

Phoenix Tours Int'l Inc.

Investors' Conference

Stock code: 5706

JUN 28 2019

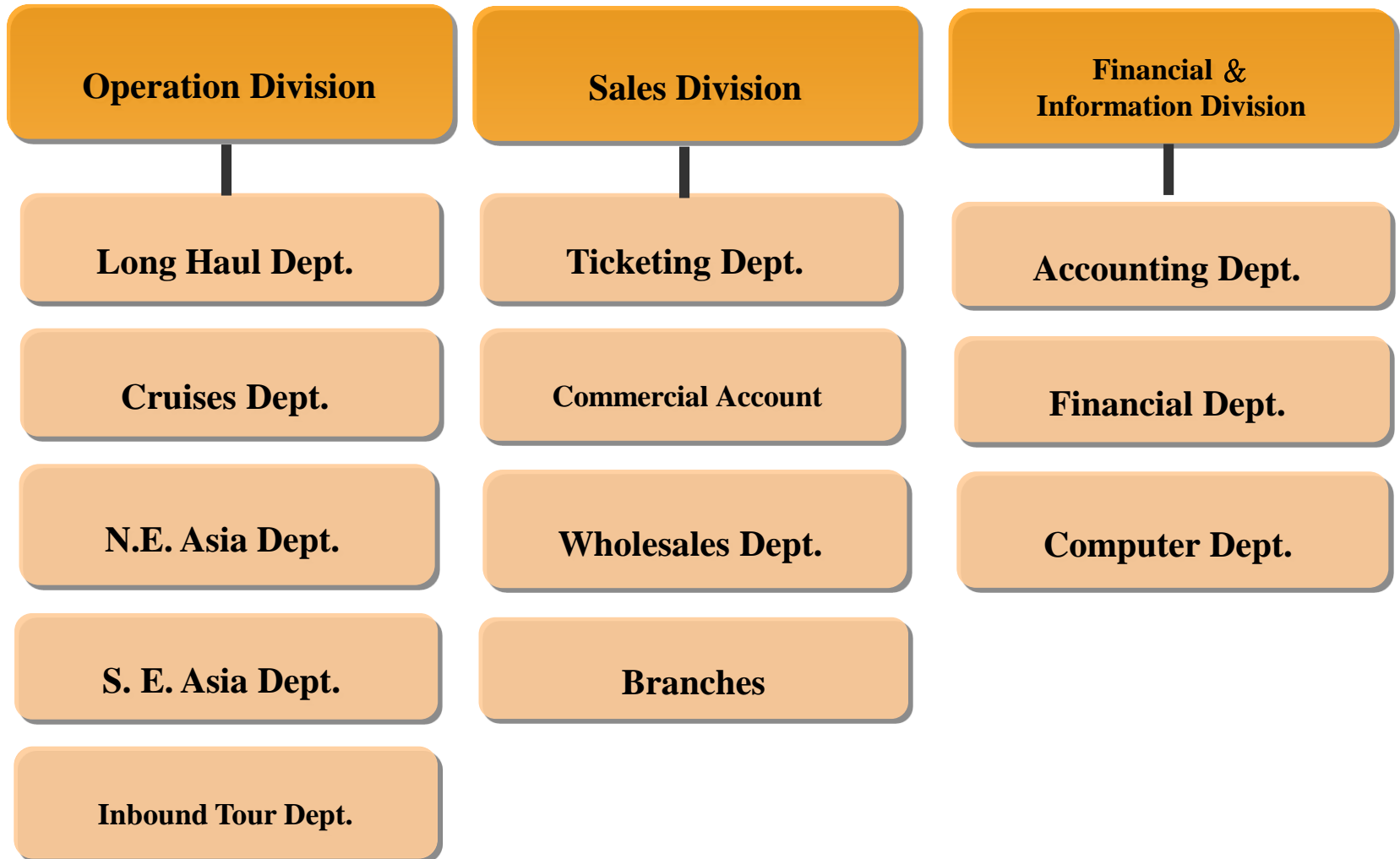
Company Overview



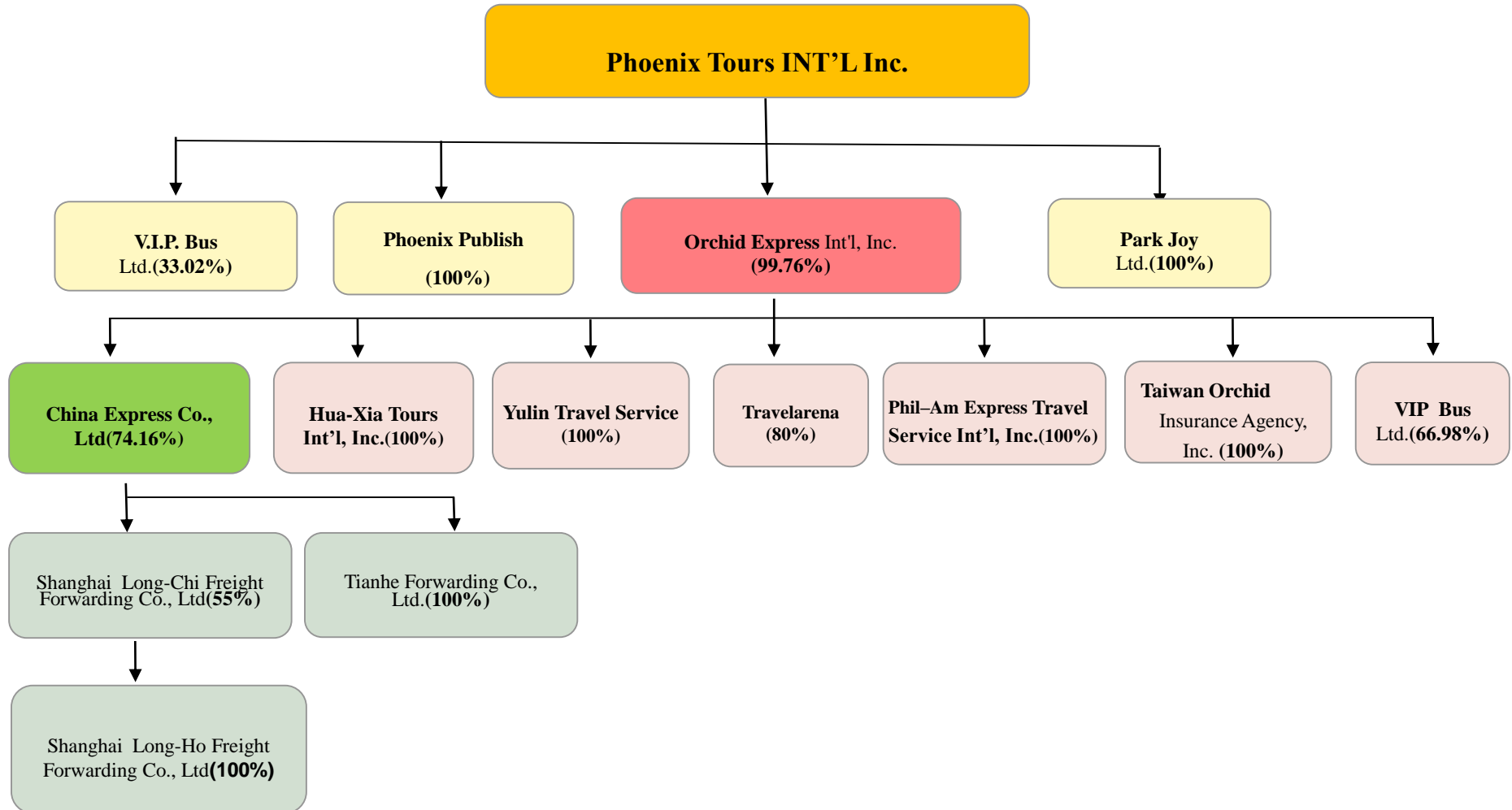
★ Company Profile

- Phoenix Tours was founded in 1957
- Chairman : Mr. William Chang
- First travel agency to be listed in Taiwan's stock market(2001).
Transfer to the main stock market in 2011.
- The capital of NTD 610,605,750.(around USD20Million)
- Works as wholesaler and operator of outbound and inbound package tours, dealing with sub-agents and direct clients 、 Individual traveler and incentive groups 、 G.S.A. for Airlines.

Structure of Phoenix Tours



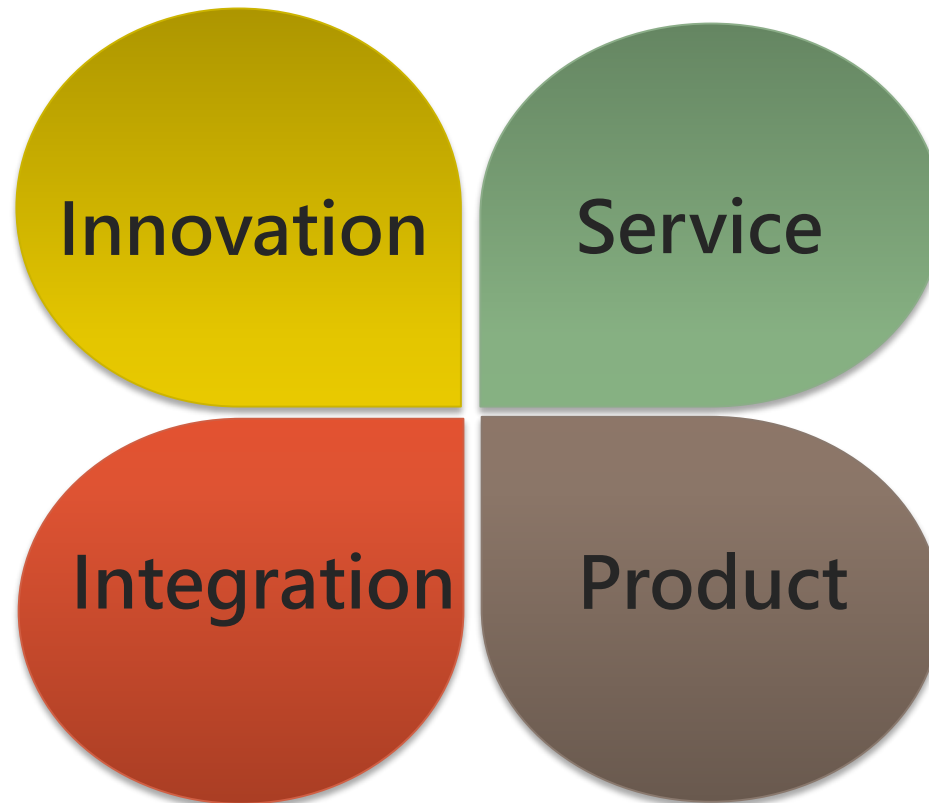
Affiliated Company



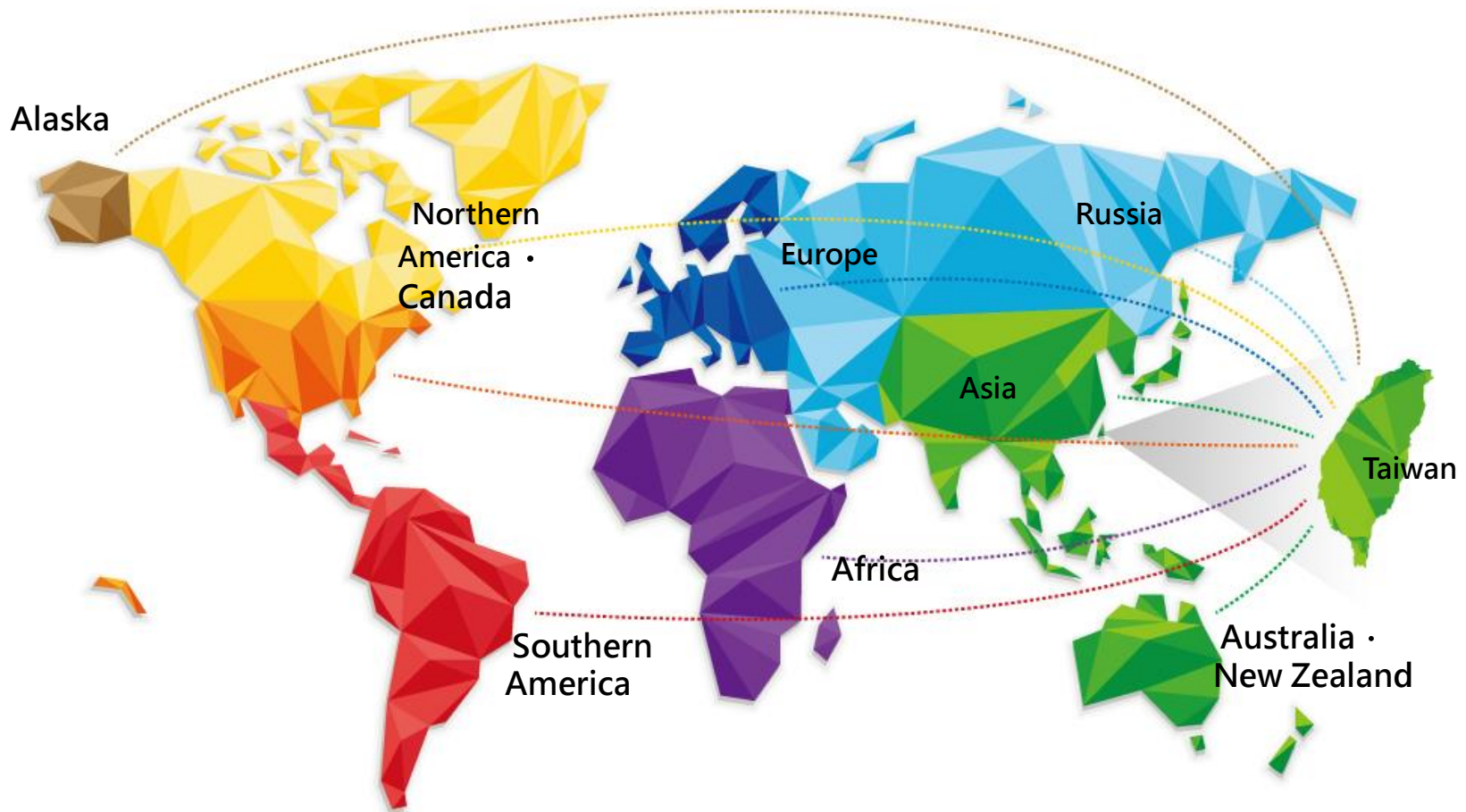
Competitive advantage



★ Our Core Values



★ Globalized tour product



★ Resource integration

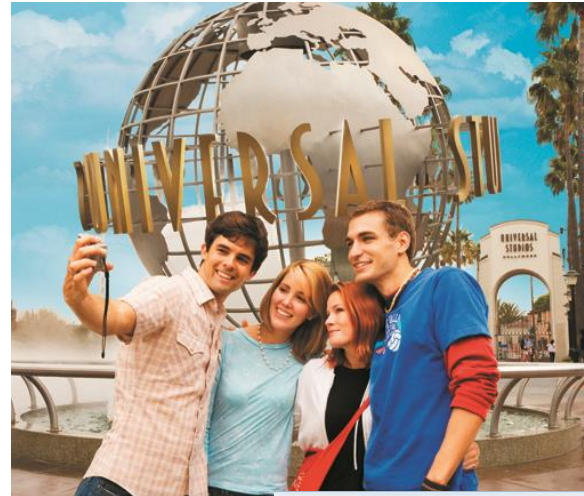


G.S.A. of Airlines





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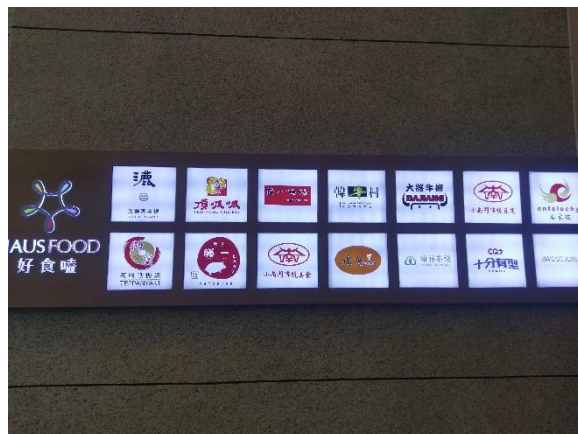


אל על
הכי בבית בעולם

Park Joy Ltd.



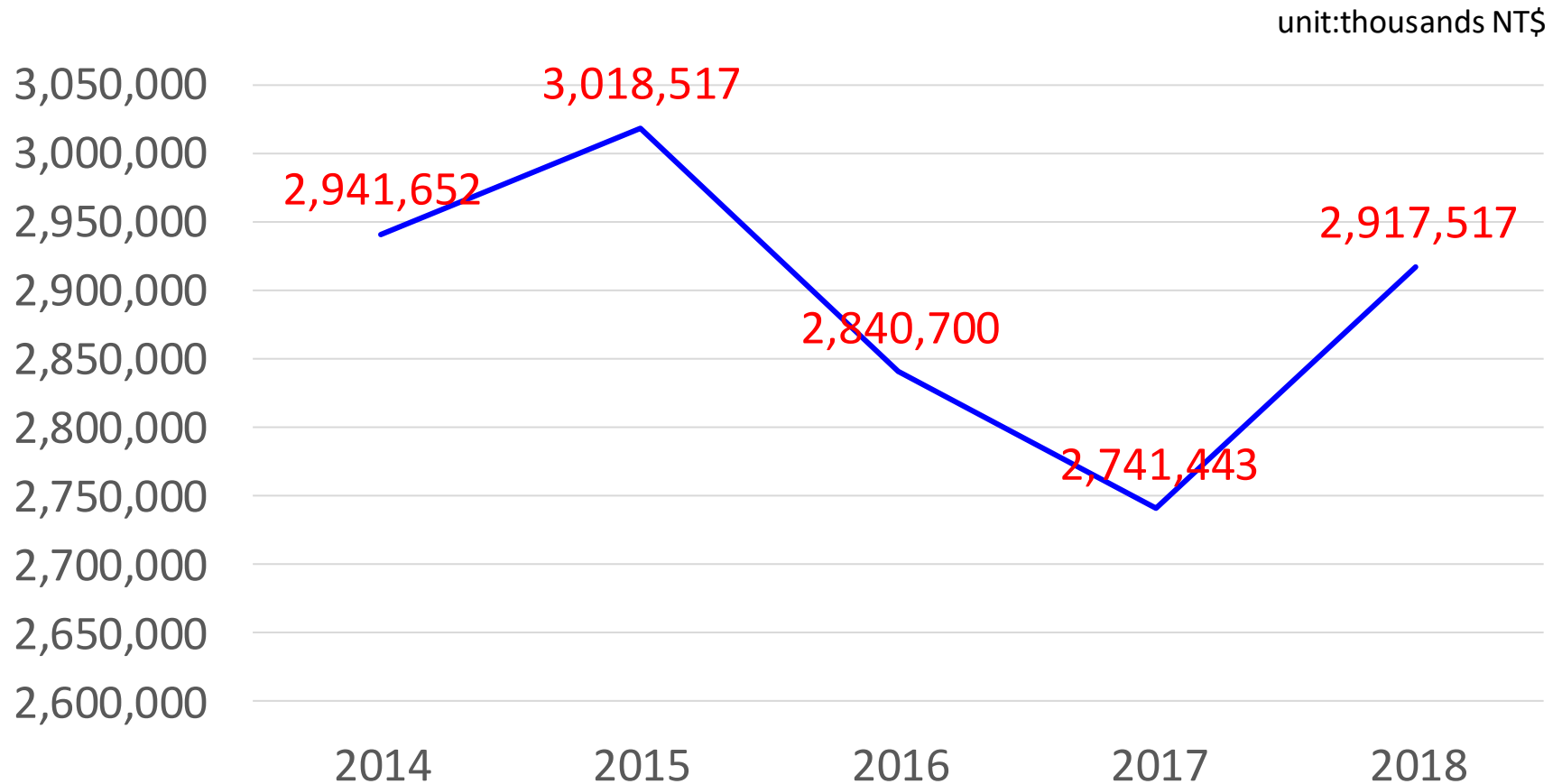
The new "HAUS FOOD" food court brand entered the "日月光廣場WeMall" in Tucheng District, New Taipei City. It was officially opened on July 26, 2018. From property management began the first step of diversified management of Phoenix Tours.



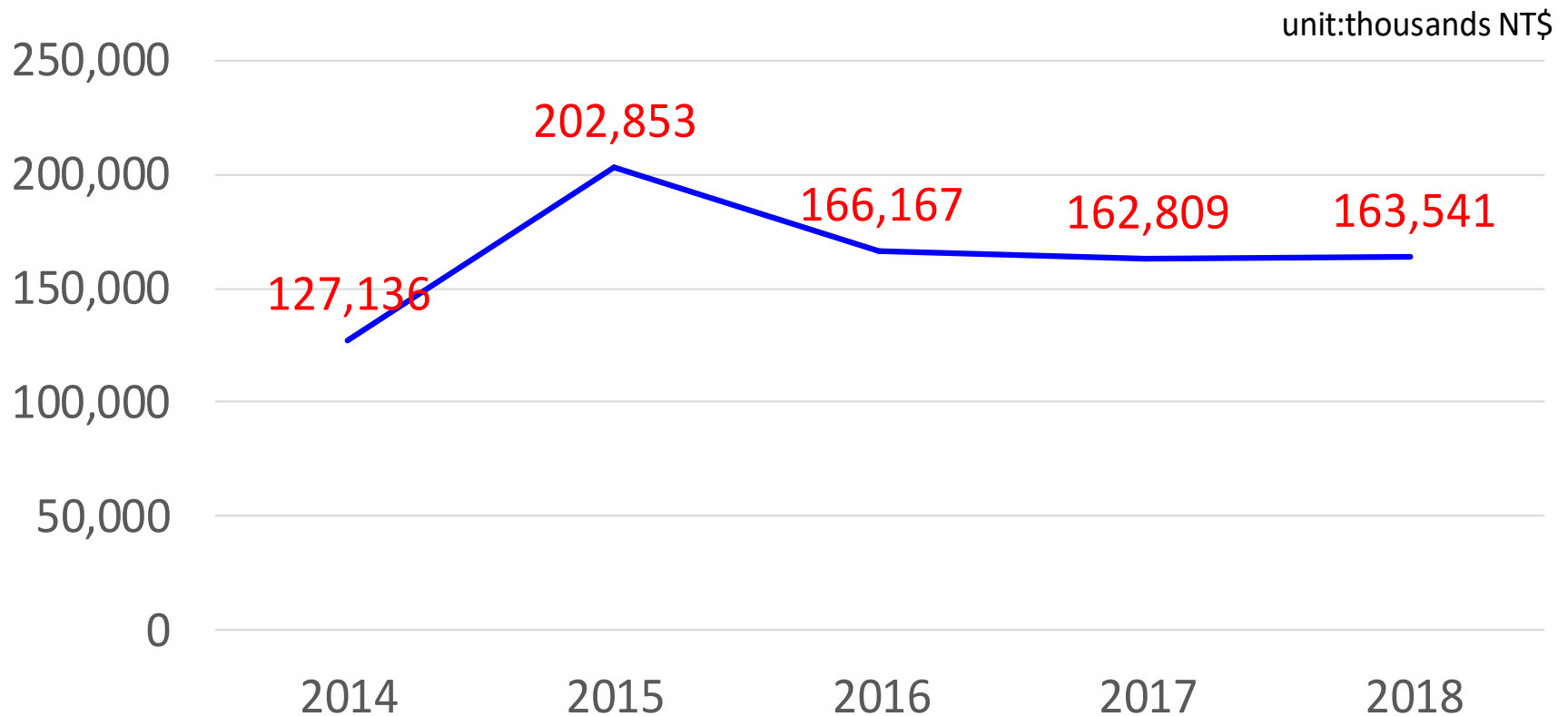
Financial Performance



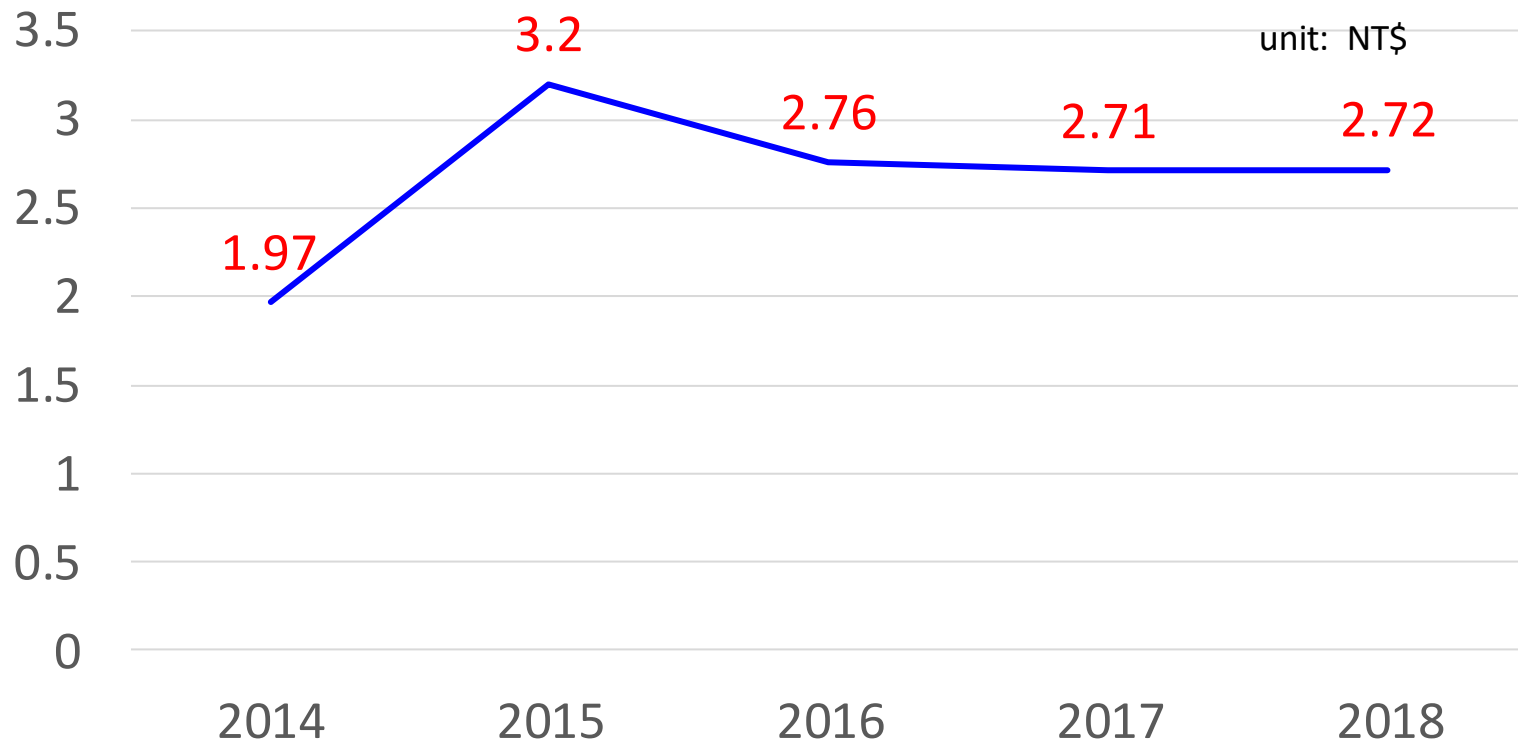
(1) Operating Revenue



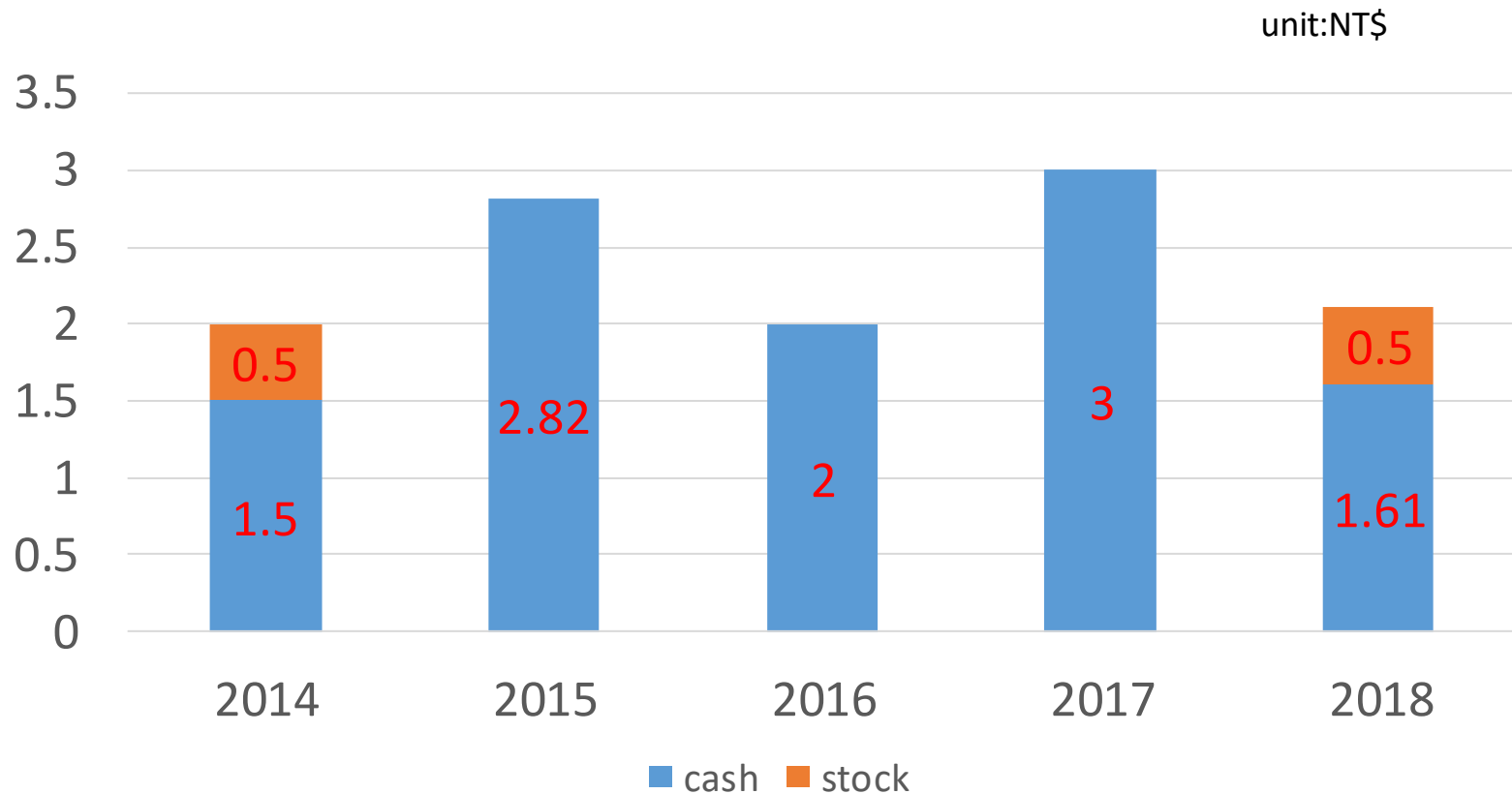
(2) Net Profit after Tax



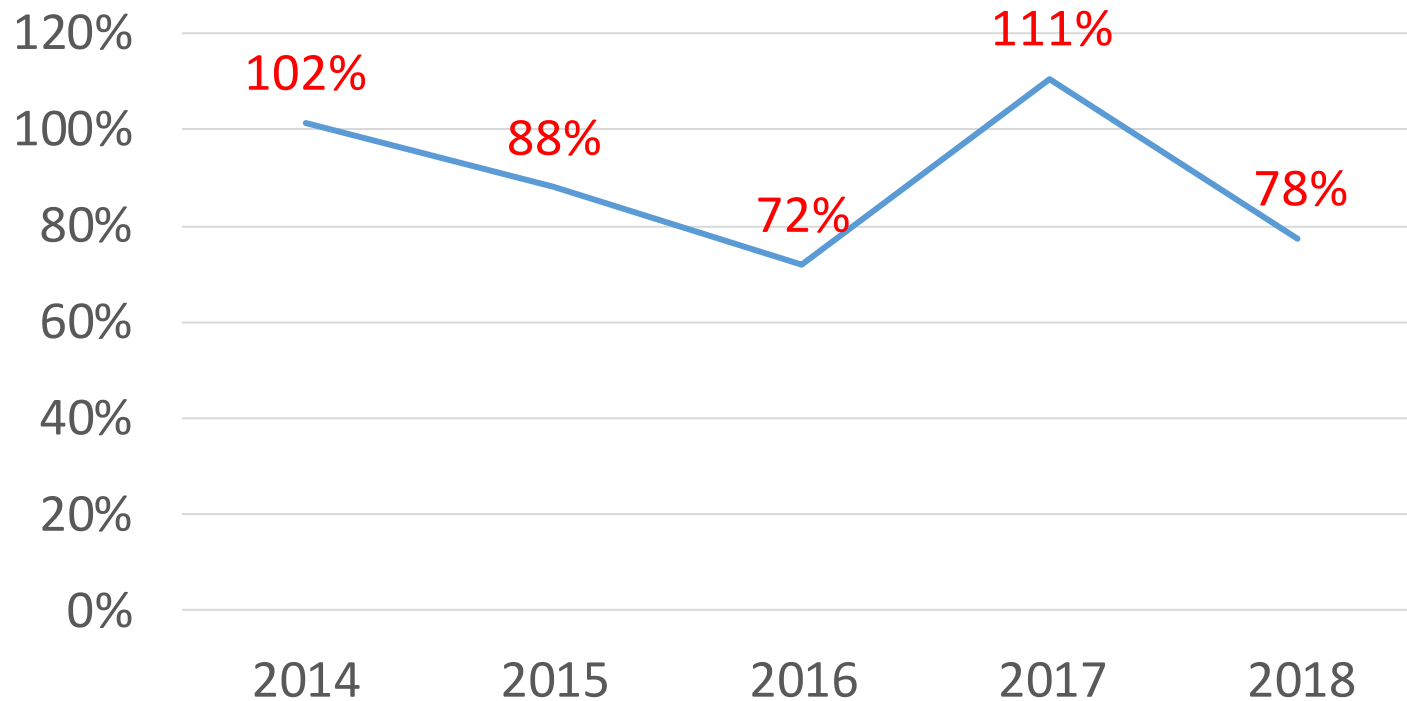
(3)EPS



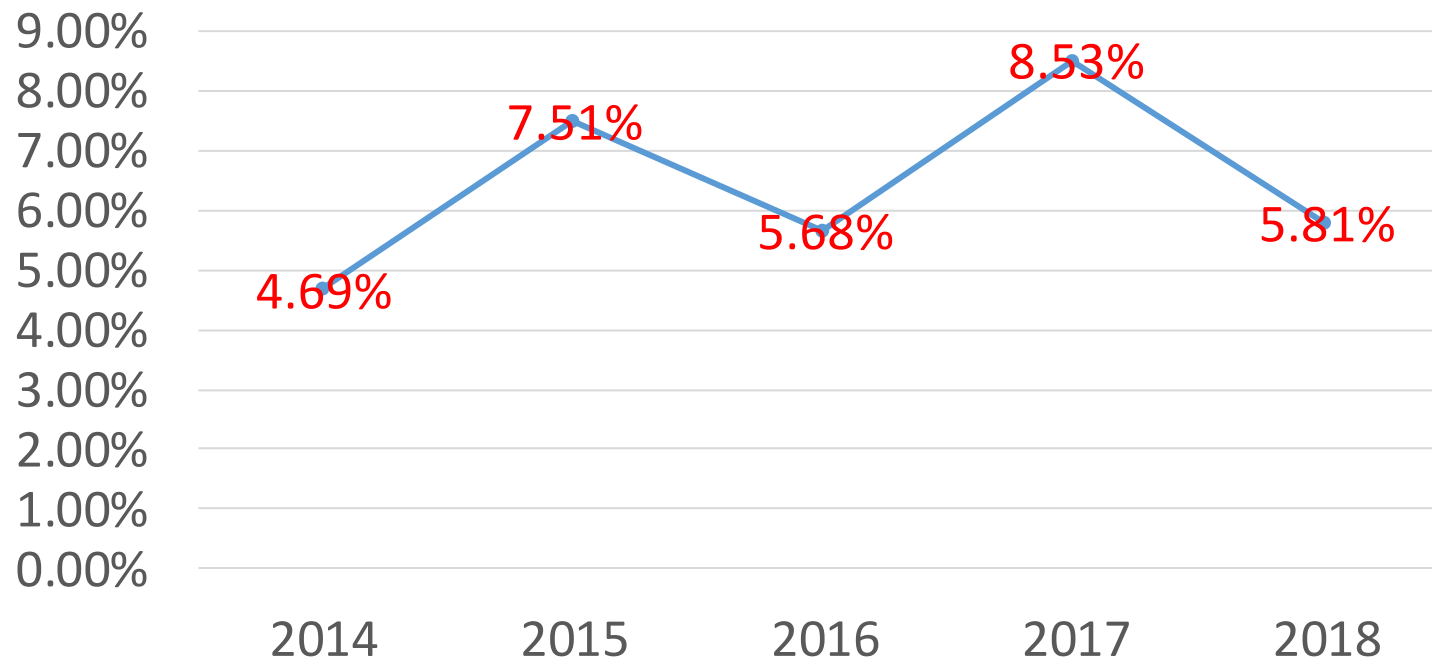
(4) Dividend policy



(5) Payout ratio(%)



(6) Dividend yield(%)



★2019 Q1 V.S 2018 Q1

2019	
unit: thousand NT\$	
Operating Revenue	526,944
Gross Profit	33,847
Non Operating income	4,147
Net Profit After Tax	30,682
EPS	0.53

2018	
unit: thousand NT\$	
Operating Revenue	492,263
Gross Profit	21,001
Non Operating income	3,227
Net Profit After Tax	19,007
EPS	0.33

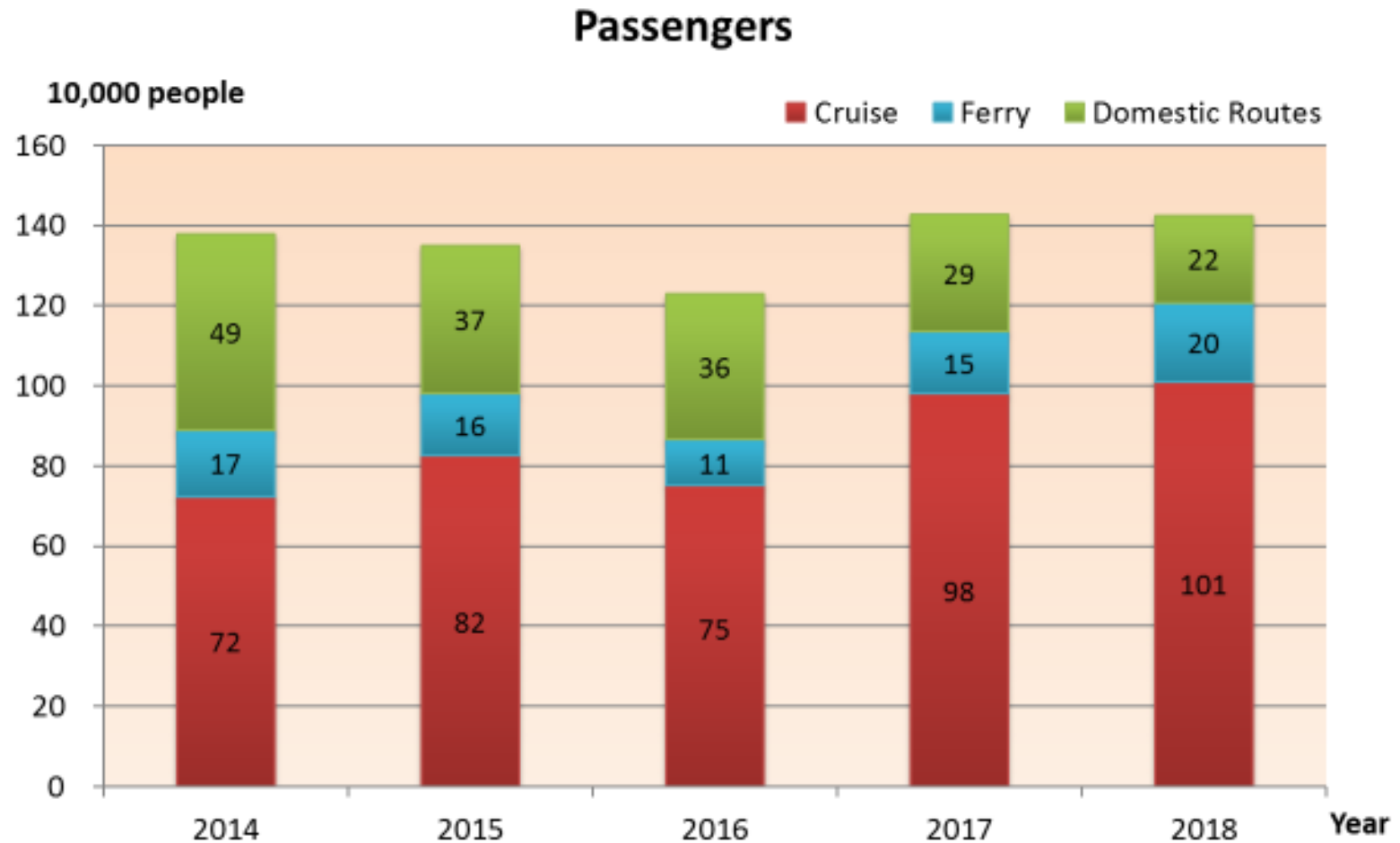
★Service Item & Ratio

Year Product Main	2019 Q1	2018	2017
Europe	21.06%	26.13%	32.94%
America	3.09%	3.28%	9.69%
NZ & Aus	7.42%	2.96%	2.82%
Cruise	4.14%	12.37%	10.36%
Asia	9.05%	5.58%	4.74%
Mainland China	13.47%	12.92%	13.15%
Northern Asia	6.49%	6.95%	7.36%
Domestic Tours	1.26%	0.85%	0.74%
* Other	34.02%	28.96%	18.20%

Travel Market Analysis

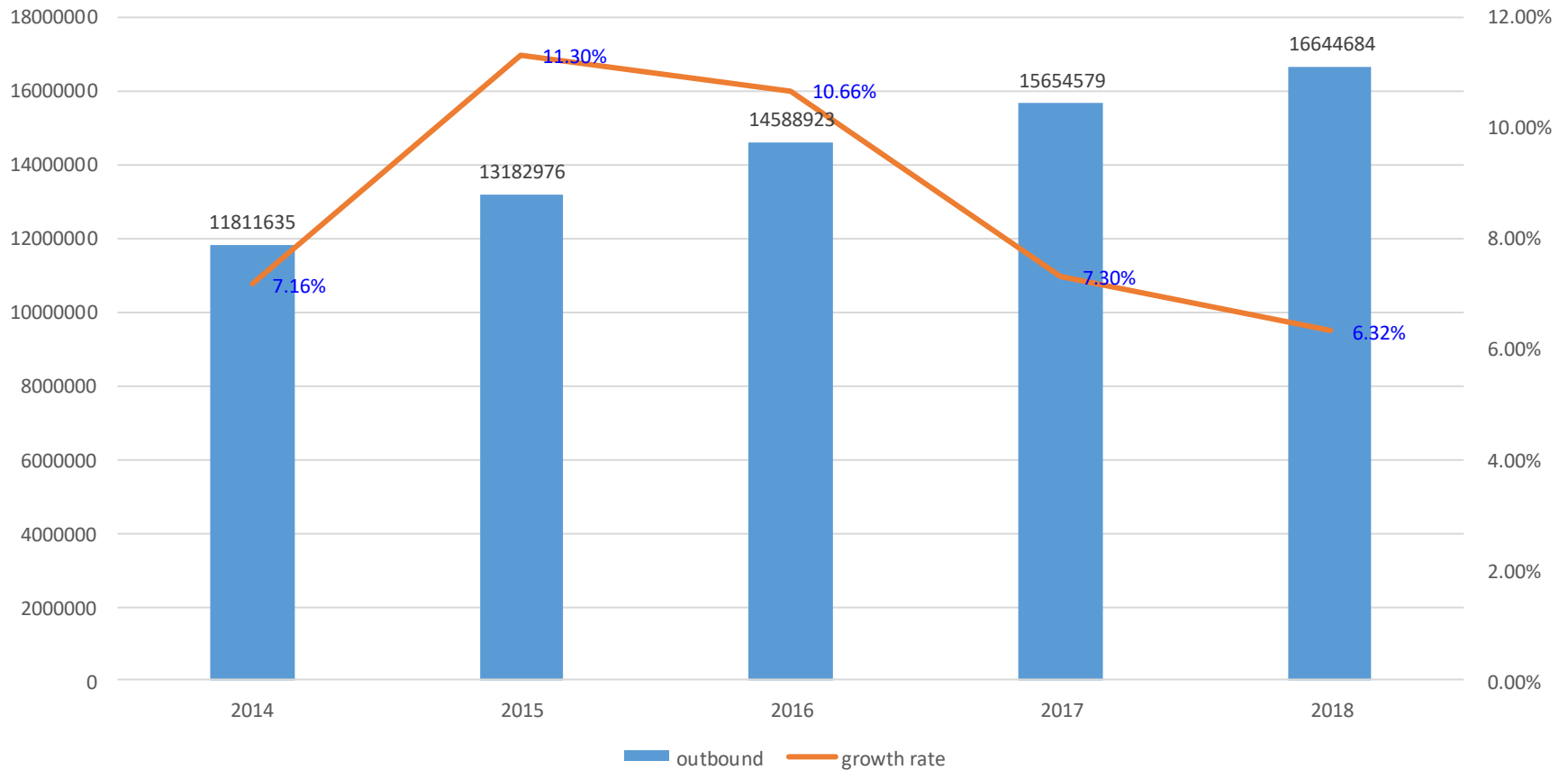


★ Number of int'l ports visitors in Taiwan



from: Taiwan International Ports Corporation, Ltd.

2014-18 outbound pax growth rate



★2018 TOP5 Outbound destination

Japan

• TOP1 4,825,948

China

• TOP2 4,172,704

Hongkong

• TOP3 1,696,265

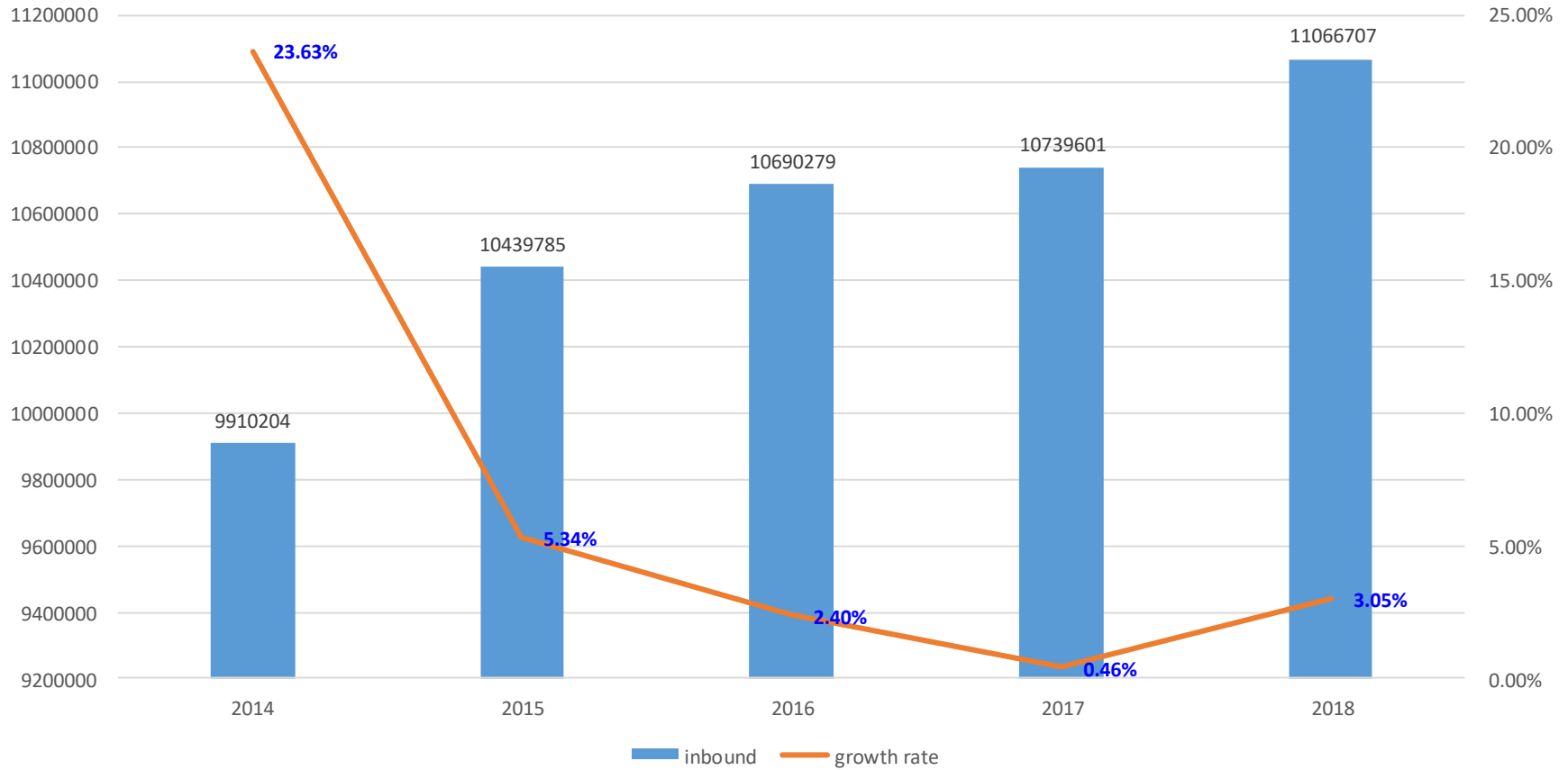
Korea

• TOP4 1,086,516

Tailand

• TOP5 679,145

2014-2018 Inbound pax growth rate



★2018 TOP5 Inbound Area

China

• TOP1 2,695,615

Japan

• TOP2 1,969,151

Hongkong &
Macou

• TOP3 1,653,654

Korea

• TOP4 1,019,441

America

• TOP5 580,072

★ Operation focus of second half

- ✓ Regional chartered cruises & longhaul cruises business
- ✓ Join travel fair & product seminar for promotion
- ✓ Strive for T.Q. Golden Award
- ✓ Cooperate with electronic business platform operators to promote day tours of popular destinations , expand the F.I.T travel services



Thank you for your
attention!