

**HOTAI MOTOR CO., LTD.**

**2207TT**

# Agenda

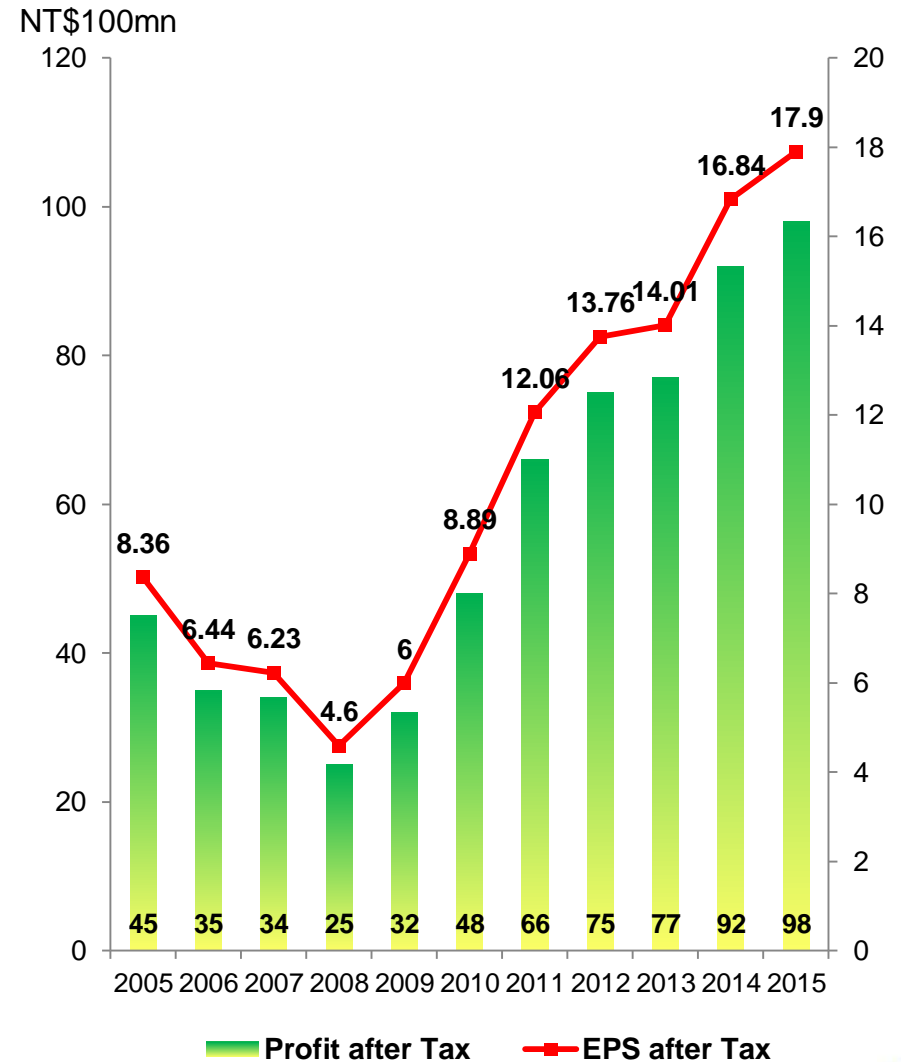
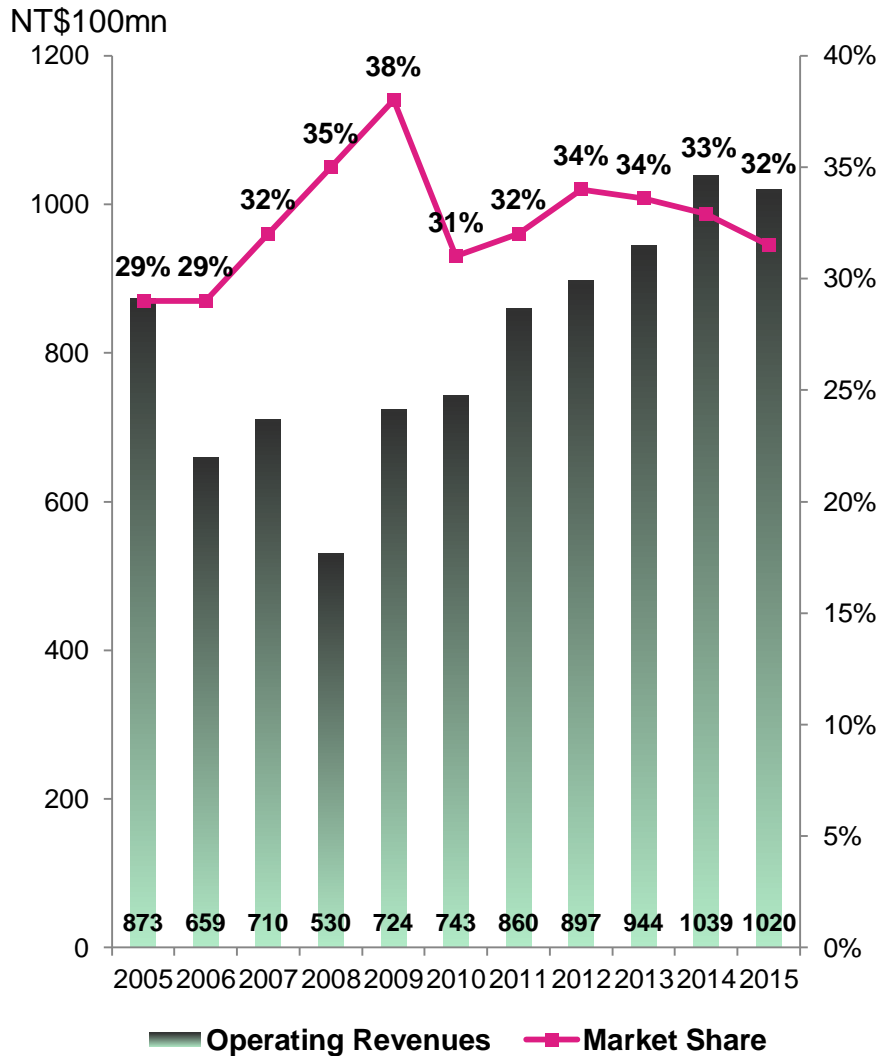
- Company Introduction
- Operating in 2016
- QA

# Company Introduction

# 1. Hotai Motor Basic Data

<b>Establishing date: September 1947</b>		
<b>Founder: Mr. Huang Lieh-Ho</b>		<b>Honorable Group Chairman: Mr. Su Yann-Huei</b>
<b>Chairman: Mr. Huang Nan-Kuang</b>	<b>President: Mr. Justin Su</b>	<b>Executive Vice President: Mr. Katsuhito Ohno</b>
<b>Capital amount: NT\$5.462 billion</b>	<b>Sales turnover: NT\$102 billion (2015)</b>	<b>Employees: 550 people (Sep. 2016)</b>
<b>Product brands: TOYOTA, LEXUS, HINO Trucks, TOYOTA Industrial Equipment</b>		

# 2. Operation and Financial Results



# 3. Affiliates



# 4. Financial Results

Unit: NTD thousands

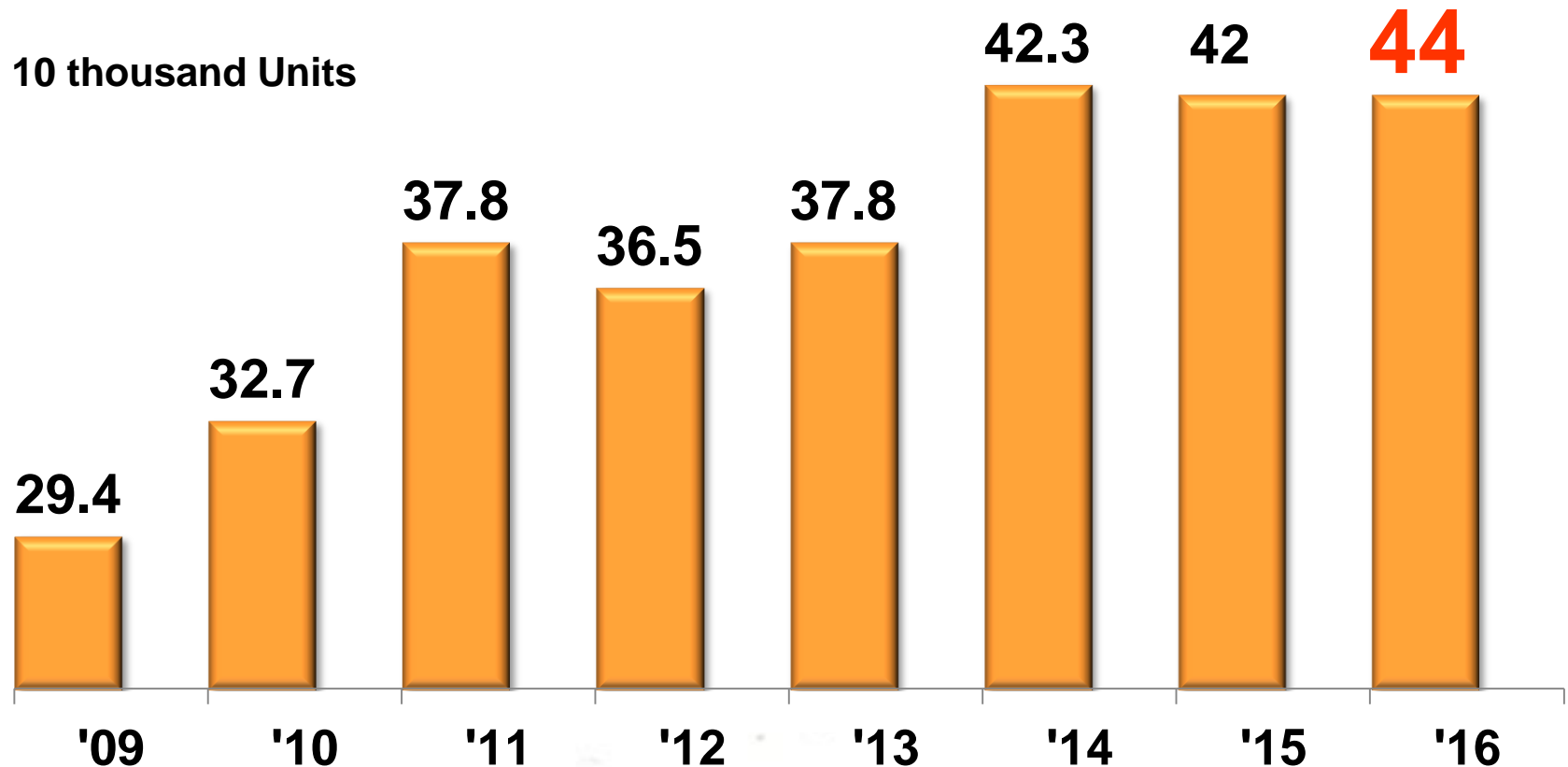
Items	NINE MONTHS ENDED SEP. 30, 2015		NINE MONTHS ENDED SEP. 30, 2016	
		%		%
Operating revenue	119,012,461	100.0%	126,983,469	100.0%
Gross profit	16,220,881	13.6%	17,249,604	13.6%
Operating profit	7,398,490	6.2%	7,810,903	6.2%
Non-operating income and expenses	2,994,482	2.5%	3,266,764	2.6%
Profit before income tax	10,392,972	8.7%	11,077,667	8.7%
Income tax expense	1,870,625	1.6%	1,889,504	1.5%
Profit for the period	8,522,347	7.2%	9,188,163	7.2%
Profit attributable to owners of parent	7,693,842	6.5%	8,194,184	6.5%
Profit attributable to non-controlling interests	828,505	0.7%	993,979	0.8%
Earnings per share	14.09		15	

# Operating in 2016



# 1. Market

■ Total market expected to reach **440,000** units in 2016.



## 2. 2016 Target and New Products



- TOYOTA : 120,000 units
- Continue to launce new products to meet customers' needs



PRIUS (2016Q1)



SIENTA (2016Q4)  
(the picture is for reference only)



SIENNA (2016Q2)  
(the picture is for reference only)

# 2. 2016 Target and New Products



- LEXUS : 15,000 units
- Comprehensive product line is expected to boost and beat the guidance





**TOYOTA**



**LEXUS**

**Target: 135,000 units**

**Market share: 32%**

# 3. Used Car Business

## ■ @abc好車網 strengthen virtual networks



New Interface

Transparency

Service  
Warranty

# 4. Sales Locations Upgrade

■ TOYOTA and LEXUS plan to invest more than 4 billion to upgrade sales locations from 2016 to 2017.

Upgrade Plan	TOYOTA	LEXUS
Number of locations	8	10
New Location	5	3
Remodel	3	3
EXpension	-	4
Total number of locations as of 2017	126	26

# 4. Sales Locations Upgrade

## ■ Staff additions in 2016

Brand	TOYOTA	LEXUS
Sales representatives	1,774 (+0)	372 (+7)
Services representatives	4,445 (+193)	1,138 (+95)

(Units: person)



# 5、Commercial Vehicles

- Target : 6,000 units
- Maintain the Top seller of full-size commercial vehicles



HINO 300  
(2016Q3)



# 6. Corporate Social Responsibility

## ■ Love Start Charity Event.

The donation amounts to charity reach NT\$ 20 millions in 2016



## ■ Promote Traffic Safety Awareness

- Donate over 50,000 units of crossing guard equipment for elementary schools since 2011
- Sponsor “Road Safety Storytelling Tour”



# 6. Corporate Social Responsibility

## ■ TOYOTA Toy Story Campaign

With over 4,600 TOYOTA owners' participation, we have collected more than 36 tons of toys for over 1,100 less fortunate children.



## ■ Taiwan LEXUS Film Awards

LEXUS has been holding film competition event "Taiwan LEXUS Film Awards" since 2015 to encourage students making creative and inspirational home-made film, while building up LEXUS brand awareness among young generation.



# Q&A