



Stock Code: 000613, 200613

Notice No.: 2019-020

Short Form of the Stock: Dadonghai-A, Dadonghai-B

# 海南大东海旅游中心股份有限公司

Hainan Dadonghai Tourism Centre (Holdings) Co., Ltd.



## Summary of Semi-Annual Report 2019

Disclosure Date: 10 August 2019

**Hainan Dadonghai Tourism Centre (Holdings) Co., Ltd.****Summary of Semi-Annual Report 2019****I. Important Notice**

The summary is abstract from full-text of annual report, for more details of operating results, financial condition and future development plan of the Company; investors should found in the full-text of annual report that published on media appointed by CSRC.

Objection statement of directors, supervisors and senior executives: Nil

Prompt of non-standard audit opinion

Applicable  Not applicable

Profit distribution pre-plan of common stock or capitalizing of common reserves pre-plan deliberated by the Board in the reporting period

Applicable  Not applicable

The Company has no plans of cash dividend distributed, no bonus shares and has no share converted from capital reserve.

Profit distribution pre-plan of preferred stock deliberated and approved by the Board in the reporting period

Applicable  Not applicable

**II. Basic information of the company****1. Company profile**

Short form of the stock	Dadonghai-A , Dadonghai-B	Stock code	000613, 200613
Stock exchange for listing	Shenzhen Stock Exchange		
Person/Way to contact	Secretary of the Board	Rep. of security affairs	
Name	Wang Hongjuan		
Office add.	Dadonghai Sanya		
Tel.	0898-88219921		
E-mail	hnddhhn@21cn.com		

**2. Main accounting data and financial indexes**

Whether it has retroactive adjustment or re-statement on previous accounting data

Yes  No

	Current period	Same period of last year	Increase/decrease in this report y-o-y
Operating revenue (RMB)	14,241,961.04	16,173,929.32	-11.94%
Net profit attributable to shareholders of the listed company (RMB)	755,974.01	1,282,165.58	-41.04%



Net profit attributable to shareholders of the listed company after deducting non-recurring gains and losses (RMB)	595,943.55	1,282,370.56	-53.53%
Net cash flow arising from operating activities (RMB)	1,269,416.65	3,110,677.60	-59.19%
Basic earnings per share (RMB/Share)	0.0021	0.0035	-40.00%
Diluted earnings per share (RMB/Share)	0.0021	0.0035	-40.00%
Weighted average ROE (%)	0.97%	1.65%	-0.68%
	End of current period	End of last period	Increase/decrease in this report-end over that of last period-end
Total assets (RMB)	87,407,933.32	88,197,118.07	-0.89%
Net assets attributable to shareholder of listed company (RMB)	78,544,670.30	77,788,696.29	0.97%

### 3. Amount of shareholders of the Company and particulars about shares holding

In Share

Total common stock shareholders in reporting period-end	36,595	Total preference shareholders with voting rights recovered at end of reporting period	0			
Top ten shareholders						
Full name of Shareholders	Nature of shareholder	Proportion of shares held	Amount of shares held	Amount of restricted shares held	Number of shares pledged/frozen	
					State of share	Amount
Luoniushan Co., Ltd.	Domestic non state-owned corporate	17.55%	63,885,980	0	0	63,885,980
Yang Meiqin	Domestic nature person	4.47%	16,279,028	0	0	16,279,028
Pan Anjie	Domestic nature person	4.01%	14,593,598	0	0	14,593,598
Hainan Ya'an Residence Property Service Co., Ltd.	Domestic non state-owned corporate	2.25%	8,205,800	0	0	8,205,800
Chen Jinlian	Domestic nature person	2.13%	7,766,400	0	0	7,766,400
HGNH International Asset Management Co., Ltd – customer deposit	Foreign corporate	1.23%	4,495,902	0	0	4,495,902
Pan Aiping	Domestic nature person	1.13%	4,110,738	0	0	4,110,738
China Investment Securities (HK) Co., Ltd. – customer deposit	Foreign corporate	0.99%	3,622,300	0	0	3,622,300
Zhang Fengxiu	Domestic nature	0.90%	3,291,372	-610000	0	3,291,372



	person					
Shenwan Hongyuan Securities (Hong Kong) Co., Ltd.	Foreign corporate	0.84%	3,056,390	0	0	3,056,390
Explanation on associated relationship among the aforesaid shareholders	Among the above shareholders, Hainan Ya'an Residence Property Service Co., Ltd. is the wholly-owned subsidiary of Luoniushan Co., Ltd; Yang Meiqin, Pan Anjie, Chen Jinlian and Pan Aiping are the persons acting in concert; the Company is unknown whether there exists associated relationship or belongs to the consistent actor regulated by the Management Measure of Information Disclosure on Change of Shareholding for Listed Company among the other shareholders.					
Explanation on shareholders involving margin business	N/A					

#### 4. Changes of controlling shareholders or actual controller

Changes of controlling shareholders in reporting period

Applicable  Not applicable

Changes of controlling shareholders had no change in reporting period.

Changes of actual controller in reporting period

Applicable  Not applicable

Changes of actual controller in reporting period had no change in reporting period.

#### 5. Total preferred shareholders and top 10 shares held by preferred shareholders

Applicable  Not applicable

The Company has no preferred shareholders

#### 6. Corporate bond

Whether the Company has a corporation bonds that issuance publicly and listed on stock exchange and without due on the date when semi-annual report approved for released or fail to cash in full on due: No

### III. Discussion and Analysis of Operation

#### 1. Operation status in the period

Whether the Company needs to comply with the disclosure requirement for special industry: No

During the reporting period, the company realized main business income of 14,242,000 Yuan, decreased by 1,932,000 Yuan compared with the same period last year, a decrease of 11.94%; net profit of 756,000 Yuan, decreased by 526,200 Yuan compared with the same period last year, a decrease of 41.04%.

During the reporting period, the Company focus on market-oriented and use marketing strategy in a flexible way to exploited the sales channel, meanwhile, strengthening enterprise culture construction as well as the employee



team-building, making efforts to improve product's quality, strictly controlling the cost management, perfect the Company's internal control system in order to reduce the risks and consumptions for more income earns and less expenditure costs, we completed the operation targets that formulated at beginning of the year basically. Main works are as:

1. Market-oriented, use marketing strategy in a flexible way to exploit the sales channel

During the reporting period, the Company actively expanded the network market, the Russian market and the southwest, north, east and southern China markets in addition to further consolidating its existing customer bases oriented by markets with flexible utilization of marketing strategies. Besides, increasing cooperation was made by the Company with domestic and foreign well-known travel agencies, sales network platforms and direct-sale travel agencies in the first and second tier cities. The Company also conducted implementation of sales incentives and sales mechanism involving every staff, to increase the market share in terms of sales.

2. People-oriented, strengthen the enterprise with high-quality, strive to improve product quality and enhance the competitive-ness of enterprises

In reporting period, in line with the Human-Oriented employment ideality, we continuously enriched the culture life for employees, create a harmonious working environment and strengthen the construction of enterprise culture and staff-building. At the same time, create new management mechanism, motivate and mobilized the enthusiasm, initiative and creativity of the staff. Based on the management ideal of "strengthen the enterprise with high-quality", we constantly strengthen the hotel management and carried out skill training in pre-job for their basic information and the after-job for business ability improvement. Enhance the service standards and consciousness, as well as the sense of responsibility and quality, effectively improved the service quality and management standards, and improving the quality of the hotel and comprehensive competitiveness.

3. Strictly curb the costs and budget management, improve internal control mechanism, reducing risks and consumptions, increase revenue and reduce expenditures, safety in production to maximize the interest of the enterprise

During the reporting period, the Company continued to focus on financial management, improve the procurement management system, strengthen management of procurement cost control and budget management, adopt diversified means to obtain procurement price inquiry, such as network price inquiry, the hotel industry price inquiry and other measures, obtain cost inquiry from over three suppliers to select the best one, control operating costs in a scientific manner, strictly control various expense and expenditures, frequent inspection and repair to prevent waste of resources, which enabled the Company to effectively improve the reasonableness of procurement cost and cost effectiveness. Besides, human resources cost was effectively brought down due to optimized organ establishment and personnel distribution. At the same time, the Company continued to improve the internal control system, strengthen regulation and implementation of internal control system, strengthen the effective implementation of internal control work, reduce risks and consumption, increase revenue and control expenditures, emphasize production safety and improve operational efficiency, to ensure the operation safety and thus maximize the interests of the Company as a whole.



In the second half of 2019, the Company continues to consolidate and expand sales channels, improve the hotel's quality and service standards, and enhance the comprehensive competitiveness, to laying out a solid foundation for sustained, stable and healthy development of the Company.

## **2. Matters relevant to financial report**

### **(1) Particulars about the changes in aspect of accounting policy, estimates and calculation method compared with the accounting period of last year**

Applicable     Not applicable

No particulars about the changes in aspect of accounting policy, estimates or calculation method in Period.

### **(2) Particulars about retroactive restatement on major correction for accounting errors in reporting period**

Applicable     Not applicable

No particulars about retroactive restatement on major correction for accounting errors in reporting period.

### **(3) Particulars about the change of consolidation range compared with the accounting period of last year**

Applicable     Not applicable

No particulars about the change of consolidation range in reporting period.

Board of Directors of  
Hainan Dadonghai Tourism Centre (Holdings) Co., Ltd.  
10 August 2019