全台首家上市旅行社

鳳凰旅遊
PHOENIX TOURS

Phoenix Tours Int'l Inc.

Investors' Conference

Stock code: 5706

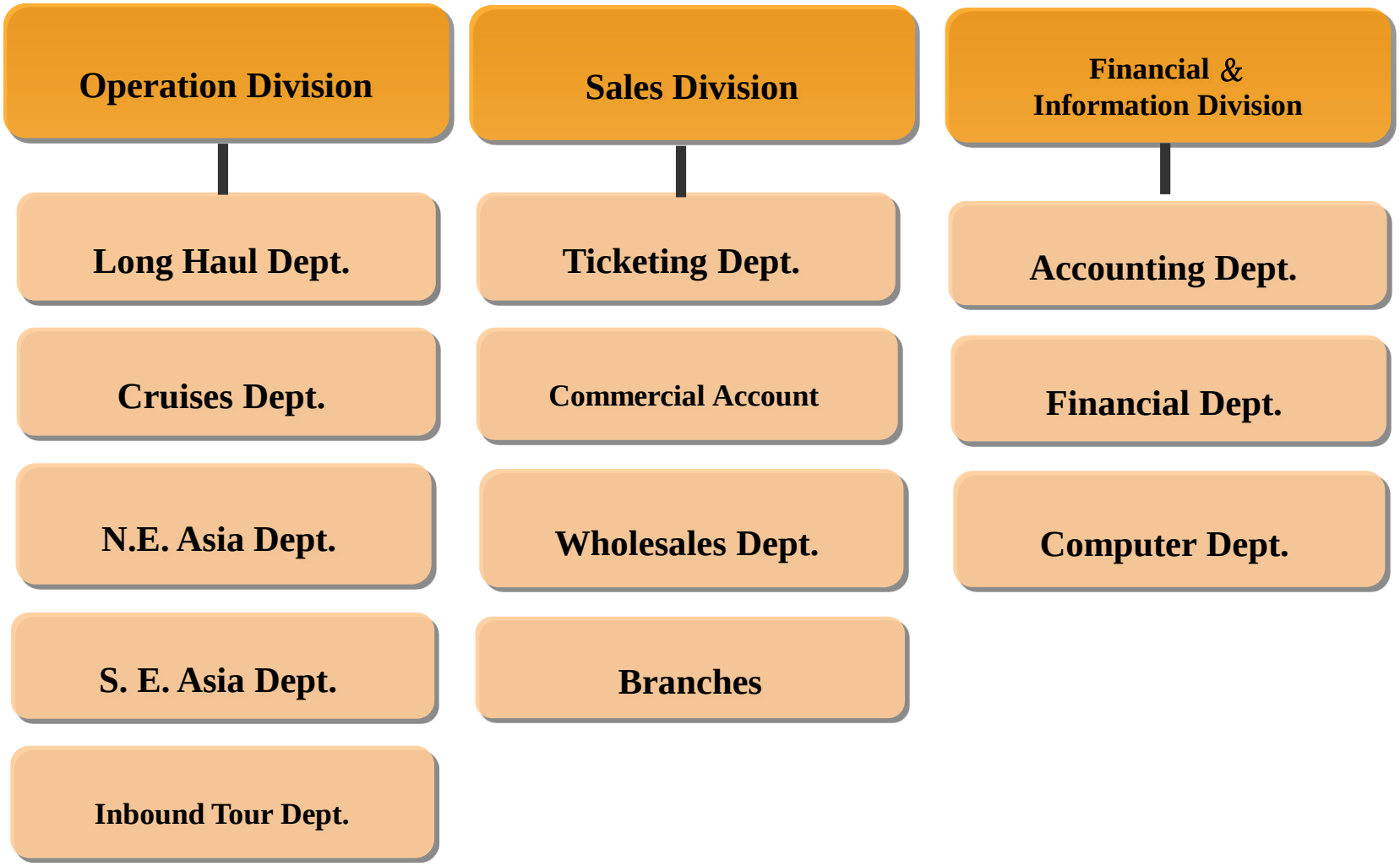
JUL 21 2021

Company Overview

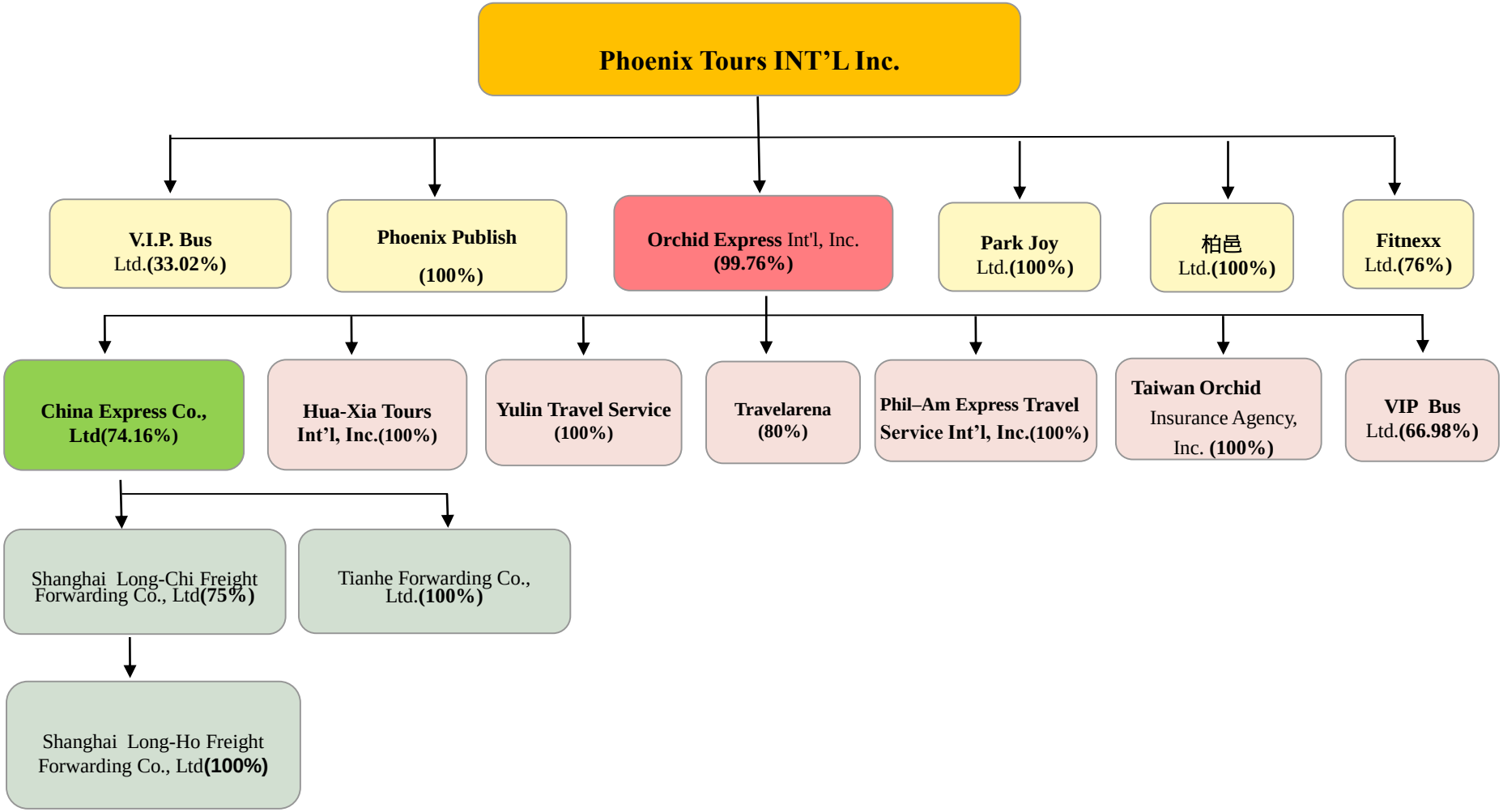
★Company Profile

- 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 671,173,170.(around USD24Million)
- 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

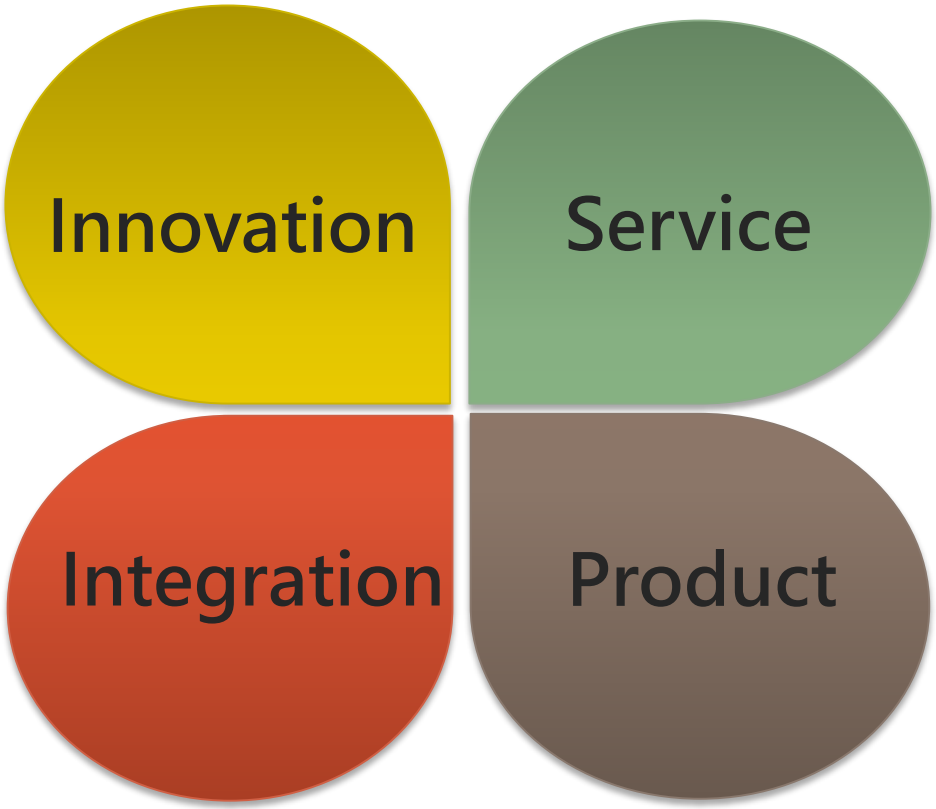


Affiliated Company

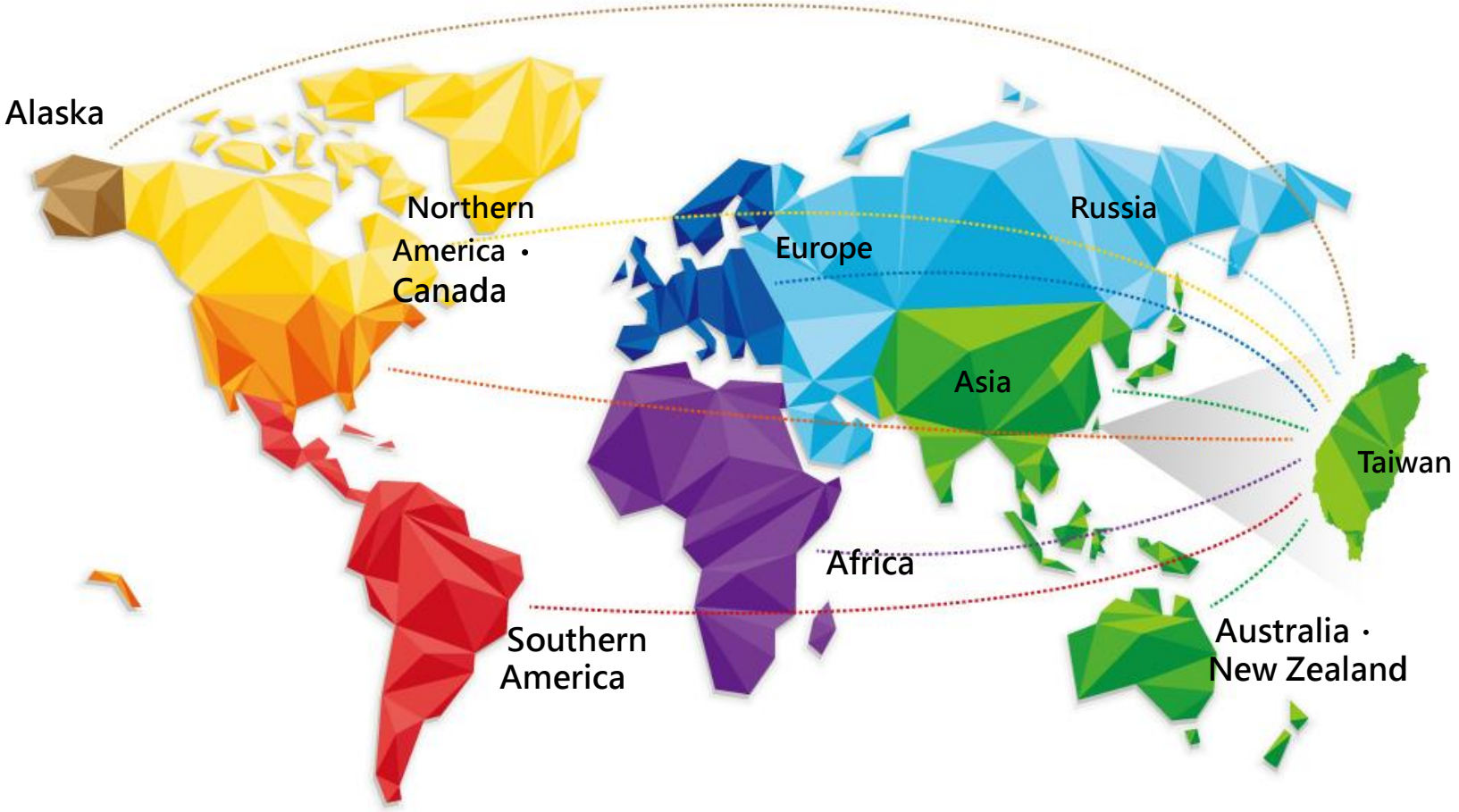


Competitive advantage

★Our Core Values



★Globalized tour product



★Resource integration

雍利企業股份有限公司
Taiwan Orchid Express, Inc.

G.S.A. of Airlines

Alitalia SKYTEAM

JINAIR

EGYPTAIR
A STAR ALLIANCE MEMBER

POLISH AIRLINES
LOT

STARFLYER

中國運通
China Express

AmericanAirlines®
美 國 航 空SM

ENTERPRISE HOLDINGS
Alamo
enterprise
National

ELAL 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.

T.O.E Insurance agency

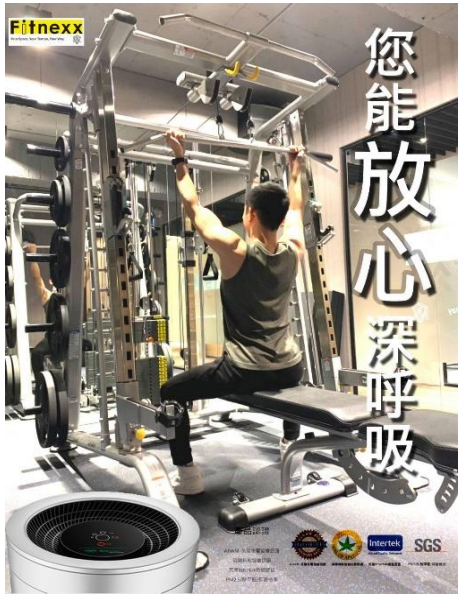
- Business items: Mainly engaged in property and casualty insurance, especially tourism domestic and foreign travel safety insurance, travel industry contract liability insurance
  and performance liability insurance.
  Also undertake, fire insurance, car insurance, liability insurance, etc.
- Target: * Phoenix tours group tourism related companies
  *Other travel agencies
  *GDS reservation system
- Advantages: Both travel and insurance majors, rapid insurance coverage, and claims settlement services

Liuqiu leisure hotel investment

It will invest about NT$500 million to build a leisure hotel in Liuqiu, which start construction at 21 September 2020 and is expected to be completed by the end of 2022.
Initial planning building height of 10 floors, about 70 rooms, in a leisure vacation design style, to provide the best vacation experience for travelers.

Fitnexx private fit center

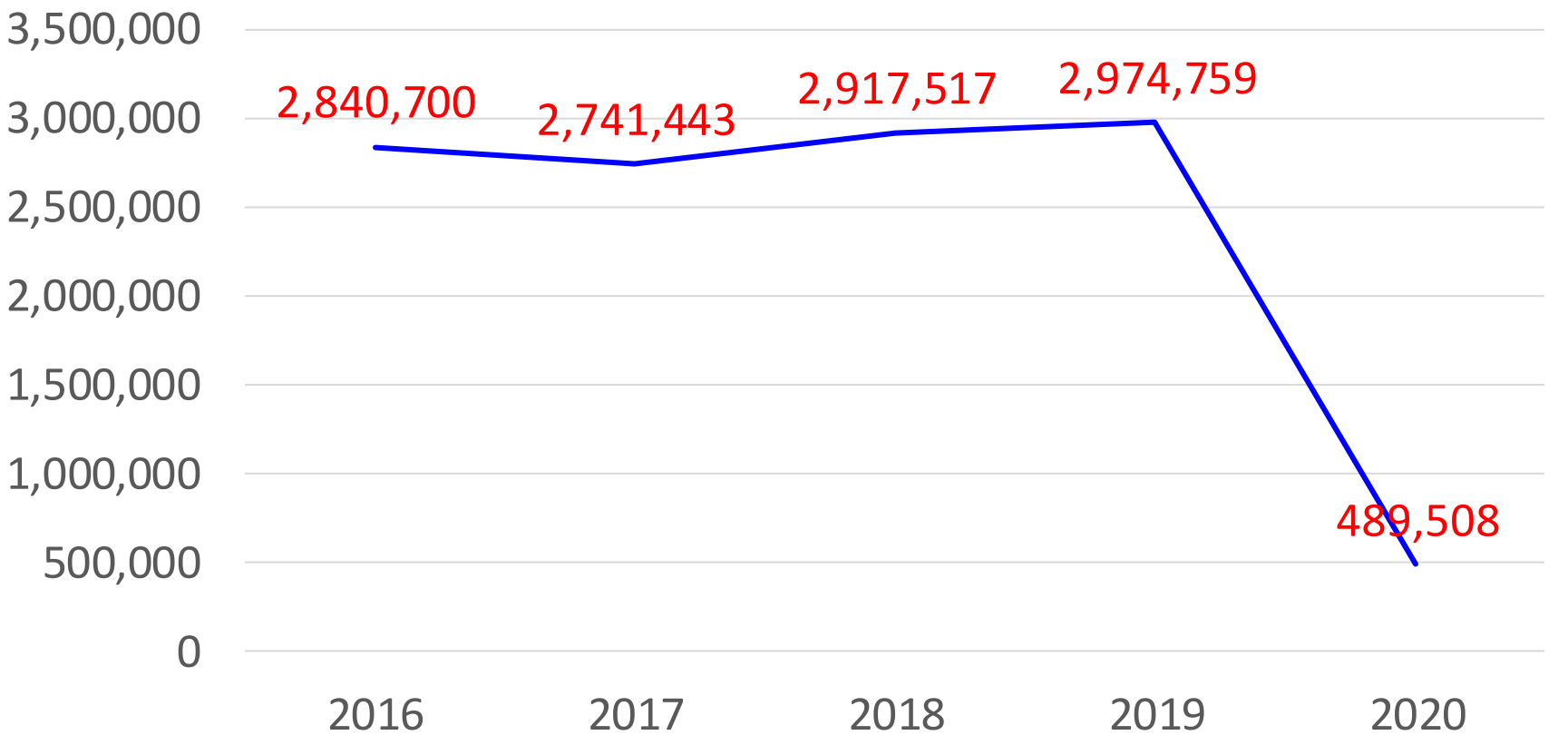
open on 10/16/2020



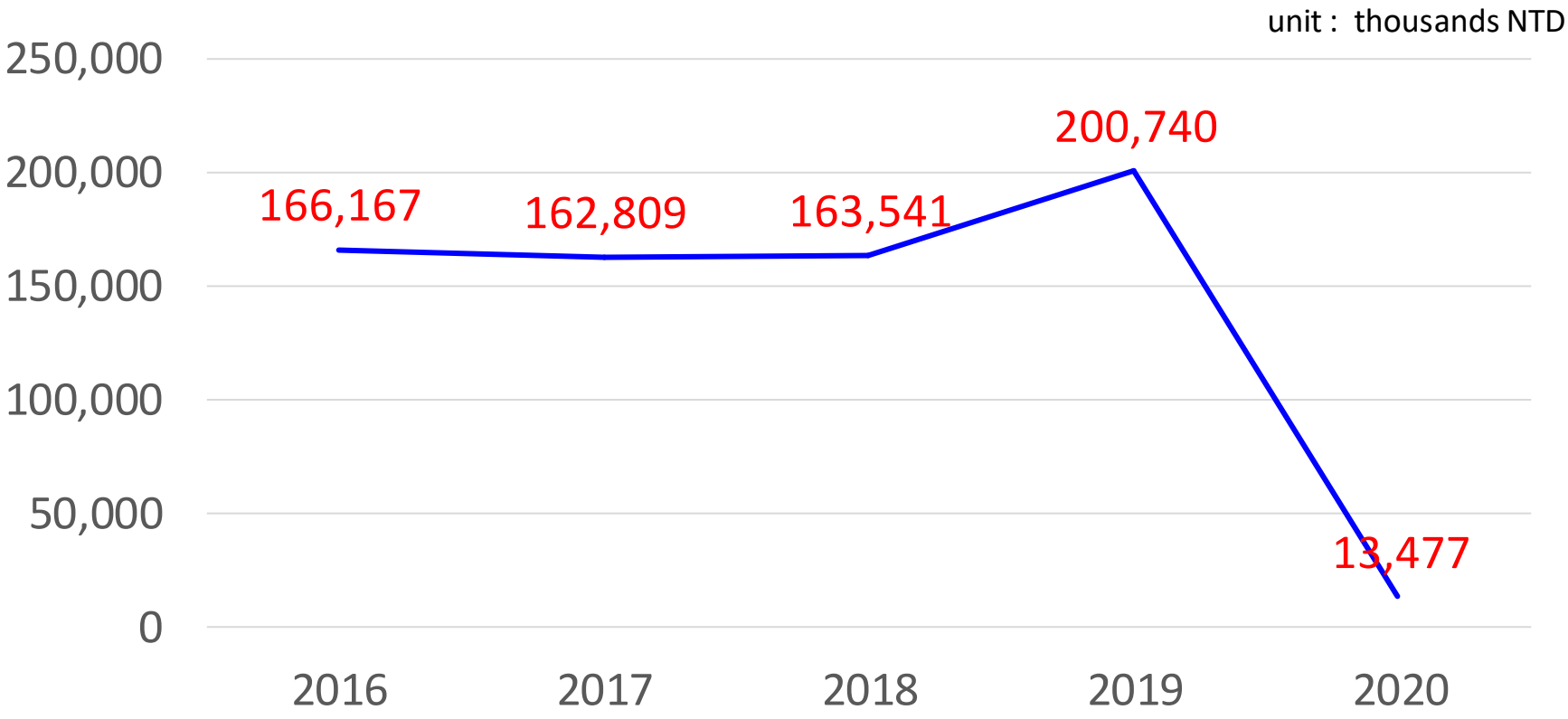
Financial Performance

(1)Operating Revenue

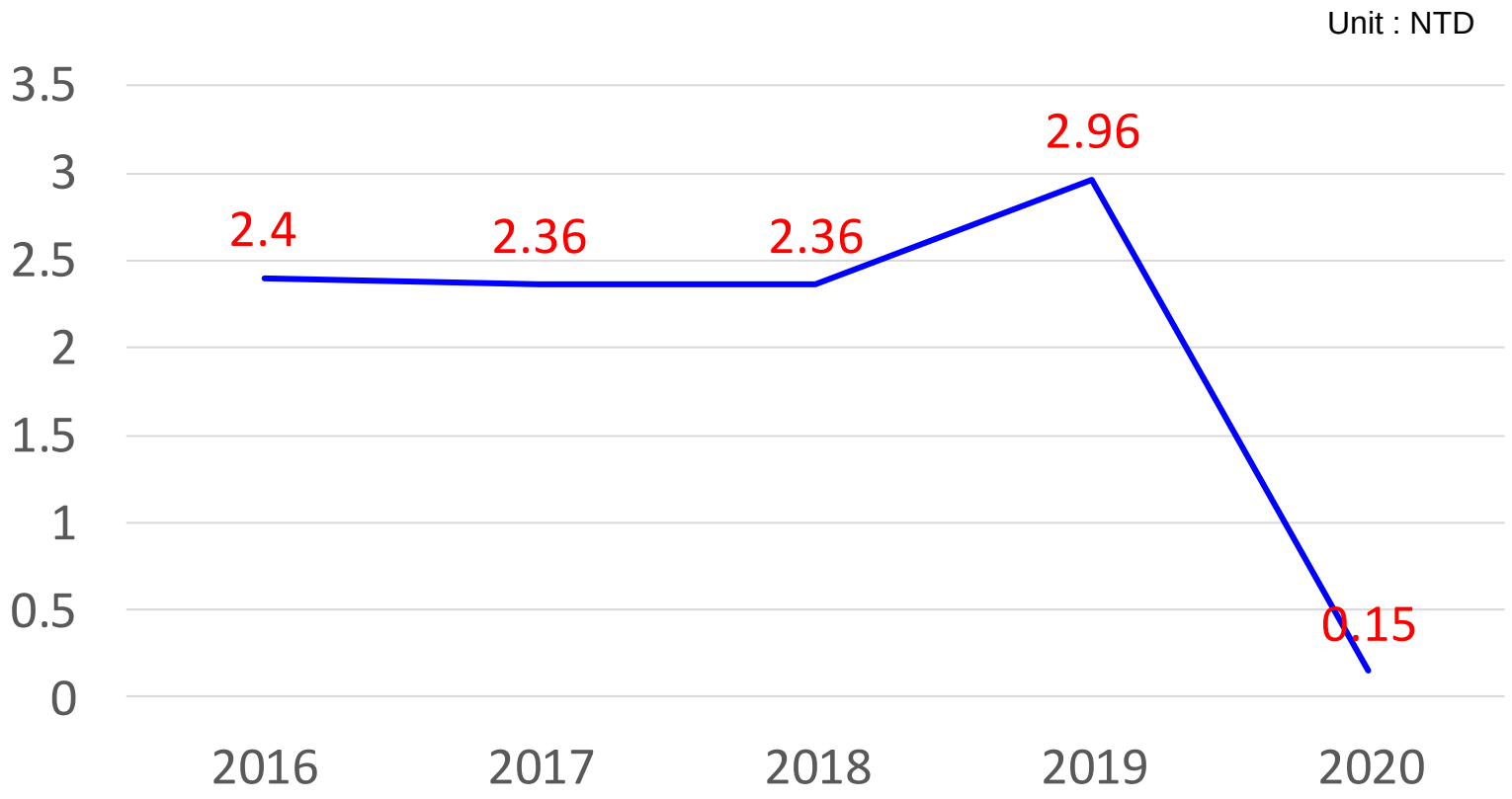
unit : thousands NTD



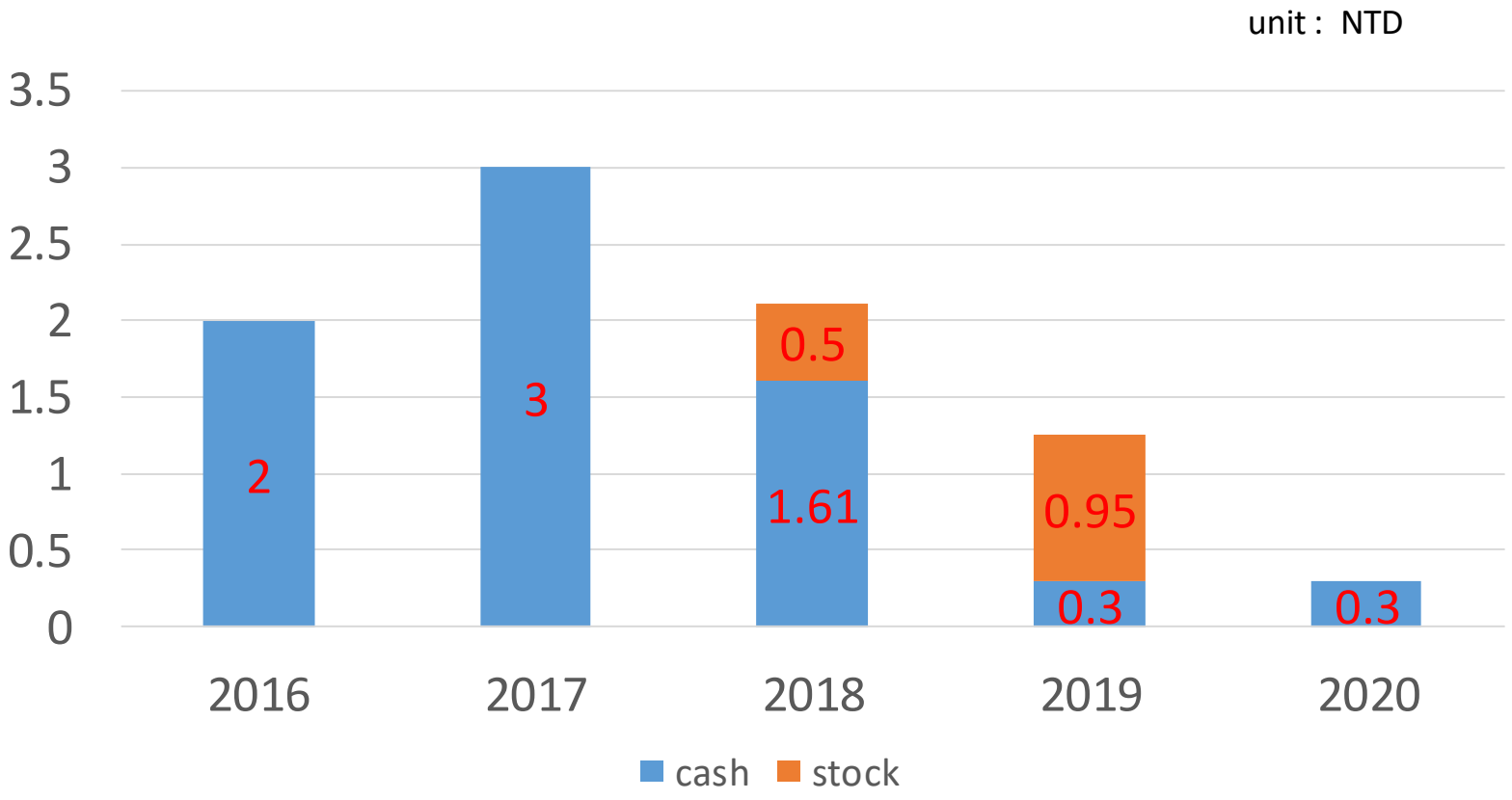
(2)Net Profit after Tax



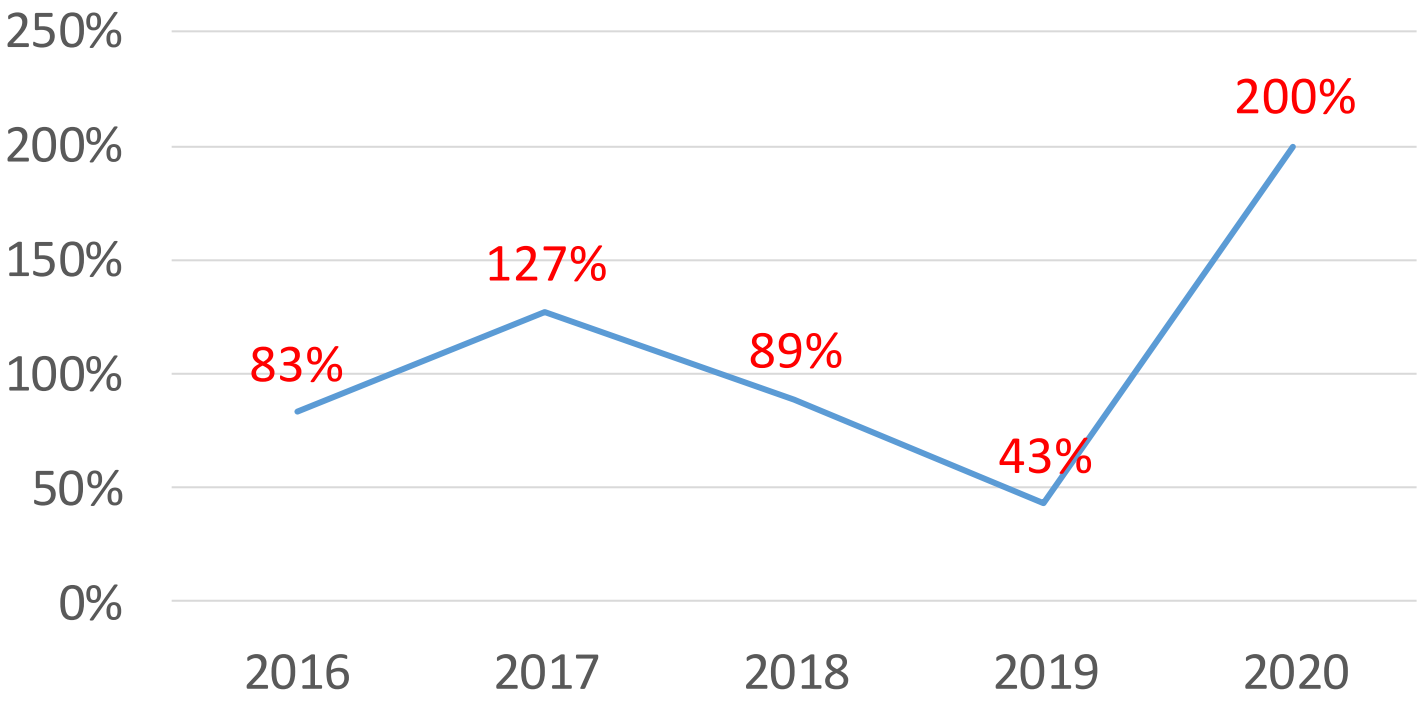
(3)EPS


Unit : NTD
3.5
3
2.5
2
1.5
1
0.5
0
2.4
2.36
2.36
2.96
0.15
2016
2017
2018
2019
2020

(4) Dividend policy



(5)Payout ratio(%)



★Service Item & Ratio

Year / Product Main	2020	2019	2018
Europe	18.18%	24.85%	26.13%
Turkey/Greece/Egypt	23.33%	21.58%	N/A
America	2.88%	4.53%	3.28%
NZ & AUS	5.41%	3.15%	2.96%
Cruise	8.78%	11.14%	12.37%
Asia	16.40%	6.39%	5.58%
Mainland China	2.26%	14.30%	12.92%
Japan	5.33%	6.97%	6.95%
Domestic Tours	12.23%	1%	0.85%
＊Other	5.20%	6.09%	28.96%

＊the other service income 、 handling fee、commission、cargo income

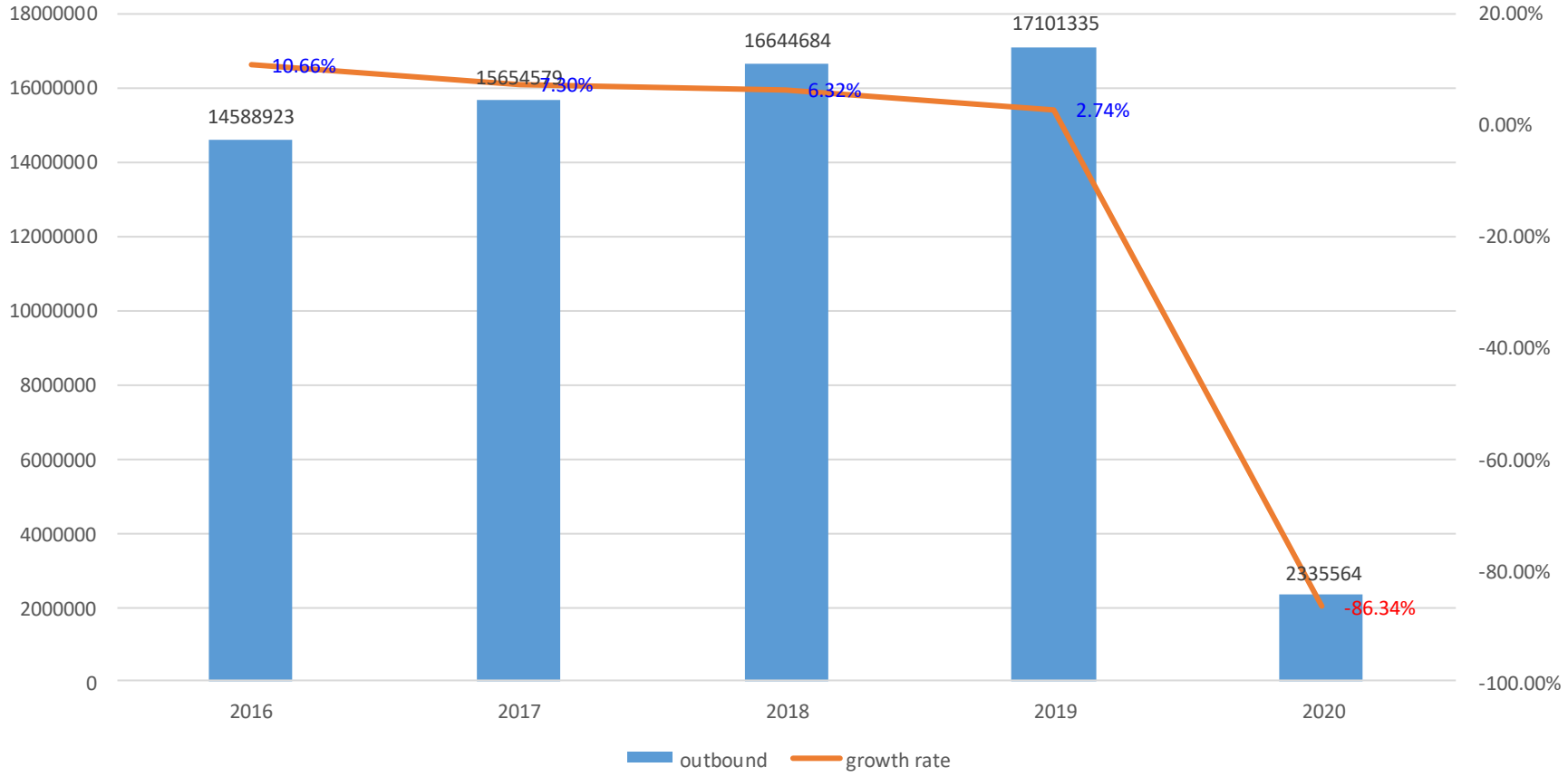
★2021 Q1 V.S 2020 Q1

2021 unit: thousands NTD	
Operating Revenue	24,970
Gross Profit	(14,857)
Non Operating income	76,035
Net Profit After Tax	57,655
EPS	NT$0.87

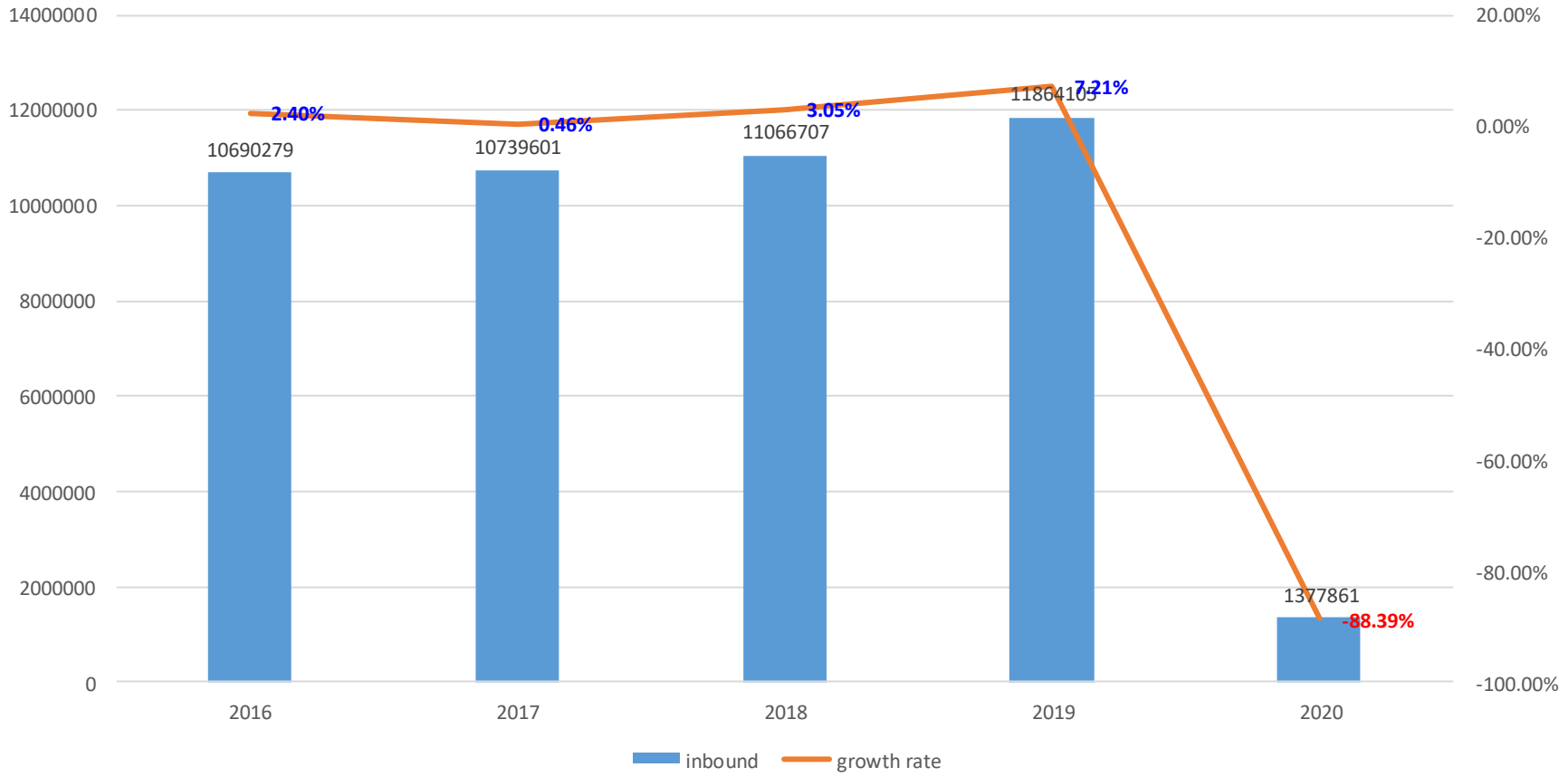
2020 unit: thousands NTD	
Operating Revenue	365,963
Gross Profit	26,058
Non Operating income	(18,378)
Net Profit After Tax	4,615
EPS	NT$0.07

Travel Market Analysis

2016-2020 outbound pax growth rate



2016-2020 Inbound pax growth rate



★The impact of COVID-19

- The restriction of outbound tour group
- 2020 Phoenix tours revenue dropped 83.54% yoy
- 2021 Q1 Phoenix tours revenue dropped 93.18% yoy

★In response to the outbreak

Internal adjustment

1) Epidemic prevention in the office and maintain the health status of colleagues.
2) From April to June, the chairman of the board does not pay, and the high level managers reduce salary by 30%.
3) Control expenses, suspension of unnecessary marketing expenses and business travel, and adjustment of working hours.
4) Consult with relevant suppliers to adjust various rents and maintenance costs.
5) Optimize various products and services, and develop diversity products in accordance with consumer needs.
6) Continue to strengthen education and training, enrich the professional skills, and accumulate energy.

★Operation focus of second half

- ✓Pay attention to changes in the epidemic situation and adjust strategies accordingly.
- ✓Deploy in advance to prepare for market recovery.
- ✓Focus on domestic tourism products.
- ✓Diversified management.

Thank you for your attention !