



WAYFARER

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01

VISION

Wayfarer Hotels aspires to connect the global & free-minded traveler with local experiences. We aim to meet these wayfarers at every crossroad of their journey.

CONCEPT

COMMUNITY

More than a place to stay. We connect guests with local experiences.

TECH

Embracing technology to optimize both operations & guest experience

VALUE

Our guests feel that they got more than their money's worth

Wayfarer targets the inbound millennial traveller. Our guests come from all over the world, they are...

WELL TRAVELED

SOCIABLE

EXPLORERS

ALWAYS ONLINE

VALUE CONSCIOUS

TARGET



PROFILE

Introduction

Wayfarer is founded by an international group of budding entrepreneurs with previous work experience in hospitality, investment & finance, and technology.

Our team each has over 10 years of aggregate work experience in their respective fields.

Wayfarer is seeded by the founders of a global investment company with over 5 years of successful real estate investment track record in Japan.

Background

Our seed investor and their partners have invested in many major real estate assets both Japan and around the world including landmark projects such as the Generator Hostels in Europe and various projects designed by famed the architect Kengo Kuma.

Operations

Wayfarer started operating its first hotel in Kyoto since November 2019 and was profitable in its first month. Leveraging on our connections within the investment and technology communities, we have 18 pipeline projects in major cities in Japan.

CHAIRMAN

WINSTON CHU

A passionate investor and graphics designer, Winston has over 10 years experience in global investments across different asset classes at multiple award-winning investment funds based in Hong Kong. Winston was placed #1 in many global investment competitions.

Winston graduated from University of British Columbia and is fluent in English, Chinese and Cantonese.

OPERATIONS

ZHENGHAO YANG

Founder of Kyoto luxury machiya brand, “Tabitabi Stays”, along with 10 years of extensive operational experience as the founding member of Alibaba Japan.

Zhenghao is a Doctor of Medicine. He is fluent in Japanese and Chinese and conversational in English.

PRESIDENT

HUGO WONG

Over 17 years experience in Japan related business and industries at global Japanese conglomerates such as ITOCHU and MUFJ. He has played key roles in business development and investor relations at major listed companies.

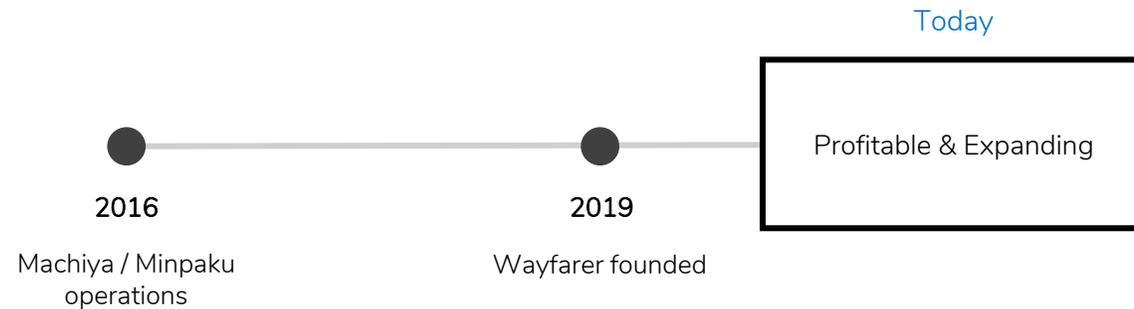
Hugo is fluent in Japanese, Chinese, Cantonese and English.

MARKETING

SETSU I

Over 10 years experience in international tourism and hotel operations at famous Chinese tourism conglomerates and multifaceted platform operator including China’s #1 OTA Trip.com.

Setsu is fluent in Japanese, Chinese, and English.



Officers

Chairman / CEO Winston Chu
Director / President Hugo Wong
Director / COO Zhenghao Yang

Business

Operation of accommodations business

Registered Capital

JPY 9,000,000

PROFILE

OPPORTUNITY

2020 will be an exciting time for Wayfarer.

Oversupply and inadequate hotel infrastructure has made it difficult for many traditional hotel operators to profit or even pay rent.

With our unique operating approach and partnerships with overseas investment funds, we expect to have [at least 200+ rooms by year end](#).



GROWTH
PIPELINE

02

MARKET

The hotel market has changed.
Many operators have no way to adapt to the new paradigm.

Every other hotel operator will tell a similar story. They will be successful because...

1

Japan inbound tourism market is expanding. The government is targeting 60 million visitors by 2030.

2

There is opportunity in a specific subsegment of limited service hotels for high ADR and high occupancy.

3

Their hotel brand and design concept is unique and focuses on travel “experience”.

4

They have an experienced management team utilizing big data to source the best locations.

If everyone uses the same strategy – then no one is unique. Very few operators have an “edge”.

OVERSUPPLY

The hotel industry in Japan has not yet recognized that the market is oversupplied



Inbound tourism is growing at a slower rate.

In 2018, inbound tourists grew 9%.

In the first three quarters of 2019, growth was 3%¹



CBRE forecasts that the number of hotel rooms opening has nearly tripled between 2019 – 2021²

During this time, 87% of the new hotel supply will be limited service hotels.



Total guest nights in 2018 fell 2%³

The growth in inbound visitors nights was offset by a decline in domestic travelers, which still accounts for over 75% of stays



Other hotel operators continue building business plans based on optimistic assumptions.

¹ <https://www.japanmacroadvisors.com/page/category/economic-indicators/gdp-and-business-activity/number-of-visitors-to-japan/>

^{2,3} <https://www.cbre.co.jp/en/about/media-center/japan-hotel-market-outlook-jun-2019>

OUTDATED

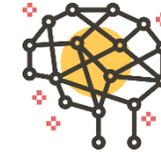
Local hotel support infrastructure is outdated, expensive and restrictive



Improving revenues and lowering costs is challenging in Japan.

Local hotels allow for extremely lenient cancellation policies.

Many hotels rely on expensive multi-year contracts for all infrastructure.



The most popular hotel software in Japan is severely outdated.

There are few integrations for additional features or sales channels, therefore lowering the potential revenues and employee productivity.



When actual performance falls below expectations, many hotel operators have no way to adapt.

03

OUR EDGE

Wayfarer Hotels has a solution to develop a sustainable competitive advantage.

OUR WAY

01

GLOBAL TECH

We scoured the world for the most [advanced](#) hospitality software to integrate into a technology “stack” [never](#) seen before in Japan.



01

BOOKING酒店查询

Kyoto | resi stay |

找到 20 个酒店

Full Renovation in March 2020 RESI STAY GIONDO KYO... ★★★★★ 605-0005 Kyoto Sanjo, Higashiyama-ku Sanchome 25-5... / ¥ 12,300 - 28,290	
RESI STAY Anekoji ★★★★★ 604-8206 Kyoto Nakagyo Ward, Nakagayo-ku Machigash... / ¥ 16,632 - 48,510	
RESI STAY BRIX ★★★★★ 600-8103 Kyoto Shimogyo Ward, Shimogho-ku Kawarama... / ¥ 5,106 - 39,501	
RESI STAY Fuyacho ★★★★★ 600-8058 Kyoto Shimogyo Ward, Shimogyo-ku Kamiurok... / ¥ 8,149 - 38,808	
RESI STAY Gion Shijo ★★★★★ 605-0073 Kyoto Higashiyama Ward, Higashiyama-ku Gi... / ¥ 19,007 - 23,725	
RESI STAY Gojozaka ★★★★★ 605-0878 京都市 Higashiyama Ward, 104 Yoshino-cho, Ke... / ¥ 6,240 - 13,520	
RESI STAY Imadegawa ★★★★★ 602-0939 Kyoto Kamigyo Ward, Kamigyo-ku Benzaitenc... / ¥ 4,992 - 16,770	
RESI STAY Karasuma Gojo ★★★★★ 600-8177 Kyoto Shimogyo Ward, Shimogyo-ku Osakacho... / ¥ 4,435 - 23,588	
RESI STAY Koan Bettei ★★★★★ 605-0801 Kyoto Higashiyama Ward, Higashiyama-ku Mi... / ¥ 6,504 - 22,575	
RESI STAY Kyodai West ★★★★★ 606-8301 Kyoto Sakyo Ward, Sakyo-ku Yoshidaizumido... / ¥ 7,560 - 18,200	
RESI STAY Nishiki ★★★★★ 604-8127 Kyoto Nakagyo Ward, Nakagyo-ku Kikuyacho ... / ¥ 10,035 - 29,480	
RESI STAY OWAN Hanami ★★★★★ 604-8252 Kyoto Nakagyo Ward, Nakagyo-ku Echigotsuk... / ¥ 4,252 - 37,962	
RESI STAY THE KYOTO ★★★★★ 600-8341 Gakurin-cho, Rokujo saganu, Nakasuji do-r... / ¥ 5,544 - 5,544	

1 2



PRECISE DATA

We built a proprietary engine that collects reservation data from OTAs.

For **EVERY** reservation from **EVERY** hotel in **ANY** major city in Japan we know...

ADR × Nights Booked × Reservation Date × Room Type

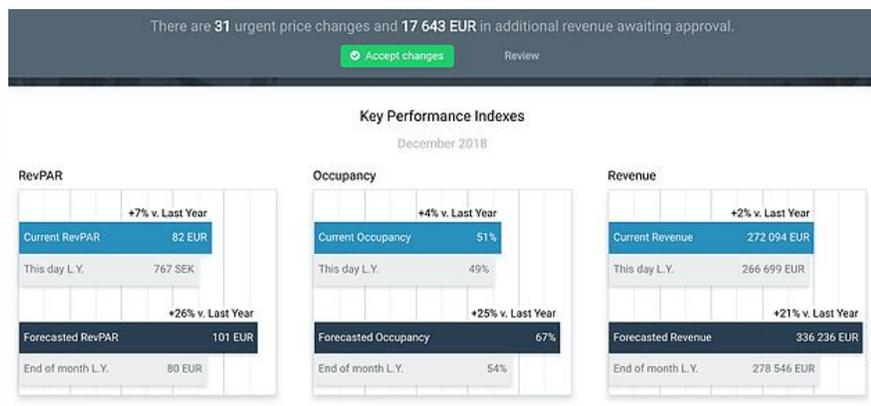
and more...

01

DYNAMIC PRICING

20% RevPAR Improvement

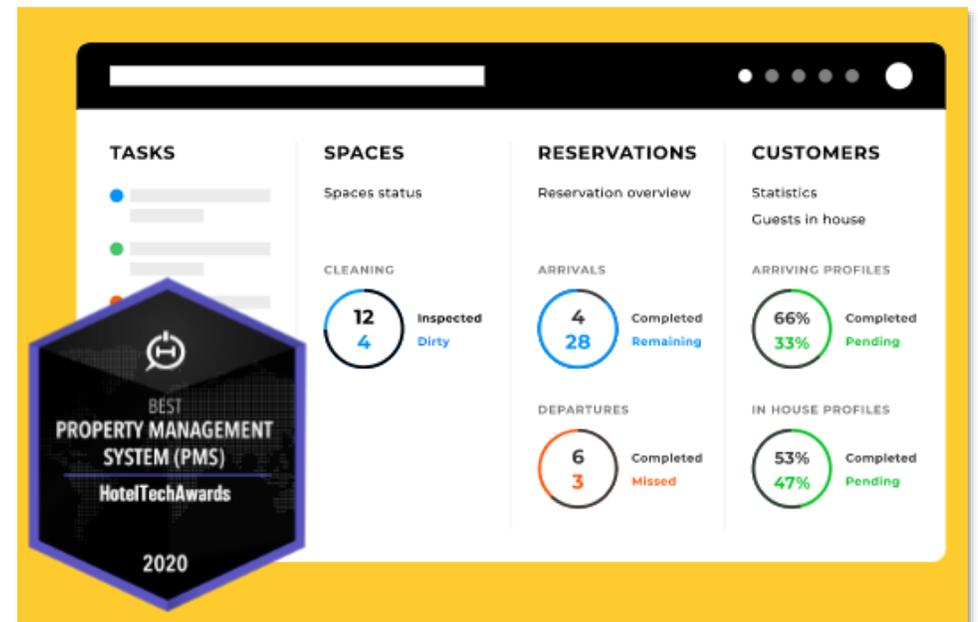
Our dynamic pricing system was built by a team of PhD and Masters engineers. Taking data from our hotels, nearby competitors and OTAs, we adjust ADR in *real time*.



GLOBAL PMS

MEWS was voted **#1 PMS** in the world by over 40,000 hotels. We are the **FIRST** hotel in Japan using it.

It has 130+ integrations enabling us to add immense levels of sophistication to our services & operations such as....



01

CHANNEL MANAGER

400+ Distribution Channels

More than any in the world.

We are the **first** hotel to partner directly with...



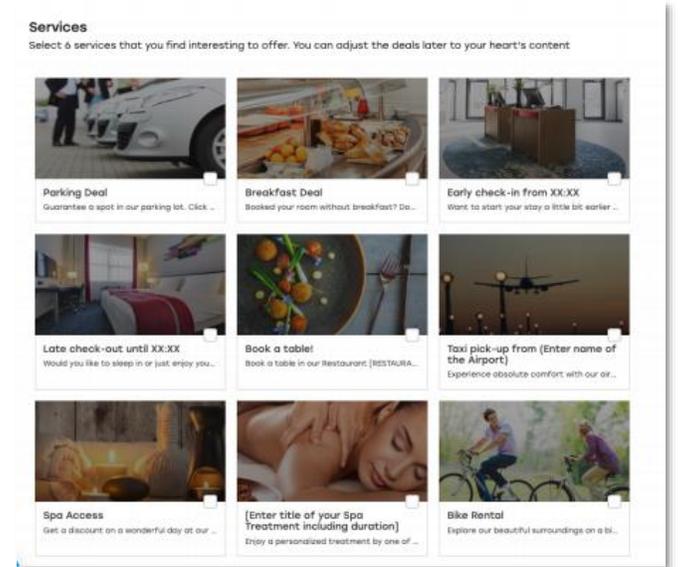
\$1bn travel activities startup



China travel agent aggregator.
Over 15,000 agents selling
>20,000 rooms



\$2bn social travel startup
backed by Tencent



UPSELLING

11.2% Conversion Rate

Our upselling web app maximizes every booking with **personalized** deals for upgrades, transportation, activities and experiences.



Wayfarer generates more from each booking and has access to more sales channels to offset lower occupancy.

02

OPERATIONS

With our global tech stack as a foundation, Wayfarer has assembled an experienced **cross disciplinary institutional** team to **optimize** business forecasting and costs.



02



Wayfarer can be profitable and pay rent even under poor market conditions.

OPTIMIZATION

Japan hospitality is highly inefficient. On average, Wayfarer can identify **20-30% in cost savings** with:

- Arranging staff schedules by demand
- Task automation software
- Using flexible accommodations licenses
- Re-negotiating and cancelling various service & product leases

PLANNING

...which matters because we **optimize** our costs in detail using the same planning process as major global hotel chains like Marriott & Radisson that we partner with.

Linens, amenities, housekeeping, utilities & more are all tracked **per guest** based on actual operating data.



03

CROSS-SELL

We do more than just talk about bringing guests closer to **experiences**.

Wayfarer partners with local businesses nearby to cross-sell their products and services to our guests.



03

COMMUNITY

Through our upsell webapp, we develop promotions & products with businesses of all type to bring **more value** to the guest. Our partners generate more sales and we take a **commission**.



Wayfarer offers guests true experiences outside the hotel while improving our profitability



Professional photographer & Kimono Rental
[@liyuanndddd](#)



Brooklyn Night Bazaar
[#brooklynnightbazaar](#)



Goodman Roasters
[#goodmanroasterkyoto](#)



04

PERFORMANCE

Our team has a strong track record in accommodations operations in Japan.

Your Search Results Score

12 out of 2582



Better than 100% of properties within your city

Your Search Results Score is based on the number of times your property appears in the search results compared to all other properties in your city. Your score works the same as a ranking system – the lower the number, the more often your property is seen.

Factors influencing your score

Conversion

6.73% 0.46%
Your property Area average

This shows the percentage of property page views that converted into bookings in the past 90 days.

Average Daily Rate

¥7,841 ¥13,246
Your property Area average

Also known as ADR, this is the combined revenue earned from sold rooms, divided by the number of sold rooms, for a specific time frame.

Cancellations

19.9% 42.5%
Your property Area average

This shows the percentage of all bookings that were canceled in the last 90 days. More cancellations means less conversion.

[Take action](#)

[Awesome! Learn more](#)

Review Score 9.0%
Area average is 8.7%

This is calculated using the ratings left by guests who stayed at your property. Making improvements to your guests' experience will likely improve your score.

[Awesome! Learn more](#)

Price Quality Score 100
Area average is 61

This score is a reflection of your price on Booking.com compared to the lowest prices on other channels.

[Awesome! Learn more](#)

Property Page Score 100%
Area average is 98%

This shows how complete your property page is in regards to information and photos.

[Awesome! Learn more](#)

Reply Score 99%
Area average is 84%

By answering guests as soon as possible, you'll improve your Reply Score as well as guests' overall experience.

[Go to Inbox](#)

BUILT TO LAST

Our execution is strong.

Compared to our competitor set:

- Conversion rate **15x** higher
- **50%** fewer cancellations
- Superior value for money & guest communications

According to Booking.com, Wayfarer Hotel Kyoto Shijo has outperformed 100% of competing hotels in the city – **ranked 12 out of 2,582 hotels.**

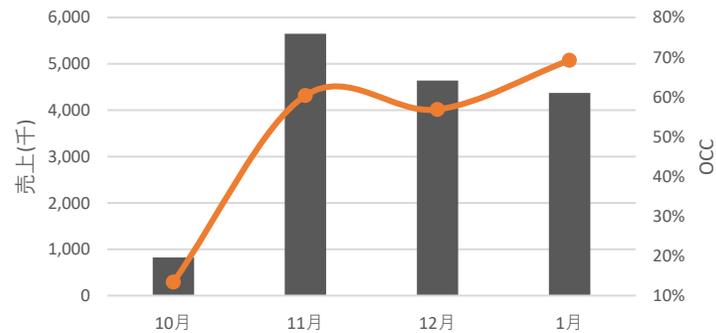
HOTEL

WAYFARER HOTEL KYOTO SHIJO

Located in central downtown Kyoto, the perfect crossroads for travelers to discover the city. Within 8 minutes on foot to Shijo station.

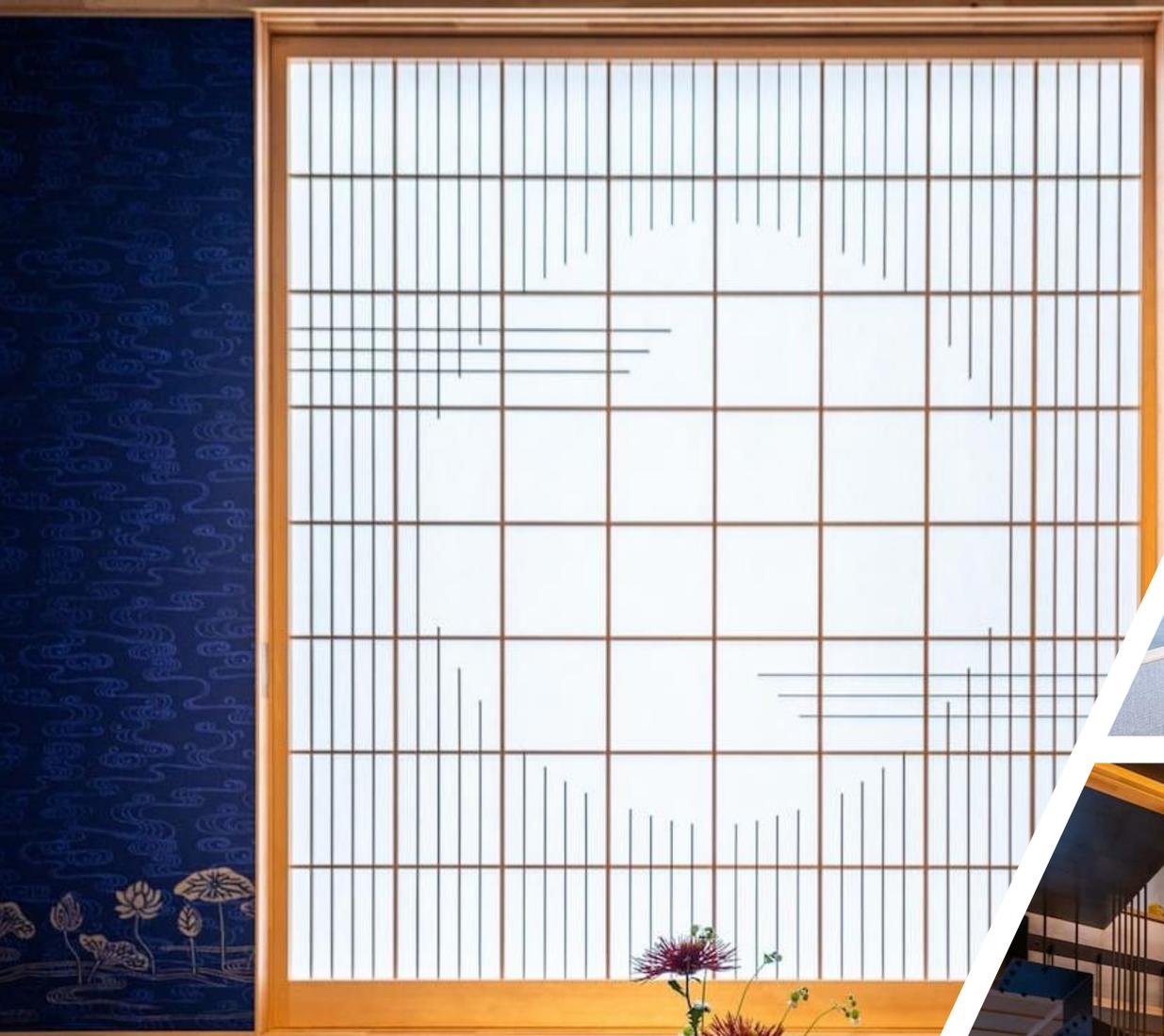
A unique mix 38 contemporary design suites, classic Western rooms and traditional Japanese tatami rooms.

We have completed targeted renovations to drive RevPAR uplift by maximizing guest density and improving hotel design.



8.9





TABITABI STAY

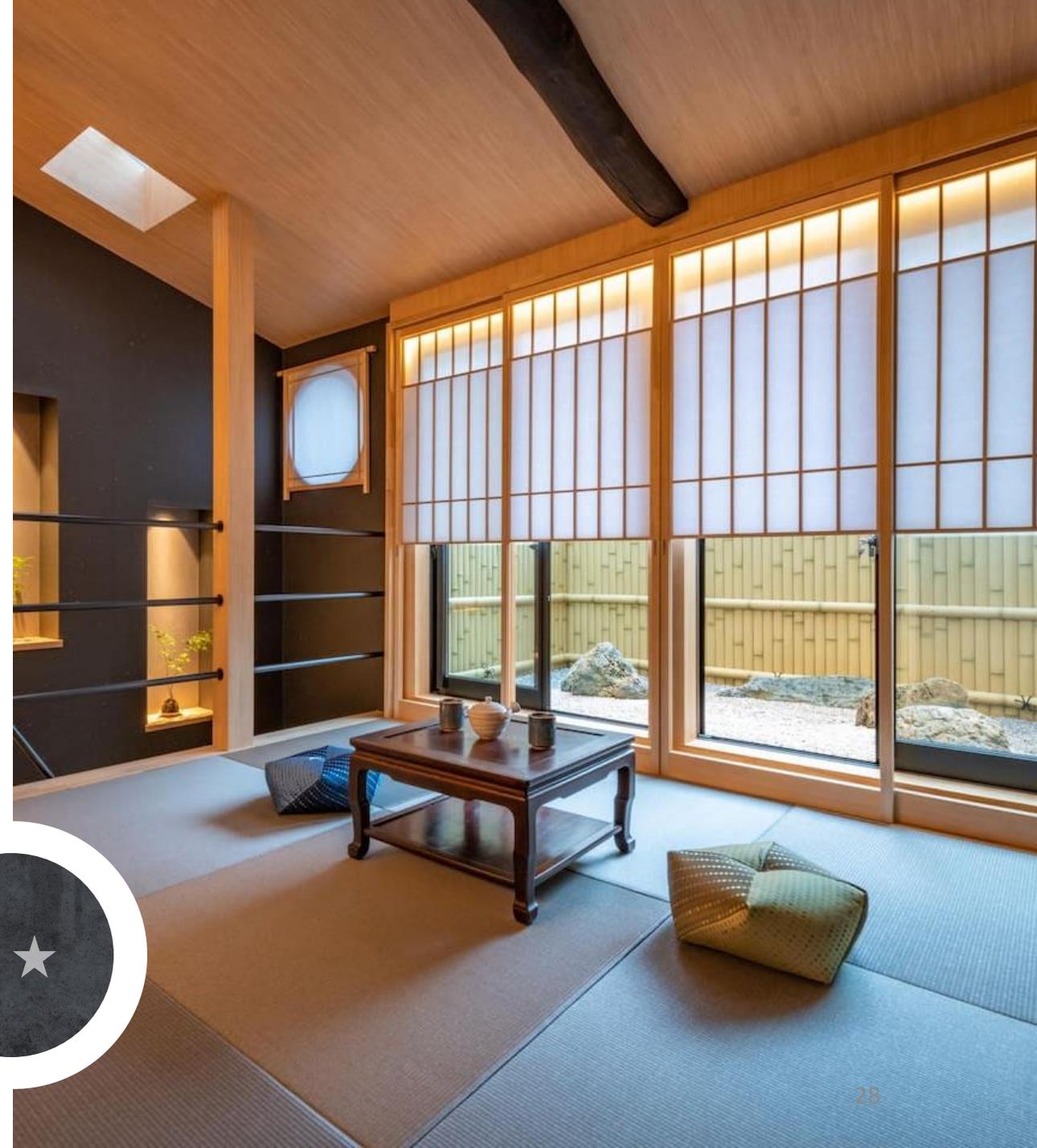
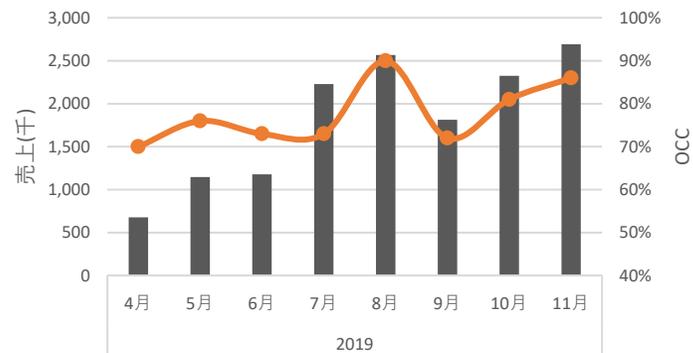


MACHIYA

TABITABI STAY COLLECTION

A collection of luxury machiya located in central Kyoto. Incorporating both modern and traditional design, our guests experience the original and pure Japan with the finest amenities and facilities.

Tabitabi Stay continues to operate today with the coveted [Superhost](#) status and [5-stars](#) on Trip.com.





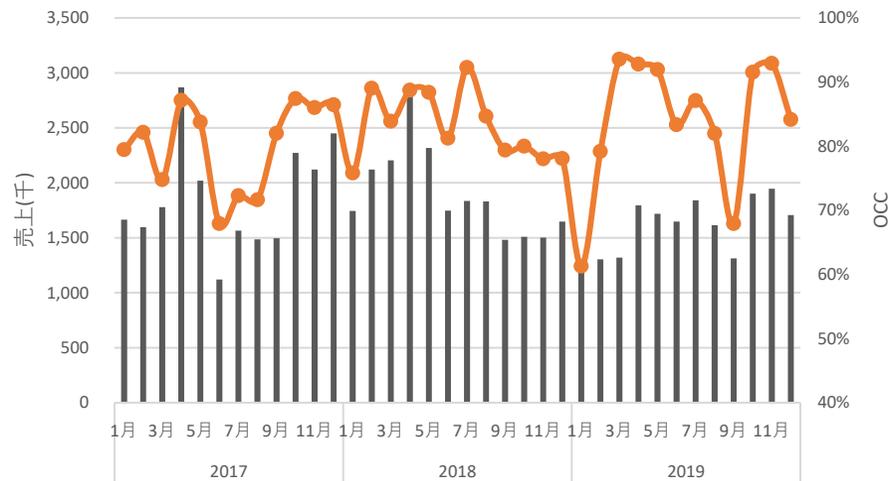
MINPAKU & MONTHLY MANSION

MINPAKU & MONTHLY MANSION

ROPPONGI & HARAJUKU

A collection of minpaku operated by our team prior to starting Wayfarer.

Since 2017, we have been a [Superhost](#) serving over [6,000 stays](#) and averaging [82% occupancy](#) over the last 3 years.



CONTACT

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ウェイフェアかぶしがいしゃ

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