



和泰汽車



9月8日  
#和泰TOYOTASHI 全台16個地點

# HOTAI MOTOR CO., LTD 2207TT



SINGAPORE  
INTERNATIONAL  
CHORAL  
FESTIVAL 2023  
16 - 19 July

和泰集團

「移動公益幸福行動」前進高雄



# Agenda

- ◆ **Company introduction**
- ◆ **2024 Q1 Financial result**
- ◆ **2024 Operation Highlight**
- ◆ **Q&A**





# Company introduction

# Company introduction

**Establishing date: September 1947**

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

**President:  
Mr. Justin Su**

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

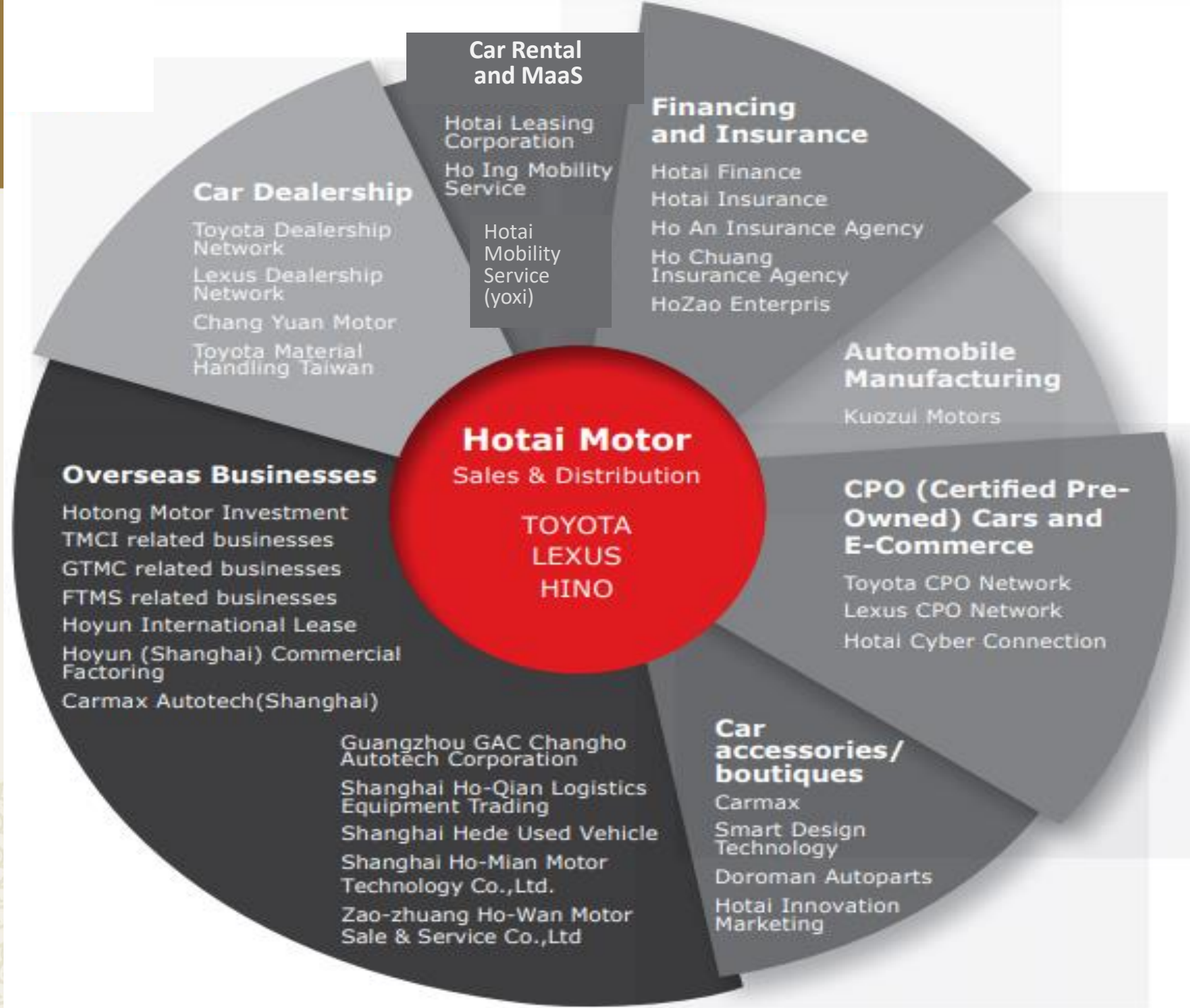
**Capital amount:  
NT\$5.571 billion**

**Sales turnover:  
161.3billion ( 2023)**

**Employees: :  
567 people ( 2023)**

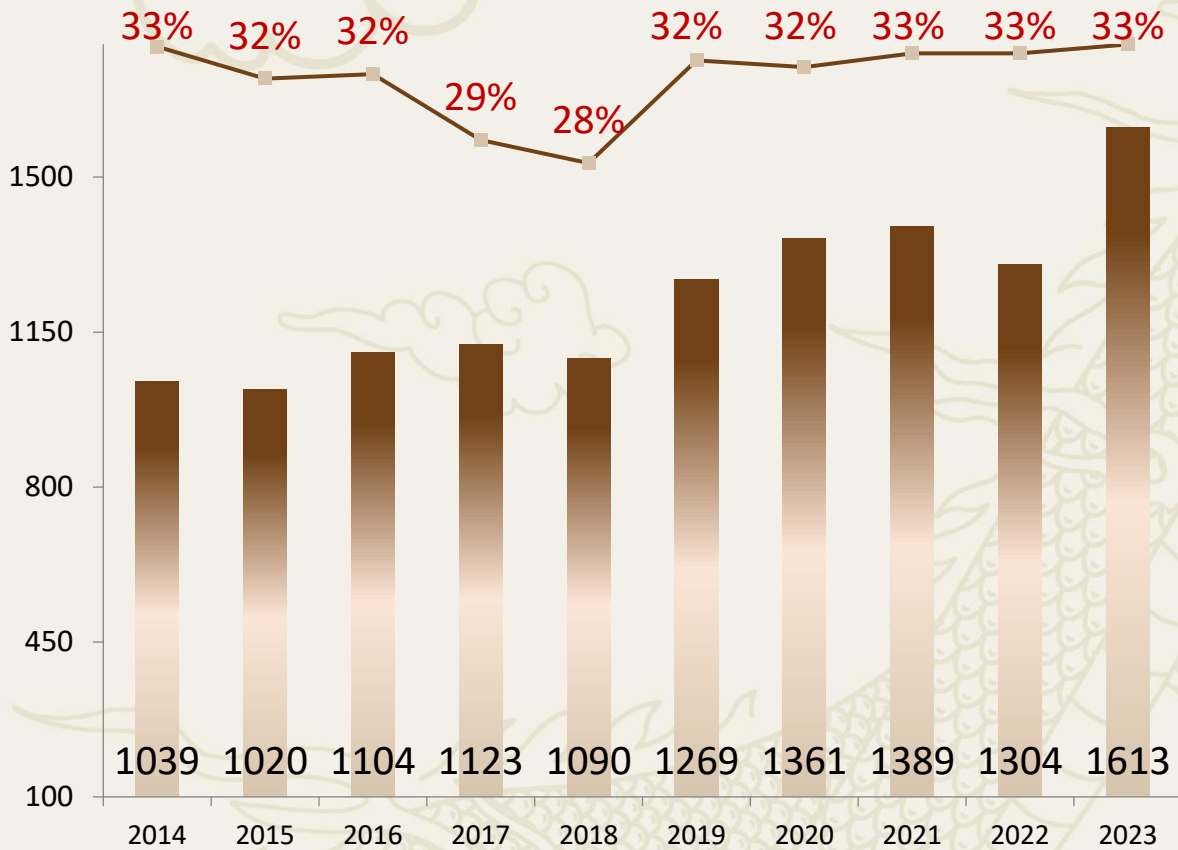
**Product brands: TOYOTA, LEXUS, HINO Trucks, TOYOTA Material Handling Taiwan**

# Affiliates

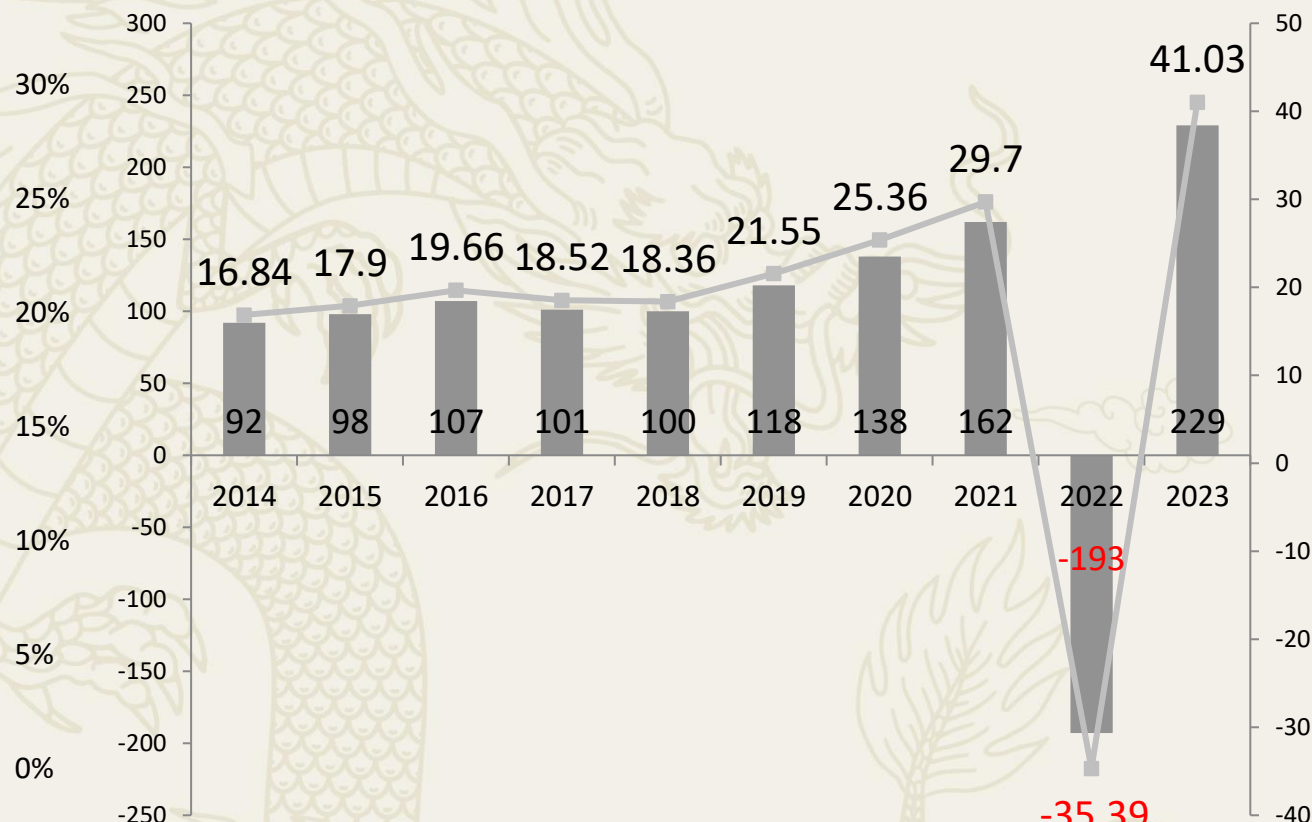




# Operation and financial results



和泰營業收入(億元) 市佔率(%)



稅後淨利(億元) 稅後每股盈餘(元)



# 2024 Q1 Financial result

# 2024 Q1 Financial result

Unit : Million

Items	2024 Q1	2023 Q1	Difference (+ Increase, ▲:reduce)
Total Income	72,066	67,950	+ 4,116
Operating revenue	55,207	53,784	+ 1,423
Leasing income	5,042	4,675	+ 367
Others	11,817	9,491	+ 2,326
Total Expense	63,544	60,618	▲ 2,926
COGS	48,998	47,098	▲ 1,900
Leasing cost	3,924	3,639	▲ 285
Operating expenses	4,796	4,381	▲ 415
Others	5,826	5,500	▲ 326
Profit before income tax	8,522	7,332	+ 1,190
Income tax expense	1,578	1,407	▲ 171
Net profit	6,944	5,925	+ 1,019
Profit attributable to owners of parent	5,885	5,063	+ 822
EPS	41.03	-34.7	+ 75.73



# 2024 Q1 Financial result

## HOTAI

Increased profits, mainly due to:

- ① Sales of Toyota's Yaris Cross and other models have benefited.
- ② Financial assets, including the evaluation of holding Toyota stocks, contribute to profits

# Profit performance of major subsidiaries in 2024 Q1

Unit : Hundred Million

## Reinvestment

Company Name	HOTAI INSURANCE	HO TAI DEVELOPMENT	CarMax
2024 Q1	7.1	5.7	3.6
2023 Q1	2.3	2.0	2.9
YOY	313%	288%	127%
Growth	Benefiting from increased investment income	Recognized gain on asset disposal	Increased demand for automotive products both domestically and internationally



# 2024 Operation highlight



# 2024 Trend/Outlook

- .Global Geopolitical Risks
- .The direction of the central bank's monetary policy is uncertain
- .The backlog of orders due to the shortage of vehicles caused by the covid has been resolved

- .The policy of replacing old with new continues.
- .The domestic consumer market is experiencing stable growth
- .The production and supply of various car manufacturers are stabilizing

**Estimated Taiwan  
car market**

**450k units**

# Year Sales Target



## - Year Sales Target

The total of the group

Market share

cars **170,000** units

**37.8%**

◆ TOYOTA 136,500 units

◆ Lexus 26,500 units

◆ HINO 7,000 units

# 2024 results for TOYOTA & LEXUS

	Y2024 May	YOY/ Difference	Y2024 Jan.~May.	YOY/ Difference
TOYOTA	10,495台	105.6%	49,778台	98.6%
LEXUS	2,501 台	83.0%	12,527 台	89.8%
<u>TOTAL</u>	<u>12,996 台</u>	<u>100.4%</u>	<u>62,305 台</u>	<u>96.7%</u>
<u>Market Share</u>	<u>31.3%</u>	<u>-0.8%</u>	<u>32.6%</u>	<u>-0.9%</u>





# 2024 Operation highlight

◆ TOYOTA ◆ LEXUS ◆ HINO ◆ MaaS ◆ Corporate sustainable development.

# TOYOTA (vehicles / Light commercial vehicles)

**The dominant force in the *MED* market strengthens further with another evolution.**



**CAMRY extensive overhaul (July)**

**Brand new interior and exterior design.**

# TOYOTA (vehicles / Light commercial vehicles)

**"Forged on the racetrack, the GR champion arrives."**



**GR YARIS  
minor update (Q4)**

**Power upgraded again.  
Introduction of a new 8-speed  
automatic transmission. All-  
new driver-oriented cockpit**



LEXUS

**LBX "Newly introduced  
( 1 / 17 )**





LEXUS

UX 300h all nrw launched (2/16)





# LEXUS

NX 350 Overtrail all nrw launched (4/2)





# HINO

HINO車系  
TOYOTA HIACE/GRANVIA/COASTER/H2 CITY GOLD

## Performance enhancements meet diverse needs.



# HINO

HINO車系  
TOYOTA HIACE/GRANVIA/COASTER/H2 CITY GOLD

"New locations and mobile service stations."

擴展  
規劃

	服務據點	BP中心	合計
2023	19	1	20
2024	20 (+北新竹)	1	21
2025	22 (+龍井/北台南)	3 (+北區/中區)	25

行動  
站

2024  
+3 個

土城  
新竹  
南投



桃園廠改建 北BP

北新竹

台中龍井+中BP

嘉義廠改建

北台南

# MaaS

- App downloads surpass expectations ***One million***
- Deepening the mobile services across the group, using the 'Chic trip' platform to build the MaaS (Mobility as a Service) ecosystem
- Introducing flight/accommodation search and booking functionality to meet various travel needs, becoming the preferred app for travel planning.



共享汽機車



門市租車/專車接送



住宿查訂

最便利的旅遊規劃 APP



計程車



HOTAI購-旅遊館



機票查詢/購買

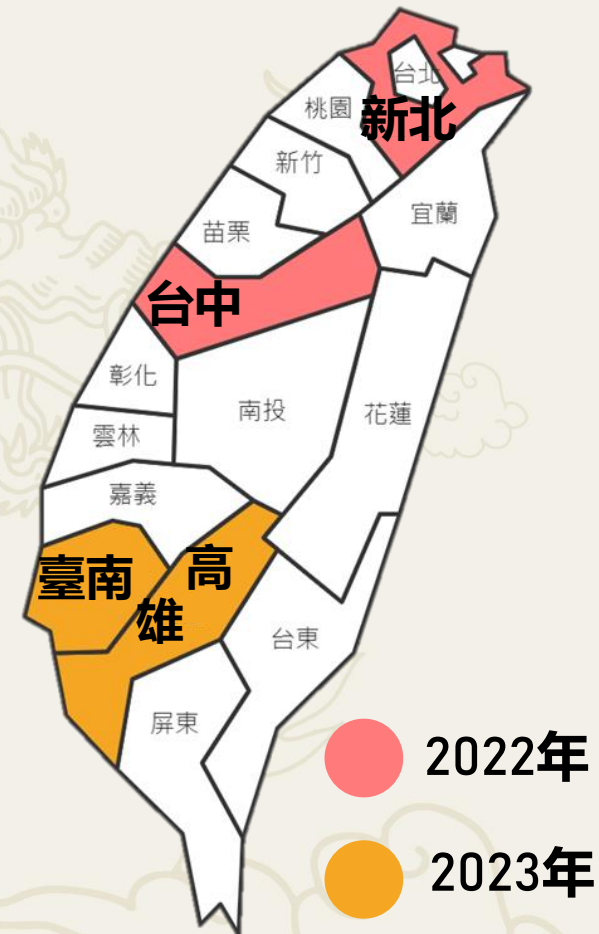


# Corporate sustainable development



## Mass Production of Happiness: Mobile Philanthropy

Through our core business, Yoxi transportation services, we address transportation barriers for vulnerable groups. We have collaborated with four city and county governments across Taiwan, and in 2023, we also partnered with the Ronald McDonald House Charities to provide transportation for children in Taipei who require medical treatment in distant locations. We have donated over 6,000 rides so far. In 2024, we plan to expand our services to six cities and counties in Taiwan and collaborate with two more NGOs to further expand our reach in providing transportation services for the disadvantaged.





# Corporate sustainable development



## Dream Team Indigenou

Sponsorship for the third year to the Chia Hsing Elementary School in Chien Hsin Township, Hsinchu County, and the Taoshan Elementary School in Wufeng Township, Hsinchu County, Choir.

Performance stage/ Career experience/Participation in international competition 'Golden Award

In 2024, we will harness the collective strength within the group to step onto a broader stage of realizing dreams, and to explore even wider horizons.

"Taoshan Elementary School - New Zealand World Choir Games; Chia Hsing Elementary School - Italy International Choir Competition



# Corporate sustainable development



## Wildlife Conservation Program

"In 2024, we will continue to deepen our efforts in local Formosan Leopard Cat conservation actions, safeguarding Taiwan's precious population of fewer than 500 individuals, and expanding the connection between our core business and conservation efforts



農業部生物多樣性研究所  
Taiwan Biodiversity Research Institute

Department of Agriculture's Institute of Biodiversity Research

Honda-Taiwan becomes the first car manufacturer in Taiwan to incorporate animal welfare design into vehicle design. The 'Animal Crossing Hotspots' car navigation map data expands to TOYOTA Drive+ Connect 3.0 models



TAIPEI ZOO

Donating vehicles for animal rescue and research, and organizing multiple events to promote conservation education on the Formosan Leopard Cat.

Enhancing awareness of animal traffic safety in Taiwan



The background is a solid brown color with a faint, golden line-art illustration of a dragon and a tree. The dragon is positioned in the upper left and middle, with its head facing right. The tree is on the right side. The text 'Q & A' is centered in a white, rounded rectangular box.

Q & A