



# China Lodging Group, Limited

Second Quarter 2012 Results  
August 9, 2012





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## Safe Harbor Statement

Statements in this presentation contain "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the Private Securities Litigation Reform Act of 1995, including, among others, those relating to China Lodging Group, Limited (the "Company")'s beliefs as to the growth of the Chinese economy and the hotel industry and the factors driving expected growth, the Company's growth strategy and expansion plan, and the competitive advantage and expected execution of its hotel pipeline development and business model. These forward-looking statements are not historical facts but instead represent only the Company's belief regarding future events, many of which, by their nature, are inherently uncertain and outside of the Company's control. The Company's actual results and financial condition and other circumstances may differ, possibly materially, from the anticipated results and financial condition indicated in these forward-looking statements. In particular, the Company's operating results for any period are impacted significantly by the mix of leased hotels, managed hotels, and franchised hotels in its chain, causing the Company's operating results to fluctuate and making them difficult to predict.

Because forward-looking statements are subject to risks and uncertainties, we caution you not to place undue reliance on any forward-looking statements. All written or oral forward-looking statements by the Company or persons acting on its behalf are qualified by these cautionary statements.

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# Agenda

## Section I:

**Brand and Strategy** *by CEO*

## Section II:

**Operating and Financial Highlights** *by CFO*

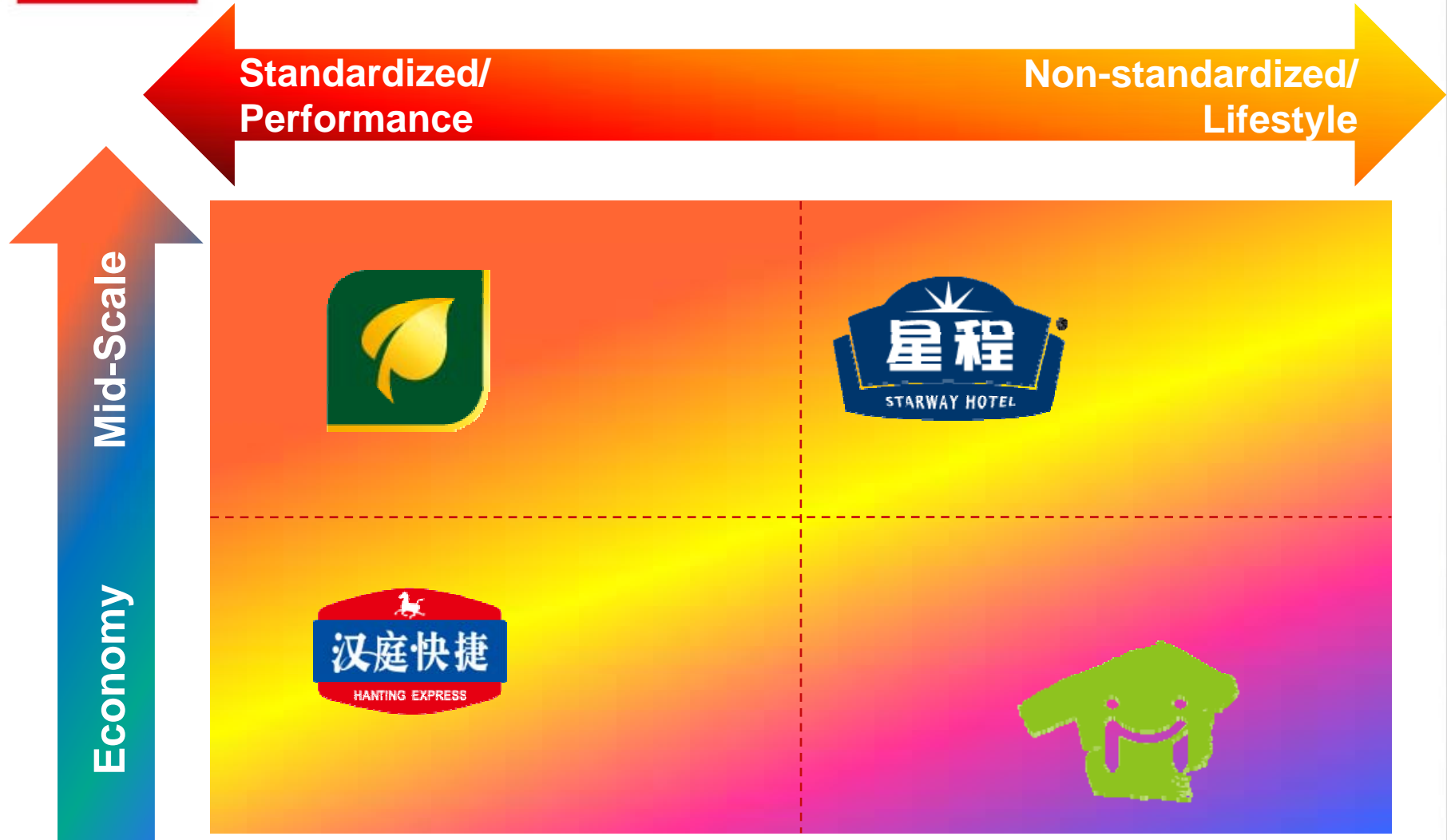
## Section III:

**Q & A**



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# A Portfolio of Well-positioned Brands ...





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## ...Target A Broad Range of Customers



Segment	Mid-Scale/ Standardized	Mid-Scale/ Non-Standardized	Economy/ Standardized	Economy/ Non-Standardized
Target Room Night Price Range (RMB)	250 - 500	250 - 600	160 - 300	100 - 200
Number of Hotels	27	110	696	30
Target Customers				

Note: figures as of 6/30/2012



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# 全季酒店





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# 星程酒店





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# 汉庭快捷酒店







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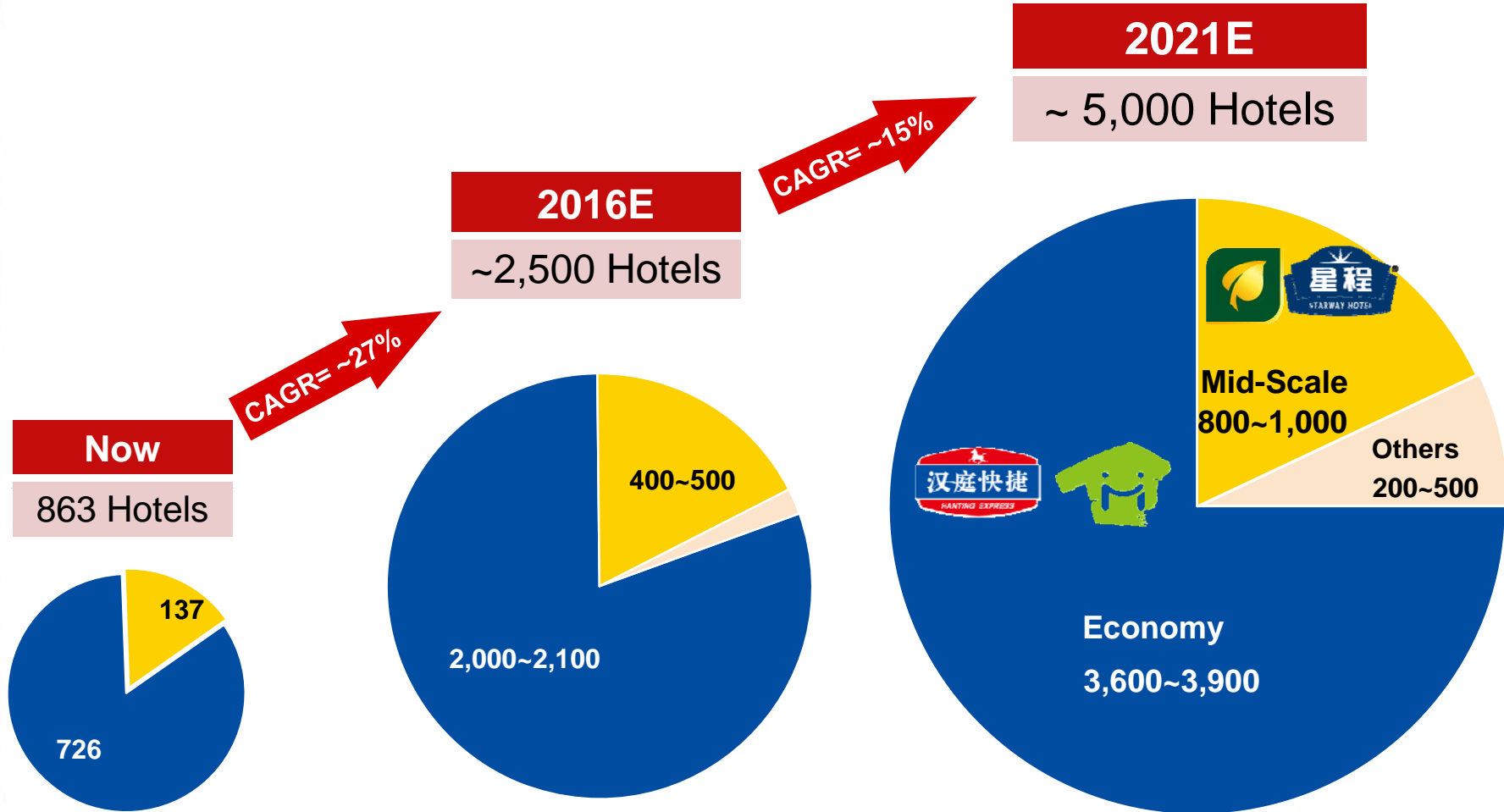
# 海友客栈





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# Sustainable Fast Growth Fueled by Multiple Brands





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**Section II:**

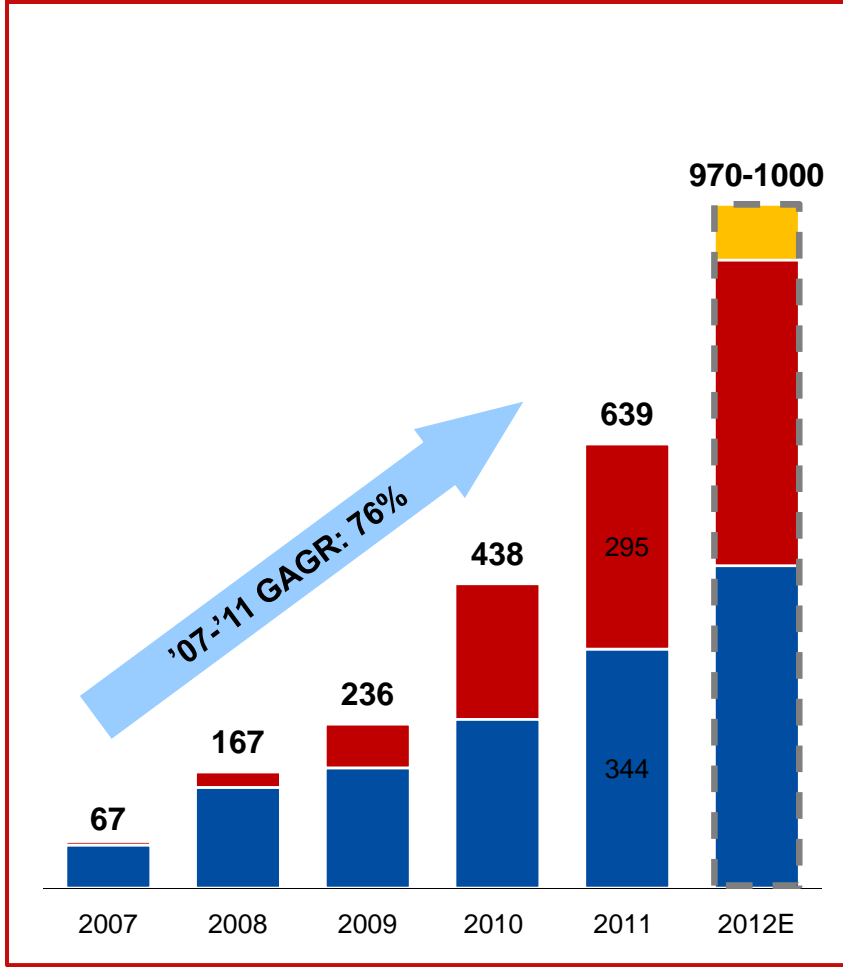
**Operating and Financial Highlights** *by CFO*

Section III:

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# Accelerate Growth of Management Business

Number of Hotels in Operation

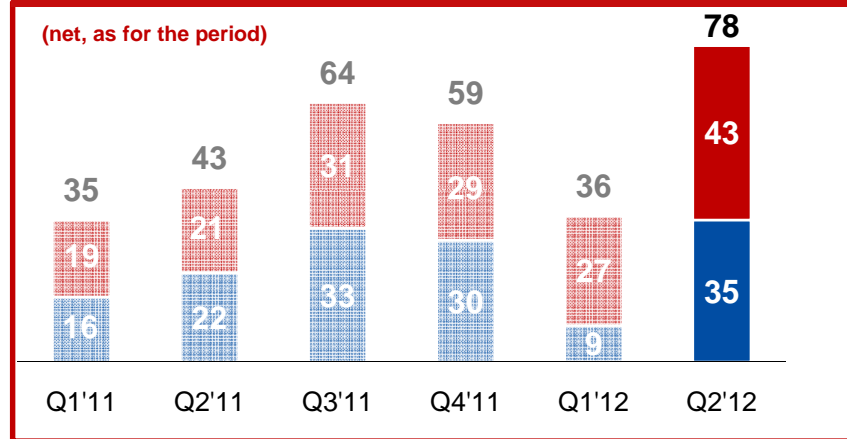


■ Leased Hotels

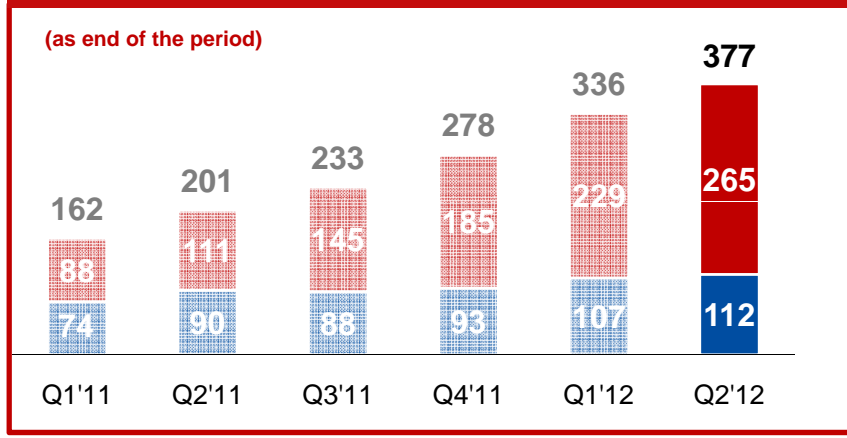
■ Manachised Hotels

■ Franchised Hotels

Number of Hotels Opened



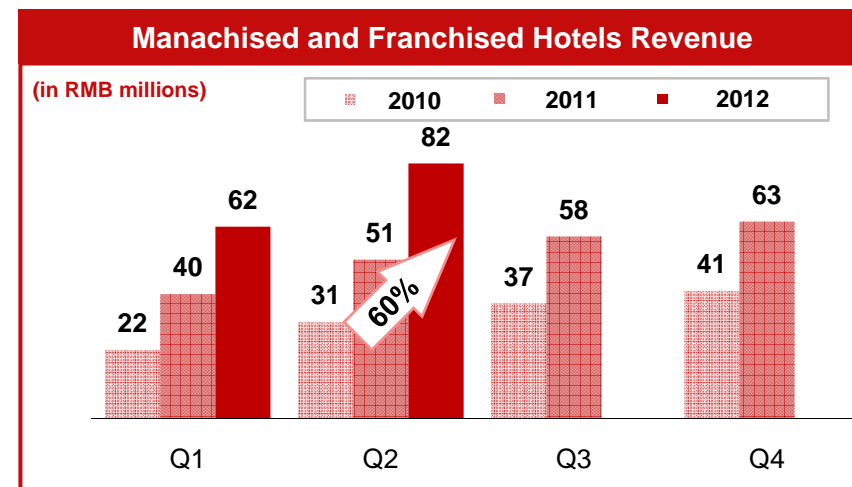
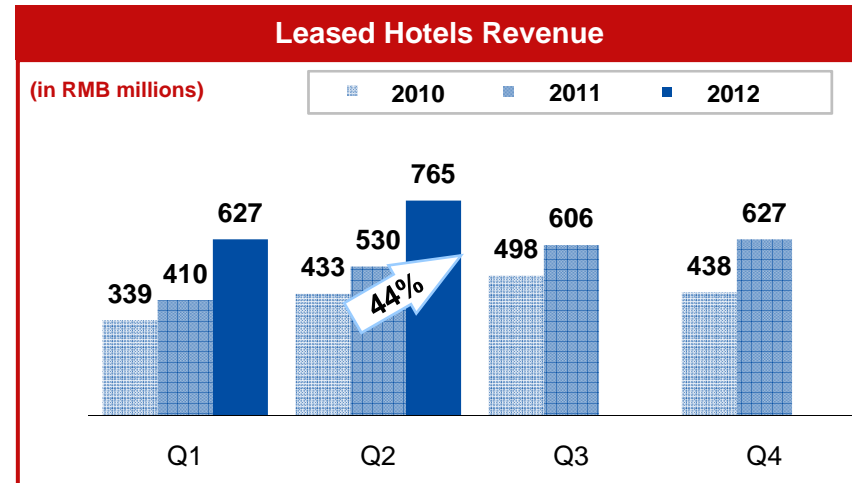
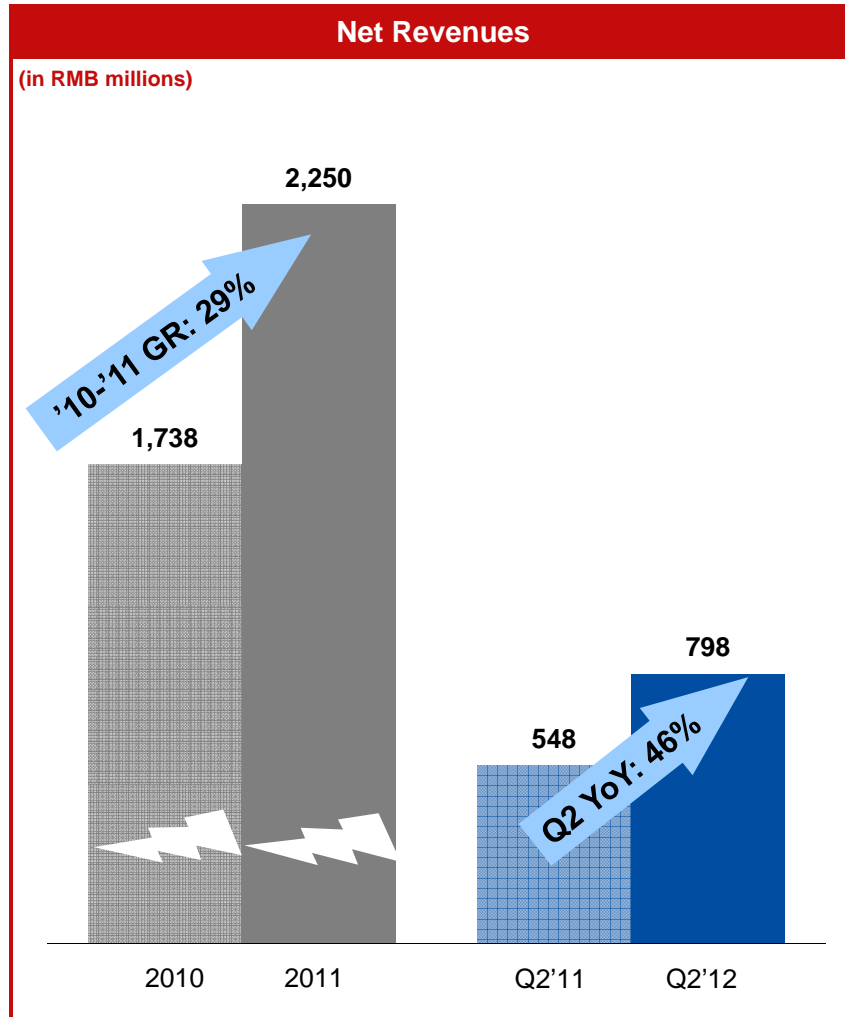
Number of Hotels Contracted for Development





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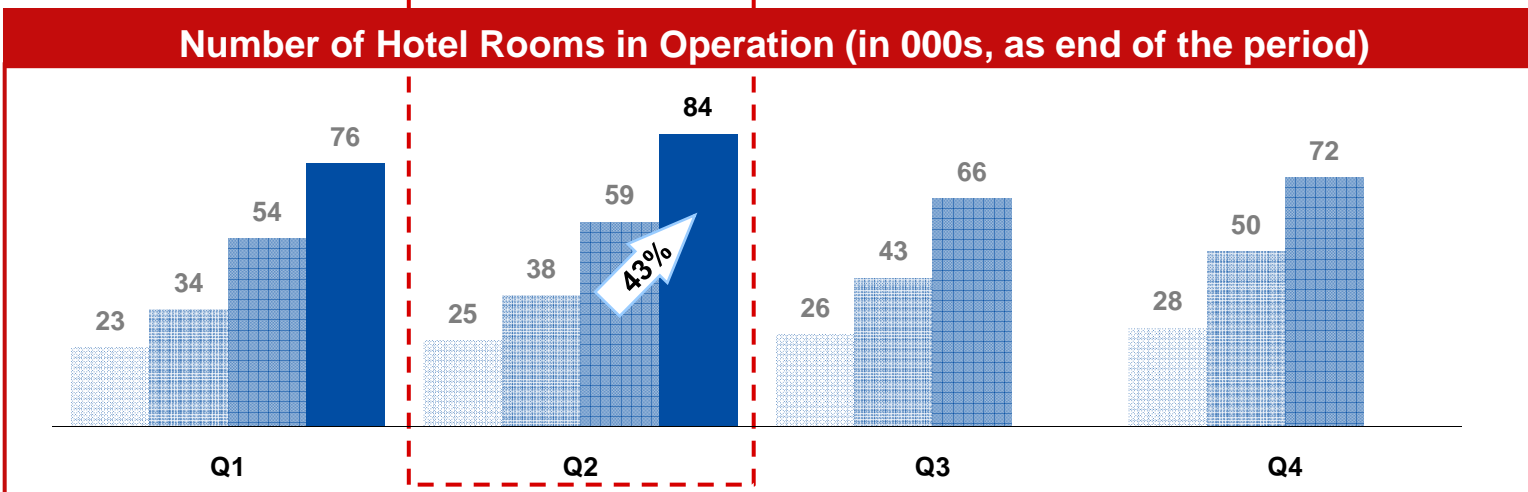
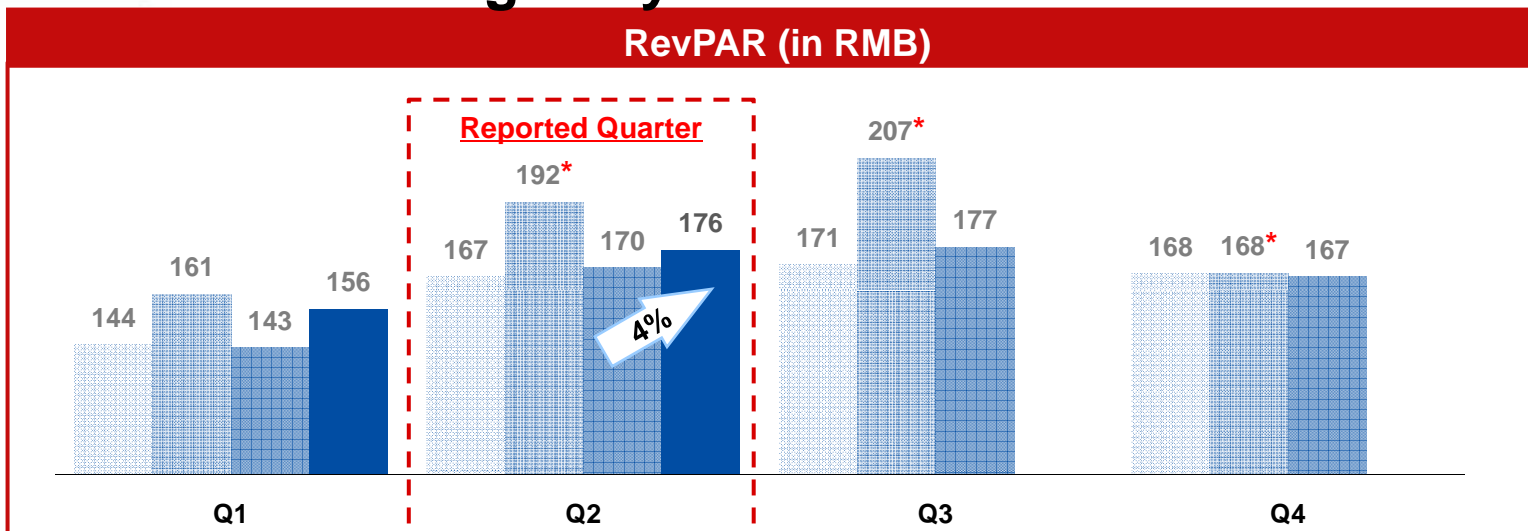
# Q2 Net Revenues Exceeded Guidance: +46% YOY





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# Blended RevPAR: Q2 YOY +4%, on a Hotel Room Base Enlarged by 43%

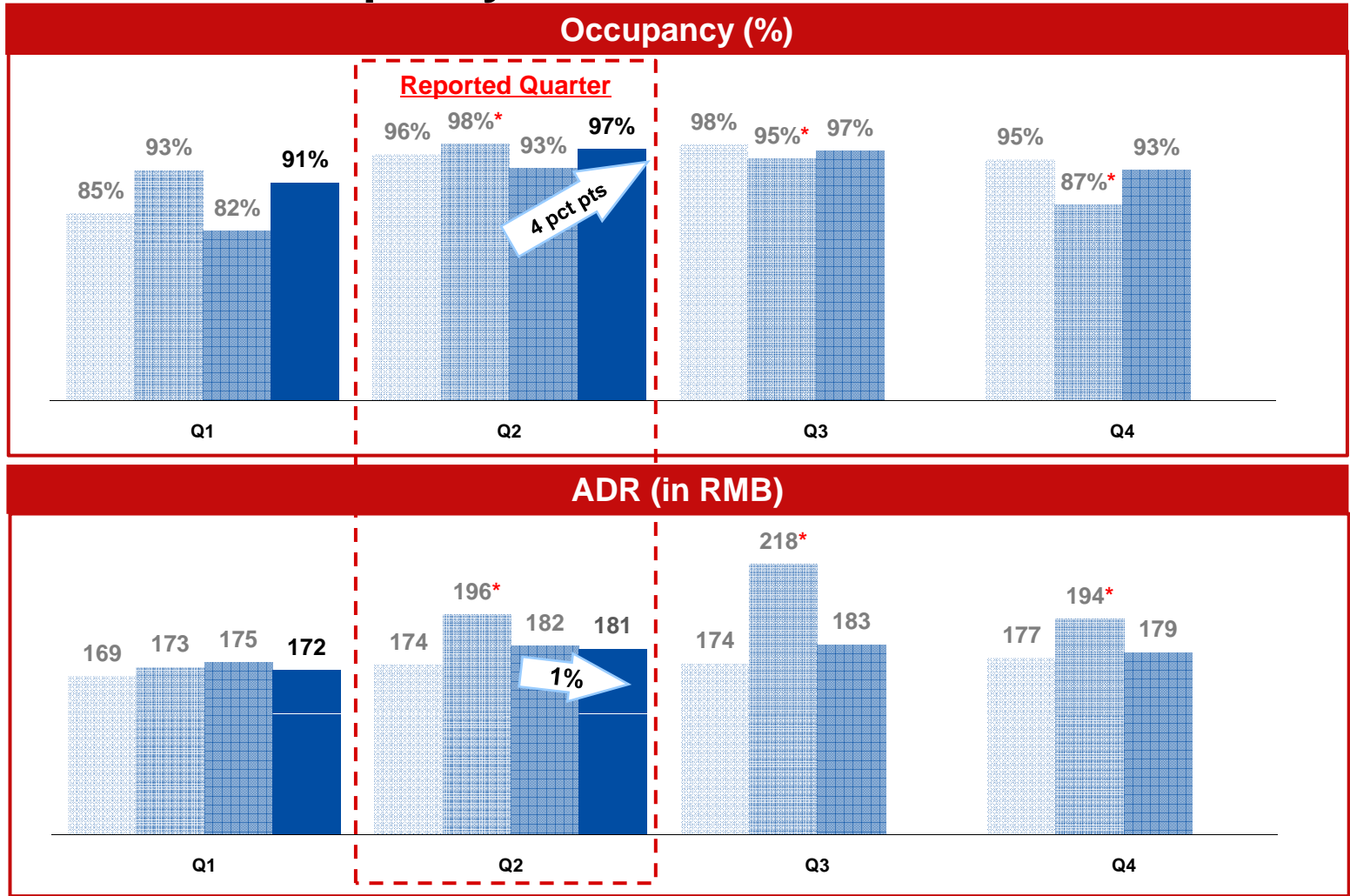


\* Favorably impacted by Shanghai Expo in 2010

Figures excluding franchised Starway hotels



# YOY RevPAR Improvement Mainly Driven by Occupancy

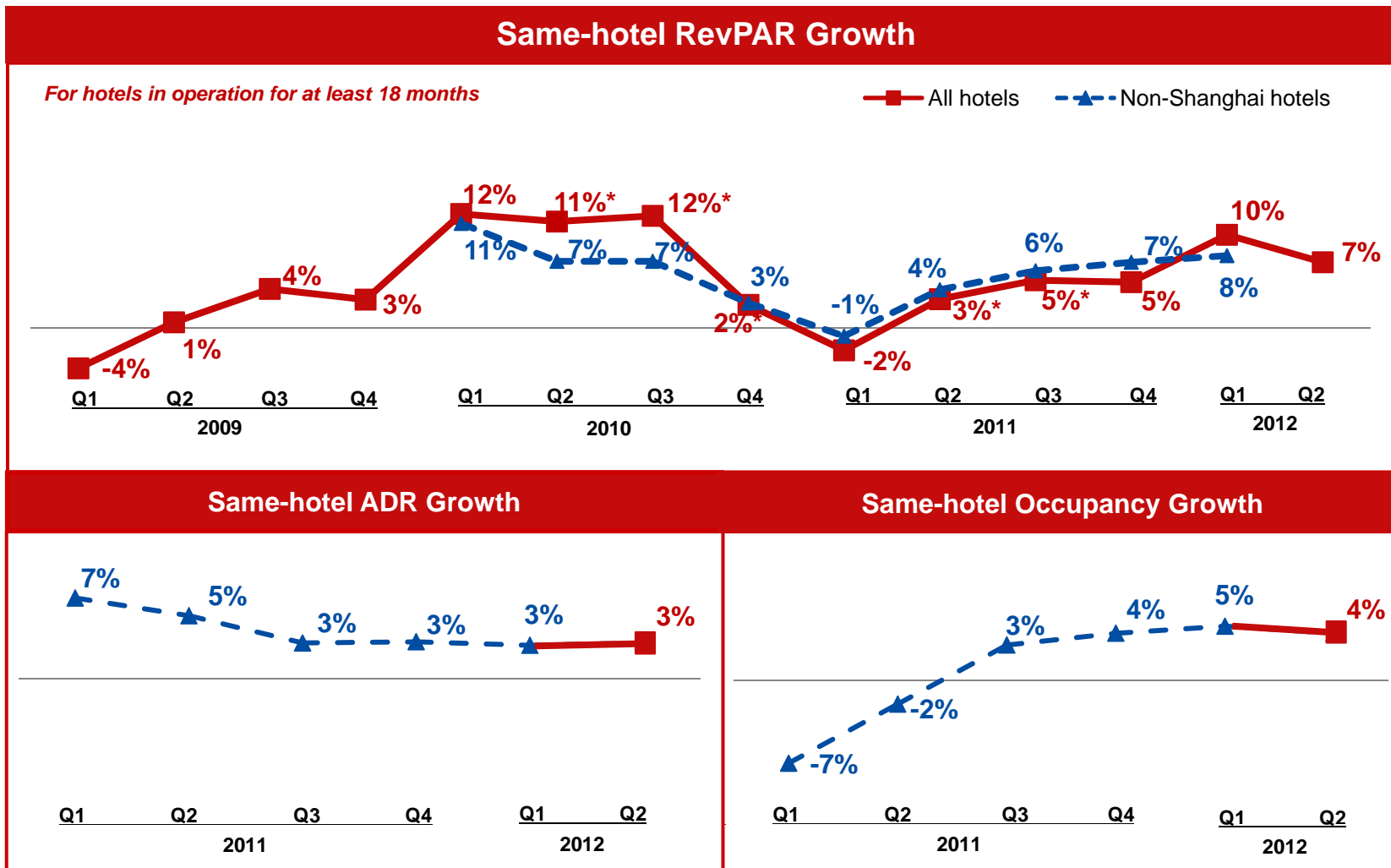


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# Q2 Same-Hotel RevPAR Appreciated 7% Across China



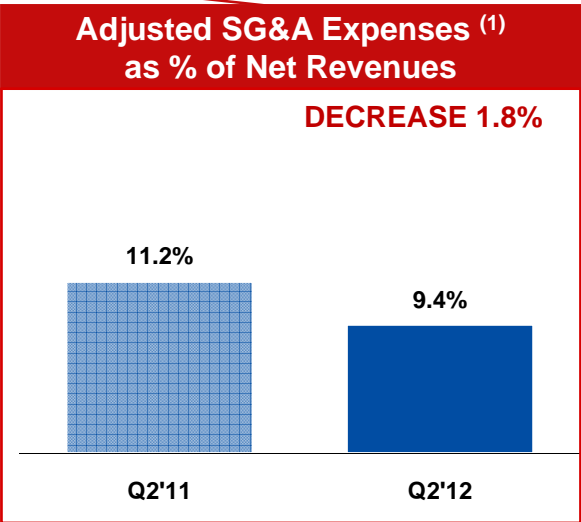
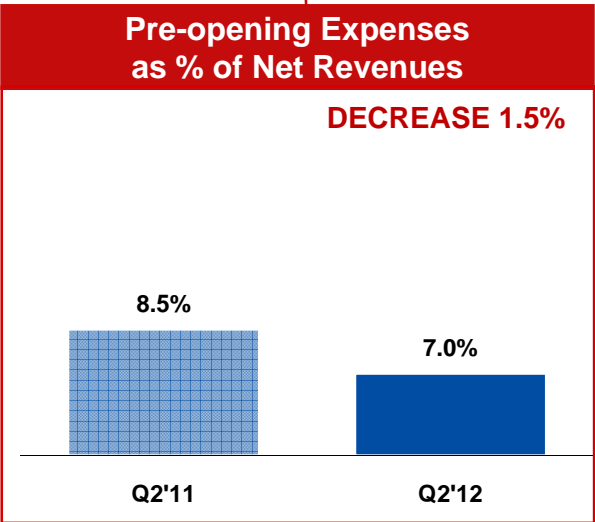
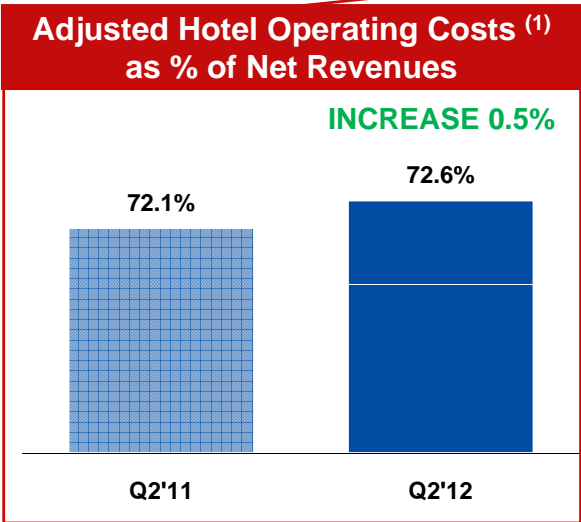
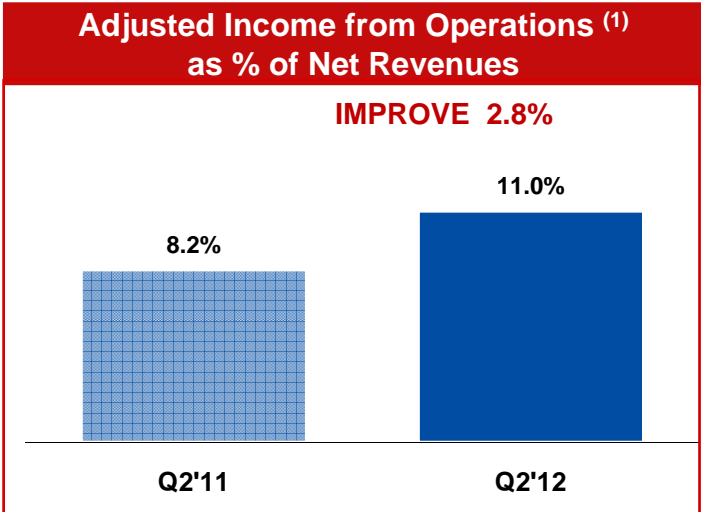
\* Normalized for Shanghai Expo  
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# EBIT Margin Improved 2.8 Percent Points YOY

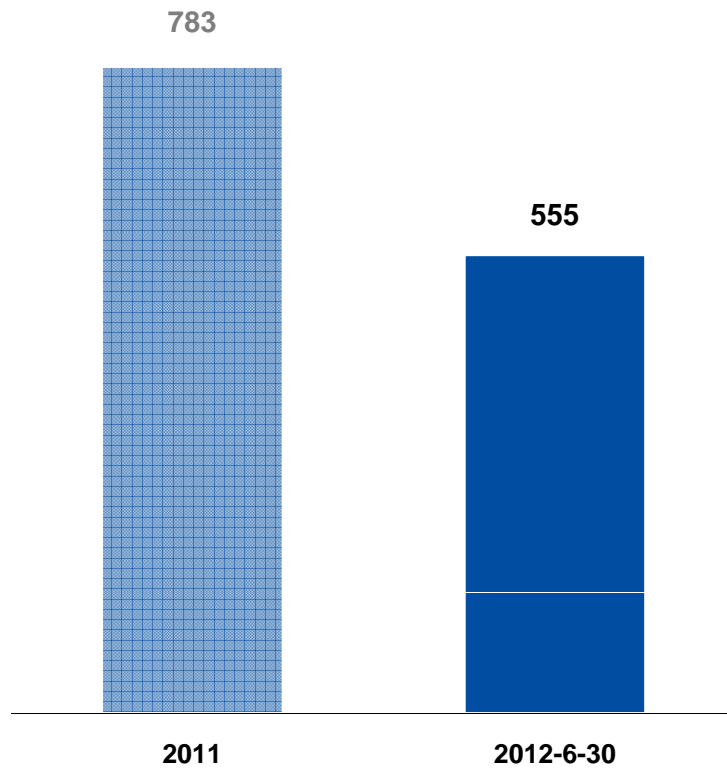


(1) Excluding share-based compensation expenses.

# Net Cash Balance Remained Strong

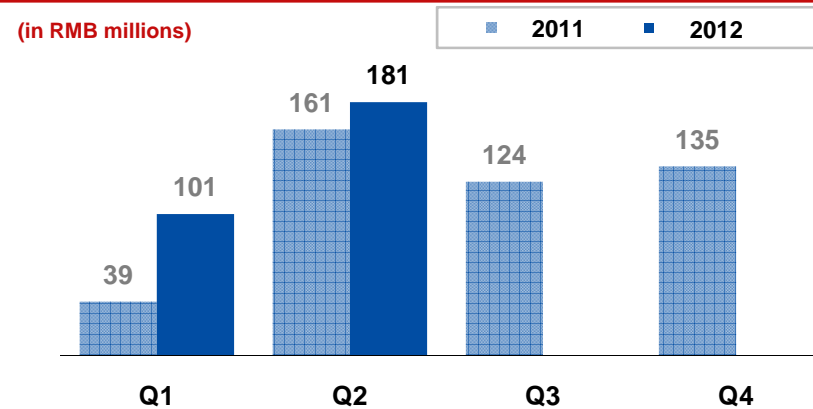
## Net Cash Balance <sup>(1)</sup>

(in RMB millions)



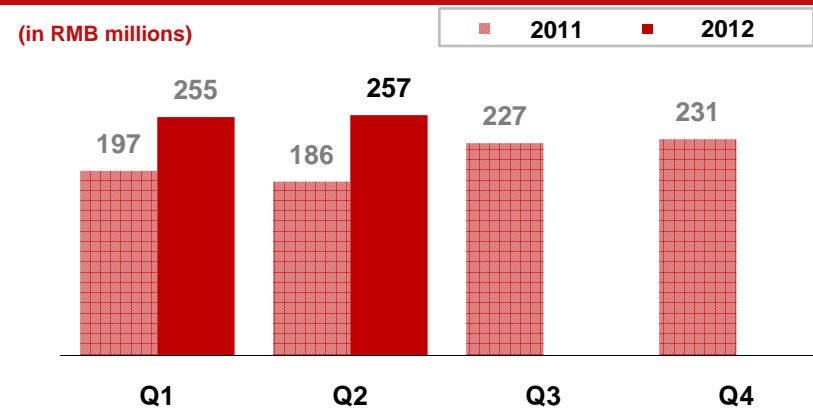
## Cash Generated from Operations

(in RMB millions)



## Cash Spent on Investment <sup>(2)</sup>

(in RMB millions)



(1) Calculated as cash and cash equivalent, restricted cash, short-term investment less total debt as of period end. Bank loan=RMB1M.

(2) Cash spent on the purchase of property and equipment, purchase of intangible assets and acquisitions.



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## Guidance for Full Year and Q3 2012

*Raise guidance for full year 2012 net revenues growth to 38% to 41%, up from previously announced range of 34.5% to 37.5%*

*Provide guidance for Q3 2012 net revenues of RMB845 to 865 million, representing a 35% to 38% growth year-over-year*



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# Q & A