

everyday is
FOLIDAY

复星旅游文化集团 FOSUN TOURISM GROUP

A company incorporated under the laws of the Cayman Islands with limited liability

(Stock Code: 01992)



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COMPANY INTRODUCTION

2022



Disclaimer

It is not the intention of this document to provide a full explanation of any relevant matters of Fosun Tourism Group (the “**Company**”). You must refrain from relying on any information set out in this document. No statement, guarantee or undertaking is or will be made or given at present or in the future in respect of the accuracy, fairness, reasonableness, correctness or completeness of this document or any information or opinions set forth herein or any other information or opinions, whether written or oral, available to any stakeholder or its advisers, nor is there or will there any express or implied indication made in respect of the above content at present or in the future. None of the Company or any of its shareholders, directors, officers, employees, affiliates, advisers or representatives (the “**Parties**”) shall assume any liability, including but not limited to liability for default, for or in respect of the above content at present or in the future. The Parties expressly state that they shall not be held liable for any loss resulting from the use of this document or its content or in any other manner in connection with this document. It is assumed that information set out in this document is appropriate for the current situation and such information could be subject to change without notice. None of the Parties shall be held liable for procuring the receipt of information under this document by any recipients, updating information under this document, or correcting any manifest error contained under this document. In the event of any conflict between this document and the annual results announcement of the Company for the twelve months ended 31 December 2021 and the annual report of the Company for the twelve months ended 31 December 2021 (collectively, the “**Annual Documents**”), the Annual Documents shall prevail.

Cautionary Statement Regarding Forward-Looking Statements

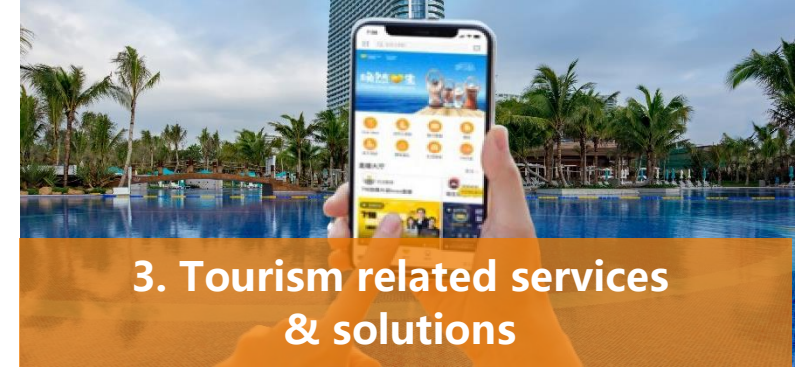
This PPT includes forward-looking statements. All statements, other than statements of historical facts, that address activities, events or developments the Company expects or anticipates will or may occur in the future (including but not limited to projections, targets, estimates and business plans) are forward-looking statements. The Company’s actual results or developments may differ materially from those indicated by these forward-looking statements as a result of various factors and uncertainties, and other risks and factors beyond our control. In addition, the Company makes the forward-looking statements referred to herein as of today and undertakes no obligation to update these statements. The financial figures in this PPT are calculated using the average exchange rate for the reporting period January 2021 to December 2021 (EUR/CNY= 7.63721 HKD/CNY= 0.83026), and period-end exchange rate as of 31 December 2021 (EUR/CNY=7.21970 HKD/CNY=0.81760), the exchange rate to be updated.



1. Resorts & Hotels



2. Tourism Destinations



3. Tourism related services & solutions



The world's largest provider of all-inclusive leisure resorts focused on family customers¹



An award-winning life style hotel brand with a unique approach to space, with a original atmosphere



Hotel designed for a new generation of travelers which is dedicated to building a multi-cultural community for the young generation



A comprehensive tourism destination with an investment of RMB10 billion, a landmark product of Sanya for global tourists



A one-stop international tourism destination in Lijiang, Yunnan province, including Club Med Lijiang Resort, theme park, commercial street and saleable vacation houses



A one-stop comprehensive tourism destination includes a large scale indoor ski domain, sports park, resort, a themed commercial street and saleable vacation units



An asset-light operator of tourism destinations and vacation residences



A lifestyle online platform focusing on quality vacation and leisure lifestyle



Develop and organize entertainment performances in various scenic spots



An international learning and playing club



Exclusive membership loyalty program



An indoor ski simulator brand

注: 1 根据弗若斯特沙利文基于2019年收入报告 2由Kerzner管理, 世界著名的高端物业运营商

Resorts and Hotels – Club Med : Briefing

64 resorts

Sale and operate
in 40+
countries and
regions

World-renowned
leisure and
vacation service
provider

73.5%
Direct sales



Upscale

- Higher profitability & stronger resilience to economic cycles



Glocalization

- Global approach with a local focus
- Growth opportunities in both emerging & mature markets



Happy Digital & C2M Strategy

- Direct contact with clients
- Distribution cost optimization



Happy to Care

- To establish corporate social responsibility around responsible operation, earth caring, diversity and equality

1 2021 Business Volume



5,978 Million

2 2021 Operating Profit



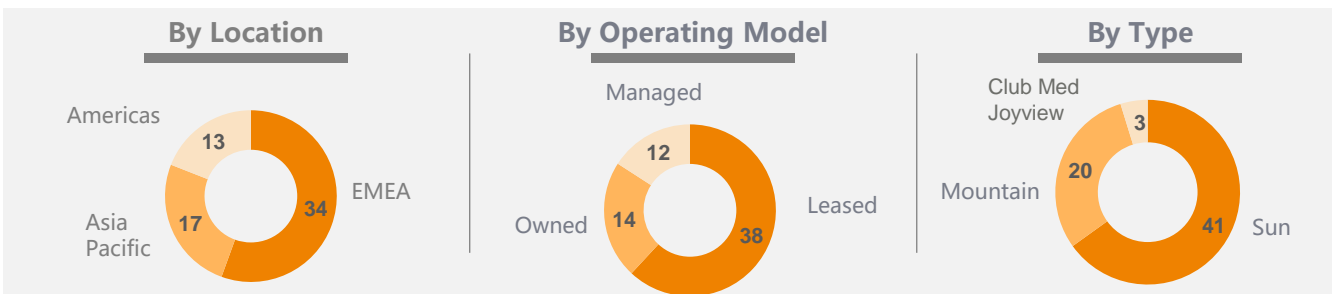
(1,719) Million

3 2021 Adjusted EBITDA

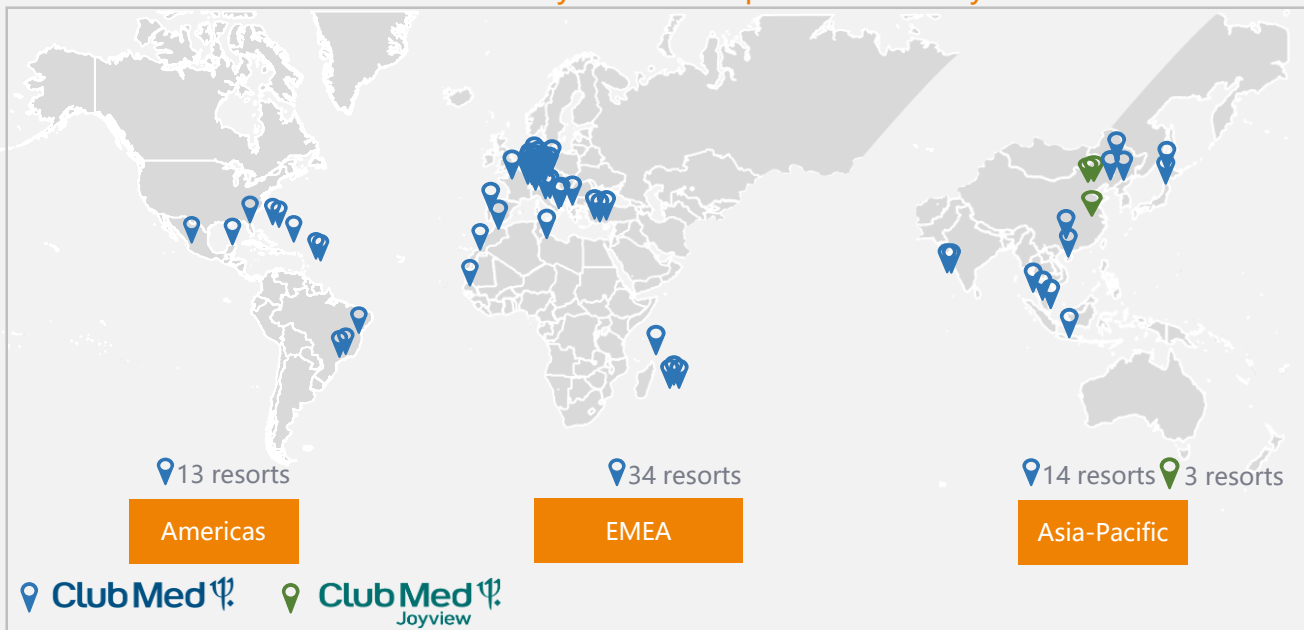


(101) Million

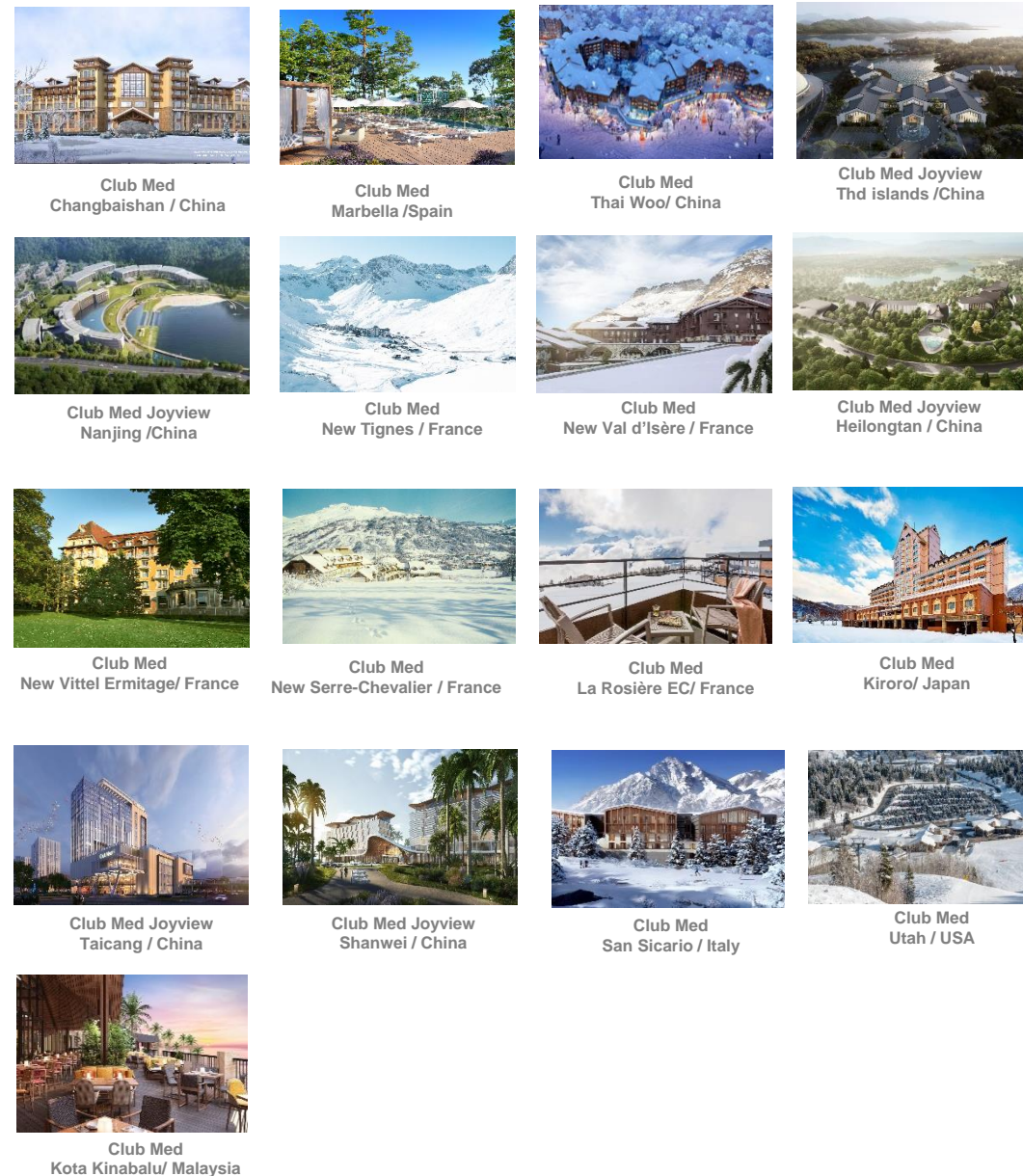
Breakdown of 64 Resorts



64 Resorts Layout under Operation Globally



17 New Resorts Pipeline 2022-2024



Resorts and Hotels – Casa Cook & Cook's Club Lifestyle Hotel Collection

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Business model:

Franchise (Overseas)/
Management contract (China)



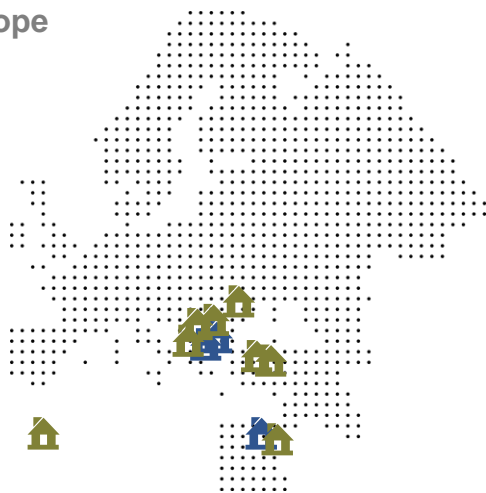
Business model:

Franchise (Overseas)/
Management contract (China)

- Casa Cook is an award-winning lifestyle hotel brand with a unique approach to space, with a balance between private and shared. Each Casa Cook hotel has its own distinct personality: architecture, interior design and individual offerings vary by location and hotel, yet common to all are low-key vibes and contemporary aesthetics

- Aimed at millennials and cosmopolites who prioritise good times and quality experiences with friends, the Cook's Club concept revolves around four principles: great cocktails, delicious food to share, music for every mood and modern yet down-to-earth design

Europe



China



As of 31 December 2021, 11 resorts in EMEA and 1 in Asia of Casa Cook Series have been in operation. We plan to further expand with not less than 30 hotels by the end of 2023.

■ Casa Cook

■ Cook's Club



Rhodes, Greece



El Gouna, Egypt



Sunny Beach, Bulgaria



City Beach Rhodes, Greece



Tigaki Kos, Greece



Palma Beach, Mallorca



El Gouna, Egypt



Alanya, Turkey



Hersonissos Crete, Greece



Adakoy, Turkey



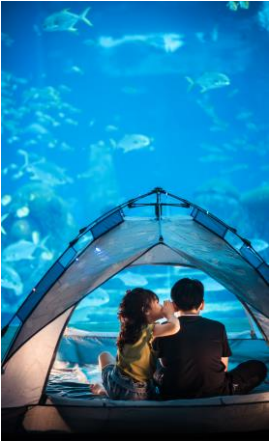
North Coast, Egypt



Guilin, China

Tourism Destination – Atlantis Sanya

- Atlantis Sanya started construction in 2014 with a total cost of nearly RMB10 billion. It officially opened in April 2019. It has become a landmark of Sanya facing global tourists.
- In 2021, Business Volume of Atlantis Sanya achieved RMB1,445 million. Adjusted EBITDA of operation was RMB652 million and reached a new high.
- In 2021, the annual average occupancy rate reached 71.5%, the number of visits to Atlantis Sanya increased to approximately 4.7 million.



1,314 guest rooms
Full ocean views guest rooms
(Including 5 underwater suites)



21
Restaurants



5,000 m²
MICE ¹



200,000 m²
Total area of themed waterpark



1,700+ visits
Capacity of Show C



160,000 m²
Total GFA of saleable vacations units

注: ¹ 会议, 奖励旅游, 大型企业会议及活动展览



Details of Lijiang FOLIDAY Town :

(GFA: Approximately 283,000 m²)

Overview

Spanning about 695,000 m², Lijiang Foliday Town is in Baisha town, Lijiang city, Yunnan province in Southwest China. It is positioned as an international tourism destination for mid-range to high-end customers, aspiring to combine comprehensive tourism and leisure features, including the Club Med Lijiang resort, theme commercial street, theme park and over 3,000 vacation houses.

Timeline

- In 2H2021, Club Med Lijiang, Albion Holiday Apartment of Lijiang FOLIDAY Town, and the lake camp started operation.
- Construction of saleable vacation inns project to be completed in phases starting end of 2021, and expected to be all completed between 2022 and end of 2023
- As of 31 December 2021, Lijiang FOLIDAY Town had obtained sale permit for GFA of approximately 28,500 m², with 482 units available for pre-sale, 62 sold and 42 delivered and recognized revenue of RMB51 mn.

Cost and Funding Plan

- As of 31 Dec 2021, total cost was approximately RMB1,635 mn, project development costs (mainly including the cost to acquire the land use right and construction cost) is expected to be approximately RMB4,000 mn
- As of 31 Dec 2021, a project development loan of RMB1,300 mn was granted for the project, of which RMB673 mn had been used



Lijiang FOLIDAY Town



Club Med Lijiang



Number of beds: **770**



GFA: **56,785 m²**



Number of guest rooms: **302**



Trident level: **4 trident**

Albion (Lijiang)



Apartment: **21**
(open in Jan 2022)

Lake Camp



Covering area:
about 40,000 m²

Tourism Destination – Taicang FOLIDAY Town

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Details of Taicang FOLIDAY Town :

(GFA: Approximately 1,286,000 m²)

Overview

Located in Taicang city, Jiangsu province in East China, Taicang FOLIDAY Town spans approximately 483,000 m², where Taicang South Station is on its rim. Taicang FOLIDAY Town is designed to offer various themed experiences and tourism features, including but not limited to an Eastern China standard large-scale indoor ski field, a sports park, the Club Med Joyview Taicang resort, Themed Commercial Street and saleable vacation units.

Timeline

- In Jan. 2021, construction of the indoor ski field Alpes Snow World started.
- In Jun 2021, Themed Commercial Street and Club Med Joyview Taicang resort entered full scope construction
- As of the end of 2021, Taicang FOLIDAY has accumulatively obtained sales permit for GFA of approximately 162,000 square meters (1,424 sets of saleable property units), of which 949 sets of saleable units in aggregate were pre-sold, with the pre-sold area of approximately 104,674 square meters and the pre-sold value of RMB2,485 mn. delivered 560 units (about 62,259 m²) of Taicang FOLIDAY Town and recognized RMB1,333 mn as revenue
- In Jan. 2022, Alpes Snow World completed topping off of the main structure
- The construction of Taicang FOLIDAY Town is expected to be completed in stages starting from 2021, from which indoor ski field, Club Med Joyview Taicang resort and Themed Commercial Street will open in 2H2023, the remaining part will complete construction in 2-3 years

Costs and Funding Plan

- As of 31 December 2021, the total cost incurred, mainly used for land acquisitions and construction costs, in the Taicang Project was approximately RMB4,591 mn. The project development costs (mainly including the cost to acquire the land use right and construction cost) is expected to be approximately RMB13,200 mn (including incurred)
- A project development loan amounted to RMB3,300 mn was granted, of which RMB802 mn has already been used in the project



Taicang FOLIDAY Town

Nanjing
Changzhou
Hangzhou
Suzhou
Shanghai
Wuxi
Ningbo



The opening projects in 2023 at Taicang FOLIDAY Town include:

① Alpes Snow World



GFA: 90,000 m²



"Magic Carpets" for conveyance use : 7



Total length :
About 500 meters



Sports item :
More than 20



Number of ski slopes : 5



Ski school : Offered by Club Med partner ESF

② Club Med Joyview Taicang Resort



Number of beds:
770



Number of guest rooms: 308



Star rating: 4 Trident



GFA: 50,000 m²

③ Themed Commercial Street



GFA: 68,300 m²



Leasable area: 29,000 m²

Services and solutions in various tourism and leisure settings- Thomas Cook

Originated in 1841, Thomas Cook is the frontrunner of establishing tourism industry and one of the most well-known tourism brands around the world. We aim to further improve the digital level and FC2M capability of FOLIDAY ecosystem by leveraging the extensive brand awareness and profound influence of Thomas Cook brand.

Thomas Cook China

- In July 2020, we first launched “Thomas Cook Lifestyle Platform” in China, which integrates our internal superior resources, takes content as the core driver, which formed a lifestyle platform focusing on quality vacation and leisure lifestyle.
- On 18th July 2021, Thomas Cook Brand celebrated its 180th birthday. We themed at ‘美好生活，从心出发’ (Live a Better Life, Travel from the heart), build brand momentum through diverse integrated marketing campaigns, which attracted nearly 100 media in news reporting and achieved more than 100 million number of visits.
- By 31 December 2021, the platform achieved Business Volume of RMB 357.9 million. The number of downloads reached 2.6 million and the number of orders reached 270,000.



Thomas Cook UK

- On 16 September 2020, the brand-new Thomas Cook online travel agency was soft launched in UK, which aims to further strengthen our channel connection in European market and diversify the tourism products offered by us, and thus further operate our Thomas Cook lifestyle platform in Europe
- TC UK was recognized by YouGov2 as the UK’s most improved brand1 in 2021
- TC UK became the top selling OTA for UK-Portugal travel in May 2021
- Since the relaxation of travel restrictions in the UK in July 2021, TC UK launched industry-first short form content app with one-click to book
- Launched radio campaign with the slogan of “Love it, book it, Thomas Cook it!” . The awareness of British package holidaymakers on the brand relaunch increased 23% to 50% ²
- By 31 December 2021, the platform achieved Business Volume of RMB 383.0 million. The number of orders reached 27,000.



Note: ¹ rated by YouGov. YouGov is a global digital research and analysis organization widely recognized by the media worldwide ² Based on a 2000-respondent sample survey

Services and solutions in various tourism and leisure settings- Ecological business and member loyalty programs

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Develop and organize entertainment performances in various scenic spots

Fanxiu Performance

In 2021, the Business Volume of Fanxiu Performance reached RMB37.8 million, the average booking value recorded an increase of 29.0% over 2020.

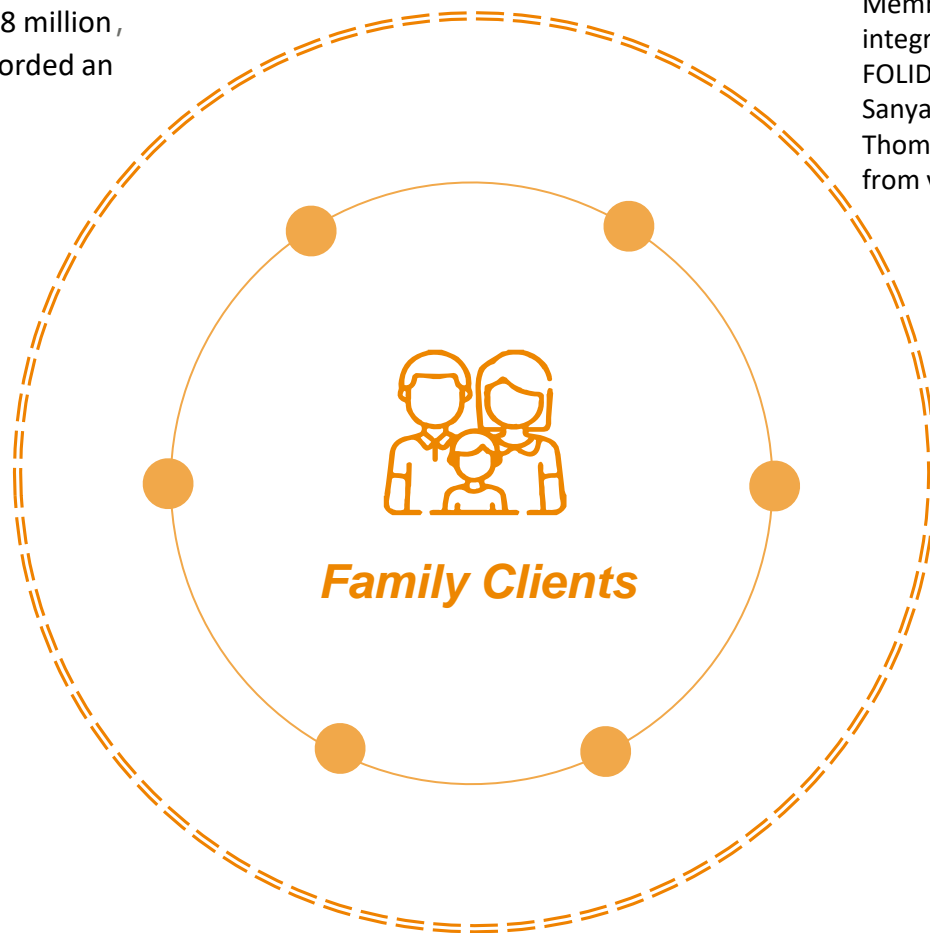


miniversity
迷你营

An international learning and playing club

Miniversity

Business Volume for 2021 reached RMB18.3 million enrolled more than 20,100 students



Foryou Club

Loyalty programs include global Club Med Great Member loyalty program and Foryou Club, which has integrated members from our various brands in the FOLIDAY ecosystem, including members of Atlantis Sanya, Club Med members from Mainland China, Thomas Cook mobile application and other members from various activities and services we provide.



Exclusive membership loyalty program



Foryou Ski

In 2021, Foryou Ski was enrolled more than 6,611 students



An indoor ski simulator brand





ABOUT FOSUN TOURISM GROUP

Fosun Tourism Group (“Fosun Tourism” or “FOLIDAY” , stock code: 01992.HK) , the world’s leading leisure-focused integrated tourism group. Fosun Tourism is the largest leisure tourism resorts group worldwide in terms of revenue in 2019*.

Fosun Torism is a major part of Fosun’s Happiness Ecosystem, which is one of its four strategic business units- Health, Happiness, Wealth and Intelligent Manufacturing. Through the lifestyle proposition “Everyday is FOLIDAY”, Fosun Tourism seeks to infuse conscpts of tourism and leisure into everyday living, and provides tailor-made one-step solutions through FOLIDAY global ecosystem.

*Frost &Sullivan report, an independent market research report prepared by a global market research and consulting company, which is an independent third party