



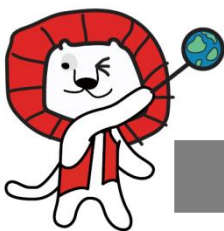
**雄獅旅遊**  
**LION TRAVEL**

Lion Travel Service Co., Ltd.  
TWSE : 2731 TT



## Overview

General Information  
Industry Outlook  
Competitive Advantages  
Financial Performance



# Company Profile

## General Information

Company Name	Lion Travel Service
Established	June 9 <sup>th</sup> , 1977
Chairman	Wang Wen Jeh (Jason)
President	Pei Hsin Yu (Albert)
Head office	No.151, Shitan Rd., Neihu Dist., Taipei City , Taiwan
Listed Stock Exchange	TWSE (main board), 2731TT
Paid in Capital	NTD700 million
Number of Shares	70 million shares
Number of Employee As of Apr. 30, 2018	3337(consolidated)



Neihu Head office



Zhongxiao Flagship  
24Hours service



# Major Shareholders



as of April 17, 2018

Name	Shareholding ratio (%)
Wang Wen Jeh	18.31
FINI	11.38
Chen Feng-Chui	9.04
Lion Investment Co., Ltd.	4.85
Yu Hsin Investment Co., Ltd.	3.35
Taiwan Government Organization	3.23
Li Sheng Investment Co., Ltd.	3.18
Chin Hsing Investment Co., Ltd.	2.52
An Tung Investment Co., Ltd.	2.52
Pei Hsin Yu	2.13



# Comprehensive Travel Product & Services

## Total Satisfaction for Multiple Demands

### Travel Package

- **Travel Elements:**  
Transportation,(attraction)  
tickets, accommodation,  
restaurants
- **Half package:**  
FIT, mini Tour
- **Total package:**  
group travel

### Travel Pattern

- Popularized products
- Focused products
  - **Special interest travel :**  
Arts and culture, (heritage),  
gourmet, sports(skiing,  
cycling, marathon, and  
golf),railway, cruise, etc.
  - **Specific experience travel :**  
Hundred people tour,  
luxurious island travel, new  
year party tour.
  - **Tailor made travel**
  - **MICE travel**

### Departure/ Destination

- **Inbound**
- **Outbound**
- **Local travel**



# Global Deployment

General Information

Global Service with Local Touch



**Taiwan** : Lion Travel 81 Service locations ( 4 Ticketing Service Centers )  
+ Uplan Travel ( 4 Service locations ) + XinFlight ( 1 GSA )

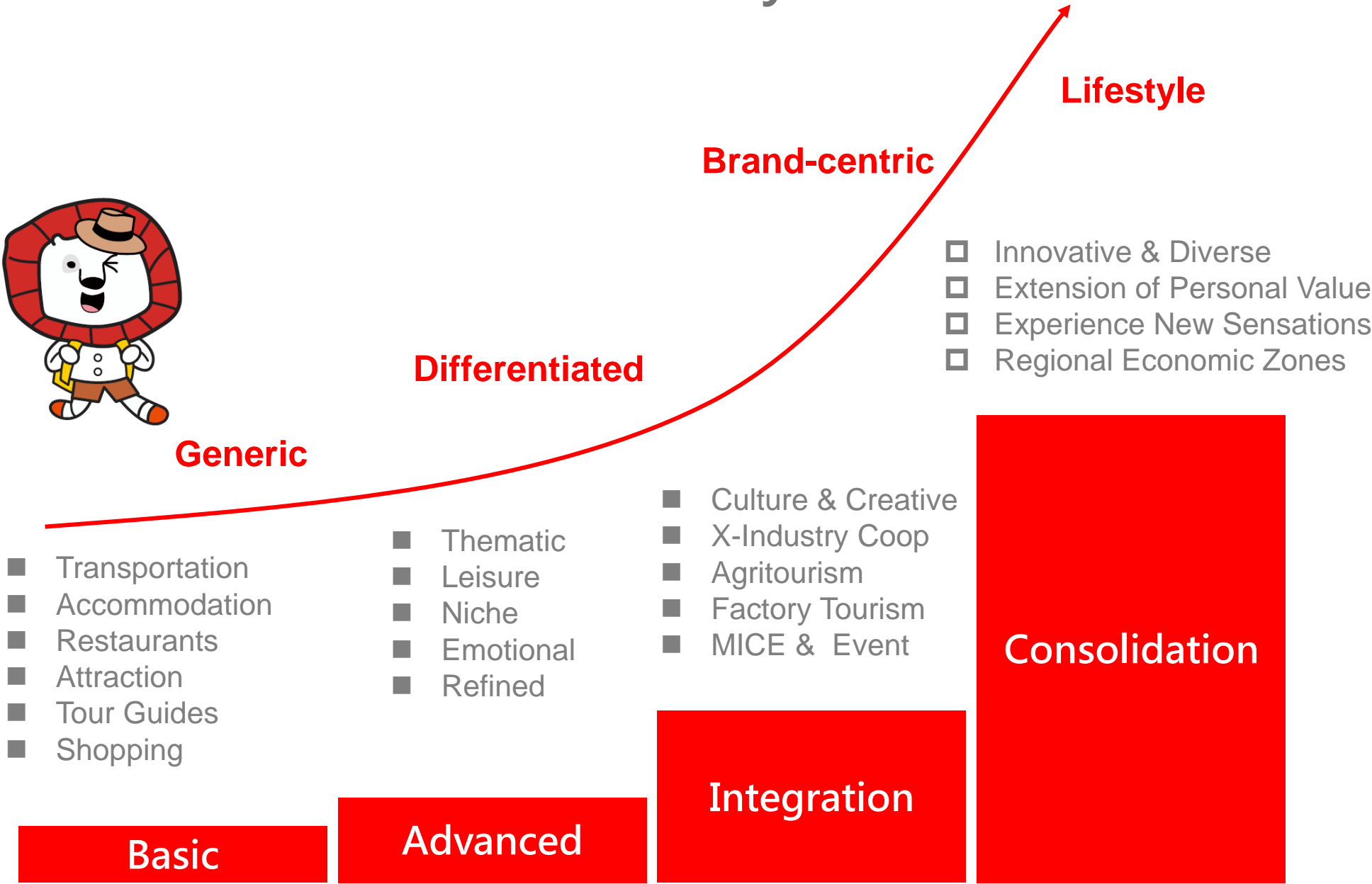
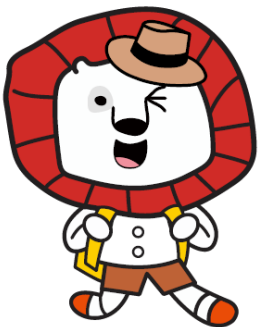
**Asia** : Tokyo, Bangkok, Beijing, Shanghai, Nanjing, Xiamen, Guangzhou, Hong Kong

**North America** : Los Angeles, Vancouver

**Oceania** : Sydney, Auckland

**Europe** : London

# Leisure Industry Evolution



# Ecosystem system-destination & Passenger Source

Industry Outlook



**Destination**

**Local experience**



**Destination  
Management**

**Passenger Source  
Management**

**Primary transportation**

**Passenger Source**

Taiwan

China

North-east Asia

South-east Asia

America

Europe

Oceania



## Print



Special Edition



Periodical-  
Uplan Travel



Production  
House

## Social Media



EC social  
media



3C social  
media



SNS social  
media

## Broadcast



Micro-films

## Digital content data

In the earlier days, content primarily focused on introducing travel products' itinerary and DM via fax and mail. After 1990 came the online era, in which content became digitalized, which meant all information went paperless. In 2000, travel products were officially launched on our website. In 2003, Lion Group took the lead in completing the travel elements online database.

## Travel product Digitized imagery

The rise of digital imagery began in 2004, which led digitized travel content to become the main trend. In 2005, after multiple modifications to the Lion Travel website, all travel product types are completely integrated into the website, finalizing our concept of "One-Stop Shopping, Non-Stop Service".

## Travel content social media platform

In 2006, Lion Travel appeared on YAHOO's most prime location for AD placement, successfully becoming consumer's top most reliable and well-known travel industry brand, which also brought in high web traffic and sales volume into our website. This opportunity allowed us to observe tourism consumer spending habits.

## Integrated marketing & media

In 2008, Lion Travel's website have already gathered many years of content and digital media experience that brought in heavy web traffic of over 200k visitors daily to our website. Technically our site can be considered a media platform, which gave us the advantage to attract many tourism bureaus, airline, hotels, and attractions to work closely with us.

# Community - Xin Forum

欣講堂  
xin forum



## Types of Forum

Architecture、Design、Music、  
World Heritage、Gourmet,  
etc.

## Business Status

Membership : More than 40,000  
Sessions : 550/annual

## Customized Service for Enterprises

acer

ASUS

中華航空  
CHINA AIRLINES



Deloitte

Prudential  
保德信

TRAVELER  
1990

旅遊文化 運動生活 建築美學 手作生活 音樂攝影 美酒美食			
9+10 學習行事曆			
<b>9/01 Fri</b> 18:30-21:30 精英紅樓典29歲大公開+攝影技巧 張麗玲 全場大公開 200元	<b>9/02 Sat</b> 10:00-17:00 歐陸第一波海軍的奇蹟！ 傳奇海軍全線開講 張麗玲 全場大公開 200元	<b>9/05 Tue</b> 18:30-21:30 就讀河南， 傳聞人說河南的五三三！ Guily / 曾麗儀 全場大公開 200元	<b>9/07 Thu</b> 18:30-21:30 【本報獨家】海上輪船車， 來趟非洲探險旅行 吳小龍 全場大公開 200元
<b>9/09 Sat</b> 13:00-18:00 運送北平史 運送星日祭典 推出熱銷 李國豐 Eric 全場大公開 200元	<b>9/10 Sun</b> 10:00-17:00 Soul靈動舞：從真的日常律動 當代流行音樂的顏色運動 Brian John 全場大公開 200元	<b>9/12 Tue</b> 18:30-21:30 攝影、攝影：從真的日常律動 當代流行音樂的顏色運動 Brian John 全場大公開 200元	<b>9/15 Fri</b> 18:30-21:30 西班牙建築的經典與現代 郭麗儀 全場大公開 100元
<b>9/17 Sun</b> 14:00-18:00 群門群群的群門： 這座建築的傳奇 傅麗儀 郭麗儀 全場大公開 200元	<b>9/19 Tue</b> 18:30-21:30 萬人如意的地方： 這在台北的廟宇經驗 傅麗儀 全場大公開 200元	<b>9/20 Wed</b> 18:30-21:30 從建築師的應酬 于美蘭 全場大公開 200元	<b>9/26 Tue</b> 18:30-21:30 Grand Tour大時代旅行~ 全季環遊世界 郭麗儀 全場大公開 200元
<b>10/01 Sun</b> 18:30-21:30 《我們都在一起》 兩手環製作體驗 DIY 兩手環製作體驗 李國豐 全場大公開 140元 + 100元	<b>10/06 Fri</b> 18:30-21:30 別墅上熱情奔放的墨西哥 傅麗儀 全場大公開 100元	<b>10/07 Sat</b> 10:00-12:00 傳統主義與文化符號： 兩大劇場 傅麗儀 全場大公開 100元	<b>10/13 Fri</b> 18:30-21:30 從真的日常律動：東京與台北的 傳統運動式建築 郭麗儀 全場大公開 100元
<b>10/14 Sat</b> 18:30-21:30 想帶小朋友認識世界？ 來場繪圖！ 傅麗儀 WENDY 全場大公開 100元	<b>10/18 Wed</b> 18:30-21:30 從真的日常律動：東京與台北的 傳統運動式建築 郭麗儀 全場大公開 100元	<b>10/20 Fri</b> 18:30-21:30 從真的日常律動：東京與台北的 傳統運動式建築 郭麗儀 全場大公開 100元	<b>10/27 Fri</b> 18:30-21:30 2010最佳公主 黃帝盛華一 場的一季的浪漫 傅麗儀 全場大公開 200元
<b>10/21 Sat</b> 18:30-21:30 印度建築之旅 傅麗儀 全場大公開 200元	<b>10/27 Fri</b> 18:30-21:30 2010最佳公主 黃帝盛華一 場的一季的浪漫 傅麗儀 全場大公開 200元	<b>10/28 Sat</b> 18:30-21:30 【從真的日常律動：東京與台北的 傳統運動式建築？】 傅麗儀 全場大公開 200元	<b>10/31 Tue</b> 18:30-21:30 從真的日常律動：東京與台北的 傳統運動式建築 郭麗儀 全場大公開 200元

Coffee Workshop ▶



◀ Sake Forum

North Europe  
Experience ▼



欣講堂滿足對旅行的各種想望！  
Light & Delight Learning



# Commerce Theme Focused Product

## Experiential Economics Product Design

### Marathon

You only need a pair of sneakers to run and experience happiness



### Cycling

Extreme travel with your cycling team



### Ski

Those living in the tropics, it's time to go skiing!



### Golf

Golf all over the world



### Hiking

Conquering the summit is to challenge myself and to change my views of the world

# 3C-Synergy the Lion way of Cruise



**JWI** Media connect  
with local  
government event



**Lion Travel** Topic  
Tour with cruise  
design package



**Influencer, Xin Forum,  
Xin Sport** social media  
promotion



**Xin Media** Social  
Media report

推廣神戶觀光 雄獅旅遊與神戶市議員深度交流



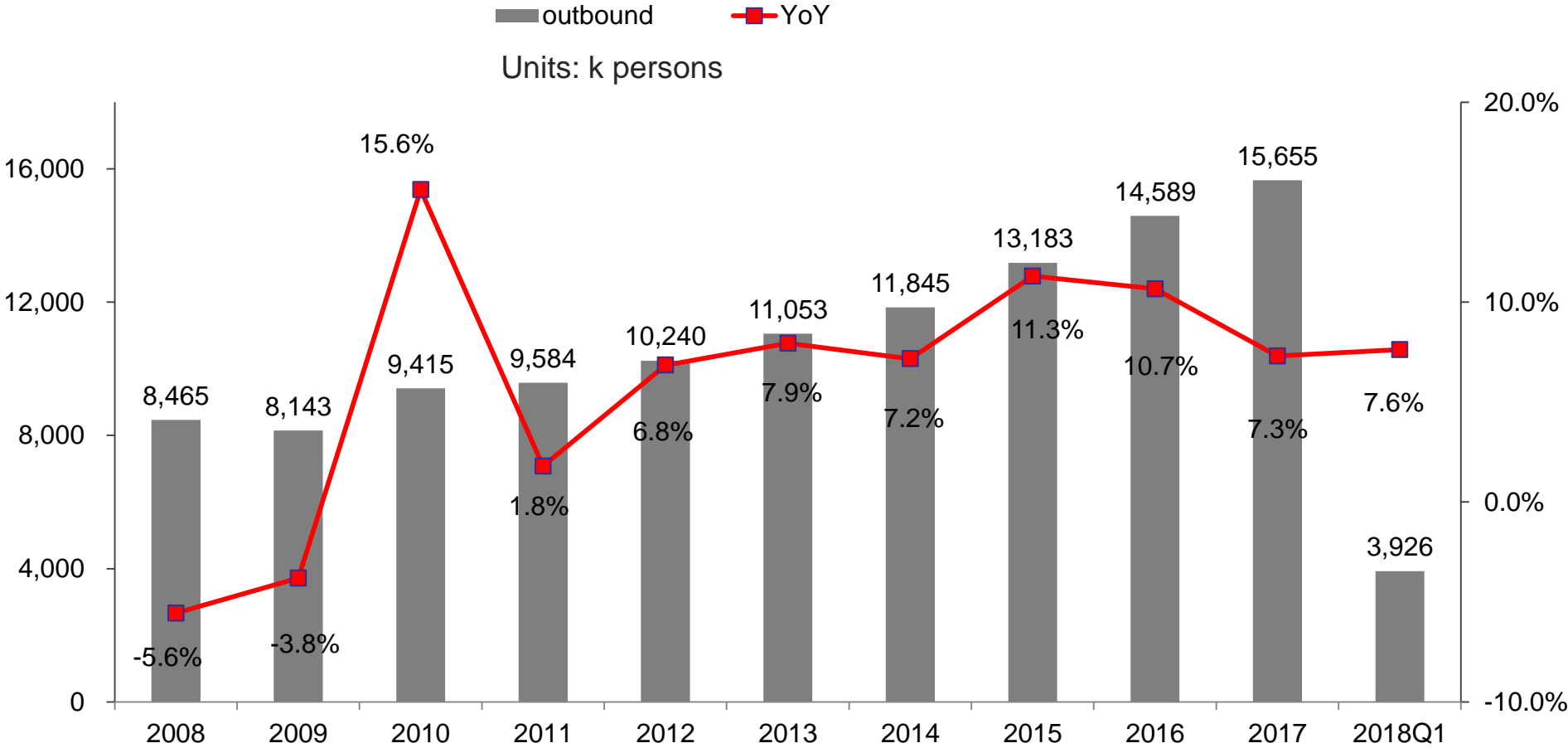
日本向來是國人短程海外旅遊首選，尤其近來日本旅遊熱度持續，更吸引民眾前往日本。日本旅遊市場熱絡也帶動郵輪、運動等主題旅遊的興起。雄獅旅遊日前與日本神戶市議員團訪台，與神戶市議員團成員合影。







# Taiwan Outbound over 10 last years



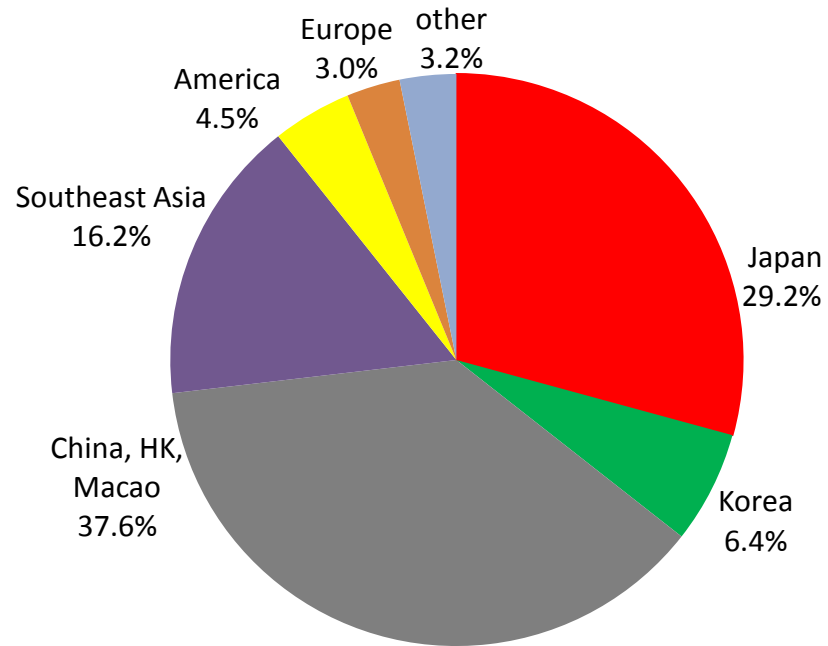
Source: Tourism Bureau, Taiwan R.O.C  
(1) First Destination  
(2) 2013~2017 average annual growth 8.9%



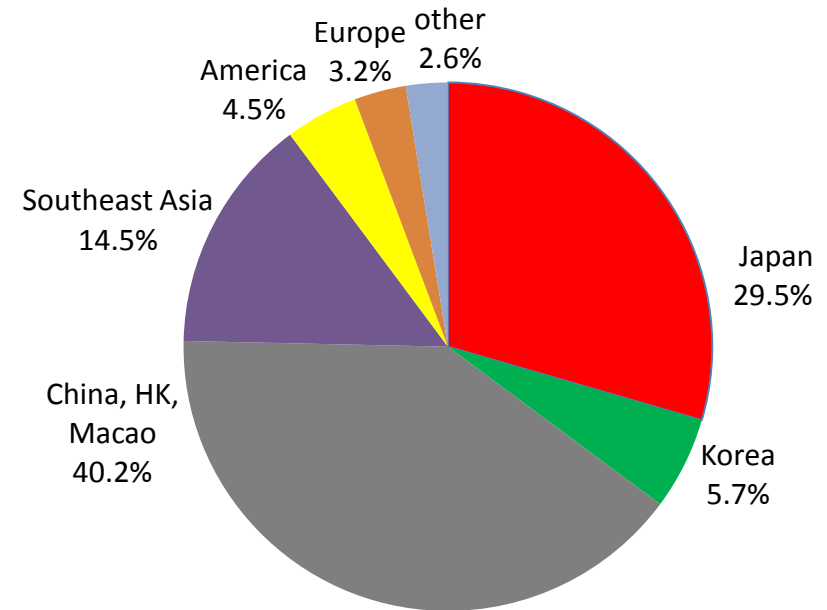
# Taiwan Outbound Breakdown by First Destination

Industry Outlook

2018Q1



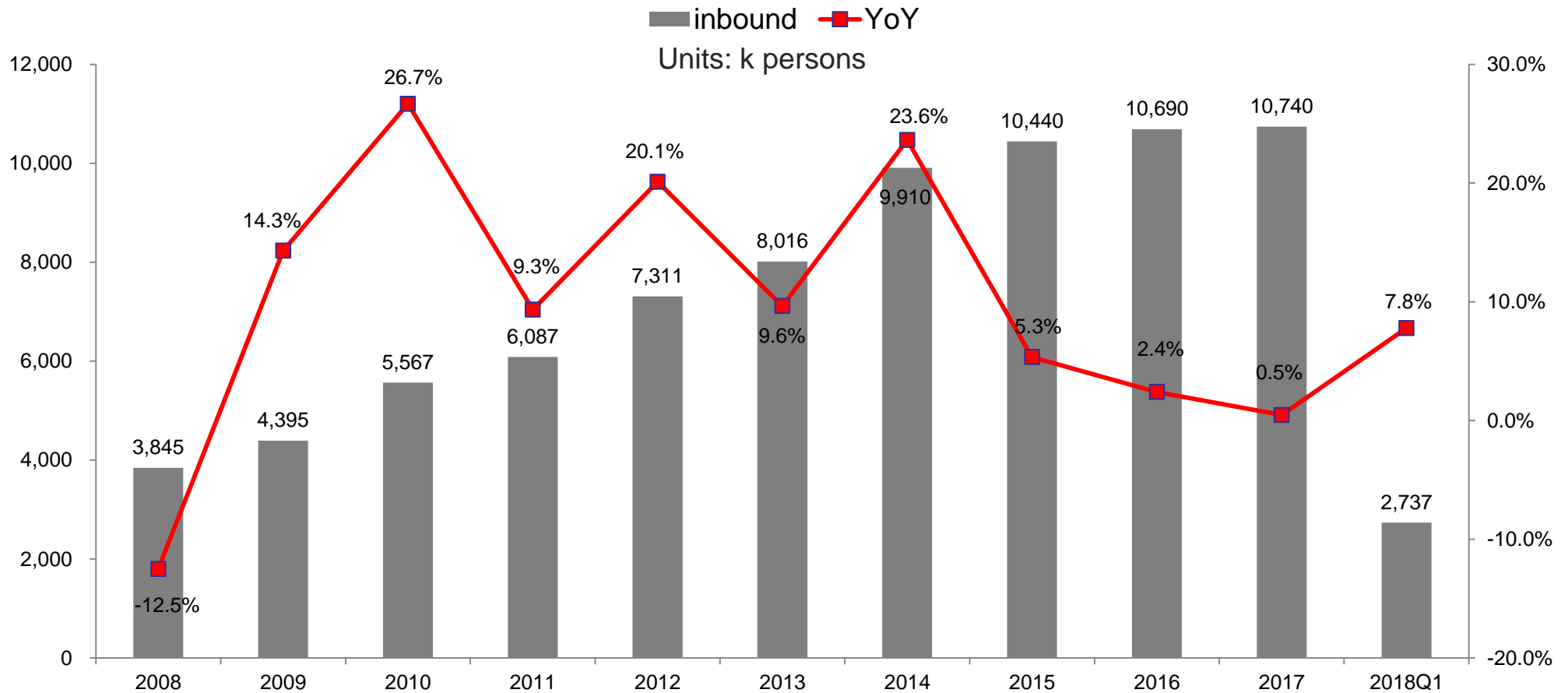
2017



Source: Tourism Bureau, Taiwan R.O.C



# Taiwan Inbound over last 10 years



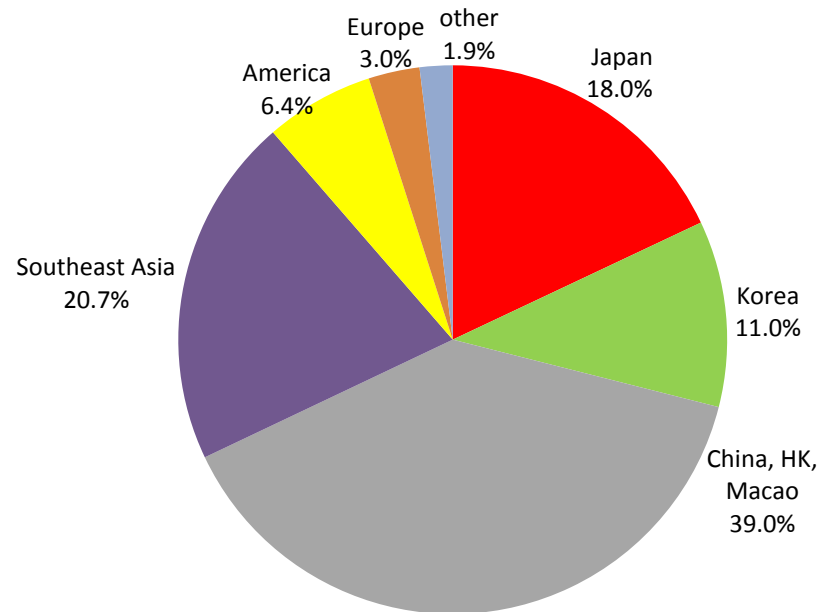
Source: Tourism Bureau, Taiwan R.O.C

2013~2017 average annual growth 8.3%

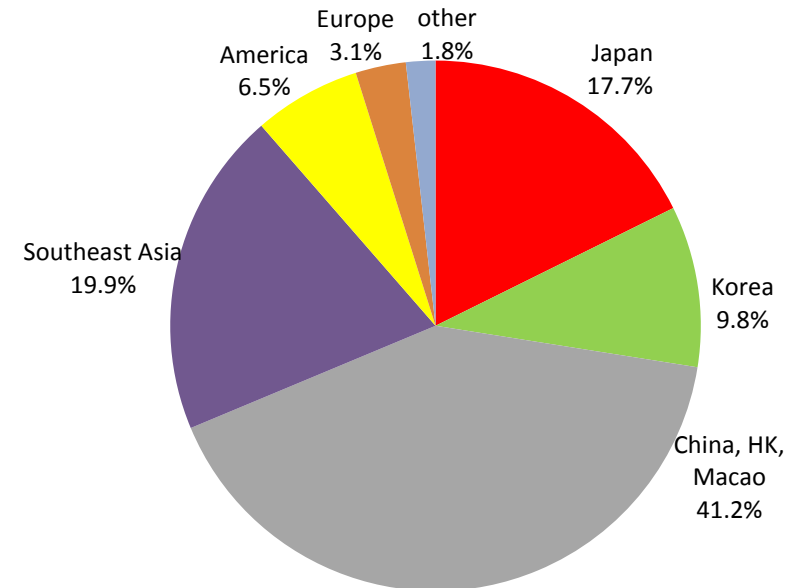


# Taiwan Inbound Breakdown

2018Q1



2017





# Competitive Advantages

## Brand

Brand Extension , To Create Core Value “Lion , Enriching Life” .  
To Make Consumers Sensible of Quality Life.

## Integration

O2O Business Model Covered Omni - function Travel Market.  
3C Business Model Linkage, to Create Differential Market Niche.

## Diverse

Global Deployment and Docking Linkage Through Cross – borders,  
Cross –field, Cross – industry and Cross – business  
Integration Development.

## Cluster

Crossover Elites, DNA Hybrid, Talents Clustered in Lion.

## Knowledge

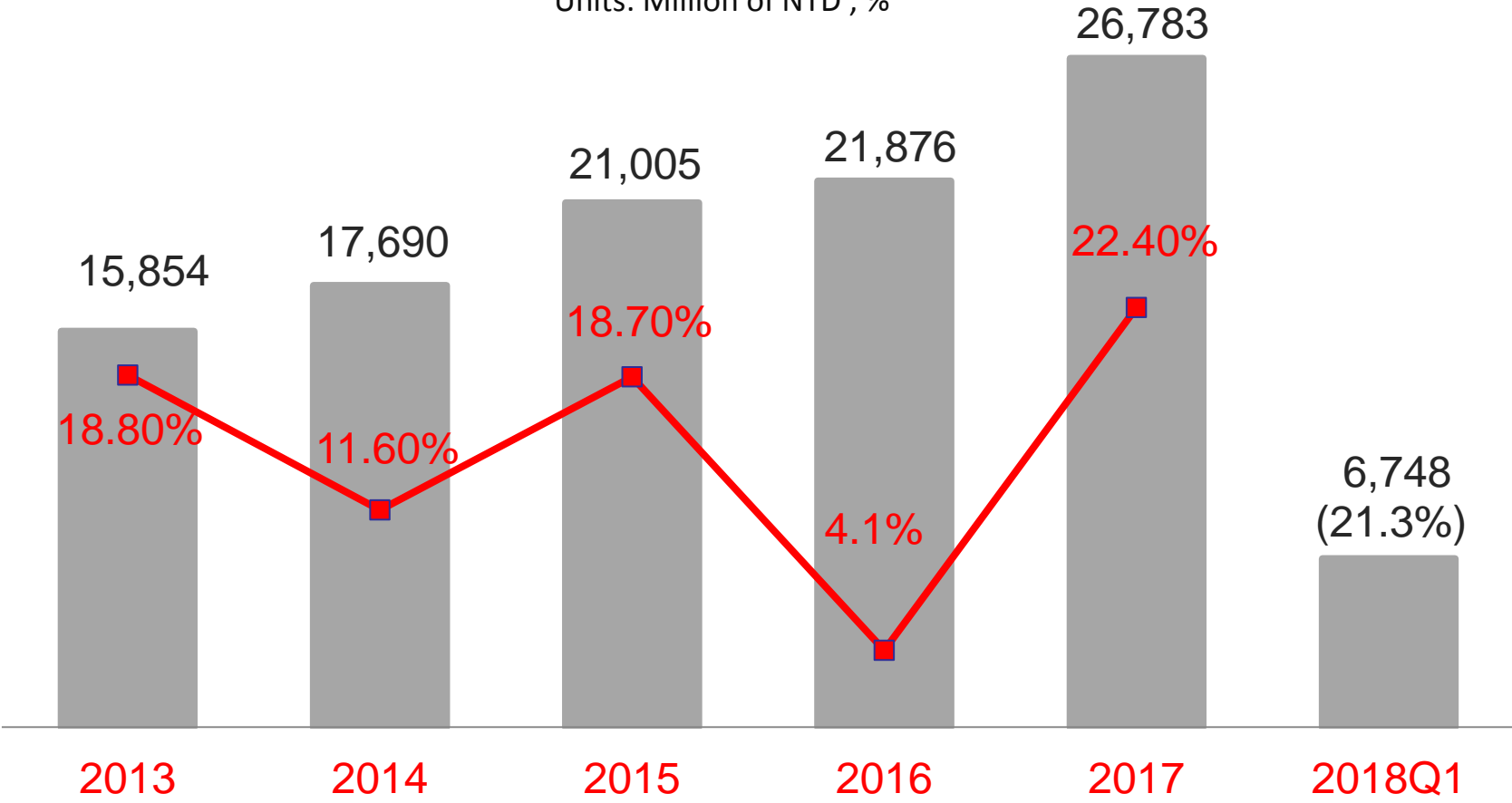
ICT Tools Exercise, E-management, Smart Tourism Service Solution and  
Implementation.





# Operating Revenue over last 5 years

■ operating revenue   ■ Annual growth  
Units: Million of NTD ; %

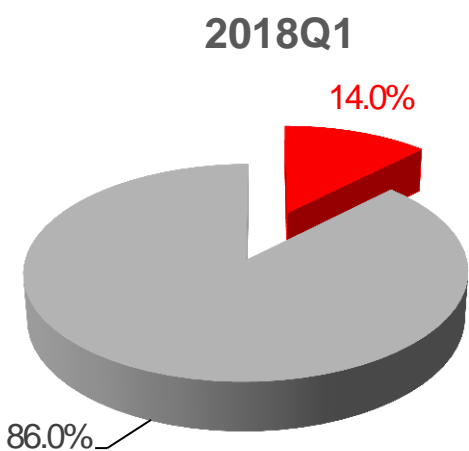


2013-2017 average annual growth 15.1%

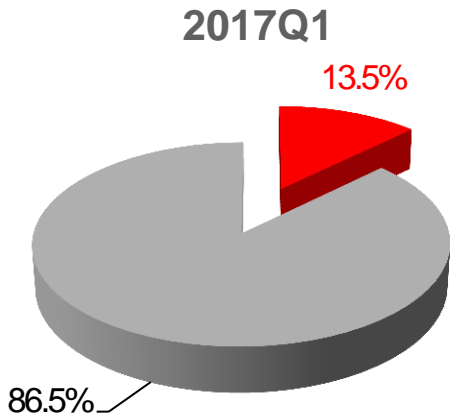


# Lion's Outbound Market Share

Financial Performance



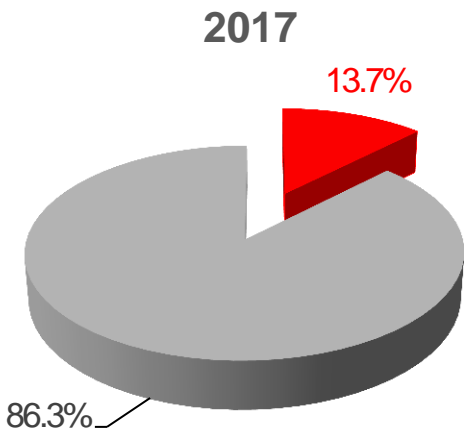
2018Q1 : 3,926  
YoY : 7.6%



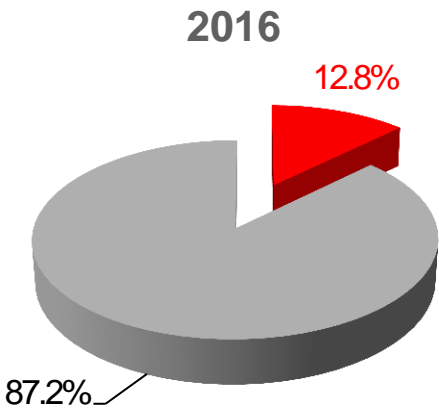
2017Q1 : 3,648

Units: %, k persons

- Lion
- Others



2017 : 15,655  
YoY : 7.3%



2016 : 14,589

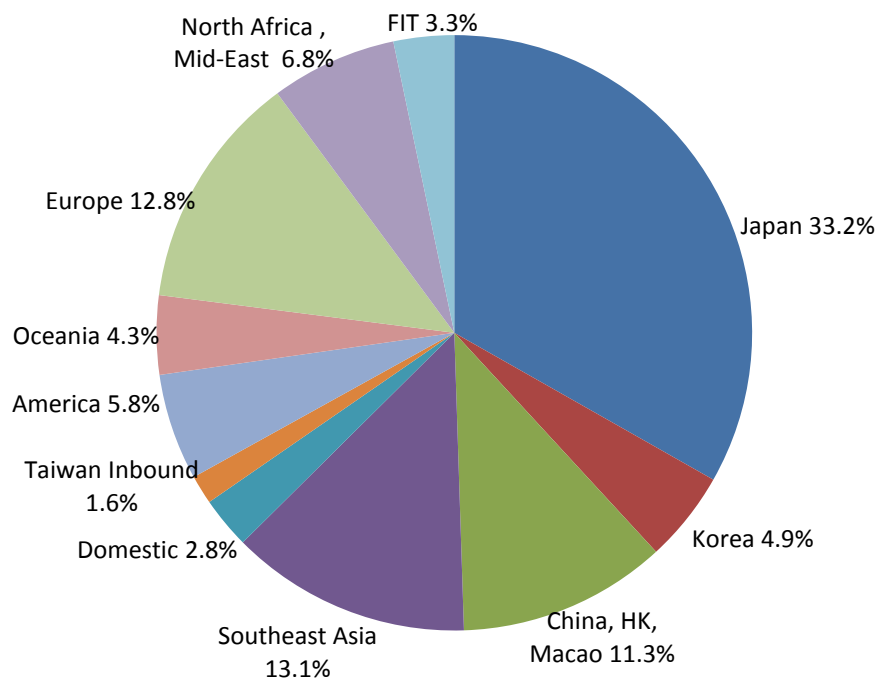
Source: Tourism Bureau, Taiwan R.O.C and Lion Travel



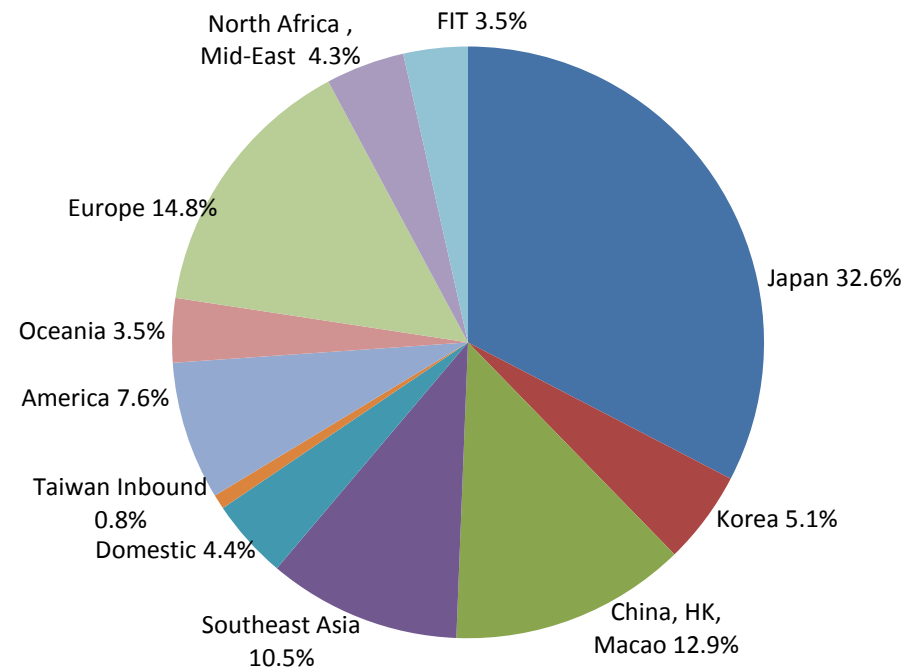
# Revenue Segment by Destination

Financial Performance

2018Q1



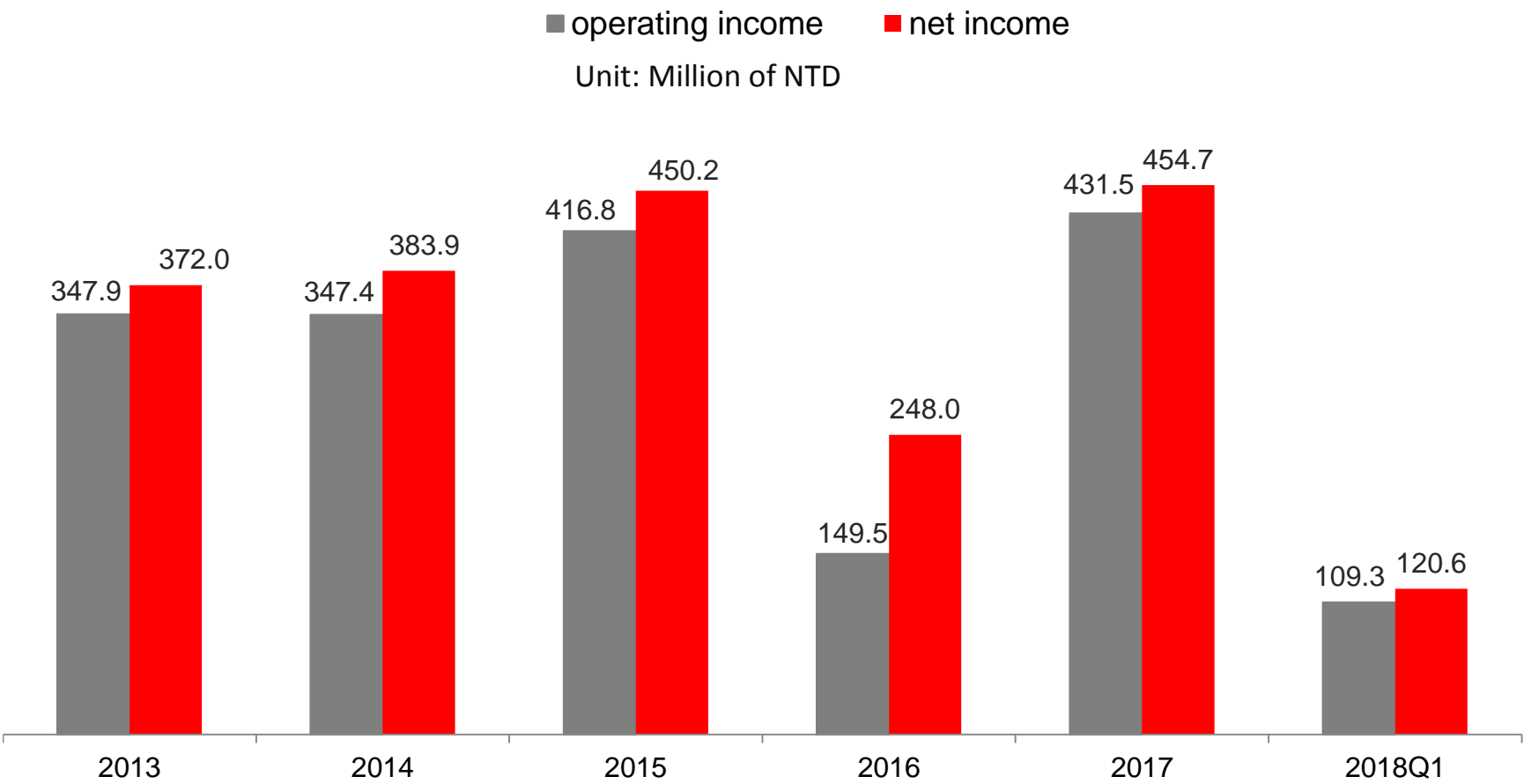
2017







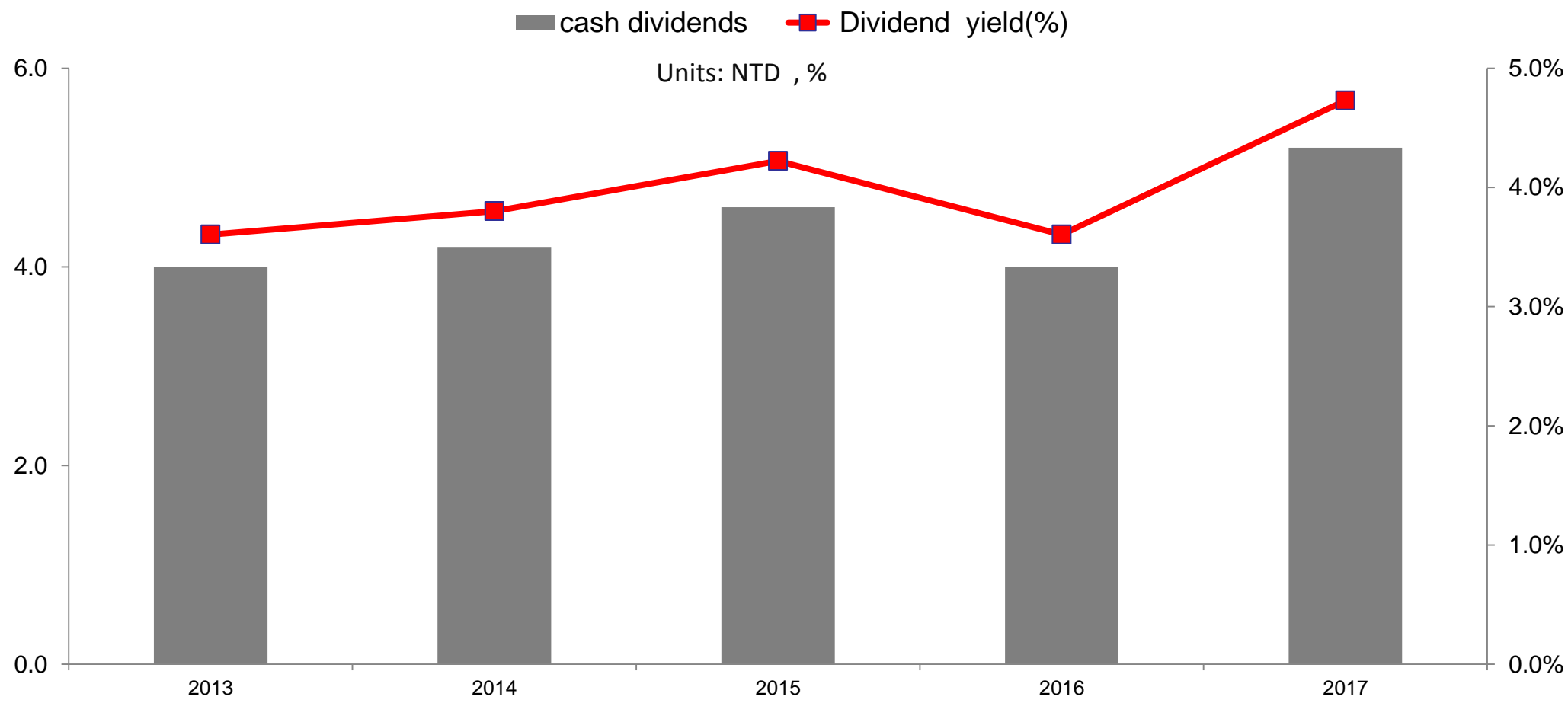
# Operating income / Net Income over last 5 years





# Cash Dividends & Dividend yield over last 5 years

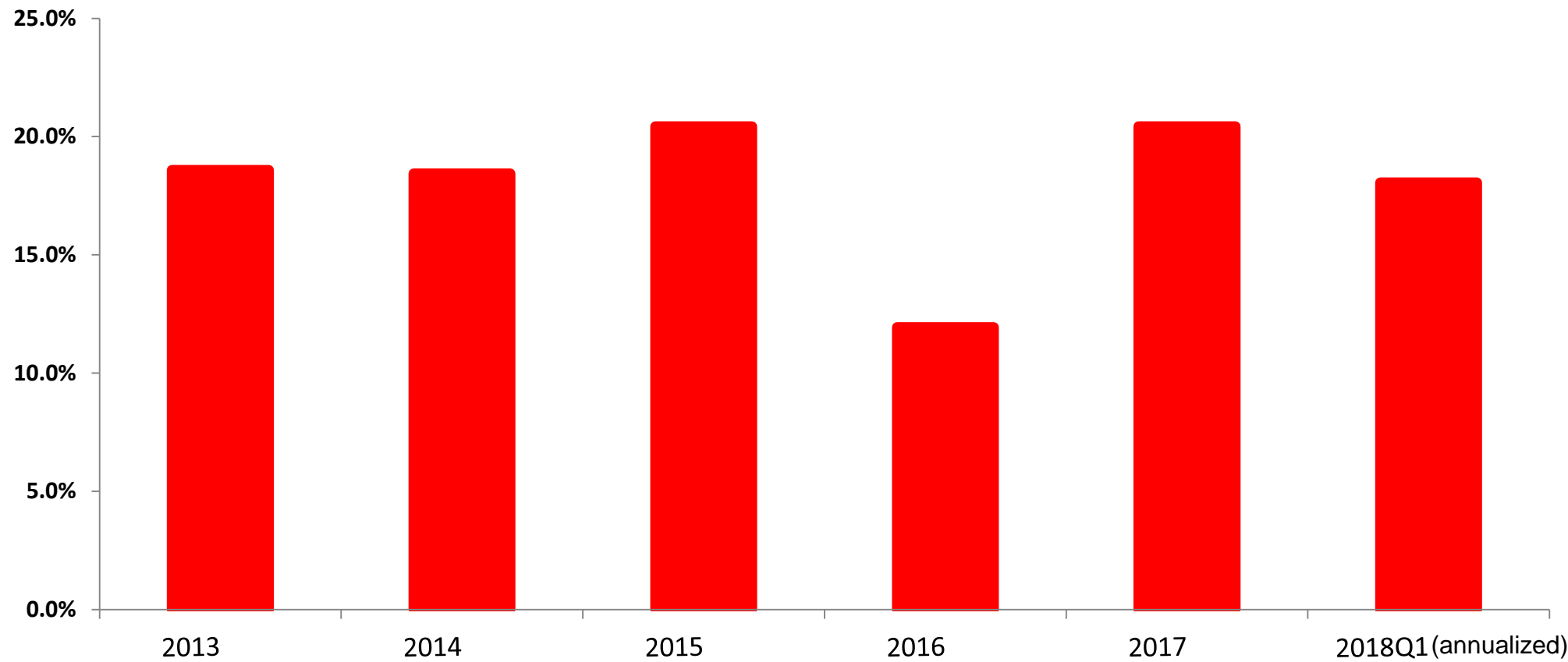
Financial Performance





# ROE over last 5 years

Unit: %



2013~2017 average rate: 18%

**Lion, Enriching Life**