Hanatour
IR Presentation

OCT 2022



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We make new and joyful travel experiences

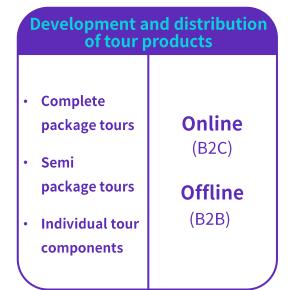
- We make and provide new and joyful tour products for all kinds of generations

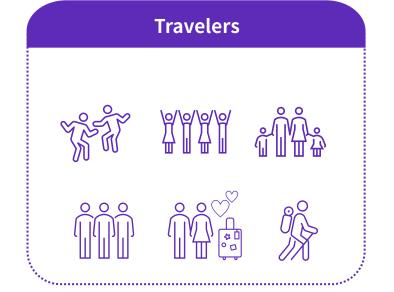
Our Business Model

Development and distribution of tour products











The best tour company with the largest market share

1 in 5 outbound travelers and 1 in 3 package travelers are our customers

Our Market Share In Korea's Outbound Travelers 2014-2019, %, thousand people Hanatour share **■** Hanatour ■Total outbound **20**% 26,928 26,920 6-year Avg 24,837 (2014-2019)20,844 17,886 14,726 22% 23% 19% 24% 21% 20% 5,878 5,634 5,144 4,930 3,735 2,974 2014 2015 2016 2017 2018 2019 (Source: Ministry of Justice of Korea, Company data)

Our Market Share In Korea's Package Tourism 2014-2019, %, thousand people ■ Total package travelers **■** Hanatour 36% Hanatour share 36% 9,880 6-year Avg 9,437 (2014-2019)8,512 8,045 7,069 5,679 39% 37% 36% 36% 33% 33% 3,658 3,702 3,042 2,907 2,301 1,902 2014 2015 2016 2017 2019 2018

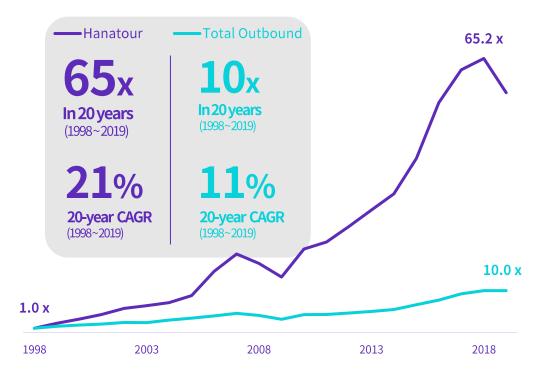


The fastest-growing tour company

- Our annual customer base grew by 65 times over 20 years and recorded a 21% CAGR
- Outperformed the Korean market, which marked 10 times growth for the same period



Relative Growth Comparison (Hanatour Vs Total Outbound) 1998-2019, Times



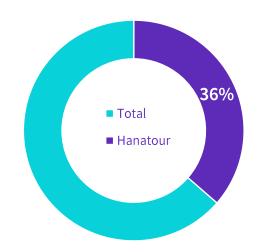


Our core strengths

1 Competitive Cost

Based on market dominance and economies of scale

Our Market Share of Package Tours 6-year average (2014-2019), %



2 Product Development

Running the industry's largest number of product specialists

Our Product Specialist (vs Competitors)
As of 2022, people



3 Global Network

Established the most extensive global network in the industry

Our Global Network
As of 2022





Second-to-none in brand loyalty and mind share

Korea's best tourism company with the strongest brand loyalty and the largest mind share



Ranked 1st For 11 Consecutive Years

In 'National Customer Satisfaction Index' For The Tourism Industry



Ranked 1st For 15 Consecutive Years

In 'Korea Brand Power Index'
For The Tourism Industry



Ranked 1st For 13 Consecutive Years

In 'Korean Customer Satisfaction Index' For The Tourism Industry



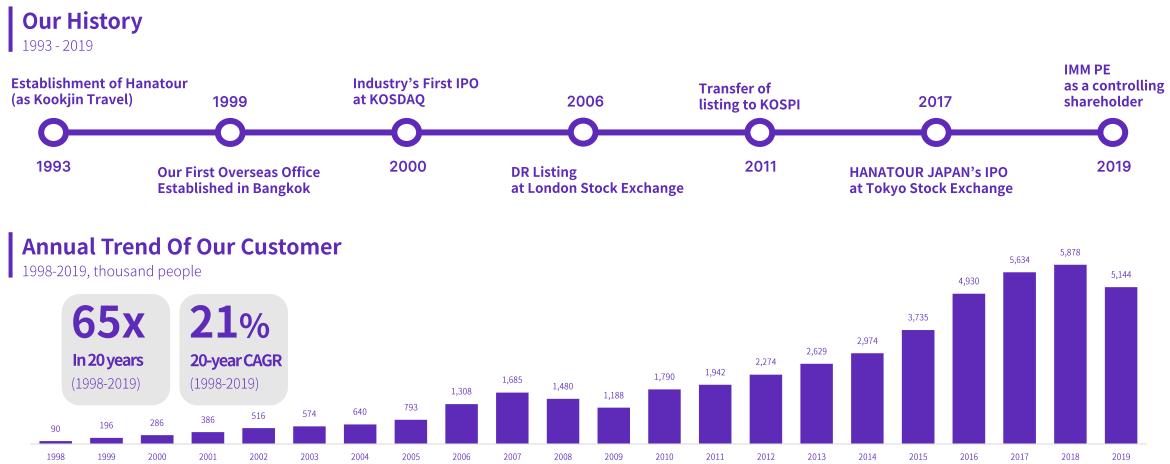
Selected As One Of 'Top 100 Brands Of Korea'

By Brand Stock



The leader of Korea's tourism industry over the past 30 years

Our 30-year history represents the history of the nation's outbound tourism





BOD & Ownership Structure

Board of Directors

4 Directors, 4 Outside Directors, 3 Non-Executive Directors

Position	Name	Career				
	Park, Sang Whan	Chairman, Hanatour				
Director	Kweon, Hee Seok	Senior Vice Chairman, Hanatour				
Director	Song, Mi Sun	CEO, Hanatour				
	Yuk, Kyung Ken	CEO, Hanatour				
	Han, Sang Man	Professor, Graduate School of Business of SKKU				
Outside Director	Kim, Moon Hyun	Professor, Graduate School of Business of HUFS				
Outside Director	Yoo, Hye Leon	Taesung Accounting Corporation				
	Chang, In Whan	Of Counsel, Barun Law				
	Song, In Jun	CEO, IMM Private Equity				
Non-Executive Director	Kim, Young Ho	CIO, IMM Private Equity				
2	Park, Chan Woo	CEO, IMM Credit & Solutions				

Board Committee

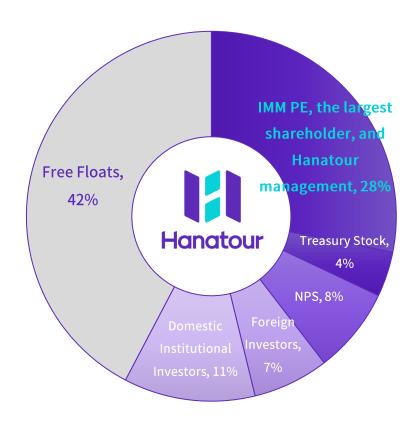
Audit Committee

Chairman	Member	Committee Role
Kim, Moon Hyun	Han, Sang Man Yoo, Hye Leon Chang, In Whan	Auditing financial statementAppointment of external auditorAssessment of audit activity

^{*} Every committee member is the outside director.

Ownership Structure

As of 31 December 2021, %





Subsidiary

Consolidated Subsidiaries

As of 31 December 2021, %

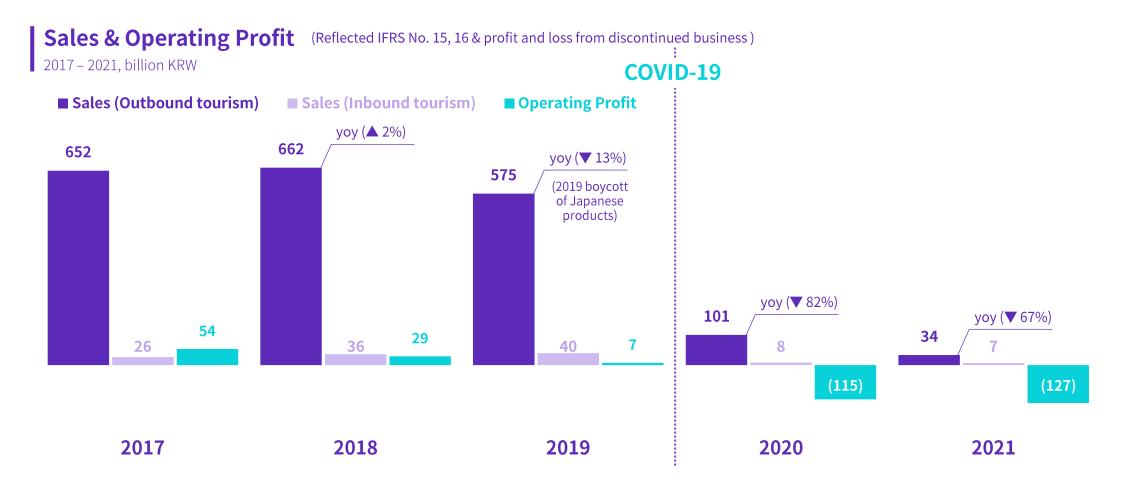
D	Domestic								
Name	Business	Ownership (%)							
WEB TOUR SERVICE INC. NEXTOUR CO., LTD. (100%)	Travel Business	77							
HANATOUR JEJU SERVICE INC.	Travel Business	77							
TOUR MARKETING KOREA SERVICE INC.	Travel Business	70							
HANATOUR ITC SERVICE INC.	Travel Business	100							
HANATOUR BUSINESS SERVICE INC.	Travel Business	100							
MARK HOTEL CO., LTD.	Hotel Business	100							
HANA FINANCIAL SERVICE INC.	Financial Service	100							
SM DUTY FREE CO., LTD.	Duty Free Business	90							
HANA TOURIST INC.	Travel Business	30							

Overseas		
Name	Business	Ownership (%)
HANATOUR EUROPE LTD	London, UK	70
HANATOUR JAPAN CO,.LTD U.I Sightseeing Bus LLC (100%) Allegrox TM Hotel (100%) HANATOUR JAPAN SYSTEM VIETNAM CO.,LTD (100%)	Tokyo, Japan	54
HANATOUR CHINA	Beijing, China	100
HANATOUR HONGKONG CO., LTD	Hongkong	100
HANATOUR USA INC. VISION TOUR, INC. (100%)	LA, USA	100
HANATOUR PTY LTD	Singapore	100
BEIJING HANA INFORMATION TECHNOLOGY CO.,LTD	Beijing, China	100
HANATOUR SERVICE (M) SDN BHD	Sabah, Malaysia	100
HANATOUR EU GMBH	Oberursel, Germany	100
CAMLAO HANATOUR CO., LTD.	Siem Reap, Cambodia	100
HANATOUR VIETNAM COMPANY LIMITED	Ho Chi Minh, Vietnam	85
HANATOUR PHILIPPINES CORP.	Pasay, Philippines	98
HNT- ITALIASOCIETA' A RESPONSABILITA' LIMITATA	Rome, Italy	51



Sales and Profit

The unprecedented COVID-19 pandemic severely impacted our business performance from 2020

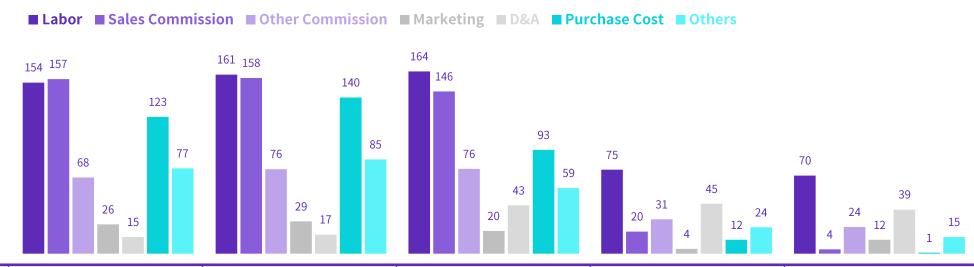




Operating Expenses

Breakdown of Operating Expenses (Excluded bad debt expenses, and reflected IFRS No. 15 & profit and loss from discontinued business)

2017 – 2021, billion KRW



(Unit : billion KRW)	2017		2018		2019		2020		2021	
	Expenses	vs Sales (%)								
Labor	154	23%	161	23%	164	27%	75	69%	70	174%
Commission	225	33%	234	33%	222	36%	51	46%	28	69%
Sales Commission	157	23%	158	23%	146	24%	20	18%	4	10%
Other Commission	68	10%	76	11%	76	12%	31	28%	24	59%
Marketing	26	4%	29	4%	20	3%	4	4%	12	31%
D&A	15	2%	17	2%	43	7%	45	41%	39	98%
Purchase Cost	123	18%	140	20%	93	15%	12	11%	1	2%
Others	77	11%	85	12%	59	10%	24	22%	15	37%
Total	620	91%	666	95%	601	98%	211	193%	166	411%



Sales and Profit

– In Q2 2022, our sales increased 144% YoY, and operating loss increased 41% YoY

Sales & Operating Profit (Loss) (Reflected IFRS No. 15, 16 & profit and loss from discontinued business) 2Q 2021 – 2Q 2022, billion KRW

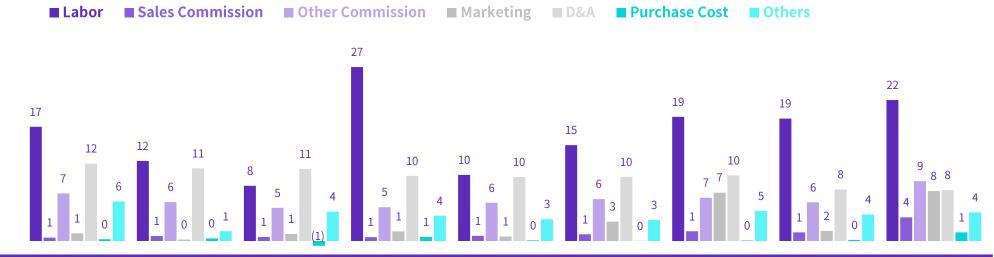




Operating Expenses

Breakdown of Operating Expenses (Excluded bad debt expenses, and reflected IFRS No. 15, 16 & profit and loss from discontinued business)

2Q 2020 – 2Q 2022, billion KRW



(Unit : billion KRW)	2Q 2020	3Q2020	4Q 2020	1Q 2021	2Q 2021	3Q 2021	4Q 2021	1Q 2022	2Q 2022
Labor	17.4	12.2	8.4	26.5	10.1	14.6	18.9	18.7	21.5
Commission	7.8	6.7	5.6	5.7	6.6	7.4	8.1	7.2	12.7
Sales Commission	0.5	0.8	0.6	0.6	0.8	1.0	1.5	1.3	3.6
Other Commission	7.3	5.9	5.0	5.1	5.8	6.4	6.6	5.9	9.1
Marketing	1.2	0.2	1.1	1.5	0.7	3.0	7.4	1.5	7.6
D&A	11.8	11.1	11.0	9.9	9.8	9.8	10.0	7.9	7.8
Purchase Cost	0.3	0.4	(0.7)	0.6	0.1	0.0	0.1	0.2	1.3
Others	6.0	1.5	4.5	3.8	3.3	3.2	4.6	4.0	4.4
Total	44.4	32.1	29.8	48.1	30.5	38.0	49.0	39.5	55.3

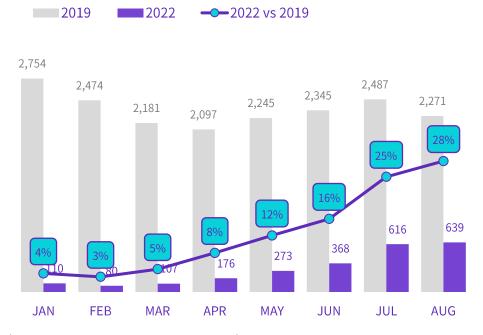


Monthly traveler trend for 2022

- As of Aug 2022, Korea's monthly outbound travelers reached 28% of 2019's
- As of Aug 2002, our monthly package travelers reached 11% of 2019's

Korea's Outbound Travelers For 2022 (vs 2019)

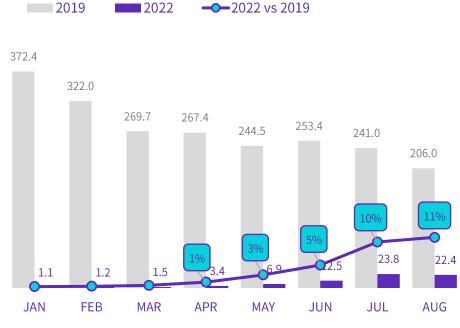
JAN~AUG for 2022, thousand people (Excl. flight crews), %



(Source : Ministry of Justice of Korea)

Our Package Travelers For 2022 (vs 2019)

JAN ~ AUG for 2022, thousand people, %



(Source: Hanatour)

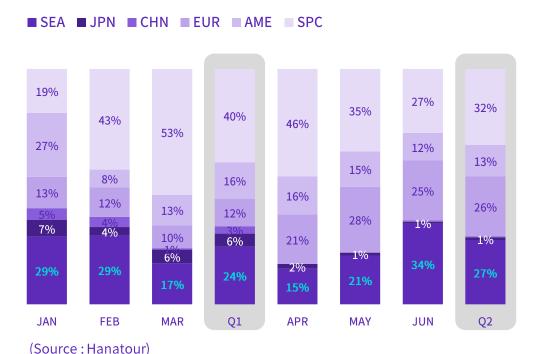


Regional distribution of package tours for 2022

- As of JUN 2022, for traveler number, Southeast Asia accounted for the largest share (34%)
- As of JUN 2022, for sales, Europe accounted for the largest share (38%)

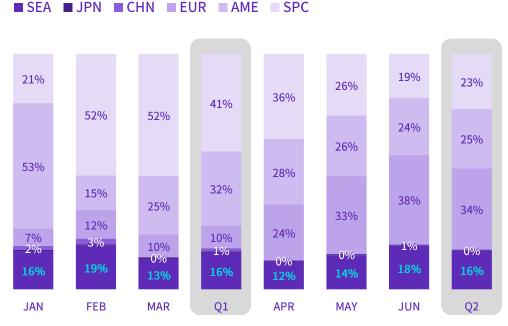
Package Traveler Breakdown By Region

JAN~JUN for 2022, outbound package tours only, %



Package Sales Breakdown By Region

JAN~JUN for 2022, outbound package tours only, %



(Source: Hanatour)



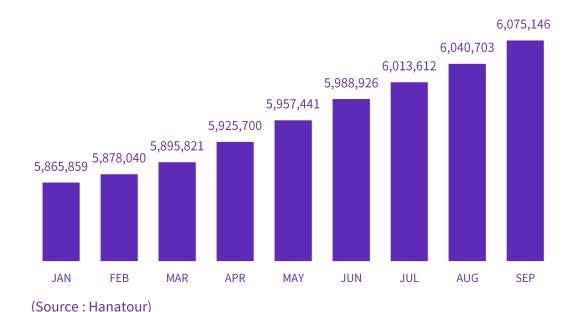
Our website user trend for 2022

- Total members for our website, Hanatour.com, increases in line with market recovery
- Total page views more than quadrupled until Sep compared to the beginning of the year

Total Members For Hanatour.com

JAN~SEP for 2022, people

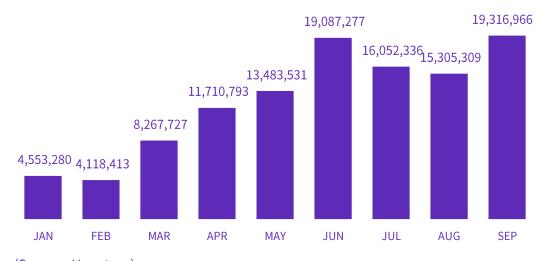
■ Total Members for Hanatour.com



Total Page Views For Hanatour.com

JAN~SEP for 2022, PV

■ Total Page Views for Hanatour.com



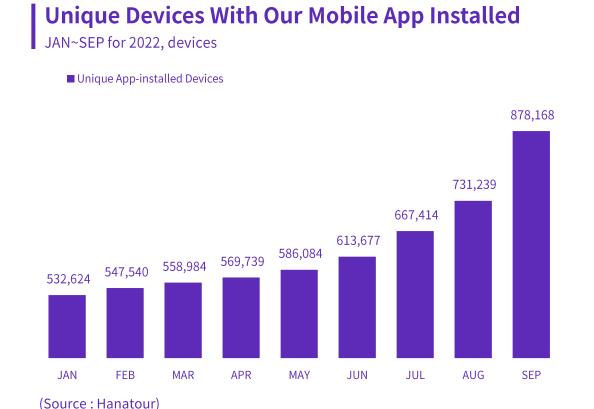
(Source : Hanatour)

17



Our mobile app user trend for 2022

- The number of unique devices with our mobile app installed increased 20% MoM in Sep
- Our mobile app MAU for Sep reached 228k, an increase of 109% compared to the year's low



JAN~SEP for 2022, people MAU 236,740 228,207 218,660 192,644 159,731 147,723 134,169 122,846 109,205 JAN FEB MAR **APR** MAY JUN JUL AUG SEP

MAU Trend For Our Mobile App

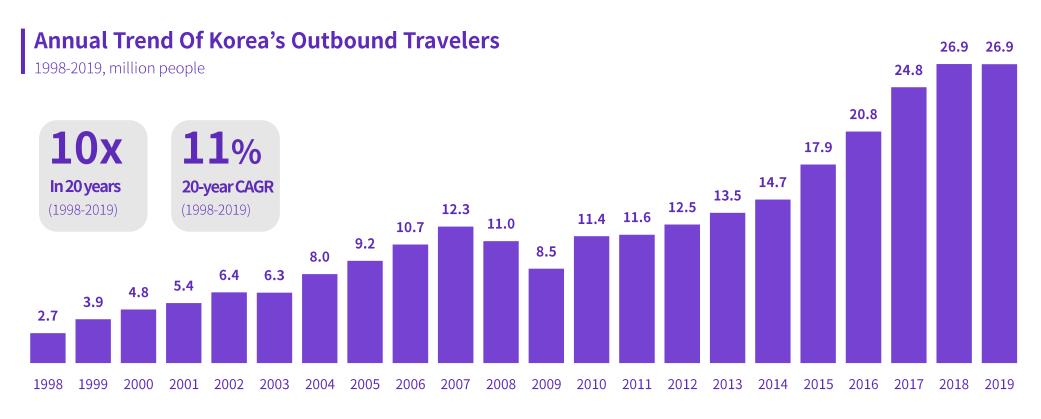
(Source: Hanatour)

18



Korea's outbound tourism has grown 10x in 20 years

The demand for overseas traveling continues to rise with the increasing income and leisure time



(Source: Ministry of Justice of Korea)

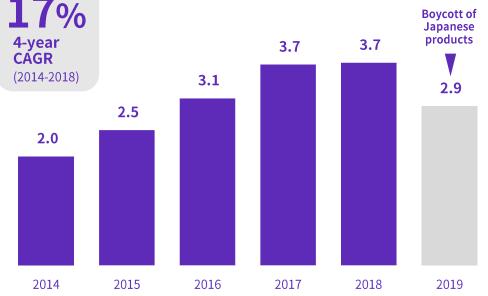


Package tourism keeps up and running

- From 2014 to 2018, our package travelers increased, recording a 17% CAGR
- During the same period, domestic package travelers recorded a 13% CAGR

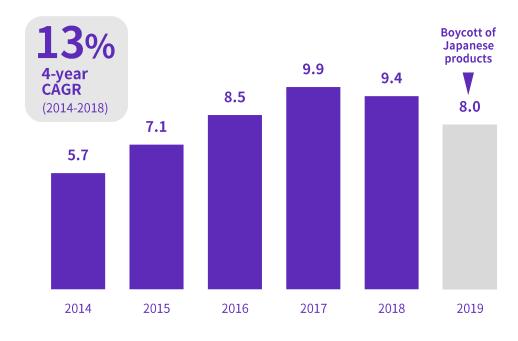
Our Package Travelers 2014-2019, million people

(Source: Hanatour)



Korean Package Travelers

2014-2019, million people



(Source: KATA, Hanatour)

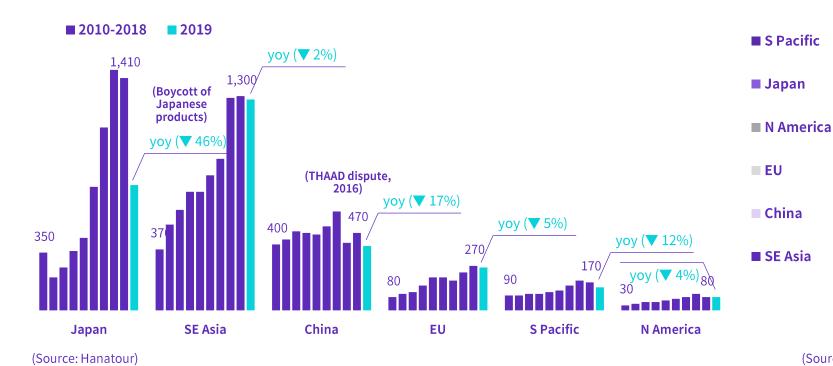


Political externalities hit 2019

- Political externalities related to Japan (2019) and China(2016) led to a significant decline in travelers

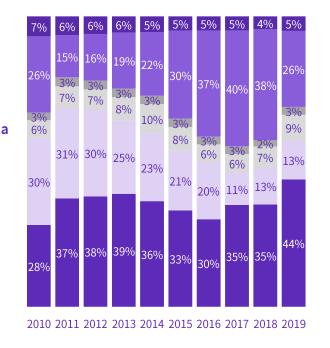
Regional Breakdown Of Our Package Travelers

2010-2019, thousand people



Share Of Our Package Travelers By Region

2010-2019,%



(Source: Hanatour)



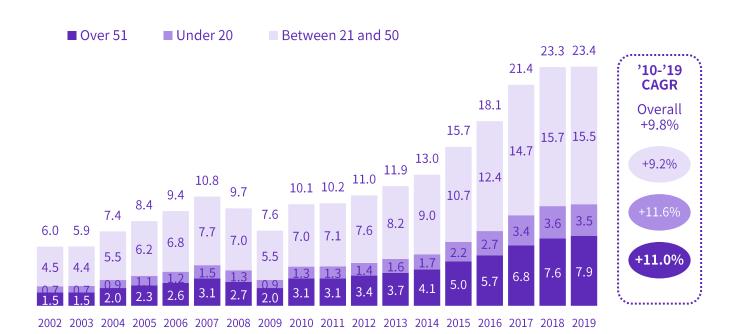
The age group for package tours continues to grow

 The growth rate of the package tour age group(over 51) outperformed the rate of overall travelers (11% vs. 9.8%, CAGR for the 10 years until before the pandemic, 2010~2019)

Age Distribution Of Korea's Outbound Travelers

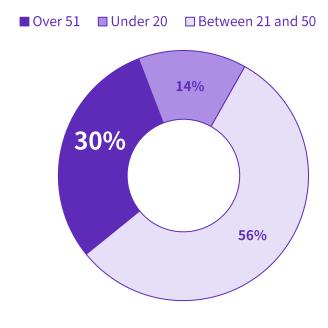
2002-2019, excl. aircrew, million people

(Source: Ministry of Justice of Korea)



Share Of Outbound Travelers By Age Group

2002-2019, excl. aircrew, %



(Source: Ministry of Justice of Korea)



Forerunners keep up and running

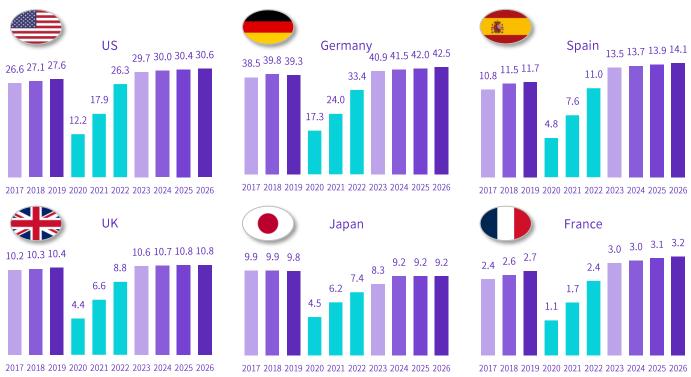
Package tourism in developed countries, which showed growth until the outbreak of the Covid pandemic, is expected to move further following the strong rebound from the pandemic

Package Tourism Of Developed Countries (Before & After The Covid)

The aggregate of the 6 developed countries (US, GER, SPA, UK, JPN, FRA) 106.0 108.2 109.4 110.3 101.2 101.6 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

(Source: Statista)

2017-2026, the 6 major developed countries, billion USD



23

3.0 3.0 3.1 3.2

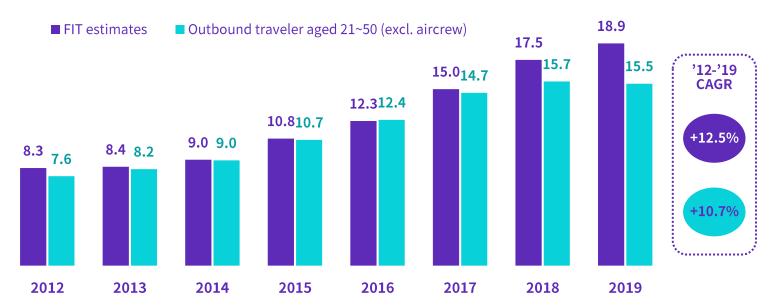


The FIT market continues to expand

- Estimates that the number of the FIT expanded, recording a 12.5% CAGR from 2012 to 2019
- During the same period, the outbound travelers aged between 21 and 50 recorded an 11% CAGR

FIT Estimates & The Outbound Travelers Aged 21~50

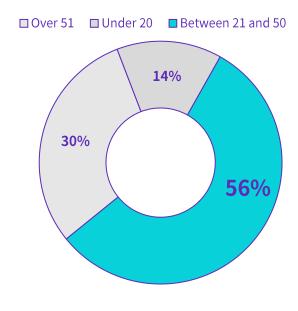
2012-2019, million people



** FIT estimates = Total outbound travelers(excl. aircrew, by Ministry of Justice) - Package travelers (by KATA) (Source: Ministry of Justice, KATA)

Share Of Outbound Travelers By Age Group

2002-2019, excl. aircrew, %



(Source: Ministry of Justice)

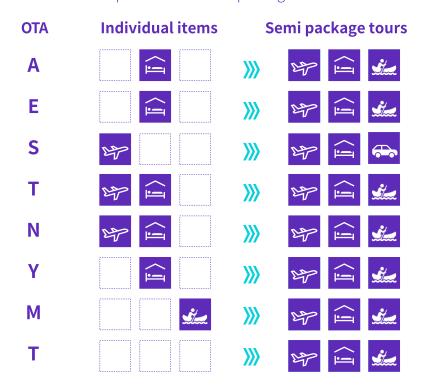


OTA's strategic move to semi package tours

 For higher profitability, OTAs increase the supply of semi package tours just by mixing individual tour components

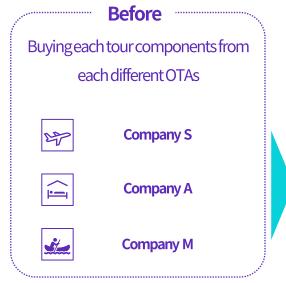
OTA's Product Expansion

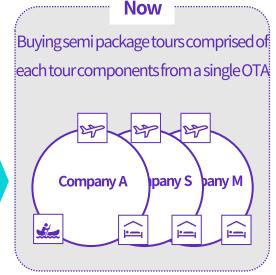
Individual tour components >>> Semi package tours



Changing Buying Pattern Of OTA Customers

Before vs Now







5 new trends in the post-COVID tourism

Corona accelerated the changes in the tourism industry and brought new ones

5 New Trends In The Post-Covid Tourism

Source: Consumer Insight "Research on travel pattern and plan", 2020





Higher demand for differentiated tour experience

2 Value over price



Increased willingness to pay more for upper value

3 Smaller group



Increased preference to travel with close people in smaller groups

4 Safety first



Higher priority of safety in light of growing concerns over infection and racism

5 Contactless



Increased preference for contactless buying channel



Hanatour's Three-pronged Growth Strategy

- Invigorating conventional package tours
- Penetrating the FIT market with our exclusive semi package tours
- 3 Building up online channel capabilities

Our Strategic Direction In 3 Ways

Product & Channel **Product** Mobile App + Travel Contents Complete **Package** 2 Semi Package By Us Package Upgrade Semi **Package** Semi package without customer care **Individual Item** Offline Online

1 Invigorating conventional package tours

- Enhances Product Satisfaction (Package 2.0)
- Enhances Product Originality(Hana Original)
- Enhances Product Diversification(JBU, ZEUSworld)
- Enhances Customer Safety (Safety & Joy)

2 Penetrating the FIT market

Provides Hanatour-only Semi Package Tours

3 Building up online channel capabilities

• Enhances Mobile App Competency

Channel

- Provides Hanatour-only Travel Contents
- Unification Of Existing Online Channels

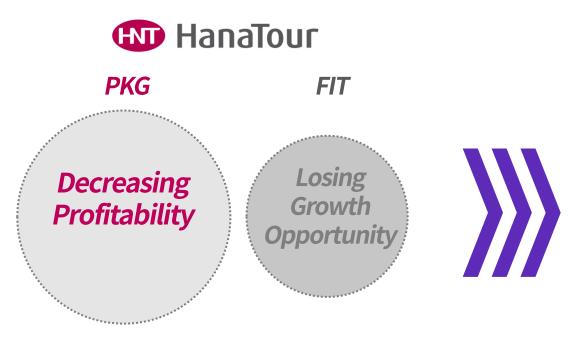


Hanatour The Reshaped

- Improves profitability in the package tours and seizes new growth opportunities in the FIT market

The Reshaped Hanatour In The Post-Covid Era

Before & After





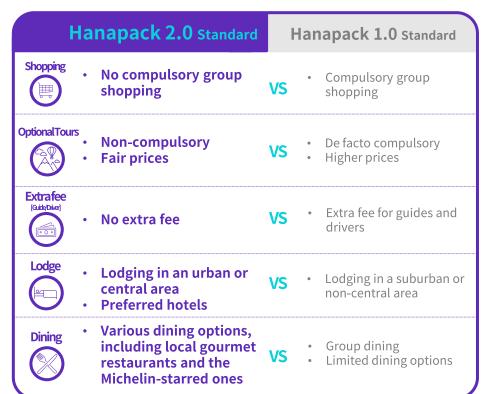


Package Tours Going Back To Basics (Hanapack 2.0)

- Revitalizes satisfaction of conventional package tours by re-focusing on fundamental needs of tourers
- Eliminates compulsory group shopping and optional tours, the main reasons for dissatisfaction

Hanapack 2.0 for greater satisfaction

Hanapack 2.0 vs Hanapack 1.0 (Standard segment)



Product segmentation for diverse demands Premium, Standard, Save





Differentiated Travel Experiences (Hana Original)

Provides unique and exclusive package tours developed leveraging Hanatour's capabilities

Hana Original – New And Differentiated Travel Experiences Only By Hanatour

About Hana Original



319 local DMCs

(No.1 in Korea)



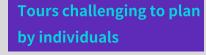
280 product specialists

(1.7 times more than competitors')



3.7 M customers

(Asof 2018)



Antarctica Cruises



Watching the Champions League match on-site



Tours impossible to plan by individuals

Visiting the Louvre after closed



Staying at the Palace of



Tours accompanying celebs



Art travel with a celeb





Products For Smaller Groups & Luxury Travelers

- **JBU** (**Just Between Us**) for customers who prefer traveling in smaller groups
- ZEUSworld for travelers seeking the highest level of personalized luxury travel

JBU(Just Between Us) – Smaller group tours

About JBU Products

Reflecting the declining trend in the average number of travel companions, we launched the 'JBU' package, which requires only four people to start traveling





ZEUSworld – Top-notch luxury tours for 1%

About ZEUSworld Products

In line with the growth of the luxury tourism market, we launched ZEUSworld, a top-notch personalized luxury tour targeting the top 1%







Safer Travels By Hanatour (Safety & Joy)

- Established the industry's first safety guarantee service for safer tour experiences

Safety & Joy – Hanatour's overseas travel safety guarantee service (First in Korea)

About Safety & Joy



Conducts the 360-degree pre-inspection over accommodation, destination, transportation, etc. for a safer trip experience

Runs contingency plan for the emergency which can happen during the trip

Provides various customer support to maximize customer satisfaction after returning home



Semi Package Tours By Hanatour

- Provides highly satisfactory semi package tours only available by Hanatour

Comparison of semi package tours (Hanatour vs OTA)

Hanatour's semi package vs OTA's semi package

	Semi Package Tours by Hanatour		Bundles by OTA
Key Facts	 Consists of quality components first proven by us Provides customer convenience through our customer-friendly service 		 Possible to configure the schedule and individual tour components as desired by the traveler Difficult to make sure about the quality of each tour component
Quality Certainty	High (Quality tour components screened by Hanatour)	>	Low
Customer Convenience	High (Easier booking, itinerary change, cancellation, refunds)	>	Low
Price Competency	Neutral High (Offering better prices for some popular regions through buying in bulk)	≥	Neutral Low



Mobile App Revamped

Revamped our mobile app by improving usability and convenience to expand online sales

Fully Revamped Hanatour Mobile App

7 Upgrades of Hanatour Mobile App

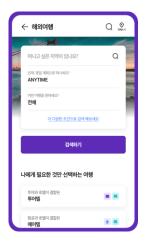














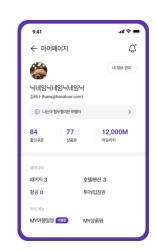




Simplified

Payments











Exclusive Travel Contents Only By Hanatour

Provides our exclusive travel contents that meet various needs of each stage of travel

Exclusive Travel Contents Of Our Mobile App

Travel contents of Hana Tour mobile app

Tour Preparation Stage



- Online live promotion for special offerings
- Collaboration with DMCs and online influencers



Place

- Provides 360-degree information for each city
- Recommends popular landmarks. accommodations, and theme-based itineraries.
- Powered by Hanatour's vast DB for each place



Travel Planner

- Easy and convenient itinerary builder
- Easy to share your own tour plans with others
- Itinerary visualization
- Efficient itinerary building reflecting check-in dates, flight delays, etc.
- Recommends the most proper itineraries based on customer preferences
- Al-based recommendations for itineraries and related tour products



Al-based **Product Suggestion**

- Suggests tour products based on customer preferences
- Cross product recommendations (Flights, Hotels, Tickets)

Tour Experience Stage



On-site open chat

- Provides online chat consultation with local experts
- Supports on-site networking with other travelers



Tour guide review

- Tour guide review system
- Possibility of the emergence of celebrity tour guides



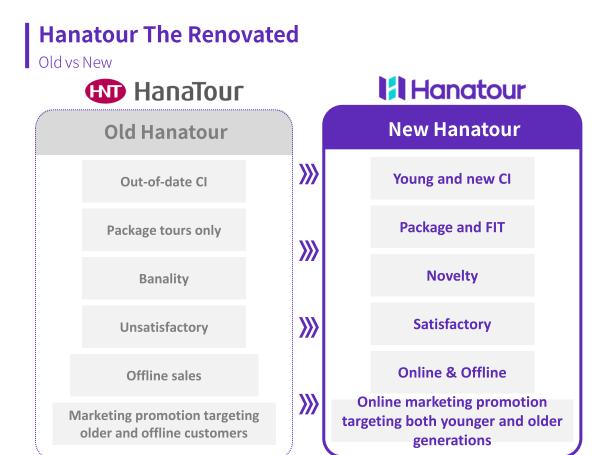
Travel Stamp

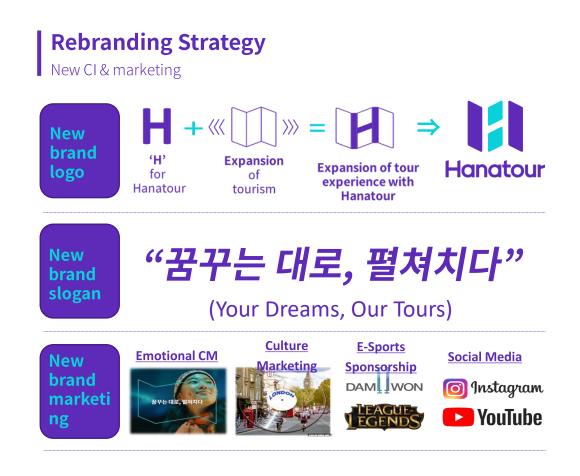
- An easy and fun feature for leaving tour records
- GPS-based checkin reviews



Brand Renovation

- Expands younger customer base through the introduction of new CI and marketing activities
- Revamps the brand image as a tour company that younger people are willing to use







Statement of financial position

Consolidated

(Unit: M KRW)

	2020	2021
Current Assets	208,326	166,208
Non-current Assets	494,935	264,388
Total Assets	703,261	430,596
Current Liabilities	173,262	172,523
Non-current Liabilities	404,685	200,317
Total Liabilities	577,947	372,839
Capital	6,970	6,970
Other Contributed Capital	205,366	29,906
Components Of Other Capital	2,211	1,947
Retained Earnings	-79,508	46,505
Non-controlling Interests	-9,725	-27,571
Total Equity	125,314	57,756
Total Liabilities And Equity	703,261	430,596

Separate

(Unit: M KRW)

	2020	2021
Current Assets	121,274	86,185
Non-current Assets	226,036	128,627
Total Assets	347,310	214,813
Current Liabilities	95,993	92,072
Non-current Liabilities	92,036	2,200
Total Liabilities	188,028	94,272
Capital	6,970	6,970
Other Contributed Capital	186,465	16,465
Components Of Other Capital	-9	-9
Retained Earnings	-34,144	97,116
Total Equity	159,282	120,541
Total Liabilities And Equity	347,310	214,813



Profit & Loss

Consolidated

(Unit: M KRW)

	1Q 20	2Q 20	3Q 20	4Q 20	FY 20	1Q 21	2Q 21	3Q 21	4Q 21	FY 21
Operating Revenue	86,905	7,087	8,720	6,860	109,572	6,996	8,855	11,511	12,896	40,258
Operating Expense	108,836	47,534	35,490	32,578	224,438	48,669	32,780	38,020	48,083	167,552
Operating Income	-21,931	-40,447	-26,771	-25,718	-114,867	-41,674	-23,924	-26,509	-35,186	-127,294
Other Income	4,004	3,148	2,093	4,732	13,977	2,287	3,754	78,489	28,695	113,225
Other Expense	10,120	35,166	7,254	36,092	88,632	3,419	21,494	3,831	32,494	61,237
Income(loss) Before Income Taxes	-28,047	-72,465	-31,932	-57,078	-189,521	-42,805	-41,664	48,149	-38,986	-75,306
Income Taxes	-336	-32,635	-4,101	6,362	-30,710	-42	394	103	-5,224	-4,769
Net Income(loss)	-27,711	-39,830	-27,831	-63,439	-158,812	-42,763	-42,058	48,633	-34,258	-70,446
Owners Of The Parent Company	-27,477	-50,197	-27,690	-66,649	-172,012	-37,951	-39,325	50,287	-16,998	-43,987
Non-controlling Interests	-7,061	-16,972	-3,548	-18,978	-46,559	-5,294	-2,969	-936	-17,260	-26,459

Separate

(Unit: M KRW)

	1Q 20	2Q 20	3Q 20	4Q 20	FY 20	1Q 21	2Q 21	3Q 21	4Q 21	FY 21
Operating Revenue	66,176	2,674	2,741	2,357	73,947	2,000	2,820	2,307	3,655	10,782
Operating Expense	76,327	28,292	23,191	22,153	149,963	34,257	19,415	23,509	31,146	108,327
Operating Income	-10,151	-25,618	-20,450	-19,796	-76,016	-32,257	-16,595	-21,202	-27,491	-97,546
Other Income	5,324	3,686	2,219	7,985	19,214	1,466	3,319	77,261	2,644	84,690
Other Expense	26,141	21,844	57	26,349	74,389	1,545	6,407	4,749	17,973	30,675
Income(loss) Before Income Taxes	-30,968	-43,775	-18,289	-38,159	-131,191	-32,336	-19,682	51,309	-42,821	-43,530
Income Taxes	-908	-33,141	-3,881	5,949	-31,981	-65	74	0	-4,799	-4,790
Net Income(loss)	-30,061	-10,634	-14,408	-44,108	-99,210	-32,271	-19,756	51,309	-38,022	-38,741

