

HOTAI MOTOR CO., LTD.

2207TT

Agenda

- Company Introduction
- 2017 Operating Highlights
- QA

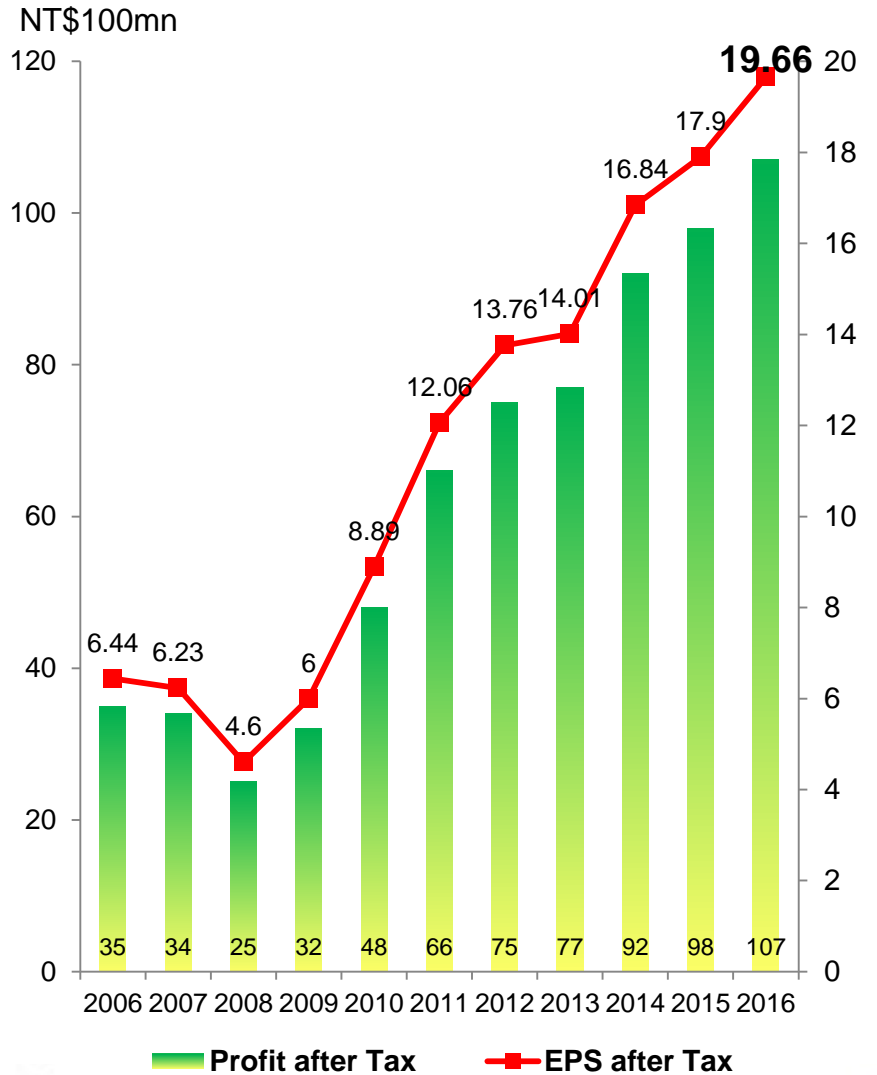
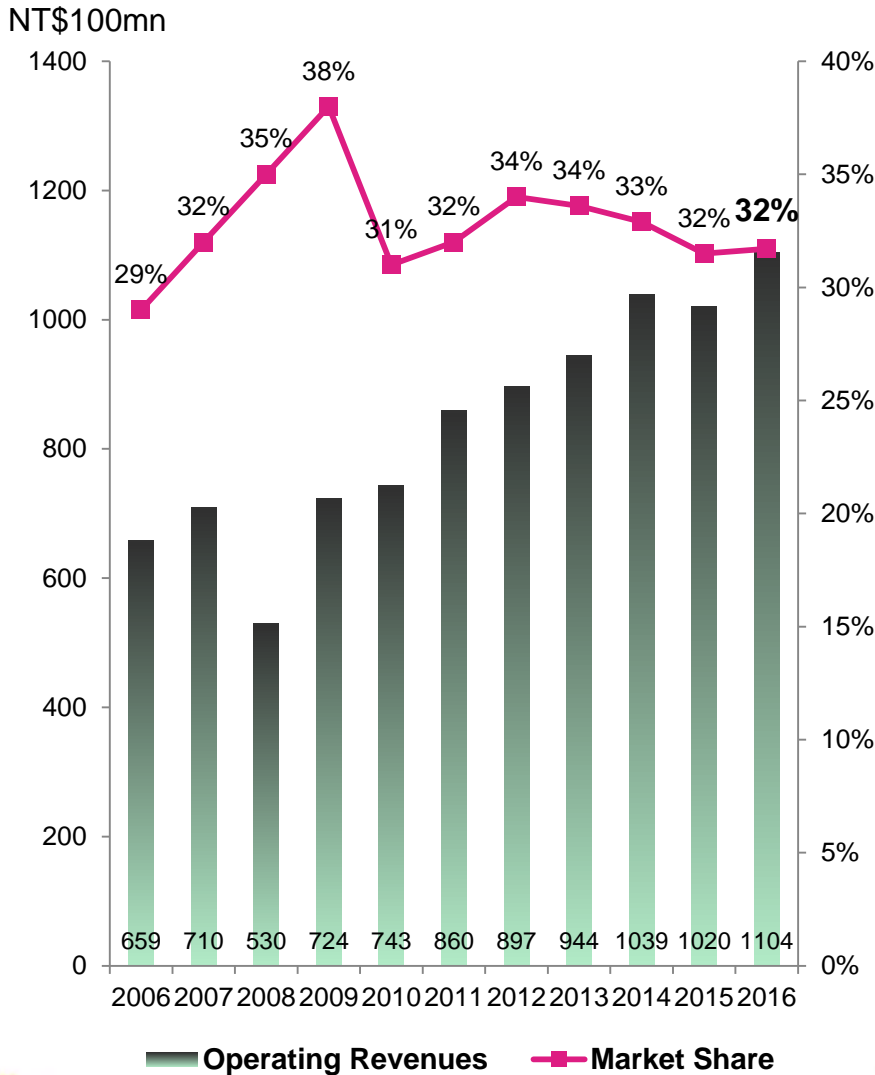
Company Introduction

1. Hotai Motor Basic Data

Establishing date: September 1947		
Founder: Mr. Huang Lieh-Ho		Group Chairman: Mr. Su Yann-Huei
Chairman: Mr. Huang Nan-Kuang	President: Mr. Justin Su	Executive Vice President: Mr. Katsuhito Ohno
Capital amount: NT\$5.462 billion	Sales turnover: NT\$110 billion (2016)	Employees: 562 people (2016)
Product brands: TOYOTA, LEXUS, HINO Trucks, TOYOTA Industrial Equipment		



2. Operation and Financial Results



Affiliates



2017Q3 Financial Results



Unit: NTD thousands

ITEM	NINE MONTHS ENDED SEP. 30, 2017	%	NINE MONTHS ENDED SEP. 30, 2016	%
Operating revenue	116,476,021	88.1%	116,474,762	89.3%
Leasing income	9,498,276	7.2%	9,638,248	7.4%
Interest income	3,355,453	2.5%	2,755,293	2.1%
Others	2,804,512	2.1%	1,524,686	1.2%
Total Income	132,134,262	100.0%	130,392,989	100.0%
COGS	99,761,019	75.5%	100,715,480	77.2%
Operating expenses	9,725,075	7.4%	8,266,856	6.3%
Leasing cost	7,179,706	5.4%	7,453,620	5.7%
Others	4,452,449	3.4%	2,879,366	2.2%
Total Expense	121,118,249	91.7%	119,315,322	91.5%
Profit before income tax	11,016,013	8.3%	11,077,667	8.5%
Income tax expense	2,117,218	1.6%	1,889,504	1.4%
Net profit	8,898,795	6.7%	9,188,163	7.0%
Profit attributable to owners of parent	7,770,644	5.9%	8,194,184	6.3%
EPS	14.23		15.00	

Information about segment profit or loss



Unit: NTD thousands

NINE MONTHS ENDED SEP. 30, 2017						
	Distributor of TOYOTA and HINO products segments	Installment trading segments	Leasing segments	Other segments	Reconciliation and elimination	Total
Total segment revenue	85,074,366	5,611,415	13,862,349	38,767,106	(11,180,974)	132,134,262
Segment income*	9,111,732	1,351,361	624,836	4,279,390	(4,351,306)	11,016,013
Segment assets	56,068,219	88,276,983	44,270,900	59,744,097	(53,637,880)	194,722,319

NINE MONTHS ENDED SEP. 30, 2016						
	Distributor of TOYOTA and HINO products segments	Installment trading segments	Leasing segments	Other segments	Reconciliation and elimination	Total
Total segment revenue	84,809,598	5,195,614	14,161,984	37,111,991	(10,886,198)	130,392,989
Segment income*	9,387,278	1,155,726	528,624	3,473,888	(3,467,849)	11,077,667
Segment assets	52,023,219	80,855,281	39,317,769	33,570,426	(36,453,255)	169,313,440

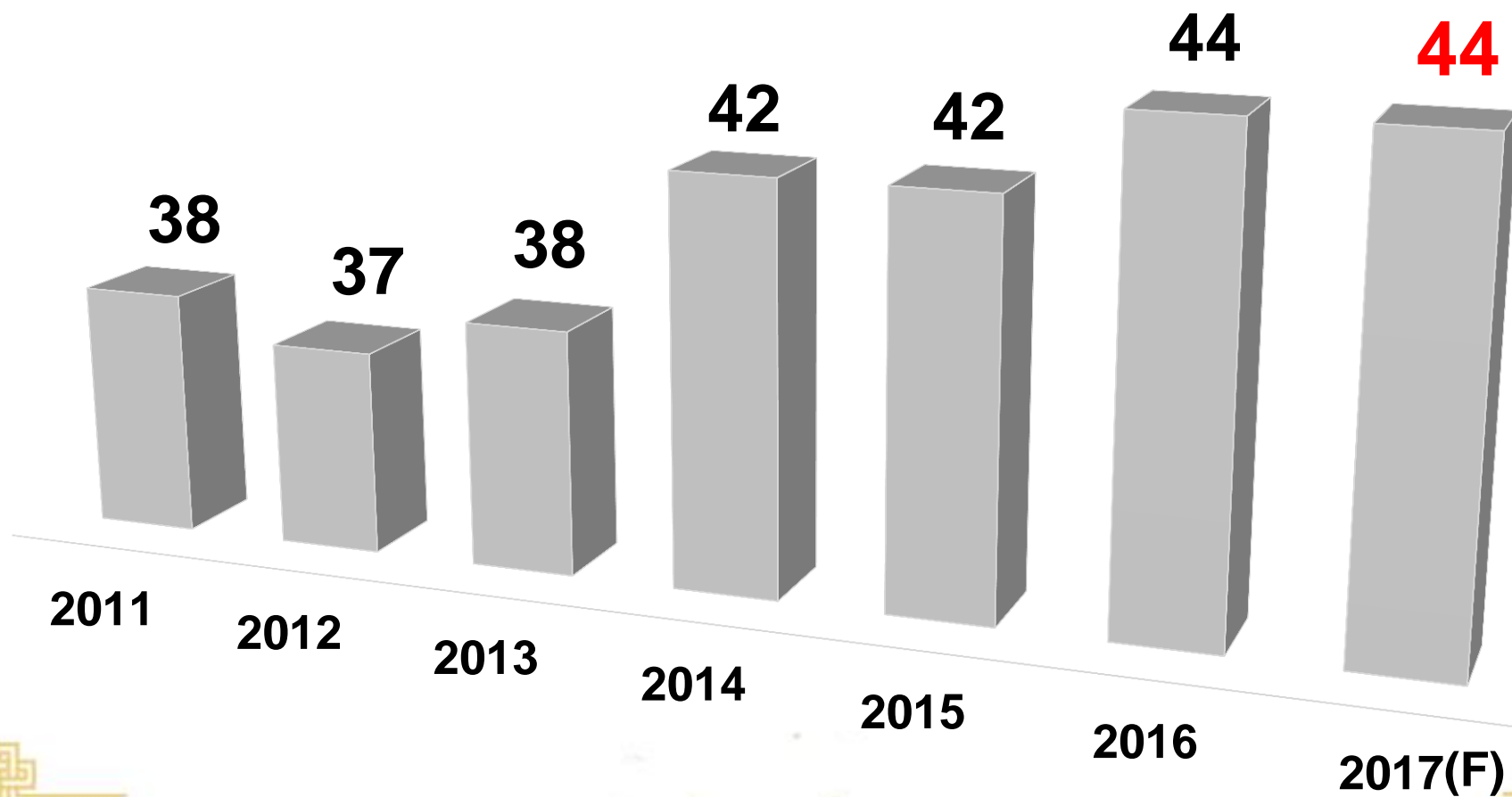
*Segment income means pre-tax profit

*Hotai Insurance has consolidated into Hotai since January 2017

2017 Operating Highlights

2017 Market Review

■ Total market(thousands units)





2017 Operating Highlights

Continue to introduce new models and keep to enhance current model's product competitiveness

Mar.

C-HR



Apr.

usPHV



2017 Operating Highlights



Aug.

PRIUS C



Sep.

COROLLA ALTIS X





2017 Operating Highlights

Social Media Managing



2,533 thousands



997 thousands



55 thousands



19 thousands

Make the members
become
TOYOTA FANS

豐田

鐵粉

2017 Operating Highlights



Upgrade Sales Locations



New Locations: **3**

Expansion: **1**

→ Total number of locations will reach **109** as of 2017

2017 Operating Highlights



20th year of LEXUS in Taiwan



Product

Launch flagship product

Image

Brand image upgrade project

2017 Operating Highlights



Continue to introduce new models and keep to enhance current model's product competitiveness

May

LC



Sep.

CT



2017 Operating Highlights



Oct.

NX



Nov.

LS





2017 Operating Highlights

Flagship Sales Location



Flagship Locations: **3**

New Locations: **2**

→ Total number of locations will reach **27** as of 2017



2017 Operating Highlights

Complete CPO networks



Increase 6 CPO locations



2017 Operating Highlights



Sales units
until Nov.

TOYOTA
LEXUS

102,714 units
12,804 units

Target for
Market
share

30%



2017 Operating Highlights

Continue to introduce new models and keep to enhance current model's product competitiveness

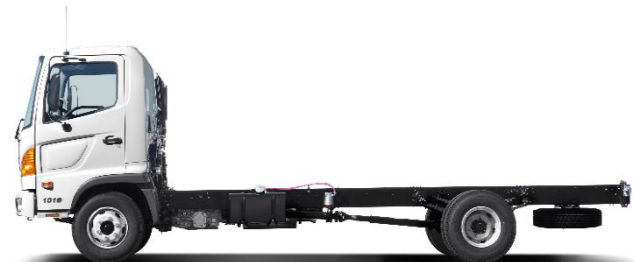
Jan.

Remodel



Apr.

New launched



2017 Operating Highlights



Road Safety



Caring for the Underprivileged



Environmental Initiatives



Blood Donor Activities



Sponsor for Art



Sponsor for Art

2017 Operating Highlights

1. Hotai has planted one tree for every new car owner around Taiwan coastal since Apr. 2017.
2. Hotai plans to plant nearly **90,000** trees in 2017. So far, we have completed **95%**.
3. Hotai will continue to invite the volunteers to join the planting activities.



2017 Operating Highlights



Yunlin



Miaoli



Taipei



Yunlin



Chiayi



Pingtung



Taitung



2017 Operating Highlights 和泰汽車



讓愛啟動

善盡企業社會責任

Q&A