

Hanatour

IR Presentation

JUN 2023



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About Hanatour

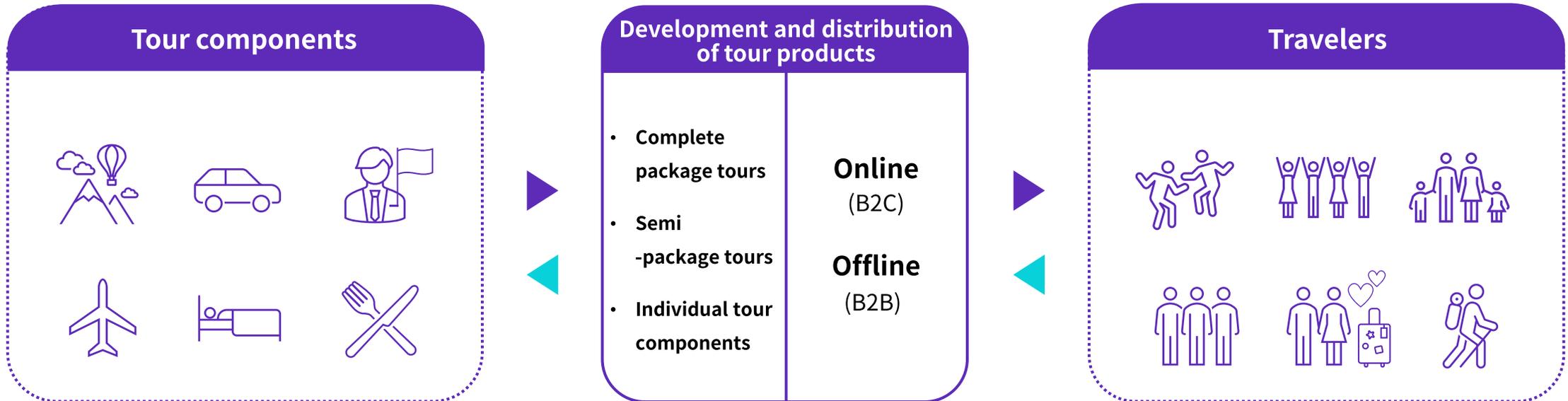


We Provide Pleasant Memories through Enjoyable Tours

- Our mission is to give our customers pleasant memories through enjoyable travel experiences

Our Business Model

Development and distribution of tour products



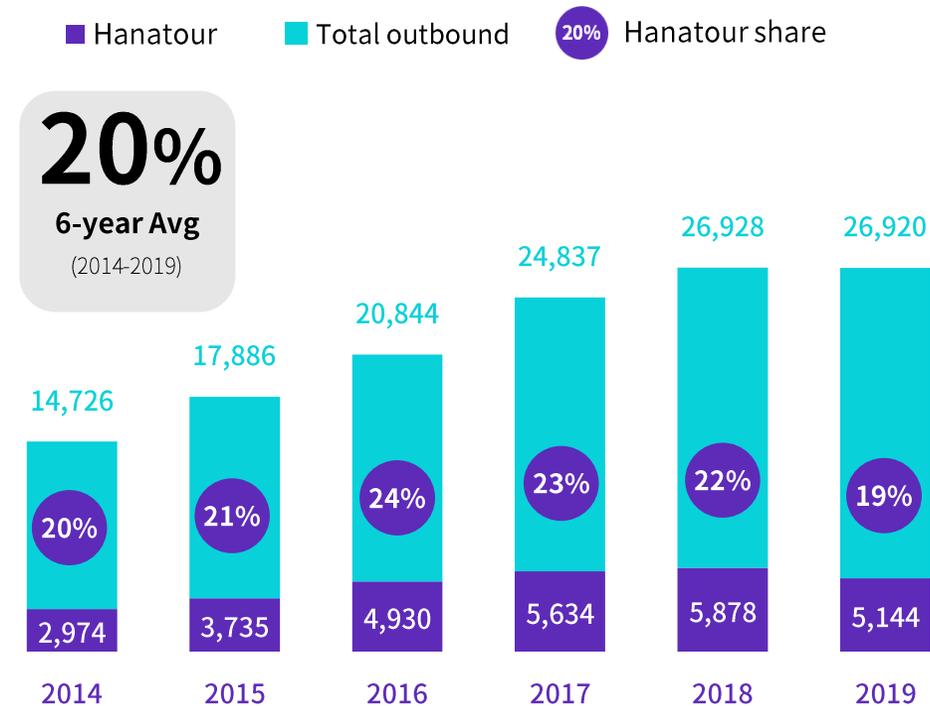


Korea's # 1 Tour Company with the Largest Market Share

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

Our Market Share In Korea's Outbound Travelers

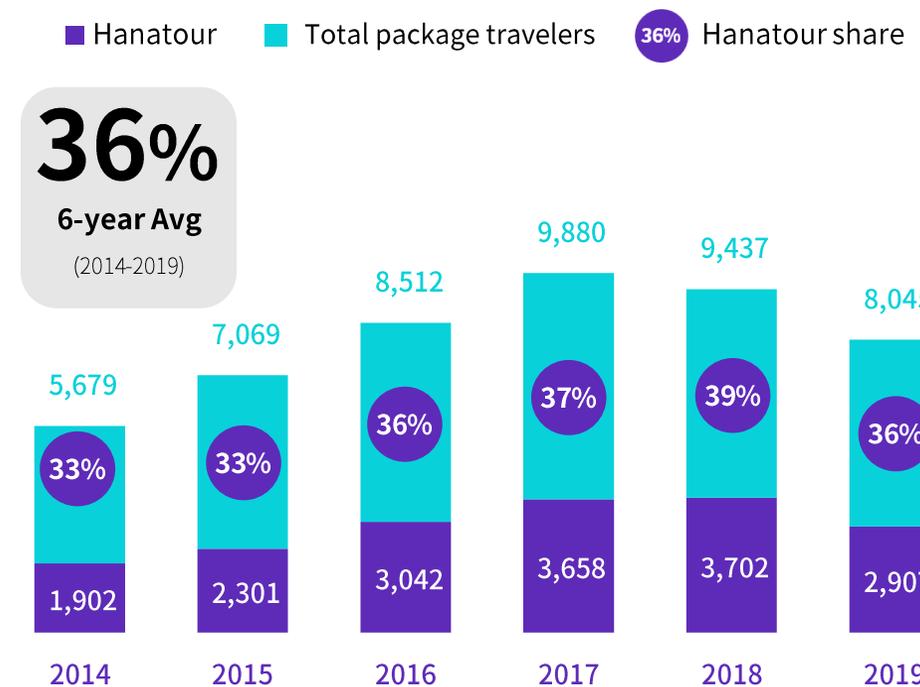
2014-2019, %, thousand people



(Source: Ministry of Justice of Korea , Hanatour)

Our Market Share In Korea's Package Tourism

2014-2019, %, thousand people



(Source: KATA, Hanatour)

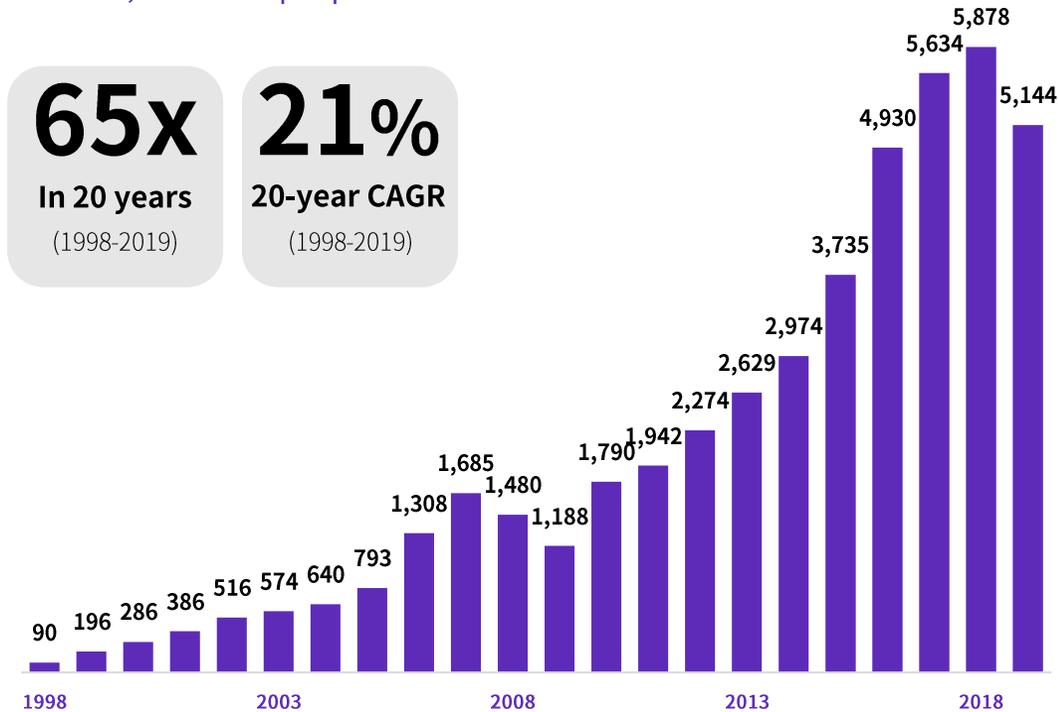


Outperforming the Market for the Past 20 Years

- 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

Our Customer Growth

1998-2019, thousand people



65x

In 20 years
(1998-2019)

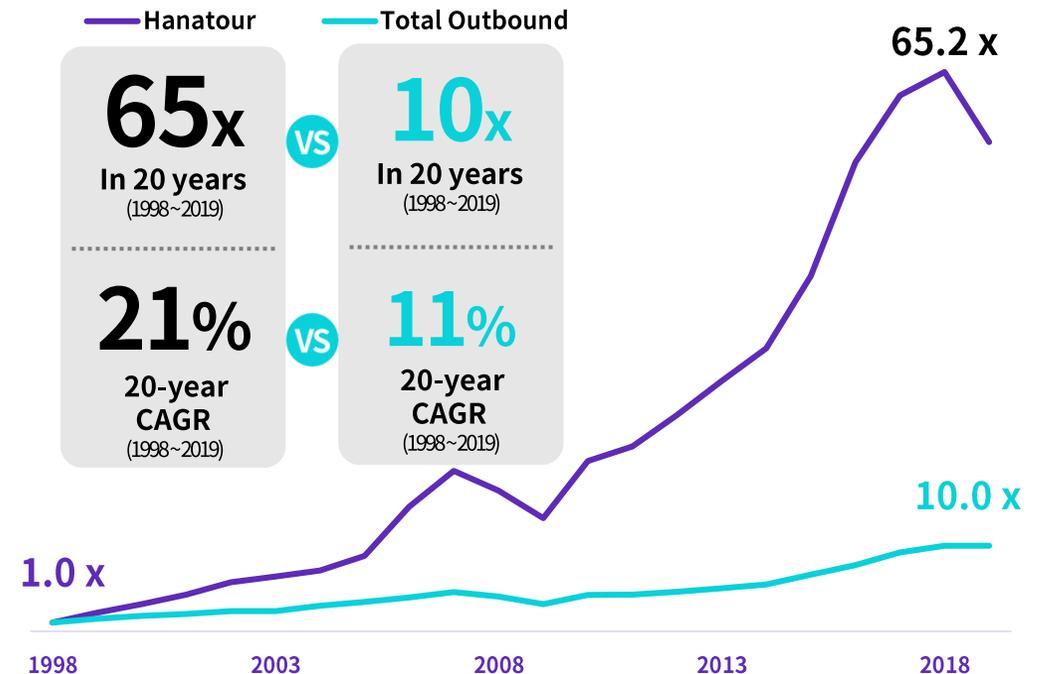
21%

20-year CAGR
(1998-2019)

(Source: Hanatour)

Relative Growth Comparison (Hanatour Vs Total Outbound)

1998-2019, Times



65x

In 20 years
(1998-2019)

21%

20-year CAGR
(1998-2019)

VS

10x

In 20 years
(1998-2019)

11%

20-year CAGR
(1998-2019)

(Source: Ministry of Justice of Korea , Hanatour)



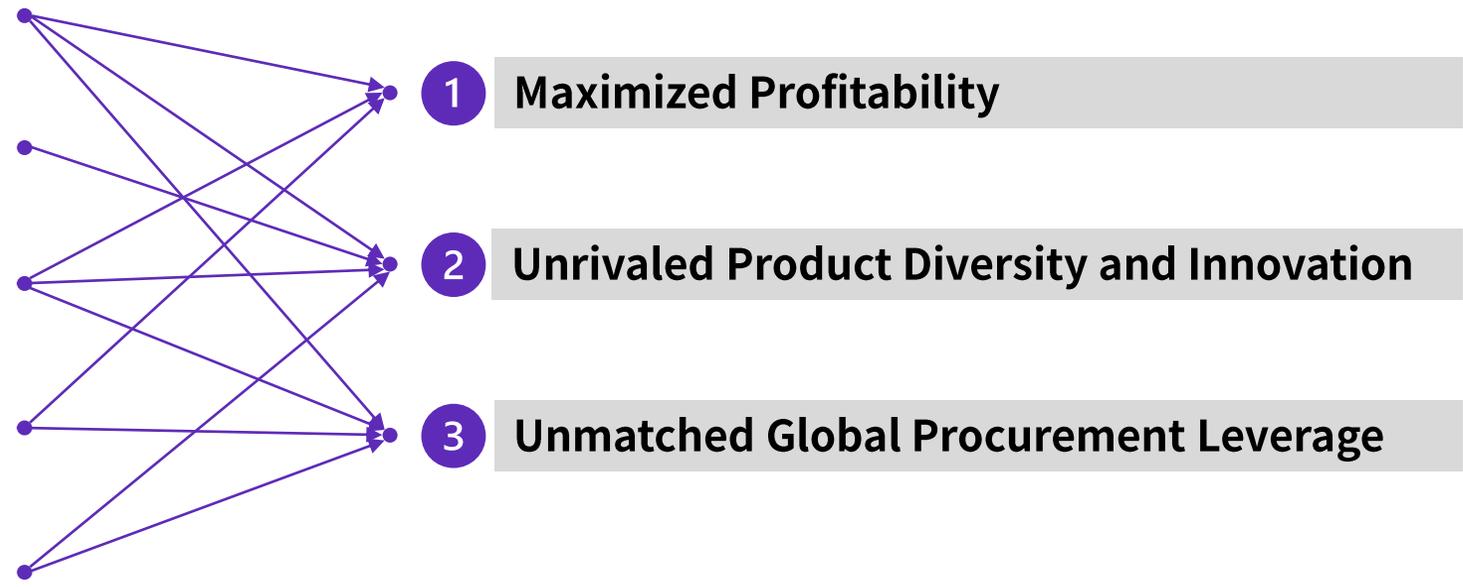
Our Unparalleled Strengths and Competitiveness

- Our unparalleled strengths synergistically contribute to our unrivaled competitiveness

| Our Unparalleled Strengths

- 1 Market Leadership**
We command the largest market share in Korea for both total outbound travelers and package tourers, with 20% and 36% respectively.
- 2 Product Development Capabilities**
Our organization boasts the largest product development department, comprising over 280 dedicated product specialists.
- 3 Online Channel Competencies**
We maintain an extensive workforce dedicated to online channel development, consisting of approximately 170 professionals.
- 4 Offline Sales Network**
Our nationwide offline sales network, with 6,000+ partners including 900+ franchisees, is unparalleled.
- 5 Global Reach and Connectivity**
Our global network includes 8 subsidiaries, 261 DMCs, and 9 visa application centers, offering unrivaled reach and connectivity worldwide.

| Our Unrivaled Competitive Advantages



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

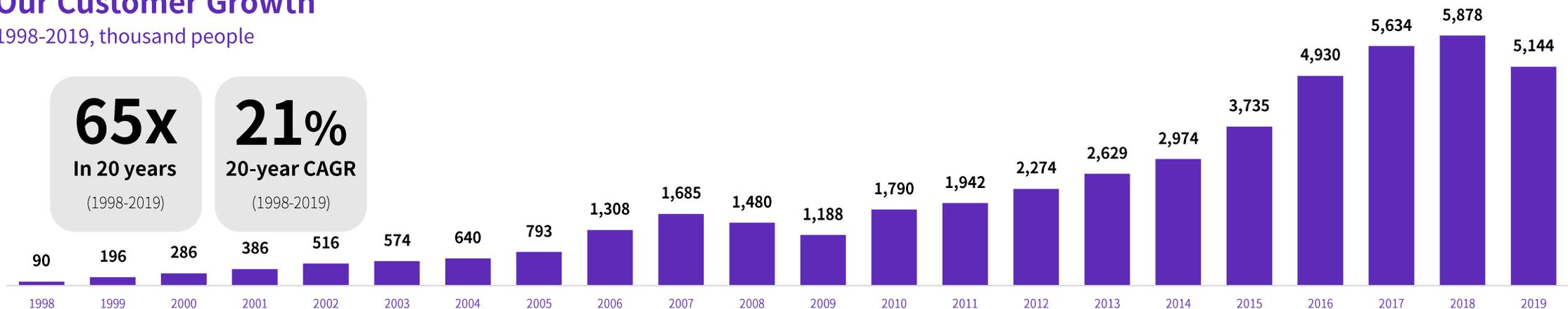
Our History

1993 - 2019



Our Customer Growth

1998-2019, thousand people





BOD & Ownership Structure



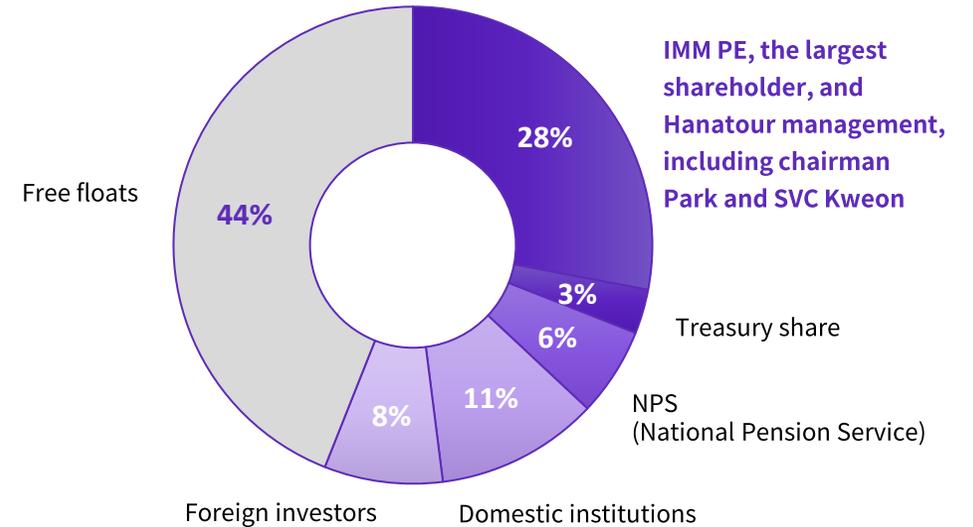
Board of Directors

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

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

Ownership Structure

As of 31 DEC 2022, %



Board Committee

Audit, ESG, Outside director nomination

Audit

Kim, Moon Hyun
Han, Sang Man
Yoo, Hye Leon
Chang, In Whan

ESG

Song, Mi Sun
Han, Sang Man
Yoo, Hye Leon

Outside Director Nomination

Park, Sang Whan
Kim, Young Ho
Kim, Moon Hyun
Chang, In Whan



Subsidiary

Consolidated Subsidiaries

As of 31 MAR 2023, 19 in total (Domestic 9, Overseas 10)

Domestic (9)		
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
HANA FINANCIAL SERVICE INC.	Financial Service	100
SM DUTY FREE CO., LTD.	Duty Free Business	90
HANA TOURIST INC.	Travel Business	30

Overseas (10)		
Name	Location	Ownership (%)
HANATOUR EUROPE LTD	London, UK	70
HANATOUR JAPAN CO.,LTD YUAI KANKO BUS Co., Ltd. (100%) Allegrox TM Hotel Management Co., Ltd. (100%) Hanatour Japan System Vietnam Co., Ltd. (100%)	Tokyo, Japan	54
HANATOUR CHINA	Beijing, China	100
HANATOUR HONGKONG CO., LTD	Hong Kong	100
BEIJING HANA INFORMATION TECHNOLOGY CO.,LTD	Beijing, China	100
HANATOUR SERVICE (M) SDN BHD	Sabah, Malaysia	100
HANATOUR VIETNAM COMPANY LIMITED	Ho Chi Minh, Vietnam	85

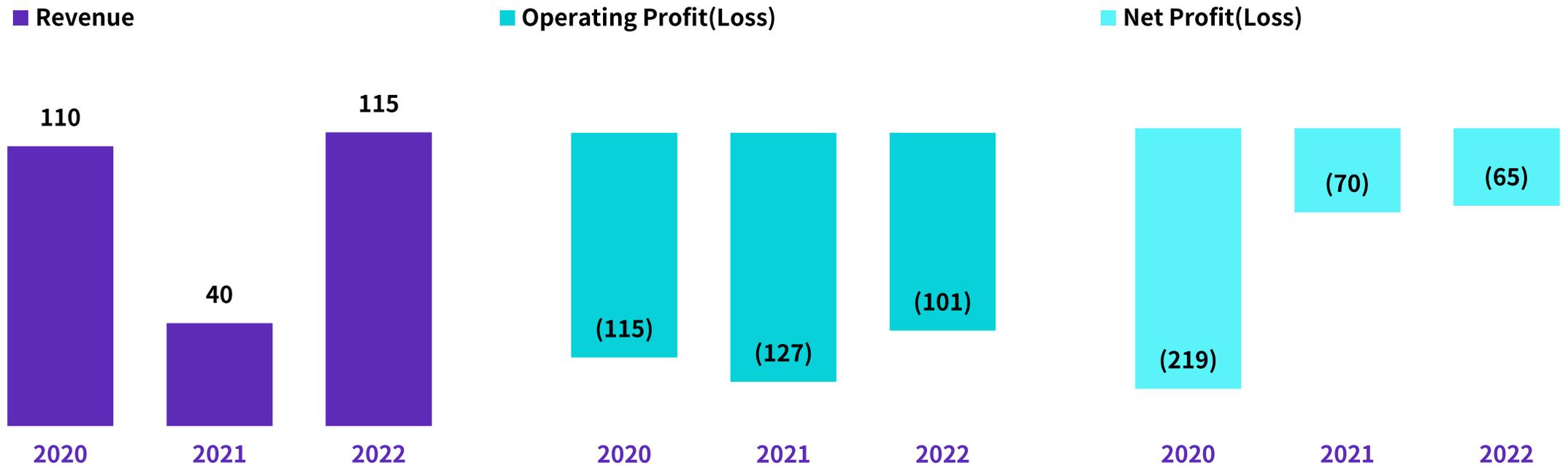


Revenue and Profit (Yearly)

- Annual revenue for 2022 reached KRW 115 billion, an increase of 186% YoY and the highest level since COVID-19
- Operating loss and net loss decreased 21% and 8% respectively YoY, recording the lowest level since COVID-19 at KRW -101 billion and -6 billion, respectively
- Revenue grew and operating loss reduced as foreign tourism made a significant recovery during the second half of the year

Annual Results

2020 – 2022, billion KRW



(Reflected IFRS No. 15, 16 & profit and loss from discontinued business)

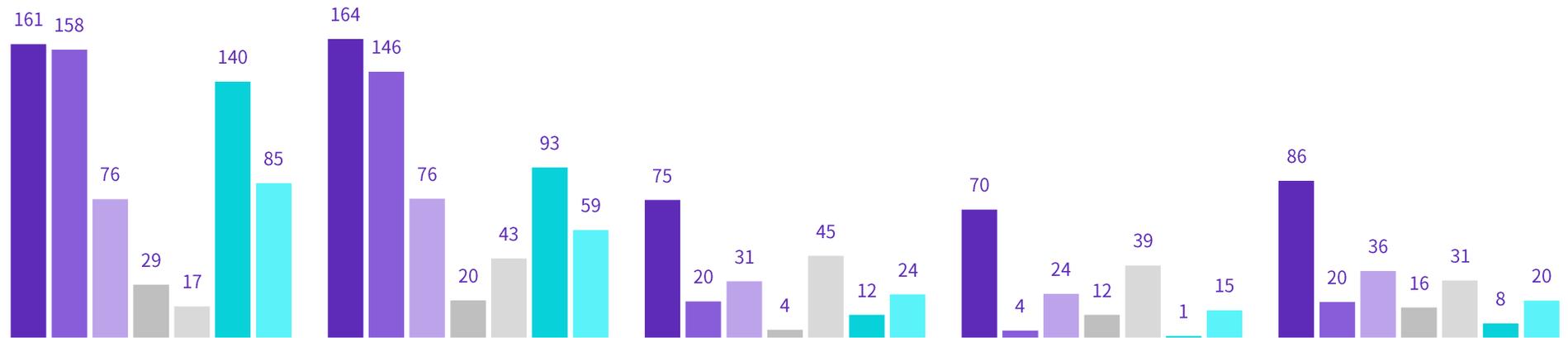


Operating Expenses (Yearly)

Breakdown of Operating Expenses

2018 – 2022, billion KRW

■ Labor ■ Sales Commission ■ Other Commission ■ Marketing ■ D&A ■ Purchase Cost ■ Others



(Unit : billion KRW)	2018		2019		2020		2021		2022	
	Expenses	vs Sales (%)								
Labor	161	23%	164	27%	75	69%	70	174%	86	174%
Commission	234	33%	222	36%	51	46%	28	69%	56	69%
Sales Commission	159	23%	146	24%	20	18%	4	10%	20	10%
Other Commission	76	11%	76	12%	31	28%	24	59%	36	59%
Marketing	29	4%	20	3%	4	4%	12	31%	16	31%
D&A	17	2%	43	7%	45	41%	39	98%	31	98%
Purchase Cost	140	20%	93	15%	12	11%	1	2%	8	2%
Others	85	12%	59	10%	24	22%	15	37%	20	37%
Total	666	95%	601	98%	211	193%	166	411%	218	411%

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

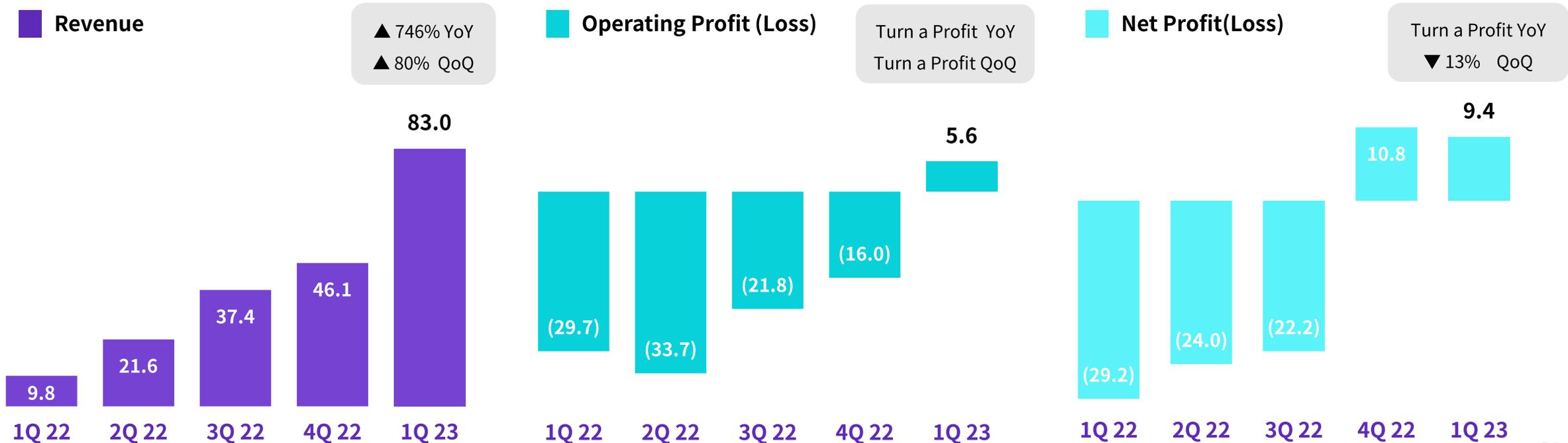


Revenue and Profit (Quarterly)

- In Q1, operating revenue increased by 746% YoY and by 80% QoQ, reaching KRW 83 bn, the highest quarterly revenue since the outbreak of the Covid pandemic (Q2 2020).
- Operating profit reached KRW 5.6 billion and turned profitable for the first time in about 3 and a half years, since Q3 2019 before the pandemic. This is also the highest quarterly performance since Q2 2019.
 - » This was attributed to 1)the recovery trend of overseas tourism starting from Q4 last year, 2)the high season effect in Q1, 3)cost-efficiency improvements, and 4)the increase in online sales resulting from our improved online capabilities.
- Non-operating income amounted to KRW 3.9 bn, consisting of interest income, debt exemption income (expiration of prepayment forfeiture), and exchange rate effects

Revenue & Operating Profit (Loss)

1Q 22 – 1Q 23, billion KRW



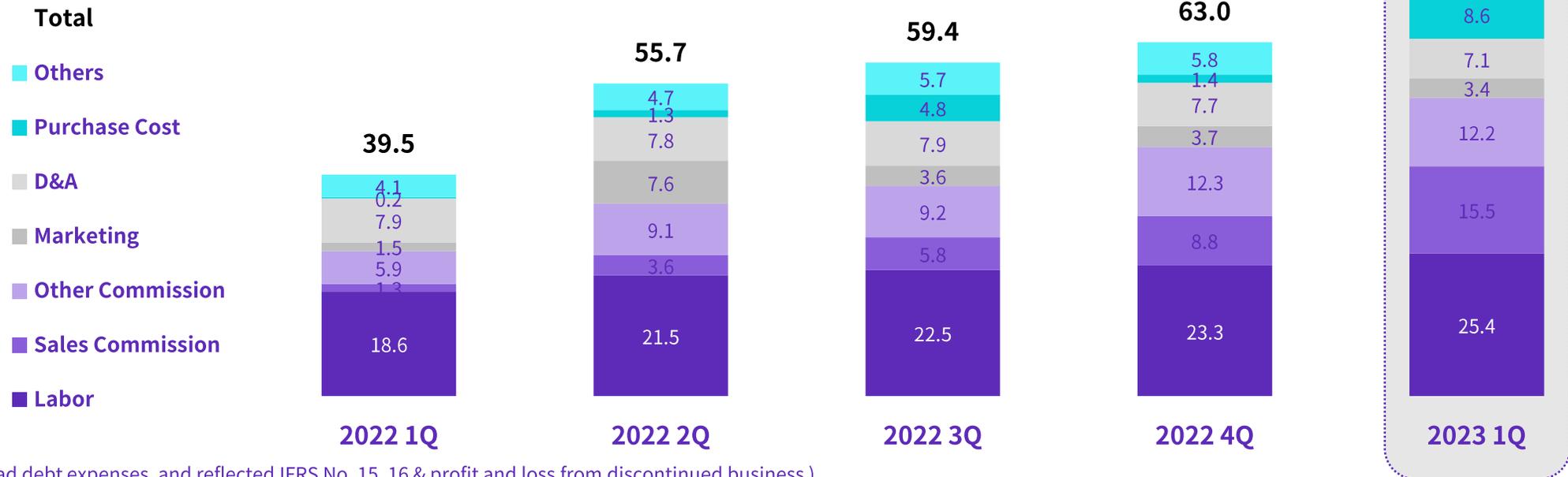


Operating Expenses (Quarterly)

- In Q1, total operating expenses increased by 24% QoQ, reaching KRW 78.4 bn, mainly due to the increase in variable costs in accordance with operating performance improvement.
- Sales commission recorded 15.5 bn, a 76% QoQ increase, due to an increase in package tour customers.
 - » Thanks to the increase of online proportion in package sales, the commission rate is maintained at 5.6% of the GMV, a similar level to the previous quarter.
- Purchase cost recorded 8.6 bn, a 500% QoQ increase, due to higher purchasing volumes of flights and hotels for the Lunar New Year holiday season.
- Labor cost recorded 25.4 bn, a 9% QoQ increase, due to natural growth from regular salary increases and a headcount increase at major subsidiaries (Hanatourist and Yuai Kanko Bus (JP)).

Breakdown of Operating Expenses

1Q 2022 – 1Q 2023, billion KRW



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

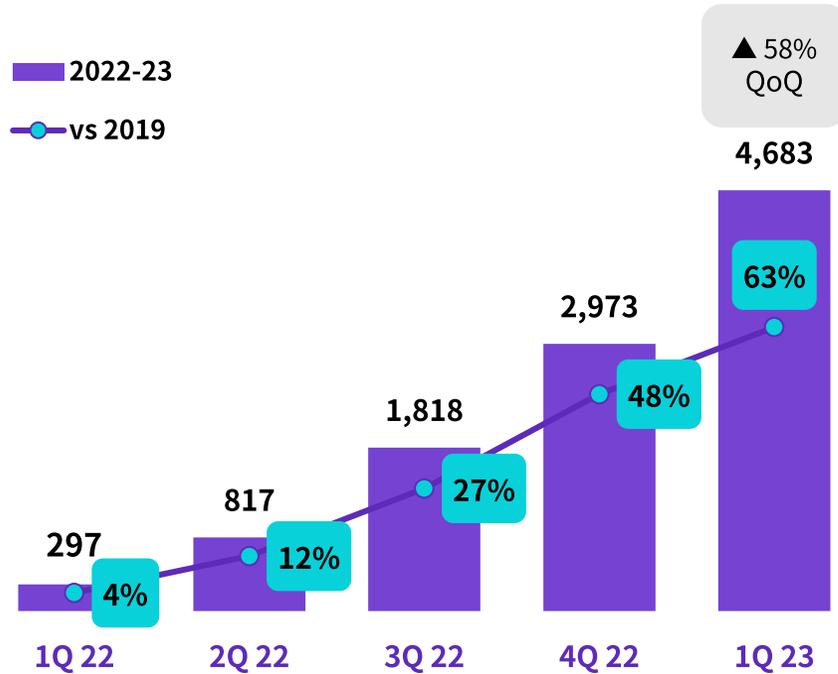


Outbound Traveler Trends (Quarterly)

- The increase in outbound tourism demand drove the overall growth of outbound travelers.
- In Q1, the total number of outbound travelers from South Korea increased by 58% QoQ and recovered to a level of 63% compared to Q1 2019 before the pandemic.
- In Q1, our company's total number of outbound travelers increased by 85% QoQ and recovered to a level of 37% compared to Q1 2019.

Korea's Outbound Travelers (vs 2019)

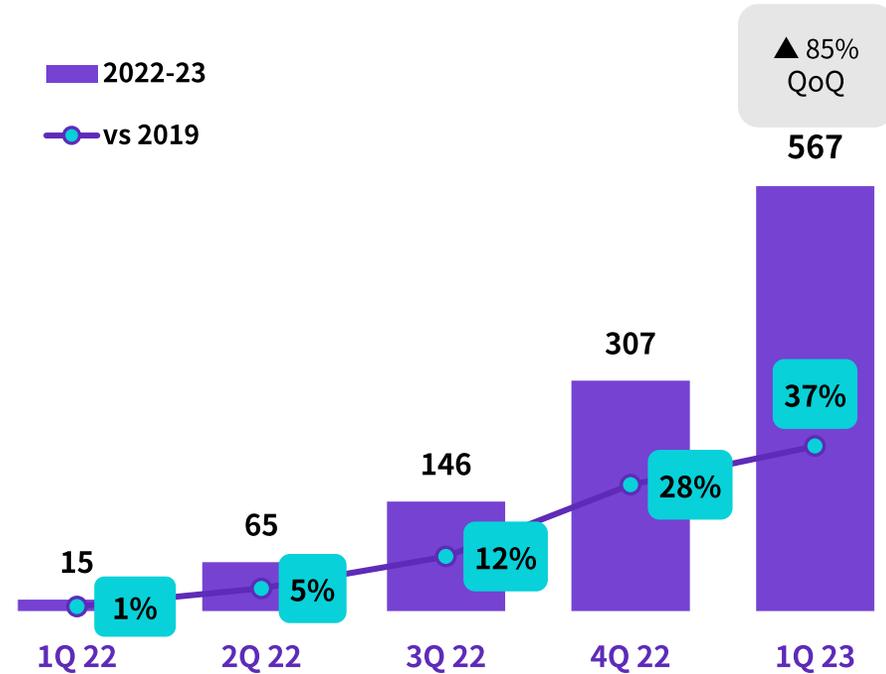
1Q 22 ~ 1Q 23, thousand people(Excl. flight crews), %



(Source : Ministry of Justice of Korea)

Hanatour's Outbound Travelers (vs 2019)

1Q 22 ~ 1Q 23, thousand people, %



(Source : Hanatour)

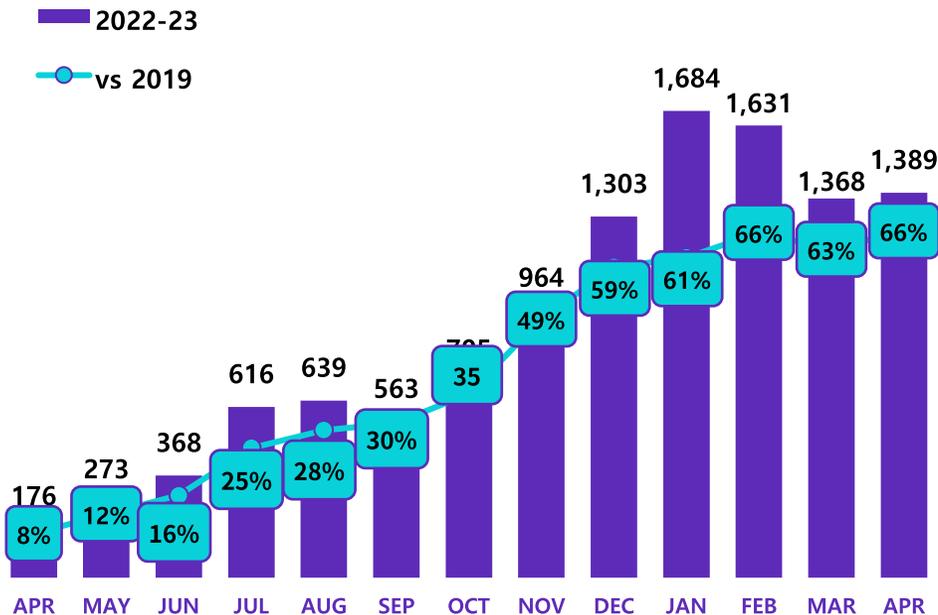


Outbound Traveler Trends (Monthly)

- As of APR 2023, Korea's monthly outbound travelers reached 66% of APR 2019
- As of MAY 2023, our monthly package travelers reached 38% of MAY 2019 (Total outbound travelers reaching 46% of MAY 2019)

Korea's Outbound Travelers (vs 2019)

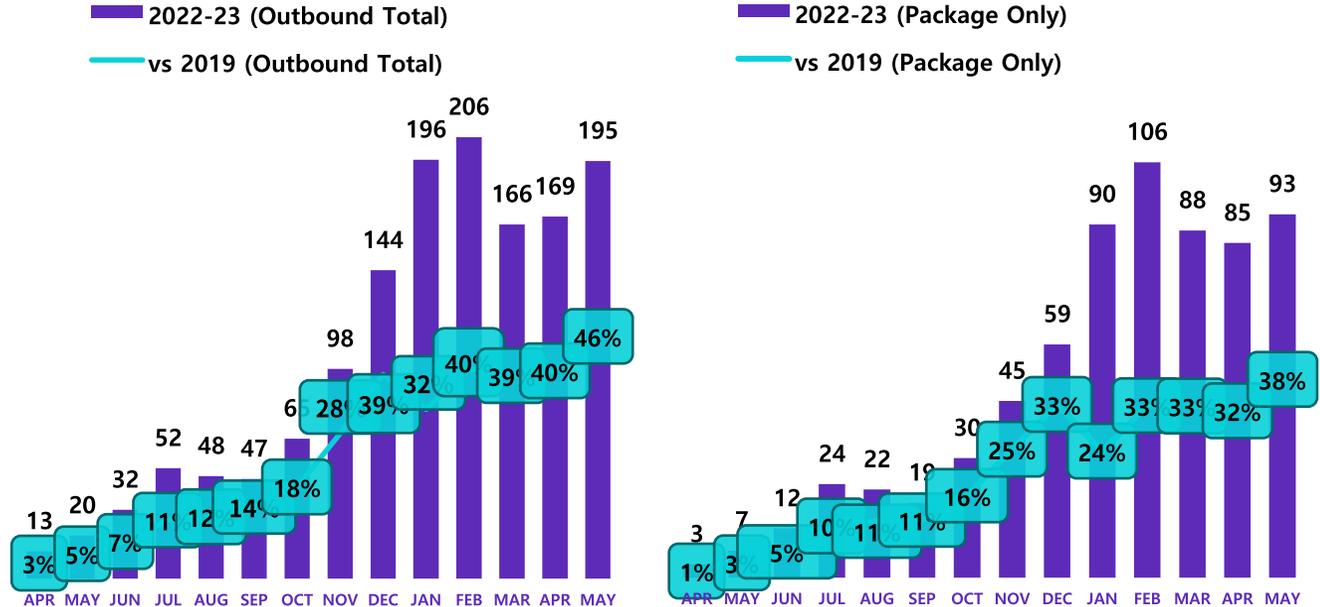
APR 2022 ~ APR 2023, thousand people (Excl. flight crews), %



(Source : Ministry of Justice of Korea)

Our Outbound Travelers (vs 2019)

APR 2022 ~ MAY 2023, thousand people, %



(Source : Hanatour)

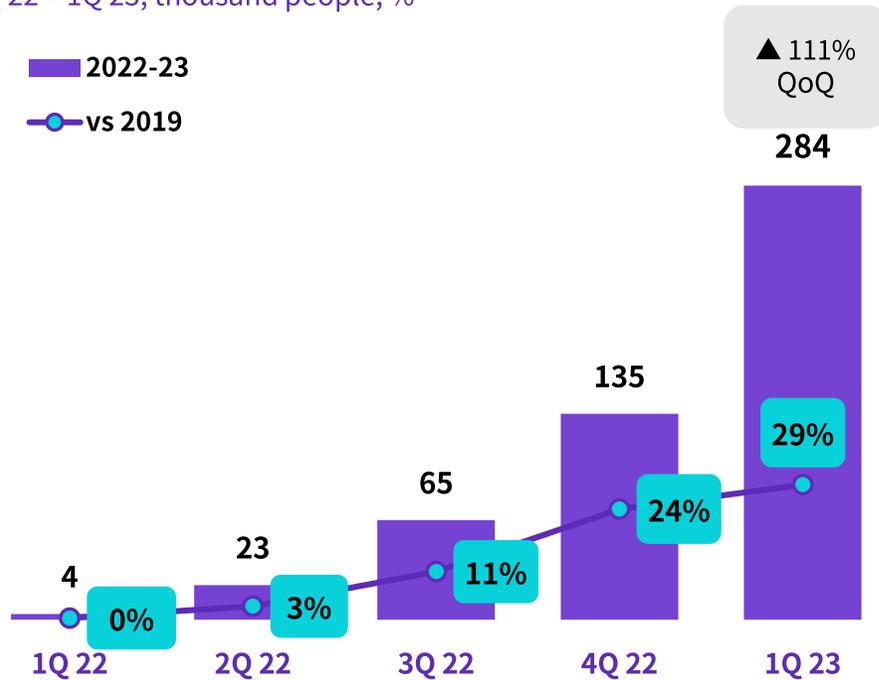


Customer and GMV Trends for Package Tours

- In Q1, the number of package tour customers increased by 111% QoQ and recovered to a level of 29% compared to Q1 2019 before the pandemic.
 - » With the recovery of overseas tourism that began in earnest from Q4 and the high season effect in Q1, the number of package tour customers significantly increased.
- In Q1, GMV increased by 94% QoQ and recovered to a level of 48% compared to Q1 2019.
 - » Due to the strong demand for mid-to-high-priced package tours and an increase in package tour costs, the recovery rate of GMV was higher than that of the number of package tour customers.

Customer Trend for Package Tours

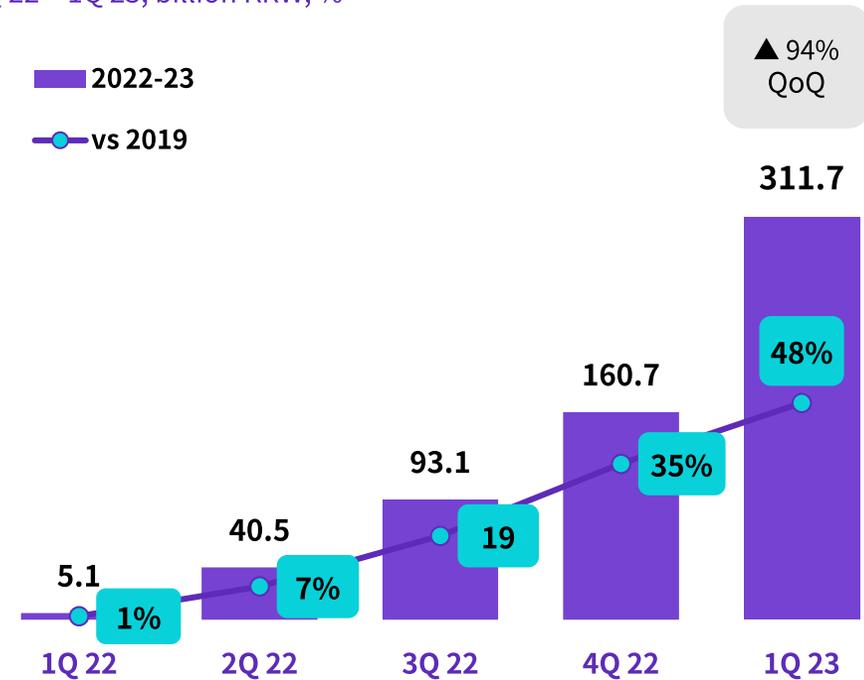
1Q 22 – 1Q 23, thousand people, %



(Source: Hanatour)

GMV Trend for Package Tours

1Q 22 – 1Q 23, billion KRW, %



(Source: Hanatour)

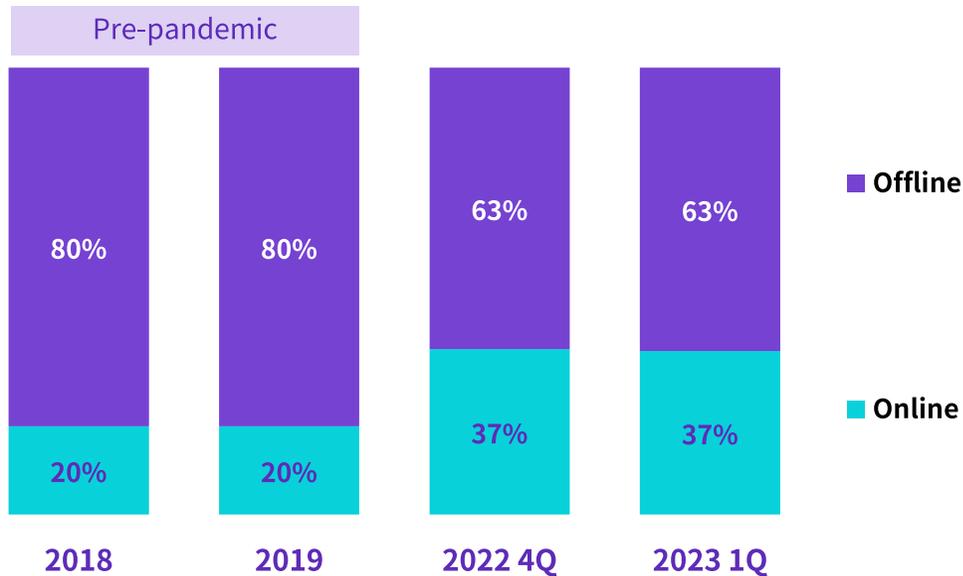


Channel Distribution of Package Tours

- The proportion of sales through online channels has significantly increased compared to pre-pandemic years, due to strengthened online capabilities.
- In Q1 2023, the proportion of package tours sold through online and offline channels based on the number of customers and GMV were 37:63 and 35:65, respectively.
- Before the pandemic (2018 and 2019), the proportion of online and offline channels for both the number of customers and GMV was about 20:80.

Customer Breakdown by Channel

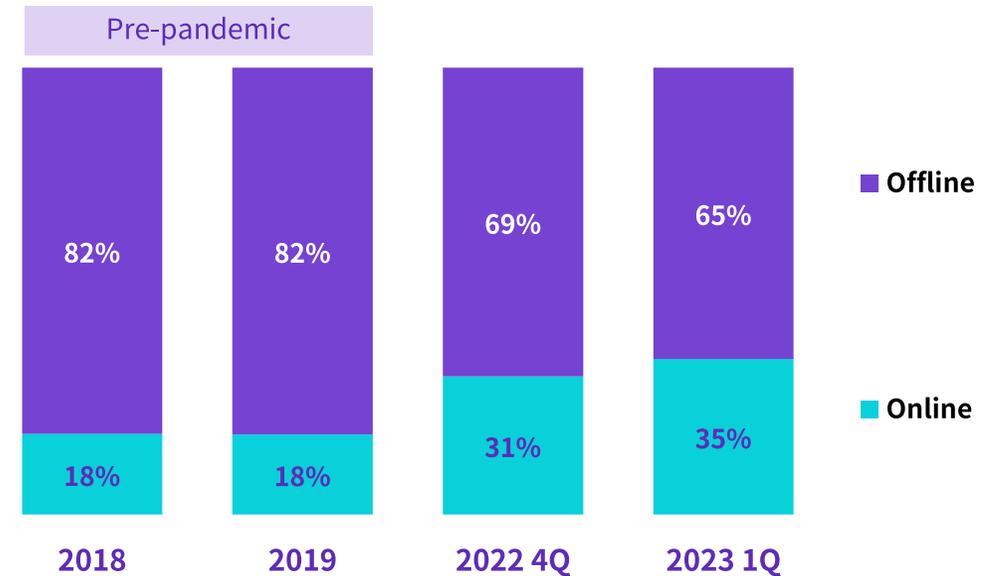
2018 ~ 1Q 23, %



(Source: Hanatour)

GMV Breakdown by Channel

2018 ~ 1Q 23, %



(Source: Hanatour)

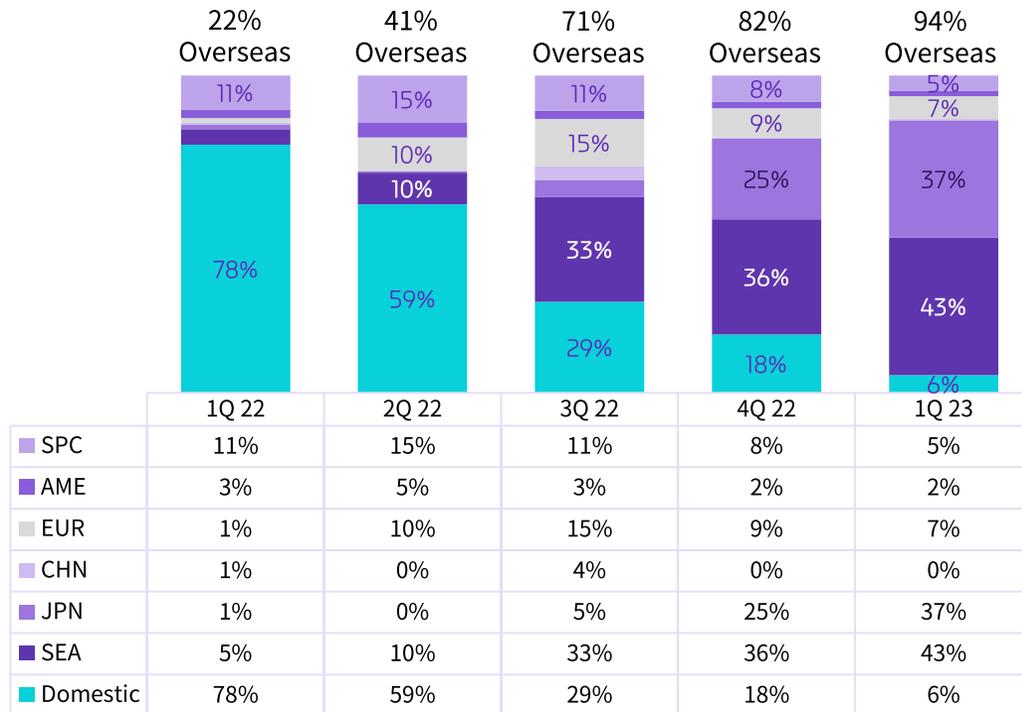


Regional Distribution of Package Tours

- As of Q1 2023, the proportion of overseas package tours based on the number of customers was 94%, an increase from the previous quarter's 82%. Southeast Asia and Japan accounted for 43% and 37%, respectively, driving overall growth in outbound tourism demand for nearby destinations.
- Based on GMV, the proportion of overseas package tours was 98%, with Southeast Asia ranking first at 39% among all regions, followed by Japan and Europe at 28% and 20%, respectively.

Customer Breakdown By Region

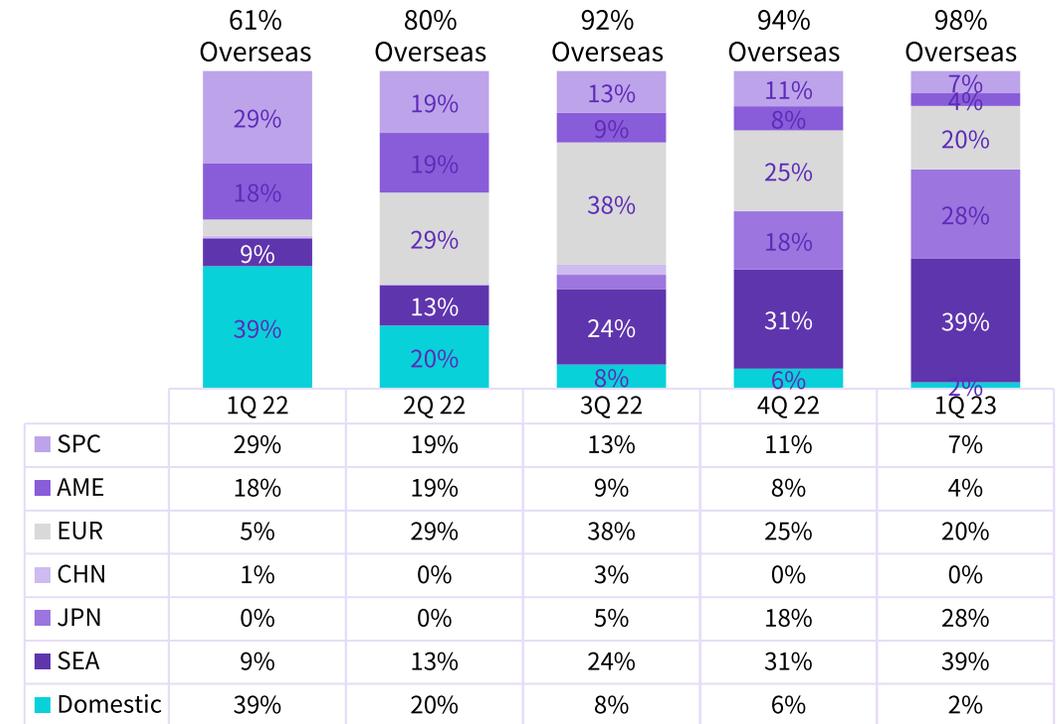
1Q 22 ~ 1Q 23, %



(Source: Hanatour)

GMV Breakdown By Region

1Q 22 ~ 1Q 23, %



(Source: Hanatour)

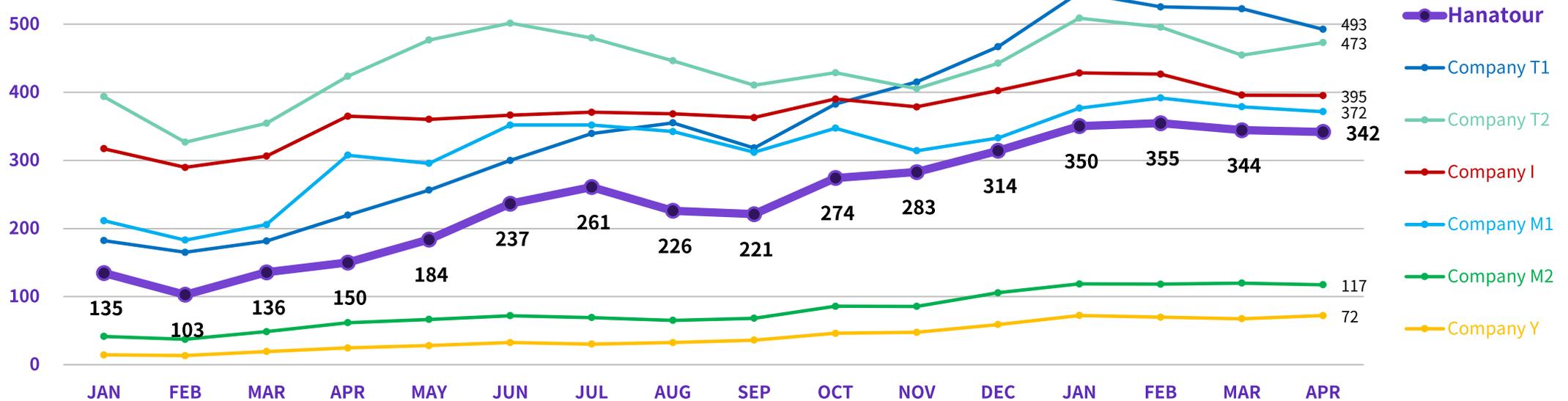


Mobile App User Trends

- In Q1, our mobile app had an average of 350,000 monthly active users (MAU), representing a 182% YoY increase and a 21% QoQ increase.
- According to Mobile Index, a mobile app market statistics company, Hanatour ranked 5th in the comprehensive travel agency category for MAU. The gap between the 3rd and the 4th companies are narrowed as the market recovers.
 - » The increase in mobile app users is attributed to 1)the recovery of travel demand, 2)improvements in convenience and usability through self-developed app, and 3)the enhancement of various unique travel-related contents.
- The upcoming launch of "Local Chat (tentative name)" in the first half of the year is expected to drive sustained user growth in the future.

MAU Trend for Our Mobile App

JAN 2022 ~ APR 2023, Mobile Index - Comprehensive Travel Agency Category, thousand people



(Source: Mobile Index)



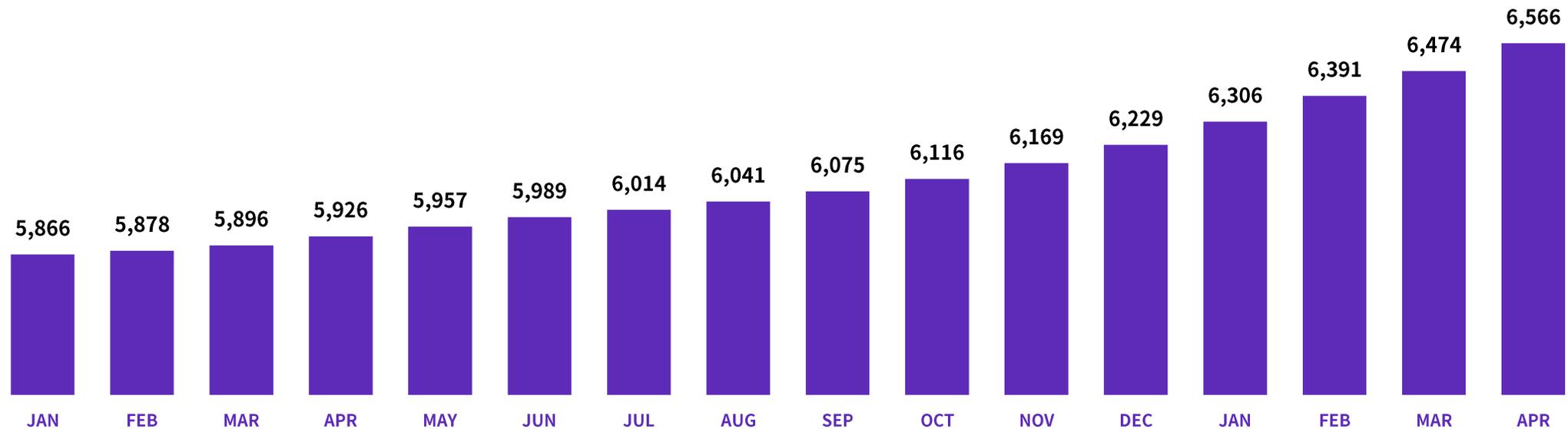
Hanatour Online Membership Trend

- The total number of Hanatour online members has reached 6.6 m, hitting a new high (Up 12% compared to the JAN 2022)

Hanatour Online Memebship

JAN 2022 ~ APR 2023, thousand people

■ Total Members of Hanatour Online



(Source : Hanatour)

Tourism Market

(Outbound)

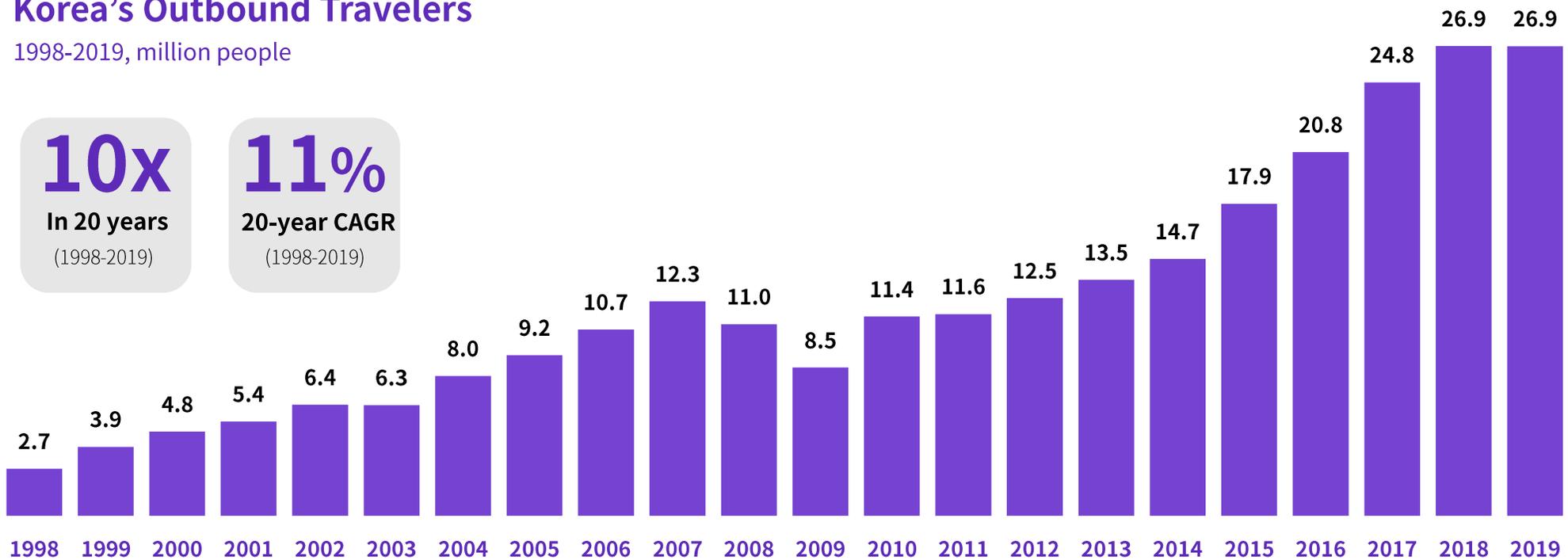


Korea's Outbound Tourism Has Grown 10x in 20 Years

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

Korea's Outbound Travelers

1998-2019, million people



(Source : Ministry of Justice of Korea)

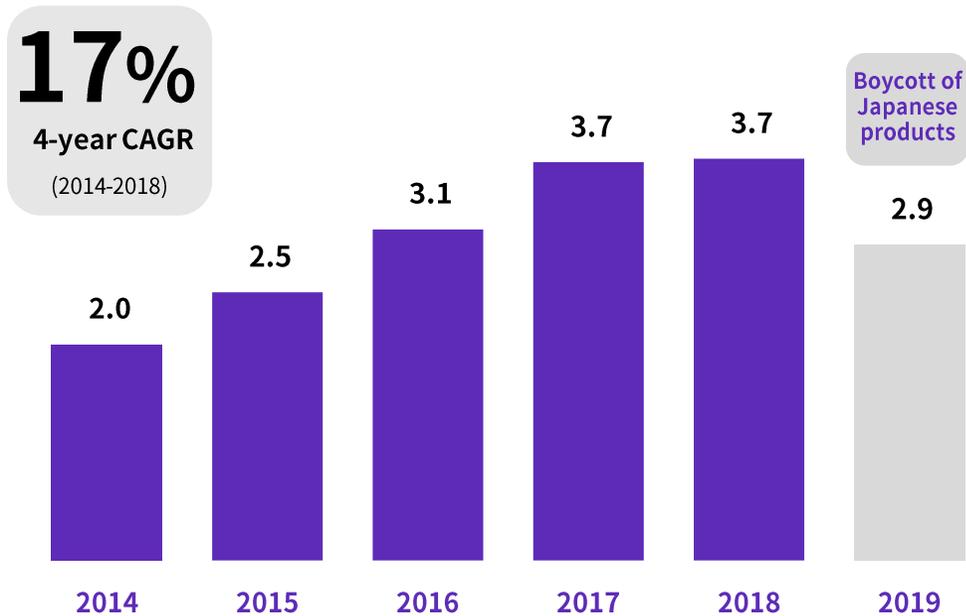


Package Tourism Keeps Up and Running

- From 2014 to 2018, our package traveler growth recorded a 17% CAGR
- During the same period, the overall Korean package travelers recorded a 13% CAGR

Our Package Travelers

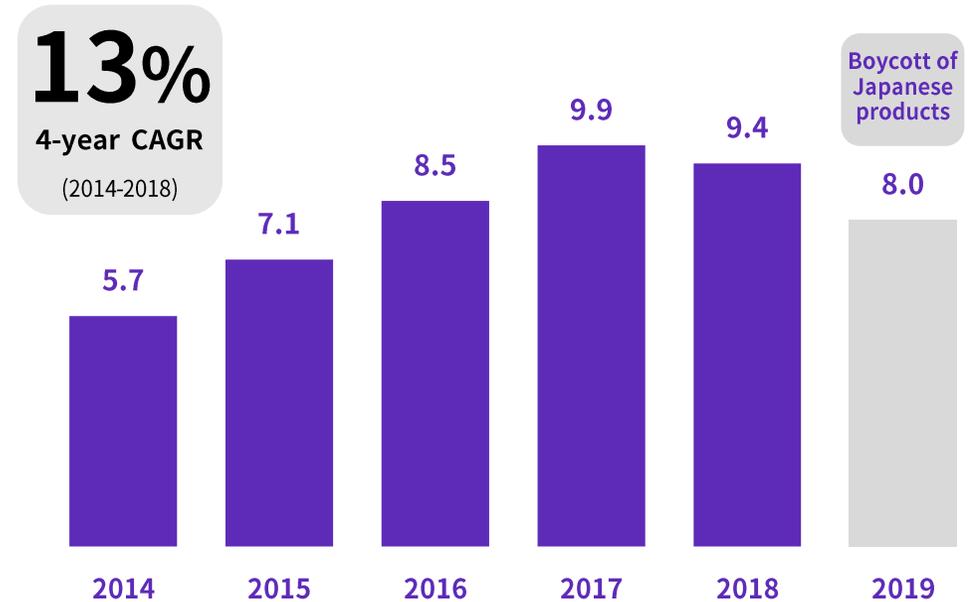
2014-2019, million people



(Source: Hanatour)

Korean Package Travelers

2014-2019, million people



(Source: KATA, Hanatour)

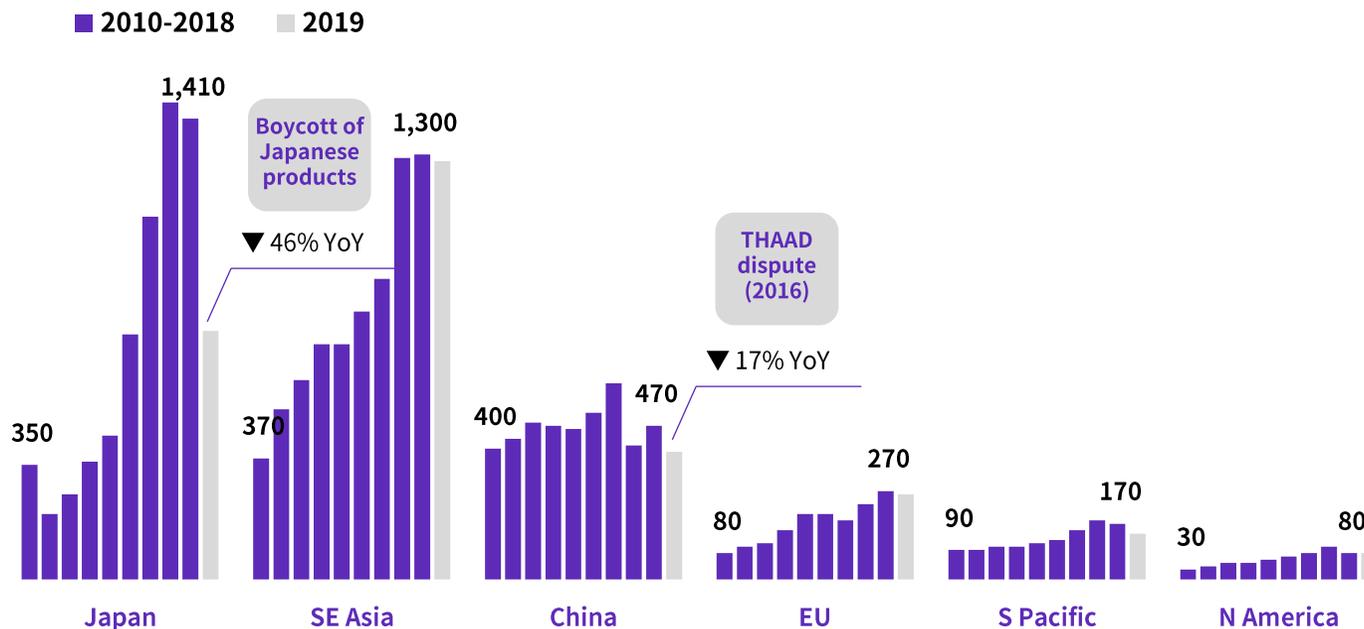


Political Tensions Impact Travel Demand

- Political impact related to Japan (2019) and China(2016) resulted in a significant decline in travelers for the countries

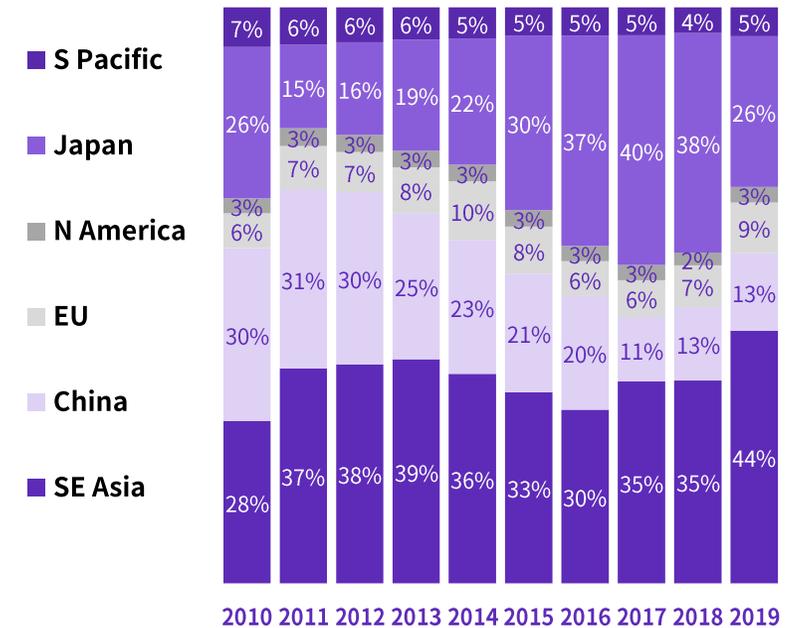
Regional Breakdown of Our Package Travelers

2010-2019, thousand people



(Source: Hanatour)

Share Of Our Package Travelers By Region 2010-2019, %



(Source: Hanatour)

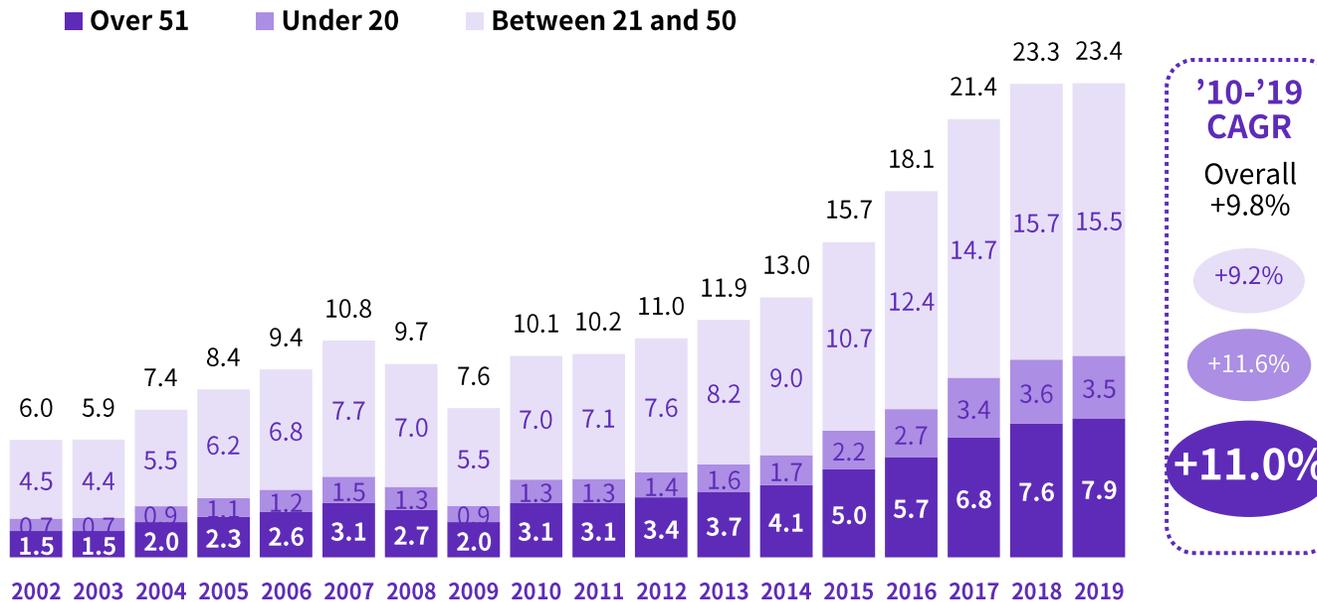


The Package Tour Demographic Continues to Grow

- The growth rate of the package tour demographic aged over 51 outperformed that of overall travelers (Package 11% vs Overall 9.8%), based on a CAGR comparison for the 10 years leading up to the pandemic(2010-2019)

Age Distribution Of Korea's Outbound Travelers

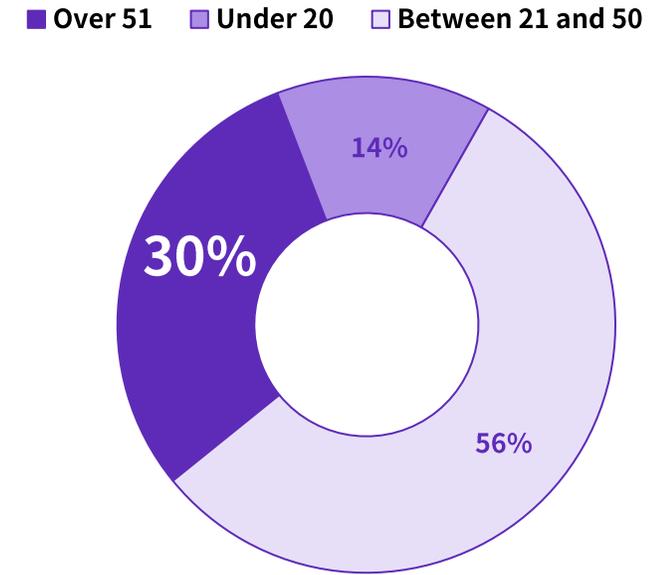
2002-2019, excl. aircrew , million people



(Source : Ministry of Justice of Korea)

Share Of Outbound Travelers By Age Group

2002-2019, excl. aircrew , %



(Source : Ministry of Justice of Korea)

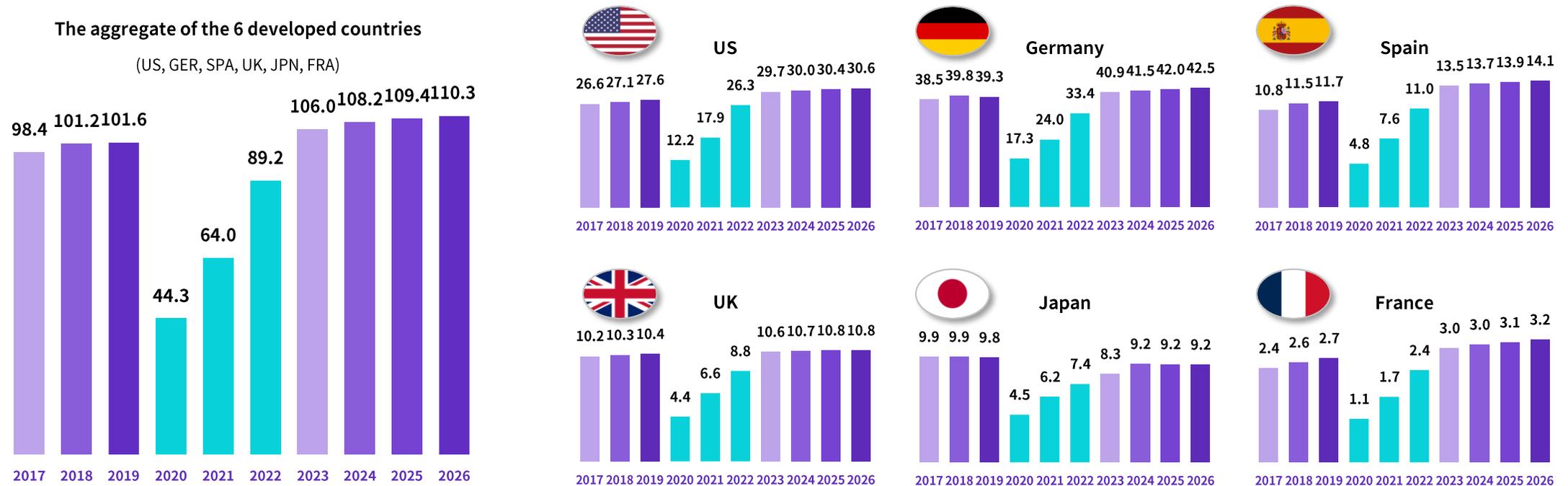


Forerunners Keep Up and Running

- Package tourism in developed countries, which had been growing until the outbreak of the Covid pandemic, is expected to continue its growth following the strong rebound after the pandemic.

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

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



(Source: Statista)

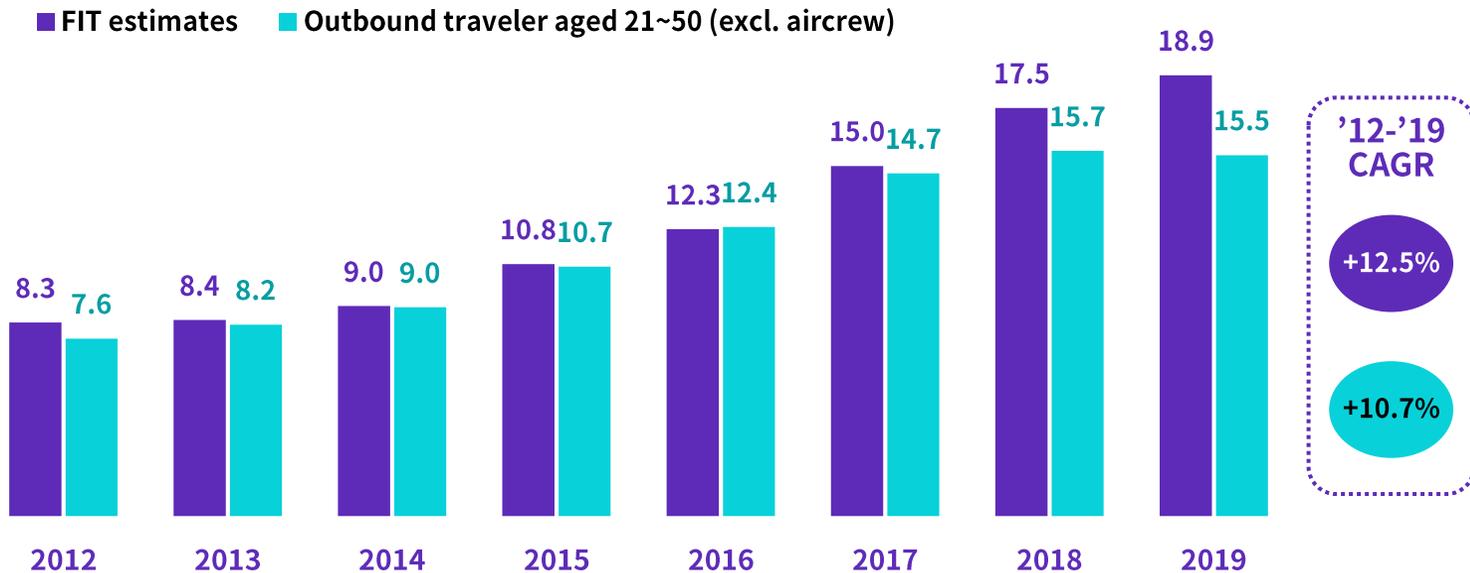


The FIT Market Continues to Expand

- It is estimated that the FIT population grew at a CAGR of 12.5% between 2012 and 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



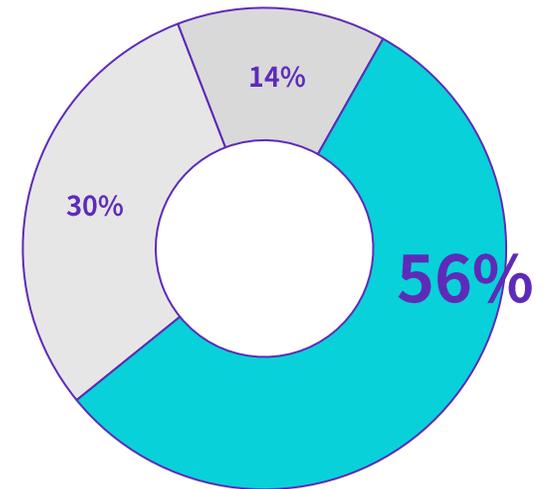
※ FIT estimates = Total outbound travelers(excl. aircrew, by Ministry of Justice) - Package travelers (by KATA)

(Source: Ministry of Justice , KATA)

Share Of Outbound Travelers By Age Group

2002-2019, excl. aircrew, %

Over 51 Under 20 Between 21 and 50



(Source: Ministry of Justice)

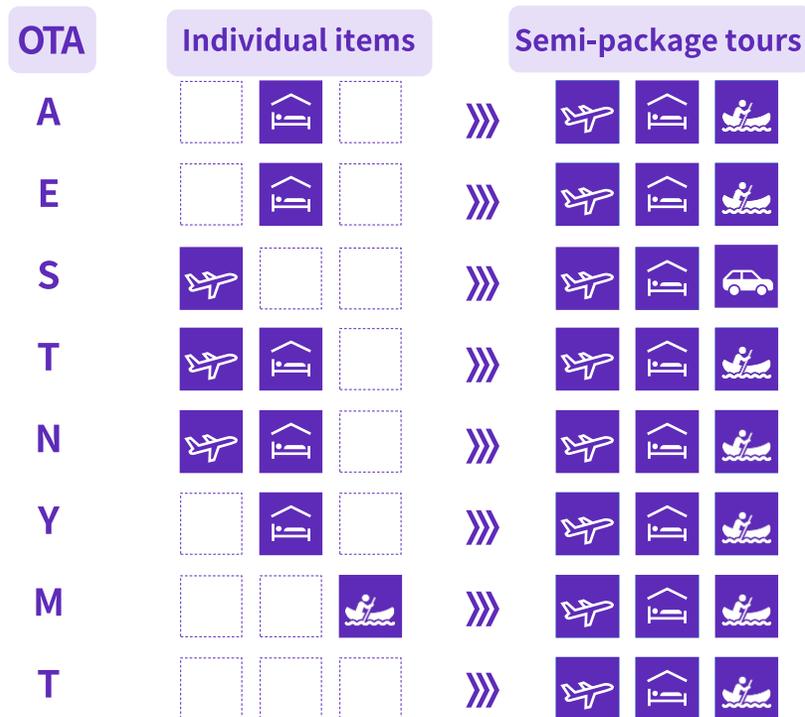


OTA's Strategic Move to Semi-Package Tours

- For higher profitability, OTAs increase the supply of semi-package tours created by bundling individual tour components

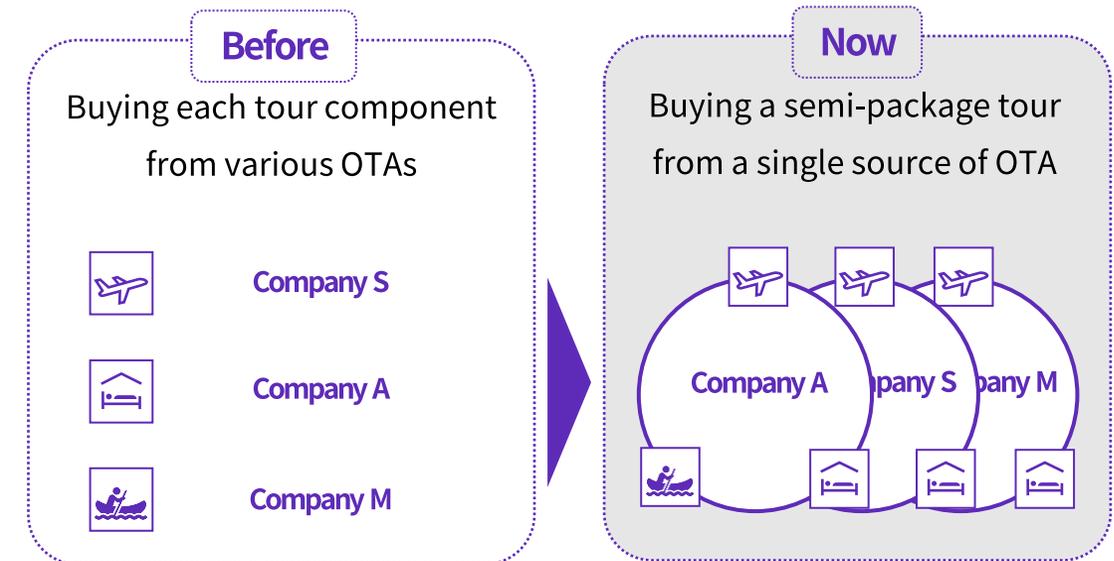
OTA's Product Expansion

Individual tour components >>> Semi-package tours



Changing Buying Pattern Of OTA Customers

Before vs Now





5 Major Trends in the Post-COVID Tourism

- The Covid-19 pandemic accelerated changes in the tourism industry and brought about new developments

5 New Trends In The Post-Covid Tourism

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

1 Differentiated Tour



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

Growth Strategy

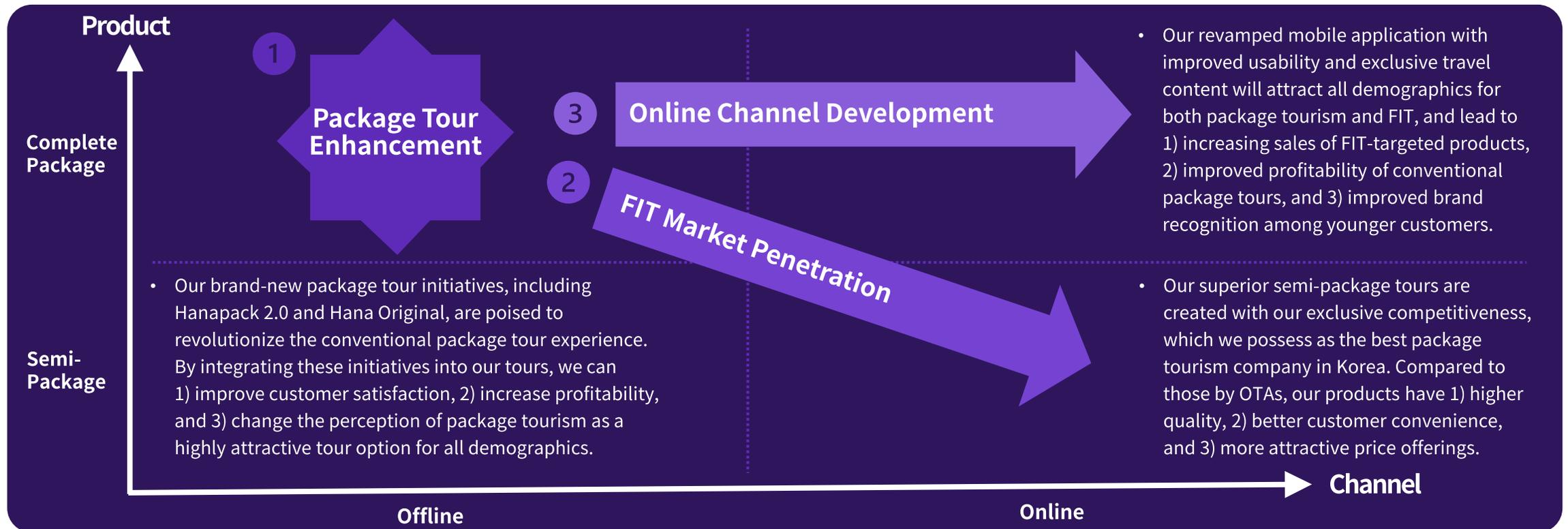


Hanatour's Three-pronged Growth Strategy

- 1) Enhancing Conventional Package Tours
- 2) Penetrating the FIT Market
- 3) Building Up Online Channel Capabilities

Our Strategic Direction in 3 Ways

Product & Channel



Brand-new 'Hanatour'

- 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)

- Revitalizing satisfaction of conventional package tours by re-focusing on fundamental needs of tourers
- Eliminating compulsory group shopping and optional tours, which were the main sources of dissatisfaction

Hanapack 2.0 for Greater Satisfaction

Hanapack 2.0 vs Hanapack 1.0 (Standard segment)

	Hanapack 2.0 Standard		Hanapack 1.0 Standard
Shopping	<ul style="list-style-type: none"> No compulsory group shopping 	VS	<ul style="list-style-type: none"> Compulsory group shopping
Optional Tours	<ul style="list-style-type: none"> Non-compulsory Fair prices 	VS	<ul style="list-style-type: none"> De facto compulsory Higher prices
Extra Fee [Guide / Driver]	<ul style="list-style-type: none"> No extra fee 	VS	<ul style="list-style-type: none"> Extra fee for guides and drivers
Lodge	<ul style="list-style-type: none"> Lodging in an urban or central area Preferred hotels 	VS	<ul style="list-style-type: none"> Lodging in a suburban or non-central area
Dining	<ul style="list-style-type: none"> Various dining options, including local gourmet restaurants and the Michelin-starred ones 	VS	<ul style="list-style-type: none"> Group dining Limited dining options

Product Segmentation for Diverse Demands

Premium, Standard, Save

	Premium	Standard	Save
Compulsory Shopping	X	X	O
Optional Tours	X	O	O
Extra Fee [Guide / Driver]	X	X	O
“Guarantee Program”	100% guaranteed full refund for the tours proceeded not as promised		
Upgraded Options	Offering upgraded accommodations and dining, as well as more free time		

Differentiated Travel Experiences (Hana Original)

- Providing exclusive package tours developed with our expertise for a one-of-a-kind experience

Hana Original – New And Differentiated Travel Experiences Only by Hanatour

About Hana Original

Antarctica Cruises



Porsche Driving Tour in Italy



Staying a Night in an Aquarium in Taiwan



Traveling to Mongolia with a Famous Writer



Staying at the Palace of Versailles



Motorcycle Coastal Tour in the US



Spending a Day with Elephants in Thailand



English Football Traveling with a Famous Youtuber



Alaska Glacier Tour



Salt Lakes and Glacier Routes in South America



Glamping at Paperbark Camp in Australia



Noble Experience at a British Manor House





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

To cater to those who prefer smaller travel groups, we launched the 'JBU' package, requiring only four people to start traveling due to the declining trend in average travel companions.

Declining Trend in Average Travel Companions



JBU Package Types

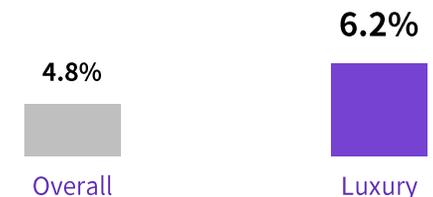


ZEUSworld – Top-notch Luxury Tours for Top 1%

About ZEUSworld Products

We launched ZEUSworld, a personalized luxury tour targeting the top 1% of the market, in response to the growing demand for high-end travel experiences.

Growth Rate of Tourism Market (2015 to 2025) - Overall vs Luxury



Key Features of ZEUSworld

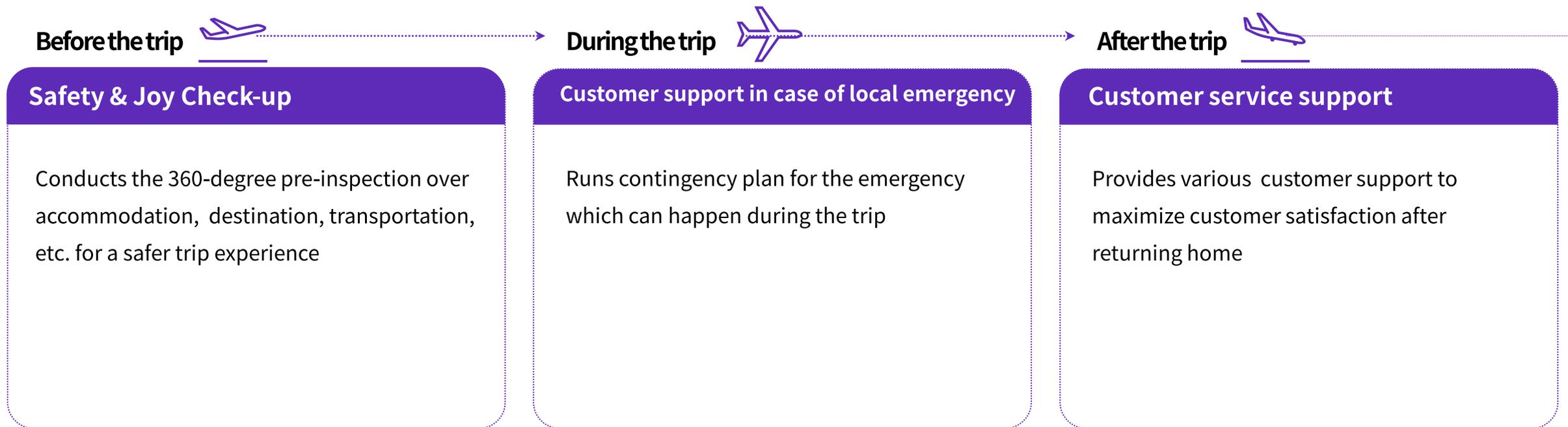


Safer Travels by Hanatour (Safety & Joy)

- Running 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





Semi-Package Tours by Hanatour

- Providing highly satisfactory semi package tours only available with Hanatour

Comparison of Semi-Package Tours (Hanatour vs OTAs)

A Detailed comparison of semi-package tours between Hanatour and OTAs

	HANATOUR	OTAs
Quality Satisfaction	<p>Superior</p> <ul style="list-style-type: none"> Our semi-package tours offer superior quality satisfaction, as we hand-pick quality-proven tour components to ensure the highest level of quality in our tour offerings 	<p>Inferior</p>
Customer Convenience	<p>Superior</p> <ul style="list-style-type: none"> We provide our customers with superior customer service, such as easier booking, itinerary changes, cancellations, and refunds 	<p>Inferior</p>
Price Competitiveness	<p>Superior</p> <ul style="list-style-type: none"> We are able to offer more competitive prices for top destinations by purchasing in bulk 	<p>Inferior</p>



Revamped and Fortified (Hanatour mobile app)

– Our mobile app underwent a complete overhaul to improve its usability and convenience

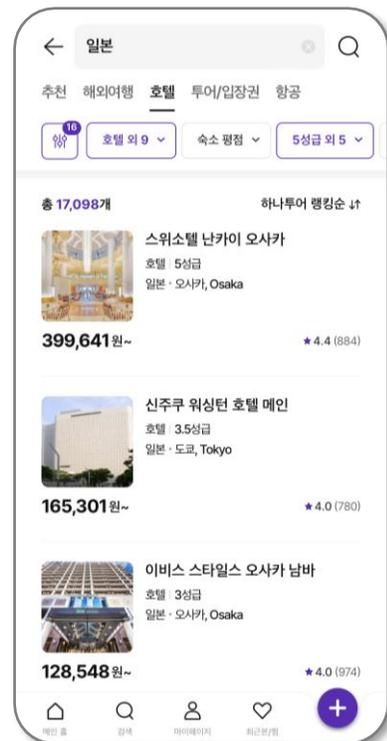
Major Improvements for Our Brand-new Mobile App

5 Key improvements

Intuitive User Interface



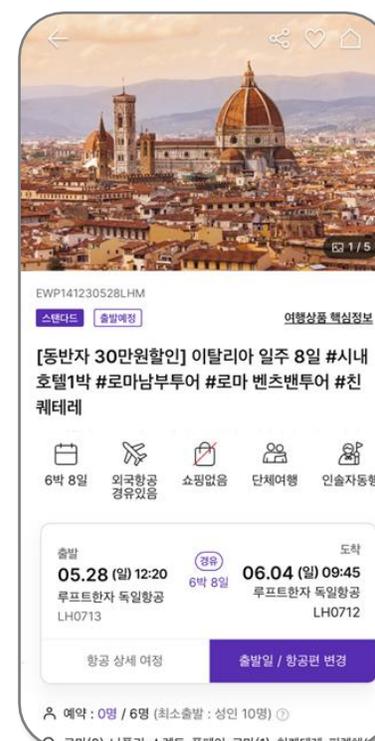
Customizable Product Search



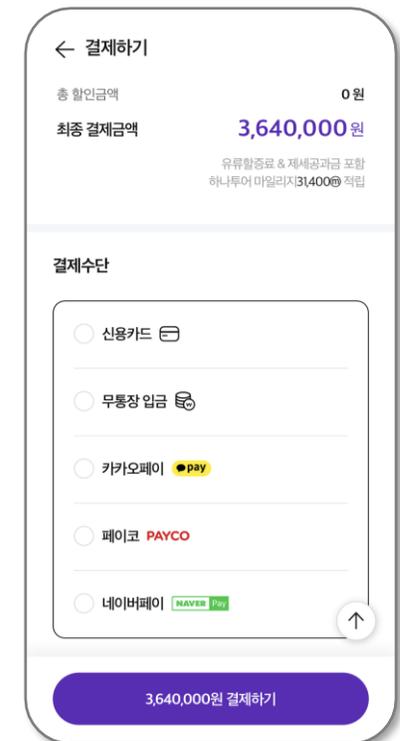
Personalized Product Suggestion



Easy-to-read Product Information



Convenient Payments



Mobile App Content for Attracting and Retaining Users

- To attract and retain users, we created exclusive travel content on our mobile app



Exclusive Travel Content on Our Mobile App

Travel Content Available on Hanatour's Mobile App

Local Chat

(Tentative name)

*TBA in H1 2023

- Local Communication Feature for Travelers

Place

- Comprehensive Library of Destination Information

Planner

- Tour Plan Builder with Intuitive and Convenient User Interface

Hana Live

- Online Live Commerce Service

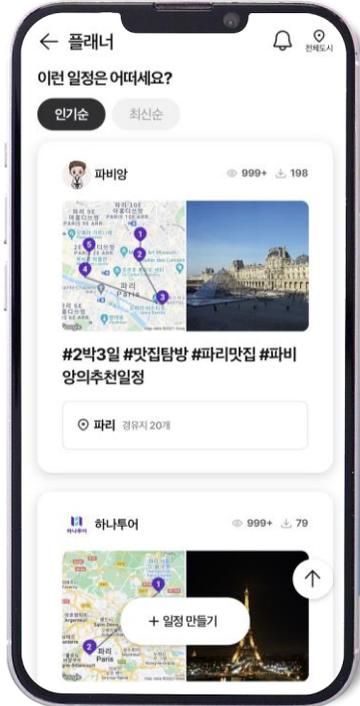


Planner

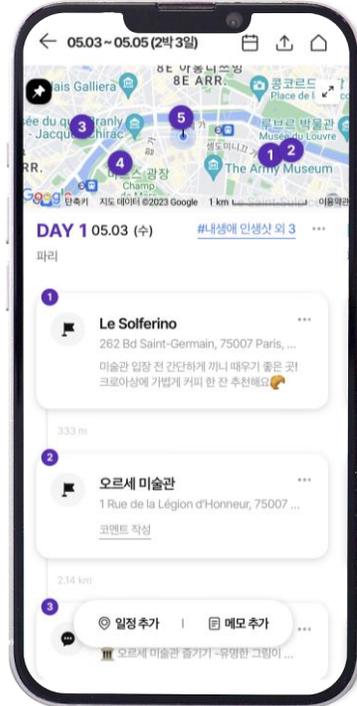


- **Tour Plan Builder with Intuitive and Convenient User Interface**
- Enables users to easily build a tour plan on their own, taking into account various factors such as check-in dates, flight delays, and more.
- Facilitates collaborative planning by simplifying the process of sharing tour plans with others
- Offers personalized tour product recommendations based on user preferences and tour plans

Extensive Library of User-generated Tour Plans



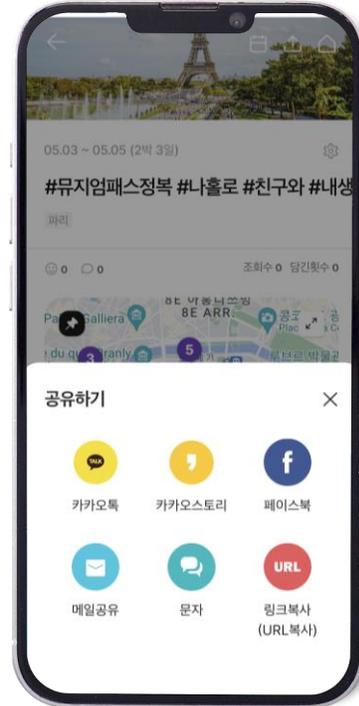
Easy and Intuitive Planning



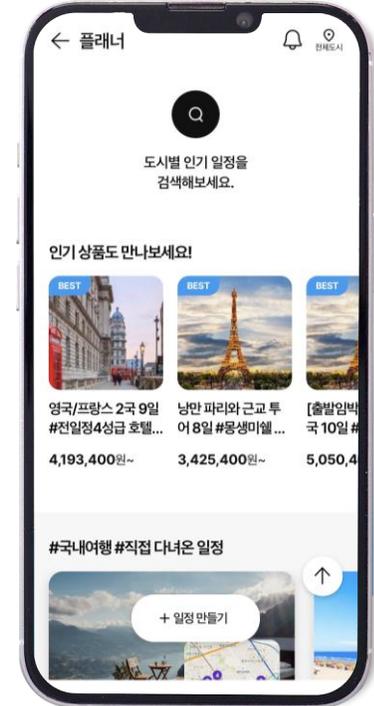
User-generated Reviews and Ratings



Simple and Effortless Sharing of Tour Plans



Tailored Recommendations Based on User Plans





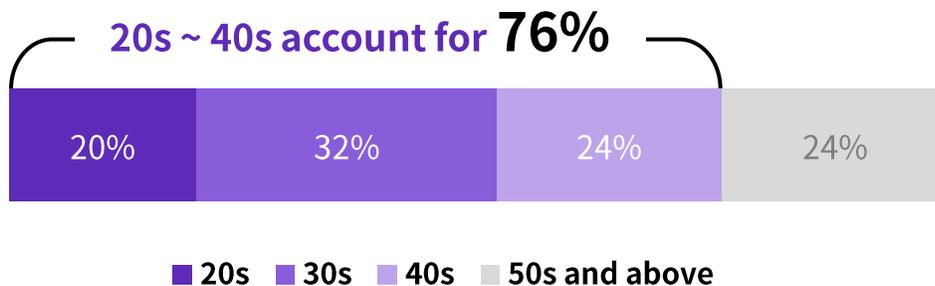
76% of Planner Users Belong to the Younger Demographic, and 20% of the Users are Linked to Purchases

- The majority of Planner users belong to the demographic group from their 20s to 40s
- The enhanced user engagement resulting from active usage of the Planner feature has been proven to lead to actual product purchases.

76% of Planner Users Belong to the Younger Demographic, including *MZs (*Millennials and Generation Z)

Demographic distribution of users who have created tour plans using the planner feature

Total users who created tour plans

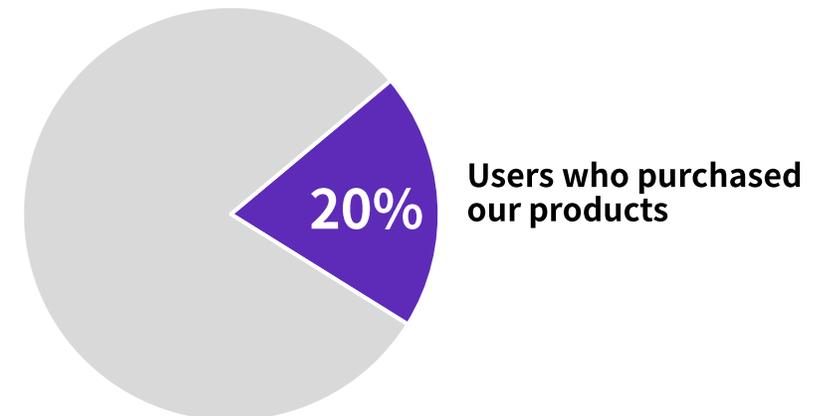


(Source: Hanatour)

20% of users who created tour plans using the Planner feature have purchased our products

Purchase conversion ratio among users who have created tour plans using the Planner feature

Total users who created tour plans



(Source: Hanatour)



Place

Place

- **Comprehensive Library of Destination Information**
- Provides users with relevant and up-to-date information about the destinations they are visiting
- Offers Recommendations for popular landmarks, accommodations, and theme-based itineraries

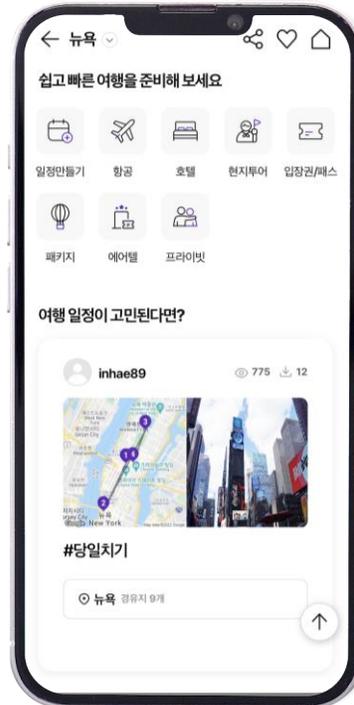
Sleek and Intuitive User Interface



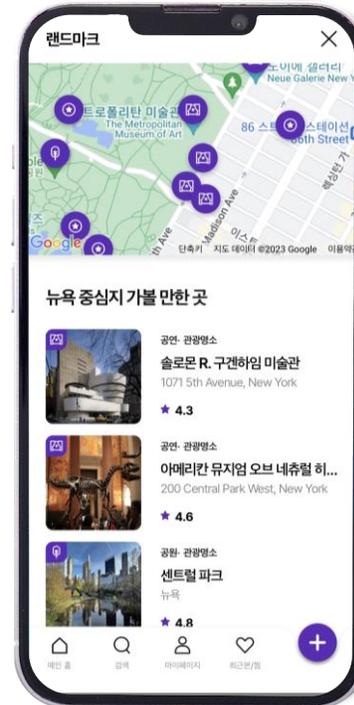
Comprehensive and Up-to-Date Destination Info.



Convenient Product Purchase



Relevant Attraction Recommendations



Smart Curation of Accommodations



Hana Live

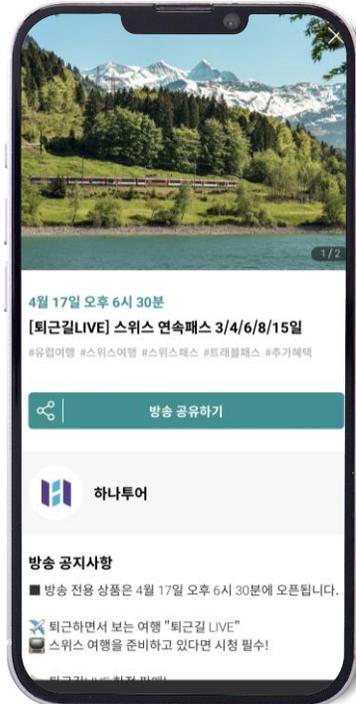
Hana Live

- **Online Live Commerce Service**
- Offers online-exclusive live promotions for tour products at special prices
- Provides exclusive live commerce programs created by collaborating with DMCs and online influencers to better meet market demands

Easy Access to the Live Commerce Page



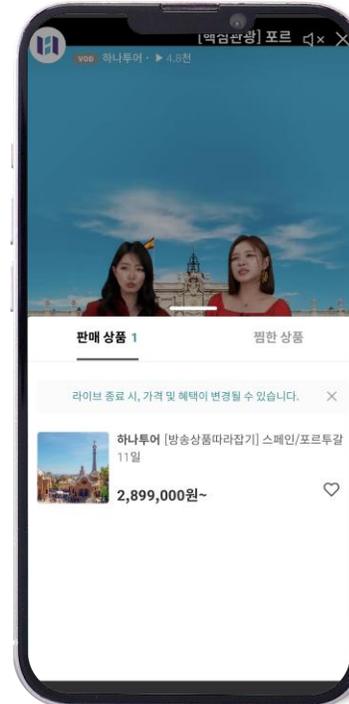
Easy Sharing of Live Streaming Schedule



Live Commerce Communication



Exclusive Offerings for Live Commerce



Archive of Recorded Live Streaming



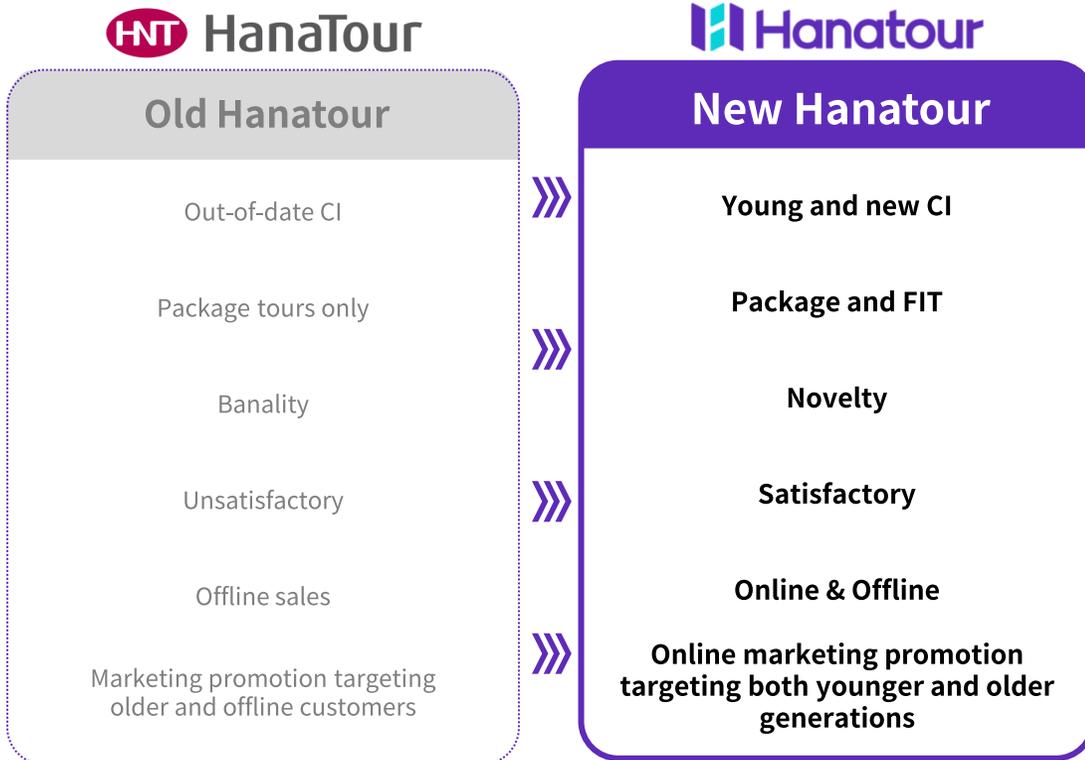


Brand renovation

- Expanding customer base to younger generations through the adoption of a new CI and marketing activities
- Revamping the brand image as a tour company that younger people are willing to use

Brand-new 'Hanatour'

Old vs New



Rebranding Strategy

New CI & marketing



Appendix



Statement of financial position

Consolidated

(Unit : B KRW)

	2021	2022	2023 1Q
Current Assets	166.2	270.5	301.6
Non-current Assets	264.4	184.9	194.6
Total Assets	430.6	455.4	496.2
Current Liabilities	172.5	232.8	253.0
Non-current Liabilities	200.3	123	135.4
Total Liabilities	372.8	355.7	388.4
Capital	7.0	8.0	8.0
Other Contributed Capital	29.9	132.9	132.9
Components Of Other Capital	1.9	2.6	2.3
Retained Earnings	46.5	-20.3	-12.2
Non-controlling Interests	-27.6	-23.6	-23.1
Total Equity	57.8	99.7	107.8
Total Liabilities And Equity	430.6	455.4	496.2

Separate

(Unit : B KRW)

	2021	2022	2023 1Q
Current Assets	86.2	202.5	231.7
Non-current Assets	128.6	115.8	123.9
Total Assets	214.8	318.3	355.6
Current Liabilities	92.1	162.5	181.5
Non-current Liabilities	2.2	5.9	16.6
Total Liabilities	94.3	168.3	198.1
Capital	7.0	8.0	8.0
Other Contributed Capital	16.5	119.5	119.5
Components Of Other Capital	0.0	0.0	0.0
Retained Earnings	97.1	22.5	30.0
Total Equity	120.5	150.0	157.5
Total Liabilities And Equity	214.8	318.3	355.6

Profit & Loss

Consolidated

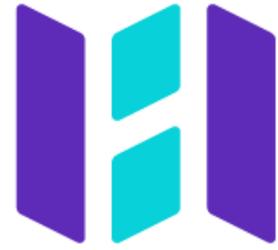
(Unit : B KRW)

	1Q 21	2Q 21	3Q 21	4Q 21	FY 21	1Q 22	2Q 22	3Q 22	4Q 22	FY 22	1Q 23	FY 23
Operating Revenue	7	8.9	11.5	12.9	40.3	9.8	21.6	37.4	46.1	115	83	83
Operating Expense	48.7	32.8	38	48.1	167.6	39.5	55.3	59.2	62.1	216.2	77.4	77.4
Operating Income	-41.7	-23.9	-26.5	-35.2	-127.3	-29.7	-33.7	-21.8	-16	-101.2	5.6	5.6
Other Income	2.3	3.8	78.5	28.7	113.2	2	15.4	4	25.3	46.6	5.3	5.3
Other Expense	3.4	21.5	3.8	32.5	61.2	1.4	6.3	3.7	2.9	14.3	1.4	1.4
Income(loss)												
Before Income Taxes	-42.8	-41.7	48.1	-39	-75.3	-29.1	-24.6	-21.6	6.4	-68.9	9.5	9.5
Income Taxes	0	0.4	0.1	-5.2	-4.8	0.2	-0.5	0.6	-2.1	-4.1	0.2	0.2
Net Income(loss)	-43.2	-42.3	49.4	-34.3	-70.4	-29.2	-24	-22.2	-8.6	-64.6	9.4	9.4
Owners Of The Parent Company	-38	-39.3	50.3	-17	-44	-26.5	-28.3	-20.9	7	-68.8	8	8
Non-controlling Interests	-5.3	-3	-0.9	-17.3	-26.5	-2.7	4.2	-1.3	1.6	2.2	1.5	1.5

Separate

(Unit : B KRW)

	1Q 21	2Q 21	3Q 21	4Q 21	FY 21	1Q 22	2Q 22	3Q 22	4Q 22	FY 22	1Q 23	FY 23
Operating Revenue	2	2.8	2.3	3.7	10.8	2.6	10	23.3	30.4	66.3	65.4	65.4
Operating Expense	34.3	19.4	23.5	31.1	108.3	26.5	40.9	43.8	45.6	156.8	61.9	61.9
Operating Income	-32.3	-16.6	-21.2	-27.5	-97.5	-23.9	-30.9	-20.5	-15.2	-90.5	3.6	3.6
Other Income	1.5	3.3	77.3	2.6	84.7	2.6	1.5	3.4	24.9	32.4	5.2	5.2
Other Expense	1.5	6.4	4.7	18	30.7	0.4	4.1	0.7	14.4	19.6	1.2	1.2
Income(loss)												
Before Income Taxes	-32.3	-19.7	51.3	-42.8	-43.5	-21.6	-33.5	-17.8	-4.7	-77.7	7.5	7.5
Income Taxes	-0.1	0.1	0	-4.8	-4.8	0	-0.2	0	-2.9	-3.1	0	0
Net Income(loss)	-32.3	-19.8	51.3	-38	-38.7	-21.6	-33.3	-17.8	-1.8	-74.6	7.5	7.5



Hanatour