



Stock Code: 000613, 200613

Notice No.: 2018-055

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 2018

Disclosure Date: 11 August 2018

**Hainan Dadonghai Tourism Centre (Holdings) Co., Ltd.****Summary of Semi-Annual Report 2018****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)	16,173,929.32	15,096,273.42	7.14%
Net profit attributable to shareholders of the listed company (RMB)	1,282,165.58	1,719,253.80	-25.42%



Net profit attributable to shareholders of the listed company after deducting non-recurring gains and losses (RMB)	1,282,370.56	1,718,993.80	-25.40%
Net cash flow arising from operating activities (RMB)	3,110,677.60	3,231,073.10	-3.73%
Basic earnings per share (RMB/Share)	0.0035	0.0047	-25.53%
Diluted earnings per share (RMB/Share)	0.0035	0.0047	-25.53%
Weighted average ROE (%)	1.65%	2.29%	-0.64%
	End of current period	End of last period	Increase/decrease in this report-end over that of last period-end
Total assets (RMB)	87,966,932.27	87,466,661.80	0.57%
Net assets attributable to shareholder of listed company (RMB)	78,417,579.68	77,135,414.10	1.66%

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

In Share

Total common stock shareholders in reporting period-end	46,487	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		
Pan Guoping	Domestic nature person	8.24%	29,989,791	0		
HGNH International Asset Management Co., Ltd – customer deposit	Foreign corporate	2.29%	8,327,502	0		
Hainan Ya'an Residence Property Service Co., Ltd.	Domestic non state-owned corporate	2.25%	8,205,800	0		
China Investment Securities (HK) Co., Ltd. – customer deposit	Foreign corporate	1.30%	4,722,300	0		
Zhang Fengxiu	Domestic nature person	1.07%	3,901,372	0		
Ouyang Chunlin	Domestic nature person	0.92%	3,360,000	0		
CITRINE CAPITAL LIMITED	Foreign corporate	0.90%	3,265,200	0		
Hu Jianguo	Domestic nature person	0.82%	2,993,940	0		
Sun Huiming	Domestic nature	0.79%	2,888,690	0		



	person				
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. 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 16,173,900 Yuan, increased by 1,077,700 Yuan compared with the same period last year, an increase of 7.14%; net profit of 1,281,600 Yuan, decreased by 437,600 Yuan compared with the same period last year, a decrease of 25.45%.

During the reporting period, the Company keeps innovating in new market development and use marketing strategy in a flexible way to exploit the sales channel, acquiring a large number of guest sources from Russian by making use of the favorable geographical advantage and environmental advantages. Moreover, we put more efforts in renovation and reforming of the equipment and facilities, strengthen skill training for the employees in order to improve the product quality. Strictly controlling the cost management, perfect the Company's internal



control system in order to earn and less expenditure costs, we completed the operation targets that formulated at beginning of the year basically. Main works are as:

1. Actively expand market, broaden marketing channels, and flexibly utilize marketing strategy to strive for a large number of Russian customers.

During the reporting period, the company continued to increase the sales efforts of network marketing channels, strengthen the cooperation with the domestic leading travel network companies, such as Ctrip, Tuniu, Alitrip, Asiatravel, CFHC Tmall, etc., and make the best of network channels and e-commerce platforms to expand network marketing. Take advantage of hotel location, and flexibly utilize the marketing strategies to cooperate with Russian tourist suppliers including Haolide International Travel Agency, Youyi International Travel Agency and Shengda SinoTrip etc. to win a large number of Russian customers. During the reporting period, the company achieved main business income of RMB 15,096,300, an increase of RMB 3,033,500 compared with the same period last year, and rate of increase was 25.15%.

2. Continue to strengthen the training of service skills so as to improve the quality of hotel products and enhance the product competitiveness.

The human resources mobility in the hotel industry is rather large, and the service skill training is becoming increasingly important. The company adheres to the “people-oriented” business philosophy, strengthens the business service skill training, enhances the corporate culture construction, constantly enriches the employees’ cultural life, and creates a harmonious working environment. The company also constantly strengthens the service skill training to improve the quality and market competitiveness of the company’s hotel products.

3. Adhere to the strict cost control, intensify the budget management and performance evaluation mechanism, continuously complete the internal control system, and improve the operational management efficiency.

During the reporting period, the company focused on expanding its operations, strengthened the procurement cost control management, adopted performance evaluation mechanism and budget management, and took measures such as online price inquiry and hotel industry price inquiry to implement the diversification of procurement cost inquiry channels, and shopped around for scientific control of operating costs. At the same time, the company continued to improve the internal control system, strengthen the internal control work norms, intensify the effective implementation of internal control work, increase revenues and reduce expenditures, and adhere to the safety production, which effectively improved the management efficiency, ensured the company’s operation safety, and maximized the enterprises benefits.

In the second half of 2018, 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.
9 August 2018