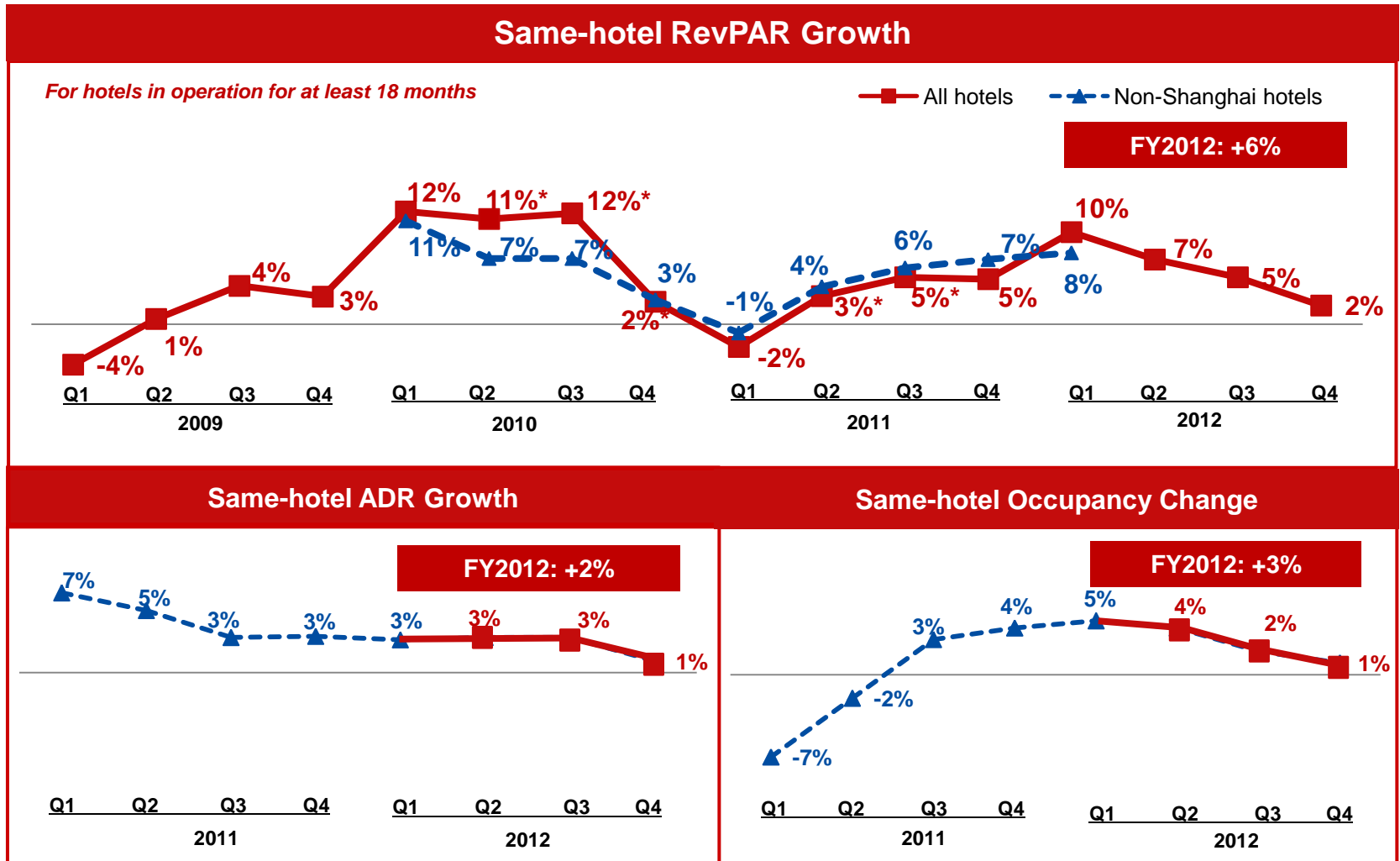


* Favorably impacted by Shanghai Expo in 2010

Figures excluding franchised Starway hotels

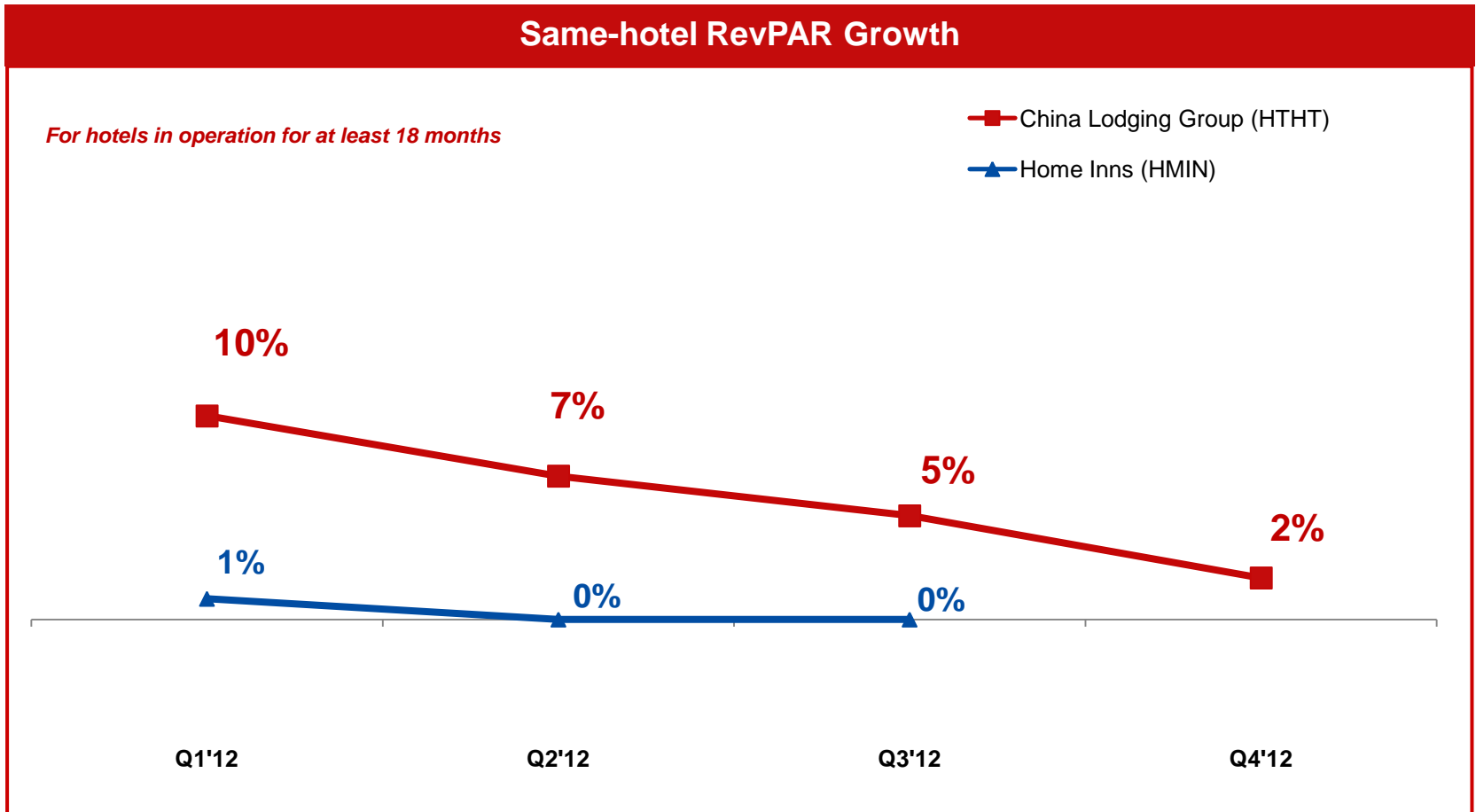


Q4 Same-Hotel RevPAR + 2%, Full Year +6%



* Normalized for Shanghai Expo
 Figures excluding franchised Starway hotels

Consistently Leading in Same-hotel RevPAR Growth



Source: public filings
Figures excluding franchised Starway hotels

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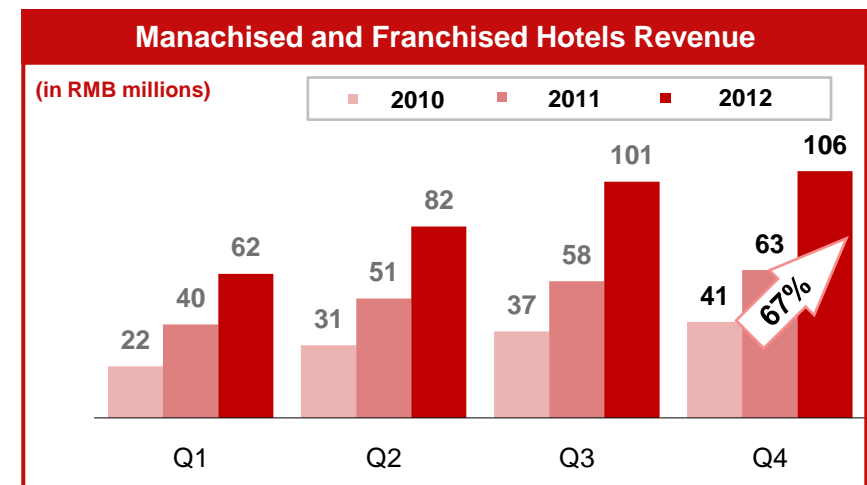
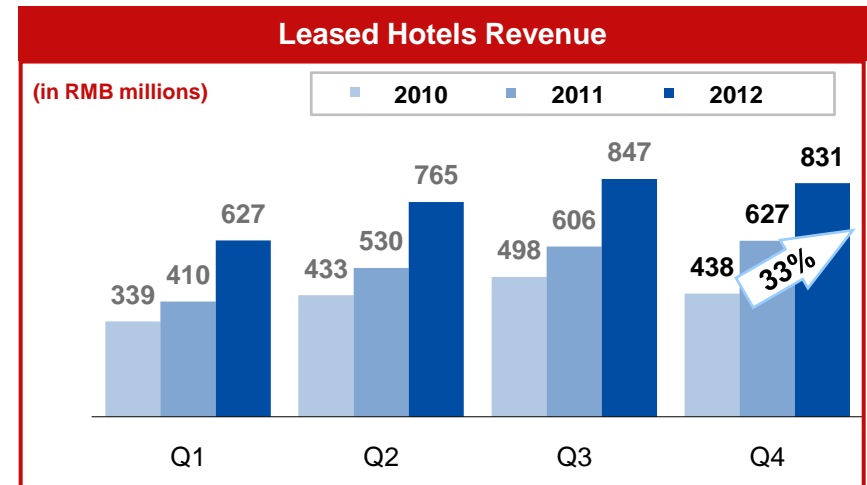
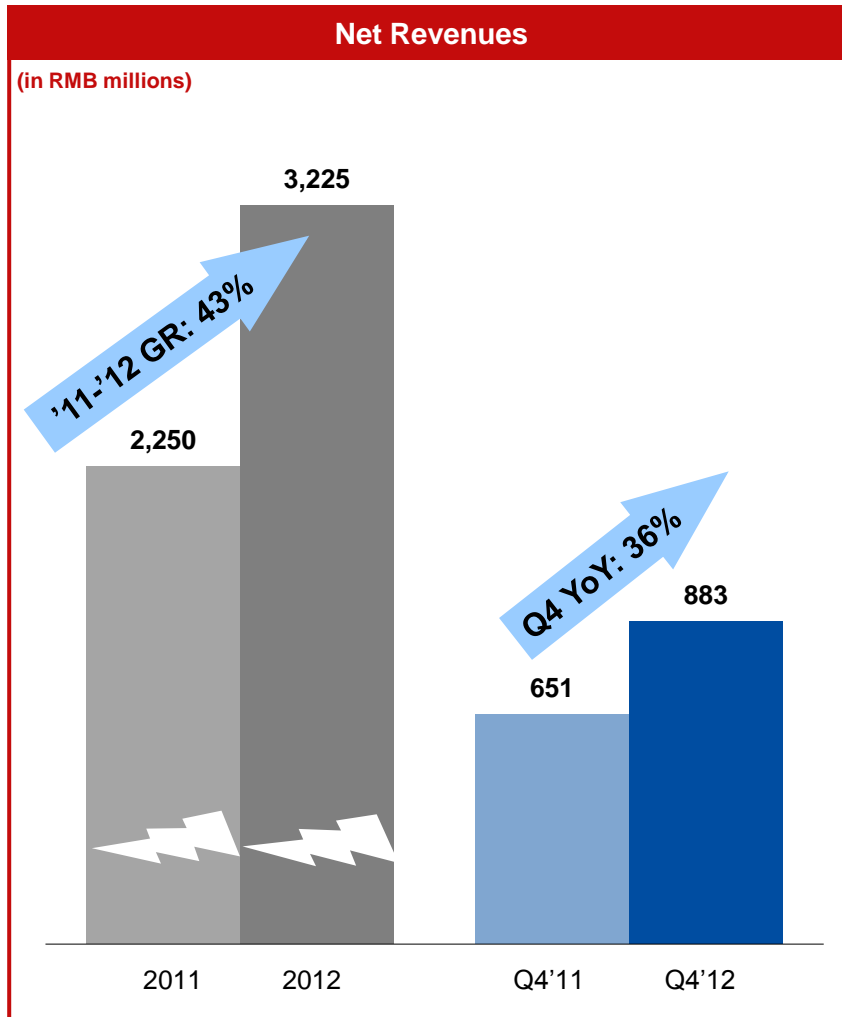
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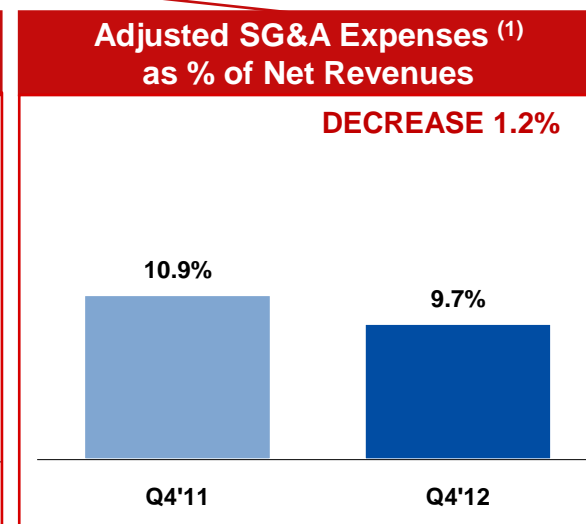
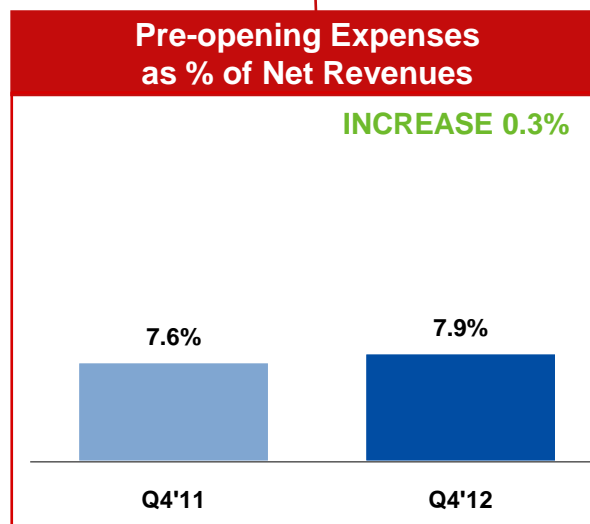
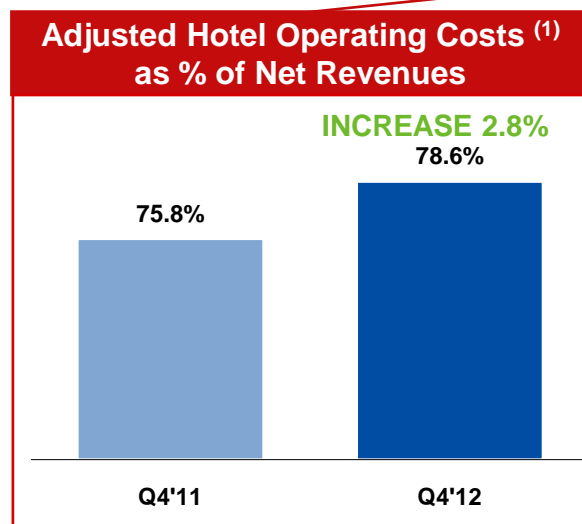
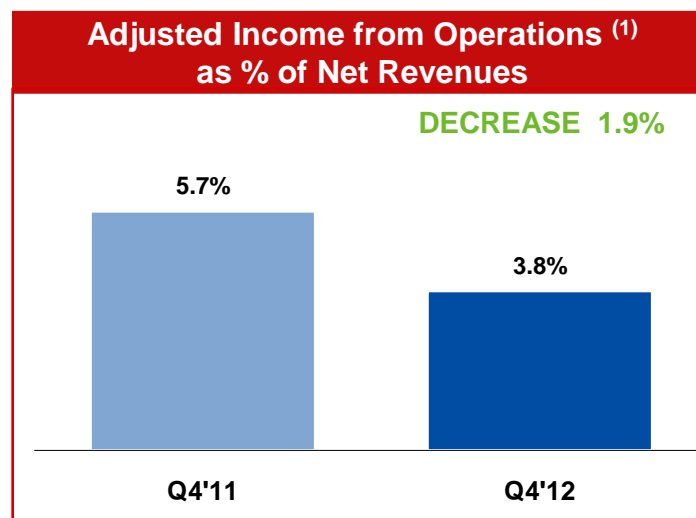
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Net Revenues YOY Exceeded Guidance: Q4:+36%; Full Year:+43%

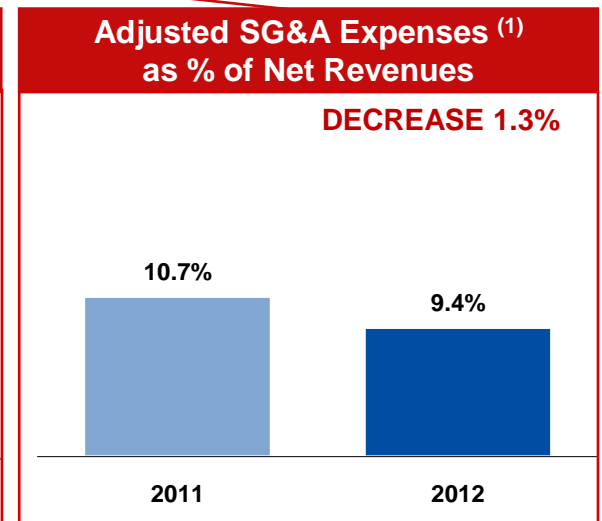
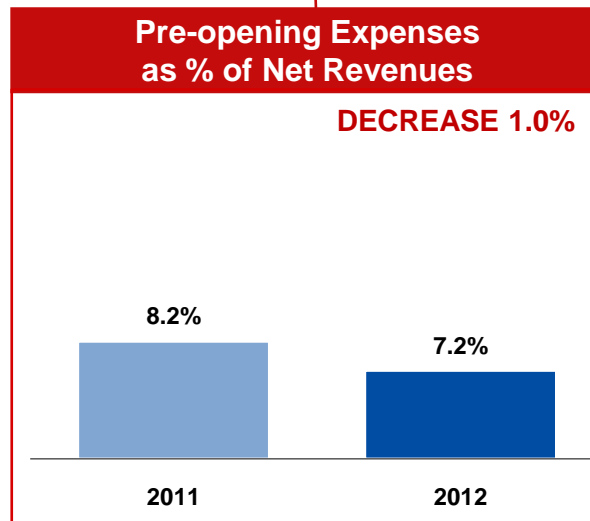
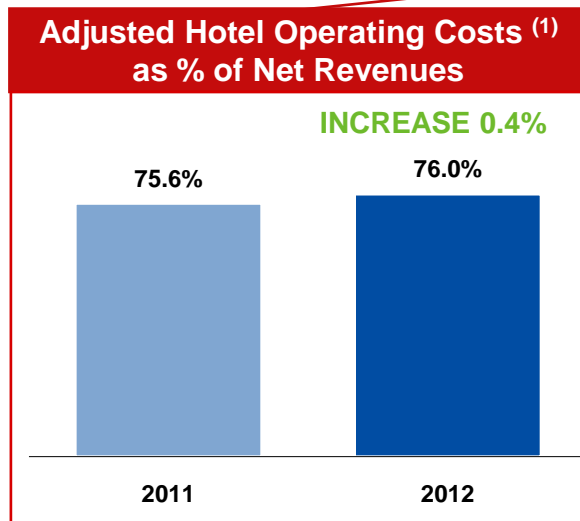
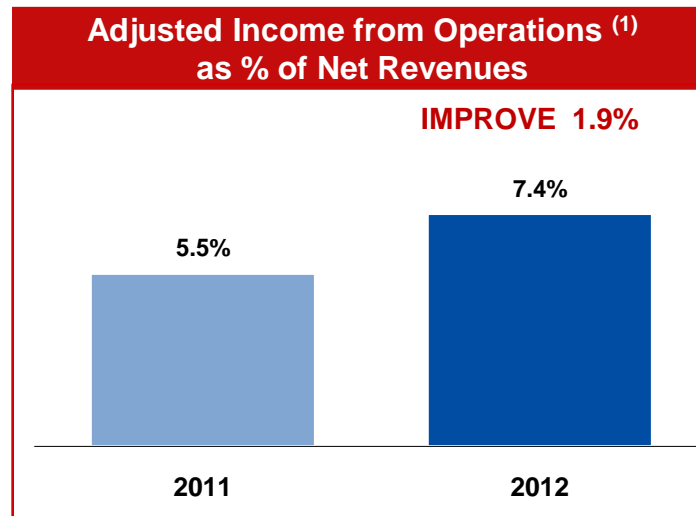


Q4 EBIT Margin Decreased 1.9 Percentage Points



(1) Excluding share-based compensation expenses.

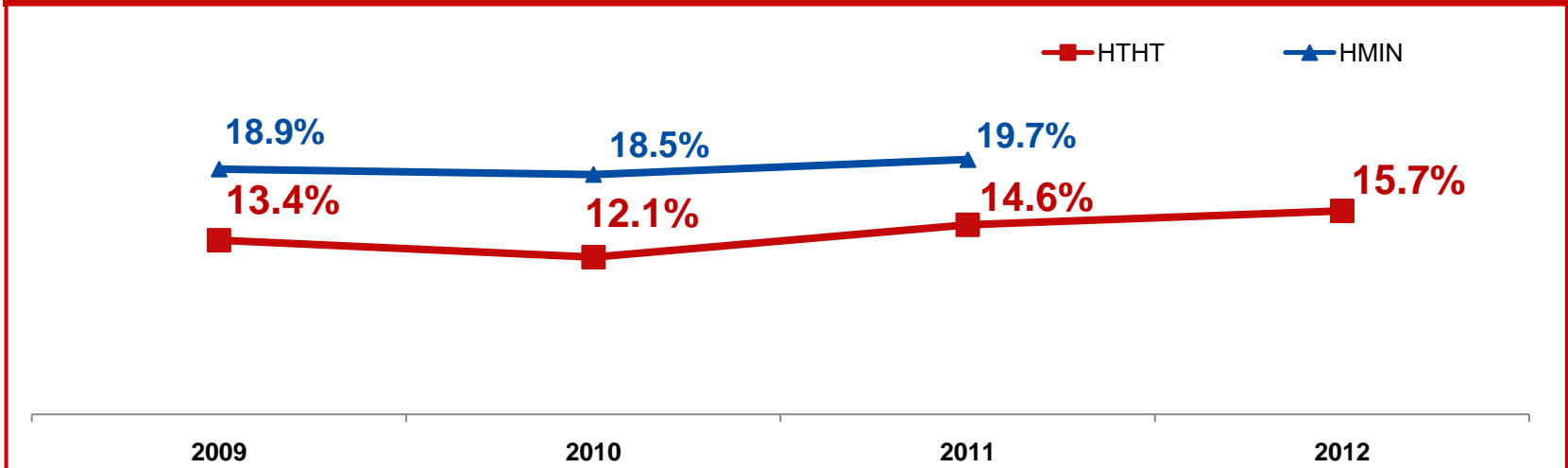
FY12 EBIT Margin Improved 1.9 Percentage Points



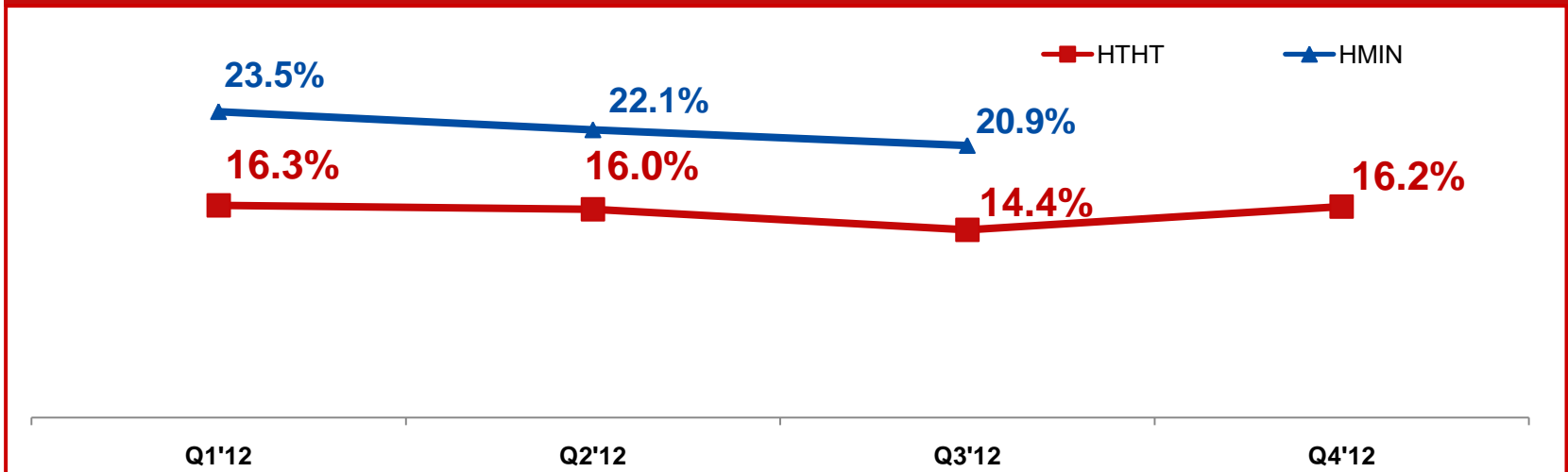
(1) Excluding share-based compensation expenses.

Higher Productivity Per Staff

HTHT Lower: Hotel Personnel Costs as % of Net Revenues (Full Year Data)



HTHT Lower: Hotel Personnel Costs as % of Net Revenues (Quarterly Data)

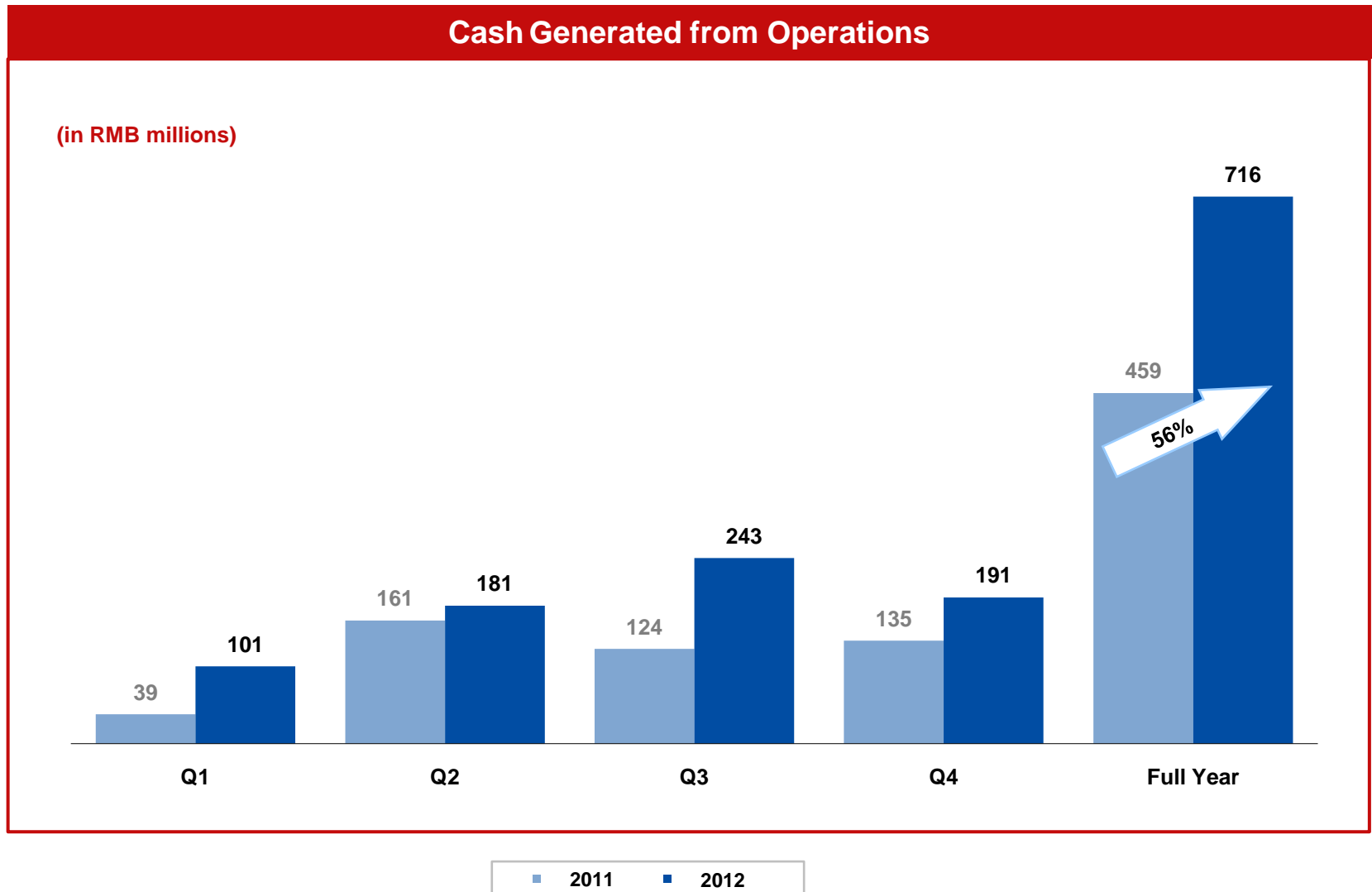


Source: public filings.

Personnel costs of franchised-and-managed hotels were added back to HMIN's total hotel personnel costs for comparison purpose.

As of March 6, 2013, HMIN has not reported Q4 and full year of 2012 financial results.

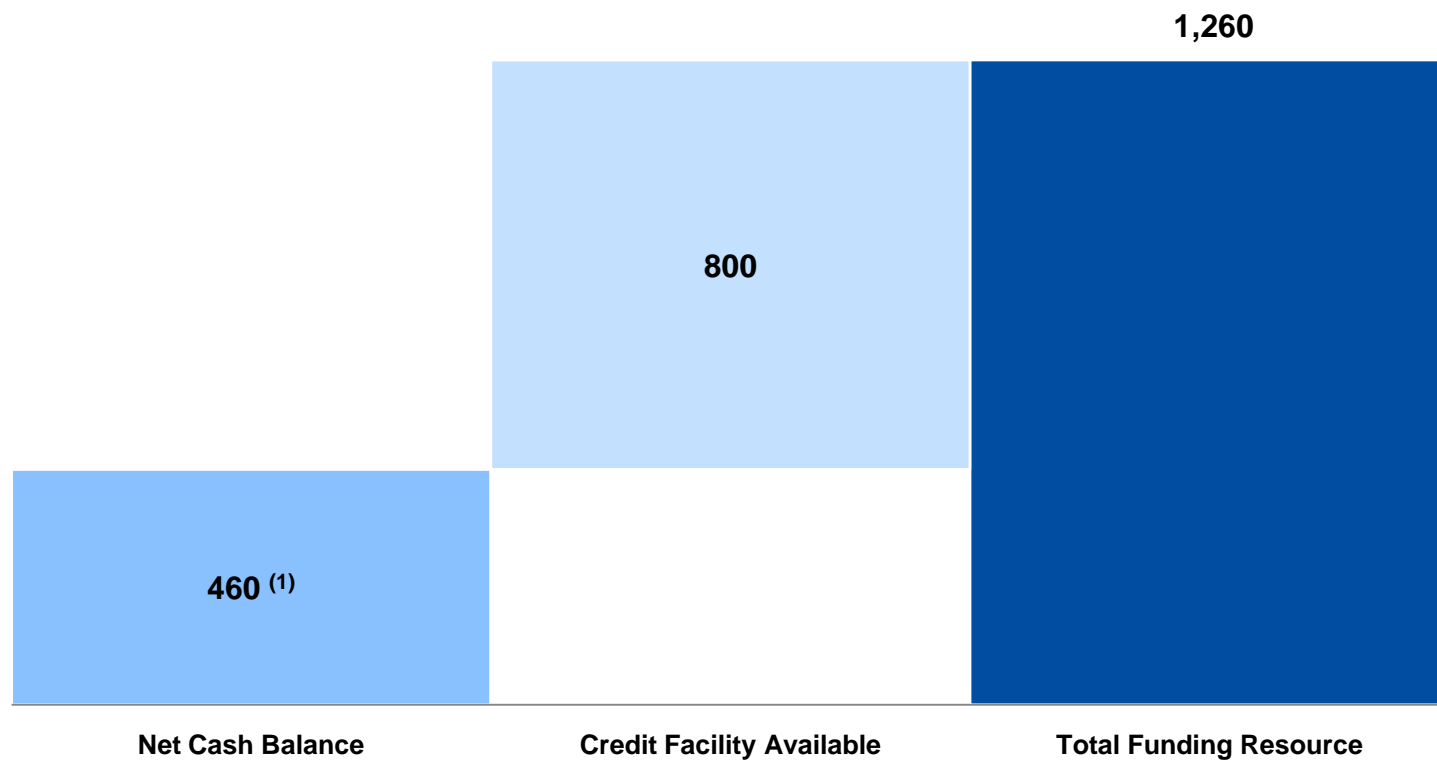
Operating Cash Flow Grew 56% Full Year



Cash Balance Remained Strong

Abundant Funding Resource for Expansion

(in RMB millions)



(1) Calculated as cash and cash equivalent, restricted cash, short-term investment less total debt as of period end. Bank loan=0.

Guidance

- To open 100-110 leased hotels and 230-270 managed hotels
 - 1 Joya Hotel
 - 55 to 65 mid-scale hotels (JI and Starway)
 - 275 to 315 economy hotels (Hanting and Hi)
- Q1'13 net revenues to grow 30% to 32%
- FY13 net revenues to grow 26% to 29%

Q & A