

**HOTAI MOTOR CO., LTD.**

**2207TT**

# Agenda

- Company introduction
- Market and sales review 2019
- Corporate operation highlight 2020
- Corporate operation highlight 2020
- Q&A

**Establishing date: September 1947**

**Chairman:**  
**Mr. Huang Nan-Kuang**

**President:**  
**Mr. Justin Su**

**Executive Vice President:**  
**Mr. KAZUO NAGANUMA**

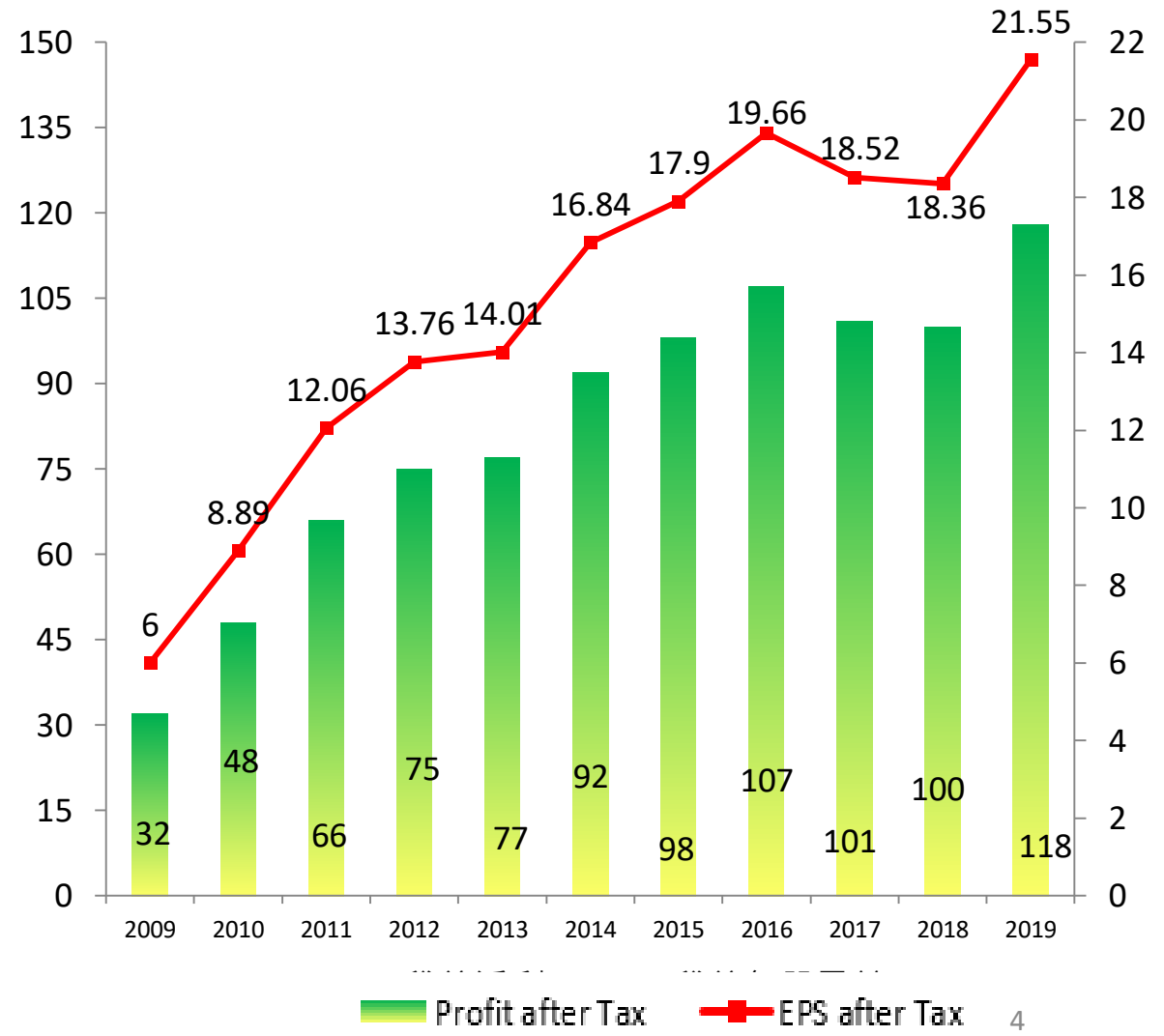
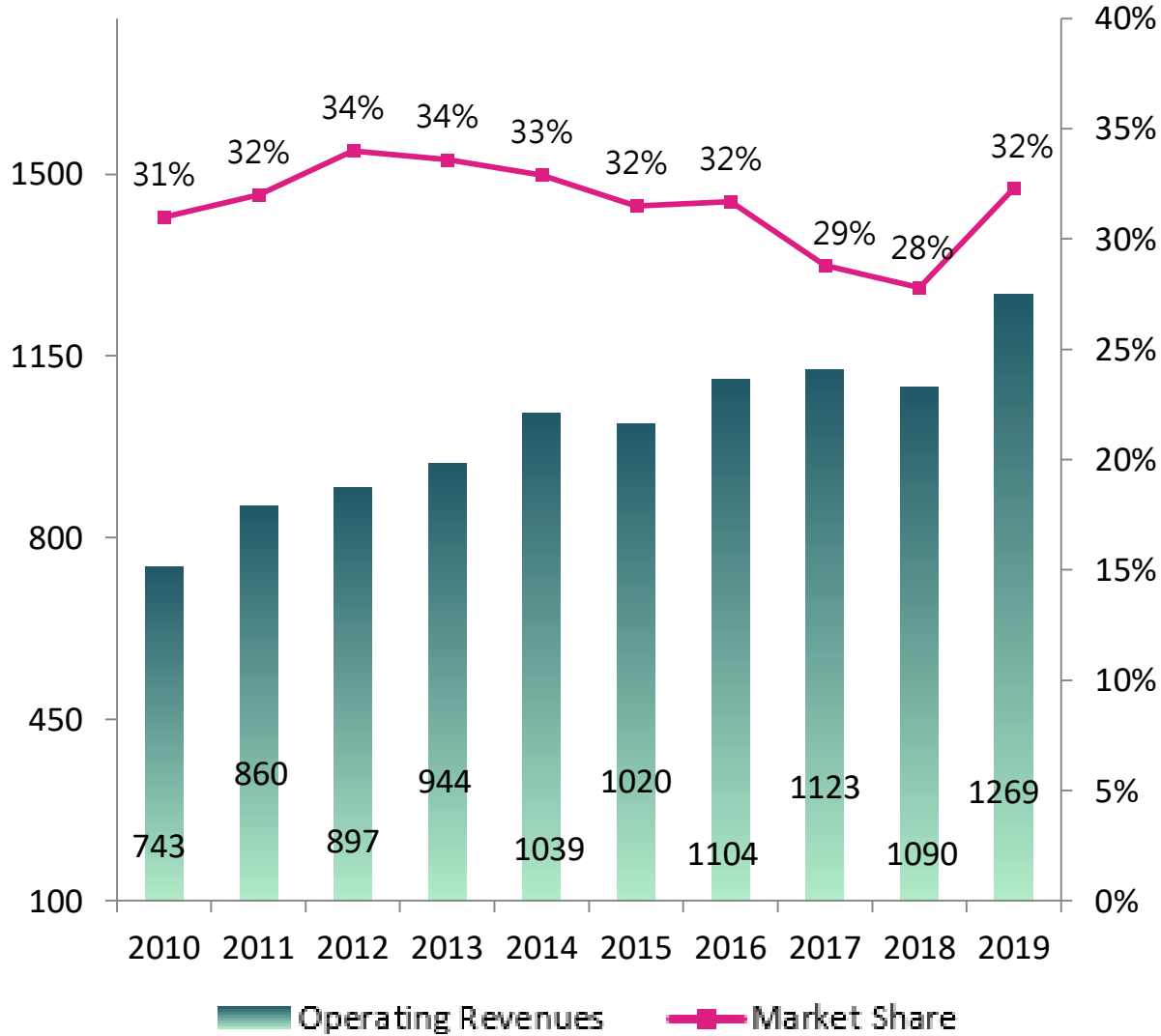
**Capital amount:**  
**NT\$5.462 billion**

**Sales turnover:**  
**NT\$126 billion (2019)**

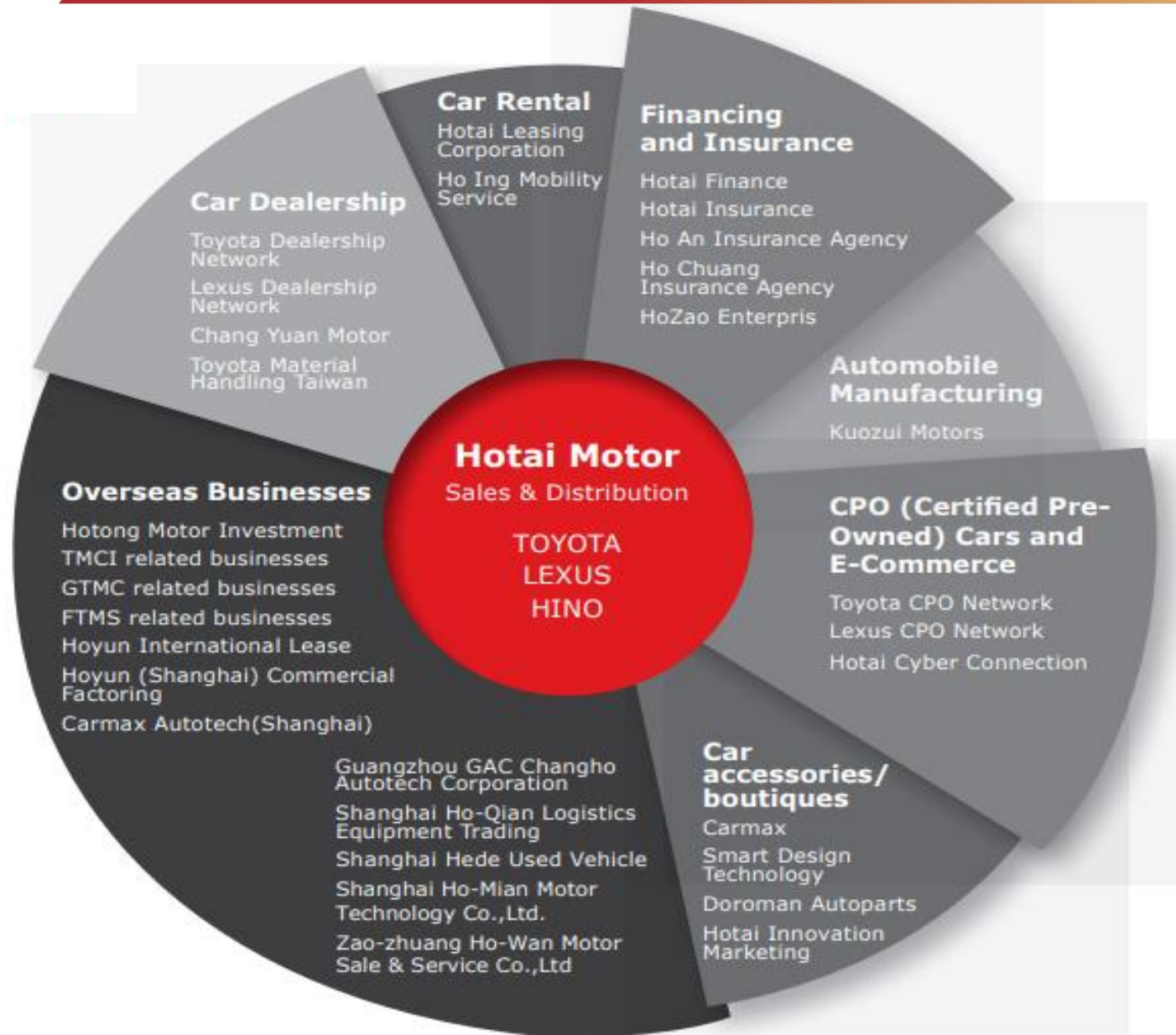
**Employees:**  
**551 people (2019)**

**Product brands: TOYOTA, LEXUS, HINO Trucks, TOYOTA Industrial Equipment**





# Affiliates



Unit: NTD thousands

ITEM	2020Q1	%	2019Q1	%	YOY
Operating revenue	48,750,154	84.87%	35,436,362	82.49%	137.57%
Leasing income	3,223,271	5.61%	2,988,396	6.96%	107.86%
Interest income	2,409,719	4.20%	2,200,557	5.12%	109.50%
Others	3,054,780	5.32%	2,335,208	5.44%	130.81%
<b>Total Income</b>	<b>57,437,924</b>	<b>100.00%</b>	<b>42,960,523</b>	<b>100.00%</b>	<b>133.70%</b>
COGS	43,274,925	75.34%	31,041,904	72.26%	139.41%
Operating expenses	3,304,734	5.75%	3,333,823	7.76%	99.13%
Leasing cost	2,603,759	4.53%	2,470,657	5.75%	105.39%
Others	3,076,073	5.36%	2,377,776	5.53%	129.37%
<b>Total Expense</b>	<b>52,259,491</b>	<b>90.98%</b>	<b>39,224,160</b>	<b>91.30%</b>	<b>133.23%</b>
<b>Profit before income tax</b>	<b>5,178,433</b>	<b>9.02%</b>	<b>3,736,363</b>	<b>8.70%</b>	<b>138.60%</b>
Income tax expense	1,101,018	1.92%	826,188	1.92%	133.26%
<u>Net profit</u>	<u>4,077,415</u>	<u>7.10%</u>	<u>2,910,175</u>	<u>6.77%</u>	<u>140.11%</u>
<u>Profit attributable to owners of parent</u>	<u>3,466,923</u>	<u>6.04%</u>	<u>2,503,564</u>	<u>5.83%</u>	<u>138.48%</u>
EPS	6.35		4.58	<sup>6</sup>	1.77

Unit: NTD thousands

2020Q1						
	Distributor of TOYOTA and HINO products Segments	Installment trading segments	Leasing segments	Other segments	Reconciliation and elimination	Total
Total segment revenue	38,648,119	2,299,989	5,494,631	16,800,533	(5,805,348)	57,437,924
Segment income*	4,086,903	768,617	374,687	2,028,942	(2,080,716)	5,178,433

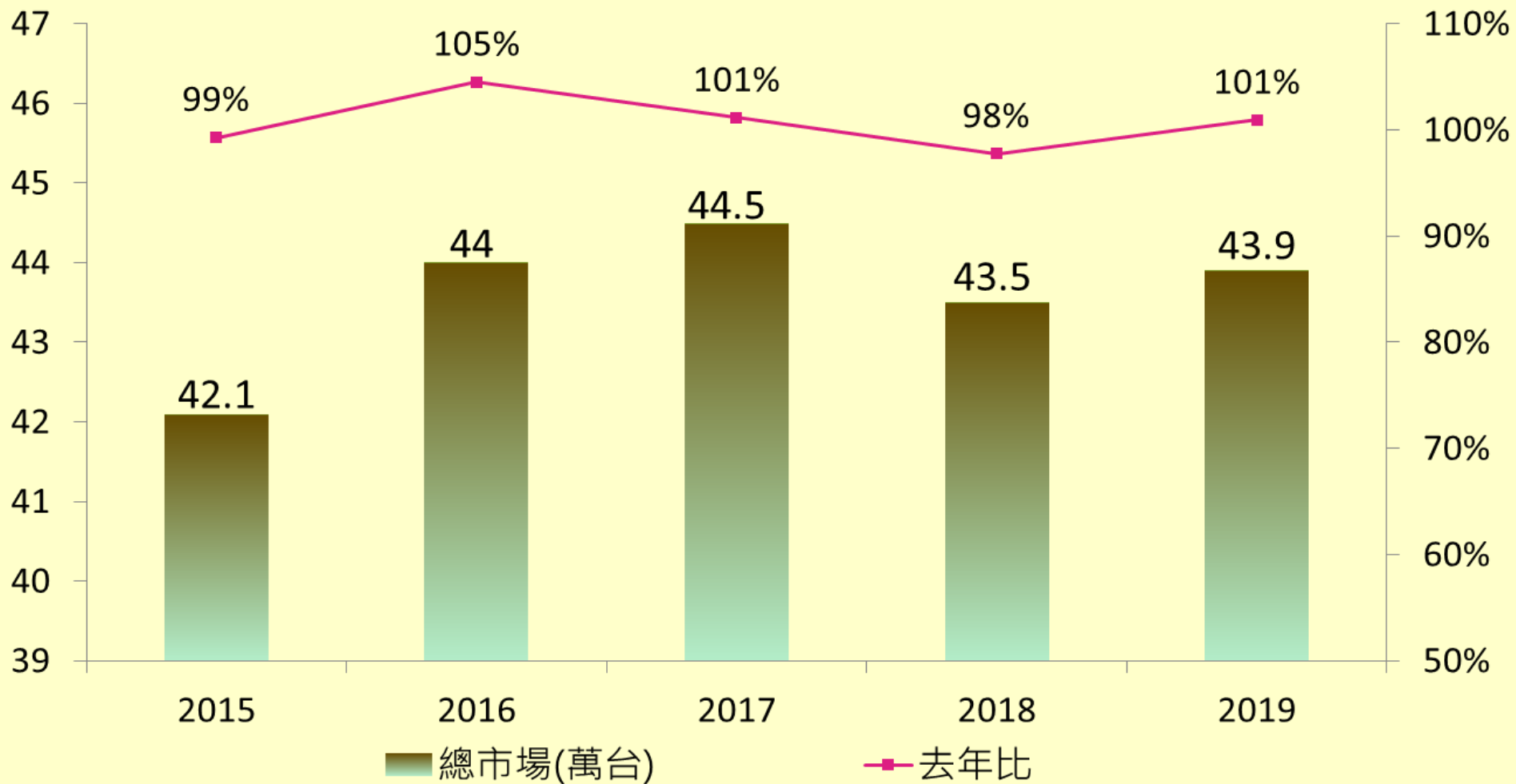
2019Q1						
	Distributor of TOYOTA and HINO products segments	Installment trading segments	Leasing segments	Other segments	Reconciliation and elimination	Total
Total segment revenue	25,131,956	2,133,317	5,025,145	15,780,819	(5,110,714)	42,960,523
Segment income*	2,918,868	693,849	315,067	2,492,677	(2,684,098)	3,736,363

\*Segment income means pre-tax profit

# Market and sales review 2019







The total market sales in 2019 reached **439,000** vehicles, which was 101% more than previous year.

## Passenger car market



Sales units

**141,000**

Market share

**32.3%**

Champion of Taiwan  
automotive market sales  
for **18** consecutive years

**+4.5%**  
Market share vs 2018

## Passenger car market



119,000 Units

27.2%  
Market share

Total market  
Sales NO.1



SUV market  
Sales NO.1



Champion of domestic and imported car sales

## Passenger car market



## Luxury car Market



LEXUS 22,000 units

**25%**

Market share

**NO.1**

Historical high

## Commercial vehicle market



**8,092** units

(Hiace&Granvia inclusive)

**Historic high in the past 27 years**

## Heavy-duty vehicle sales

**3,685** units

champion for 10 consecutive years

3.49 T sales

**3,722** units

Historical high

# Market trend review 2020



## Negative factors

Weakening view on global economy



## Positive factors

1. Accounting Department raised Taiwan forecast for 2020
2. Retirement policy
3. Multiple brands continue to launch new cars

Car sales projection (est.)

450,000

# Sales target

Passenger car sales units  
(est.)

**146,000**

TOYOTA **124,000 units**

LEXUS **22,000 units**

Market share  
(est.)

**32.5%**

(TOYOTA+LEXUS)





Sales units target  
(est.)

7,500

No.1 brand for  
commercial vehicle sales



	Y2020 May.	YOY	Y2020 Jan.~May.	YOY
TOYOTA	9,042 units	85.6%	47,914 units	105.0%
LEXUS	2,077 units	143.4%	9,116 units	113.1%
TOTAL	11,119 units	92.6%	57,030 units	106.2%
Market Share	33.2%	+1.5%	32.3%	+2.1%

# Corporate operation Highlight 2020

TOYOTA

LEXUS

HINO

Affiliate Business

CSR



**Various new models**



Q1

**ALPHARD Enhanced**



Q2

**ALTIS GR SPORT**

## Various new products

# New trend of luxury – all new flagship LM300h



19' Dec  
27th

## Various new products

### All new flagship roadster LC convertible



## Continue to strengthen product power

### 6-700 Series AMT



### 6-300 Series AT



## Complete Bus product Line-up

**RM1A 360 BUS**

**E6 NS Bus**



**RM8J Bus**



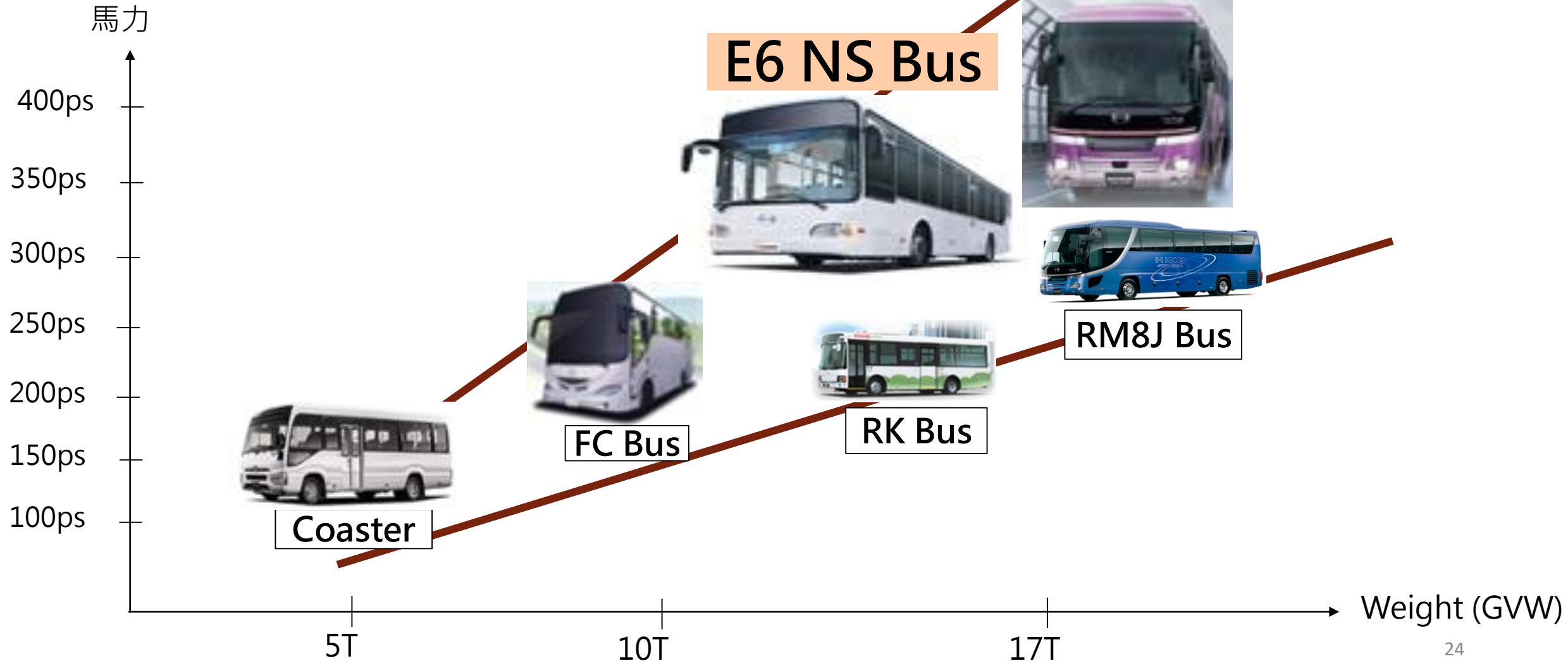
**RK Bus**



**FC Bus**



**Coaster**





## Expand telematics application to enhanced convenience and safety

- Telematics service enhanced · connect car-owner day to day life
- AI technology introduced · enhanced travelling safety



## Accelerate global development

- Set overseas service location, complete customer services
- Eyeing global car market, aggressive expansion of sales



## Hotai · Carmax & Garmin establish a new corporate

- Strengthen product line, integrate vehicle and peripheral electronic products
- Layout MaaS, responding to the new era of mobile services

# Innovation for quantity and quality

- Growth-rate performance continues to exceed the market average
- Increase in insurance business profit
- Improve investment efficiency

- Talent Education:
  - Industry-University Cooperation,
  - Career Development Plan
- Car insurance system renovation plan
- In line with government's key development policies
  - Fair hospitality
  - IFRS accounting system
  - Information security and green energy
  - related insurance



汽機車保險



住宅保險



醫療健康保險



旅遊綜合保險



商業火險



責任保險



工程保險

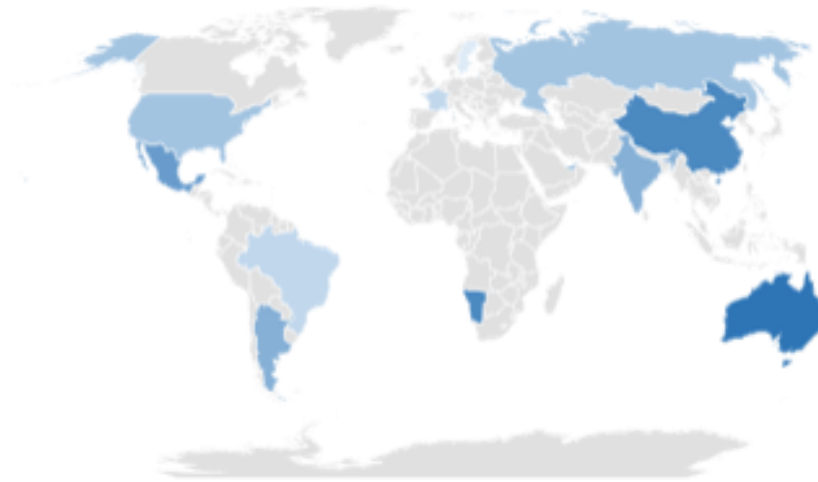


運輸保險

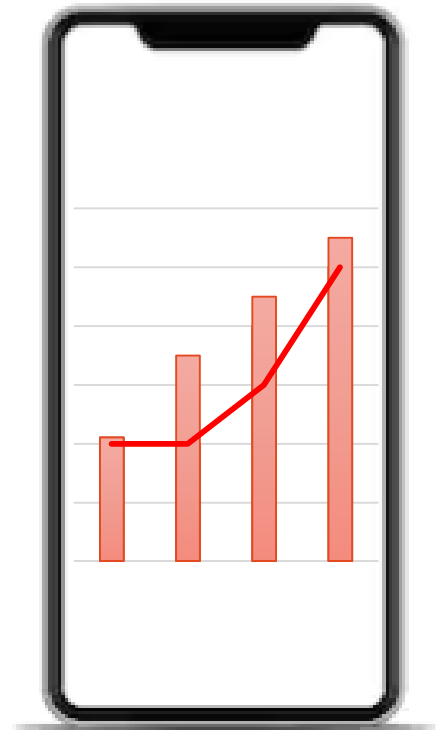
**Actively expand commercial vehicles, and motor double ten billion market**



**Southbound business expansion evaluation**



**Digitization lead business growth**



Add franchise system and expand the scale of auto-locomotive shared services for iRent

Launched various brands of used cars subscription leasing service





一車  一樹

----- 讓愛啟動 -----

One Tree for Every Toyota

突破 **40萬** 棵樹

2017~2020

## 和泰汽車全國捐血月

邀您一起捐熱血、捐希望

National Blood Donation Month and the donation of bloodmobiles



## 讓愛啟動

公益競賽活動

第一屆  
**公益夢想家**  
CSR x USR大專院校公益提案競賽  
真實改變 由你啟動 報名徵件中!

Hotai CSR X USR Dreamer Contest



## Traffic safety theatre

For the 15th consecutive year, a total of 1,409 plays were performed.



## Donate crossing guard equipment

Donating for 10 years, accumulation of equipment donation reach 97,000 units

### Deep "Road Safety" awareness and create more safe environment



# Q&A