

# HOTAI MOTOR CO., LTD

## 2207TT

video link



和泰集團

和泰汽車

# Agenda

- ◆ Company introduction
- ◆ 2022 Financial result
- ◆ 2022 Market & Sales Recap
- ◆ 2023 Trend/Outlook
- ◆ 2023 Operation Highlight
- ◆ Q&A



和泰集團

和泰汽車

# Company introduction

# Company introduction

Establishing date: September 1947

Chairman:  
Mr. Huang Nan-Kuang

President:  
Mr. Justin Su

Executive Vice President:  
Mr. KAZUO NAGANUMA

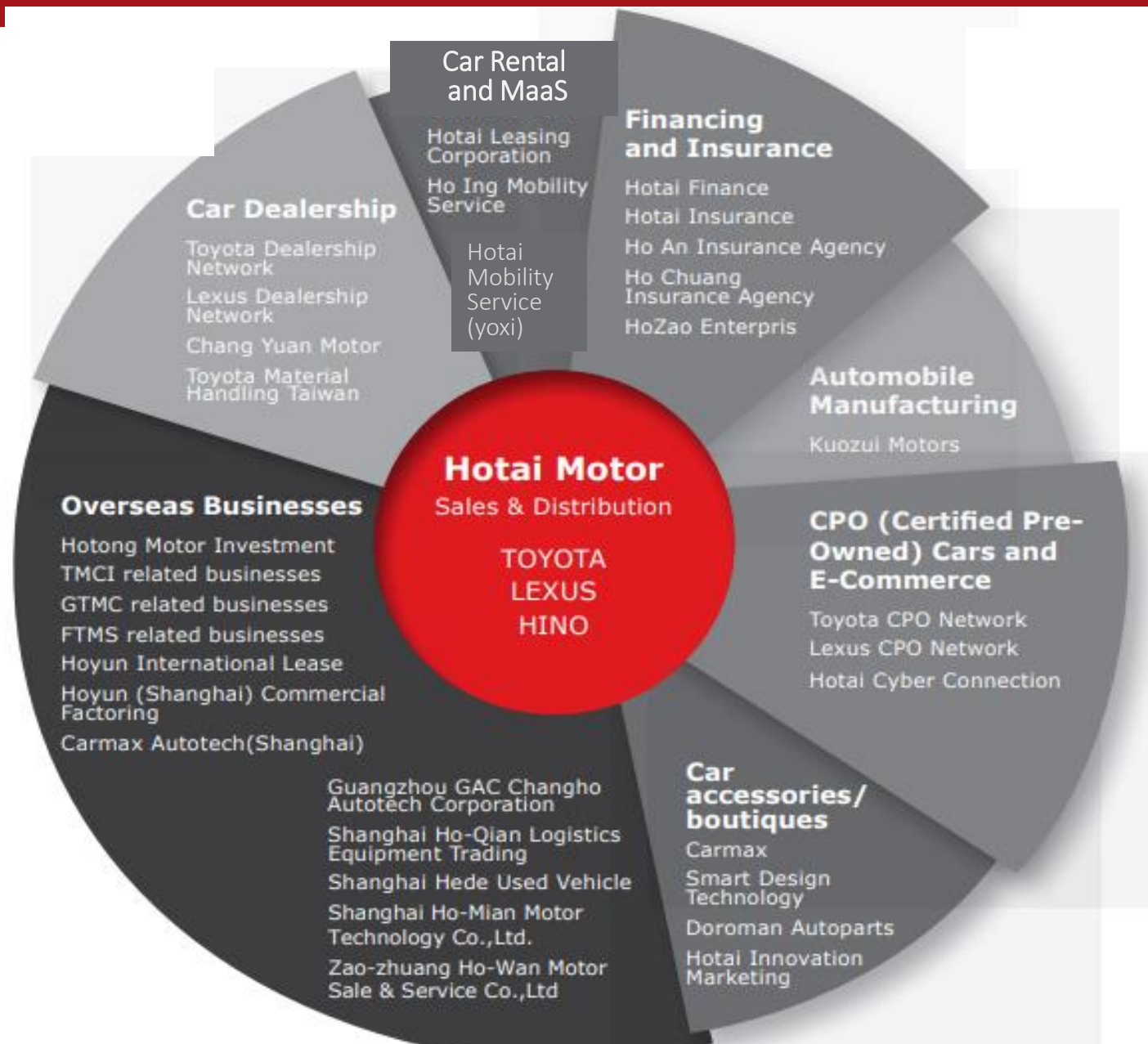
Capital amount:  
NT\$5.462 billion

Sales turnover:  
130.4billion ( 2022)

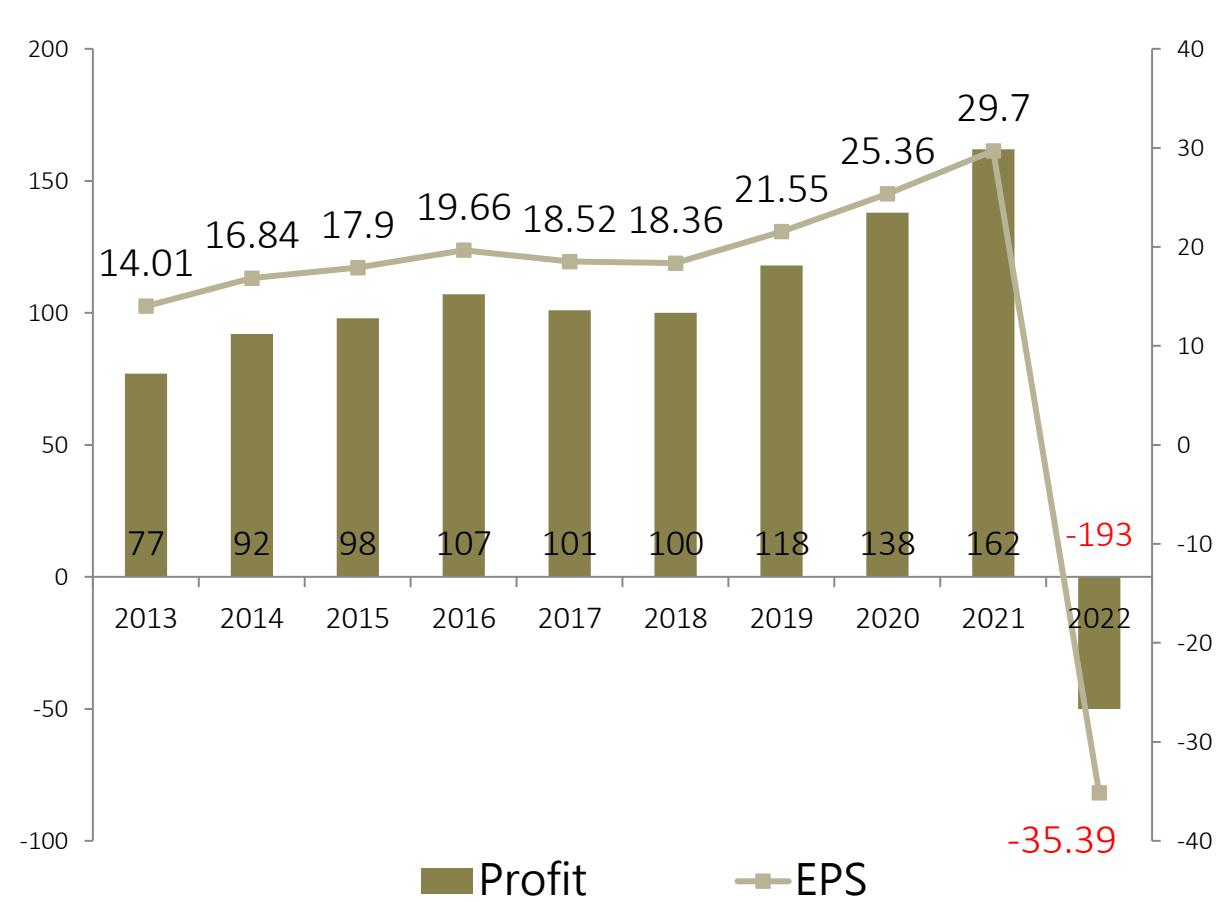
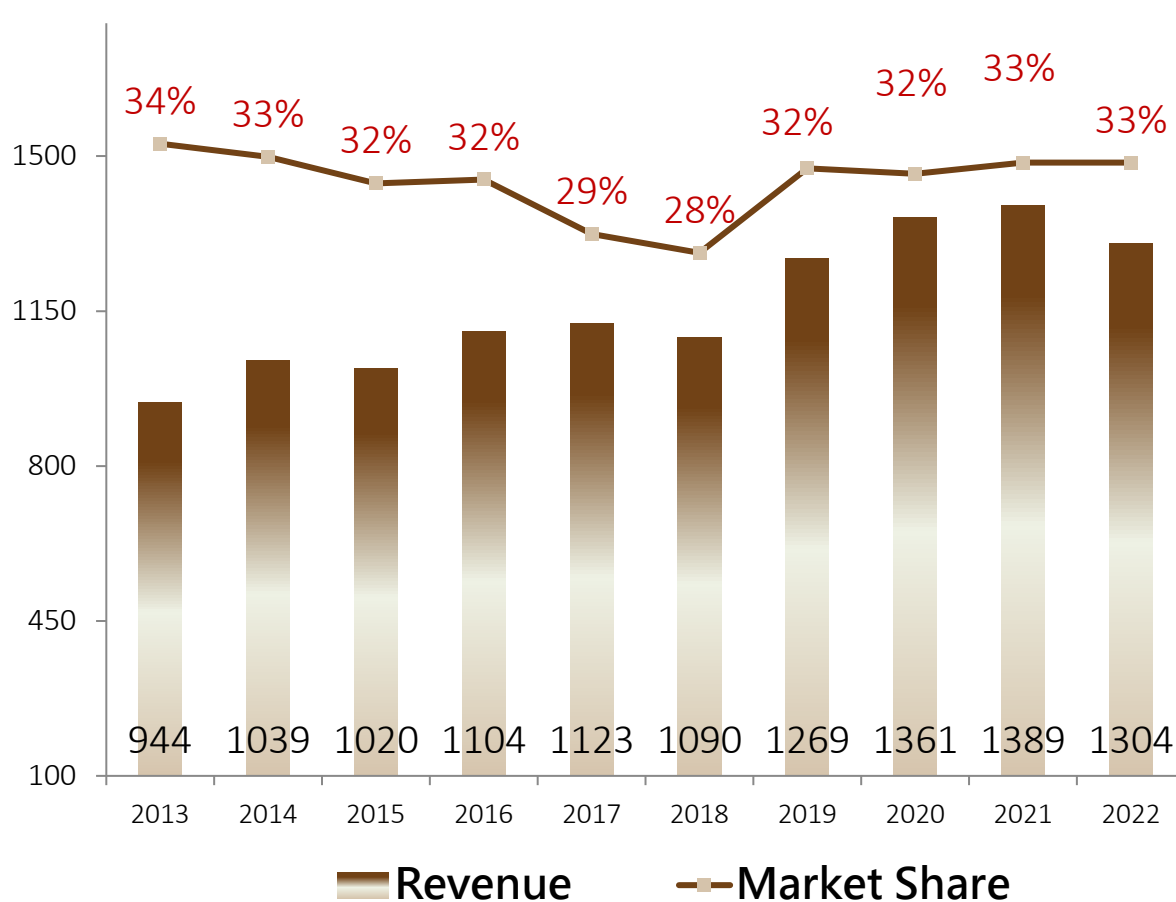
Employees: :  
563 people ( 2022 )

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

# Affiliates



# Operation and financial results



# 2022 Financial result

# 2022 Financial results

Unit: NTD thousands

ITEM	2022 FY	%	2021 FY	%	YOY
Operating revenue	195,101,113	79.15%	203,265,998	82.32%	95.98%
Leasing income	17,332,880	7.03%	15,130,969	6.13%	114.55%
Interest income	16,457,155	6.68%	12,392,244	5.02%	132.80%
Others	17,590,691	7.14%	16,127,824	6.53%	109.07%
<u>Total Income</u>	<u>246,481,839</u>	<u>100.00%</u>	<u>246,917,035</u>	<u>100.00%</u>	<u>99.82%</u>
COGS	170,525,663	69.18%	178,774,358	72.40%	95.39%
Operating expenses	16,129,099	6.54%	16,127,866	6.53%	100.01%
Leasing cost	13,899,128	5.64%	12,460,045	5.05%	111.55%
Others	60,562,832	24.57%	14,584,107	5.91%	415.27%
<u>Total Expense</u>	<u>261,116,722</u>	<u>105.94%</u>	<u>221,946,376</u>	<u>89.89%</u>	<u>117.65%</u>
<b>Profit before income tax</b>	-14,634,883	-5.94%	24,970,659	10.11%	-158.61%
Income tax expense	1,111,075	0.45%	5,412,569	2.19%	20.53%
<u>Net profit</u>	<u>-15,745,958</u>	<u>-6.39%</u>	<u>19,558,090</u>	<u>7.92%</u>	<u>-180.51%</u>
<u>Profit attributable to owners of parent</u>	<u>-19,330,194</u>	<u>-7.84%</u>	<u>16,210,758</u>	<u>6.57%</u>	<u>-219.24%</u>
<u>EPS</u>	<u>-35.39</u>		<u>29.68</u>		<u>-65.07</u>



# 2022 Main subsidiaries profit and loss

Main subsidiaries profit				
Company Name	Hotai insurance	Hotai Finance	Chang Yuan Motor	Hotong Motor
2022FY	(36,907,140)	3,623,387	716,151	880,997
2022FY	968,074	3,141,443	609,375	1,334,153
YOY	-3812%	115%	117%	66%

# 2022 Main reasons for financial losses

## Hotai

①Due to the impact of the epidemic and shortages in component supply, Toyota/Lexus sold a total of 142,761 vehicles in Taiwan in 2022, which is 97% of the previous year's sales.

②Vehicle shortages led to cost savings in marketing related to vehicle sales, and dealers also reduced the scope of negotiation allowances, resulting in increased profits for both the automaker and the dealers

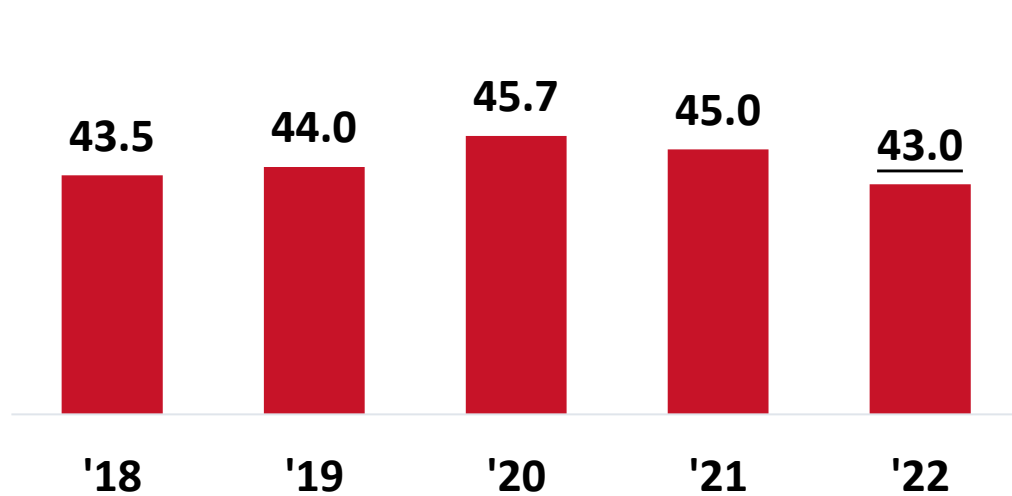
## reinvestment

Hotai insurance	Hotai Finance	Chang Yuan Motor	Hotong Motor
Due to the one-time impact of losses from Hotai insurance and the provision of claims reserves, Fubon Property and Hotai Insurance incurred a total loss of NT\$36.91 billion in 2022." The impact of epidemic prevention insurance policies is coming to an currently growing steadily °	From double-digit growth in the used car and motorcycle installment businesses, as well as the continued accumulation of net accounts receivable, full-year profit of NT\$3.62 billion in 2022, a 15% year-on-year increase."	Full-year profit of NT\$720 million in 2022, an 18% year-on-year increase, due to the growth of sales in commercial and passenger vehicles and an increase in the number of vehicles serviced at their garages.	Affected by the COVID-19 lockdown policies, mainland revenue in 2022 was NT\$880 million, a 34% decline from last year

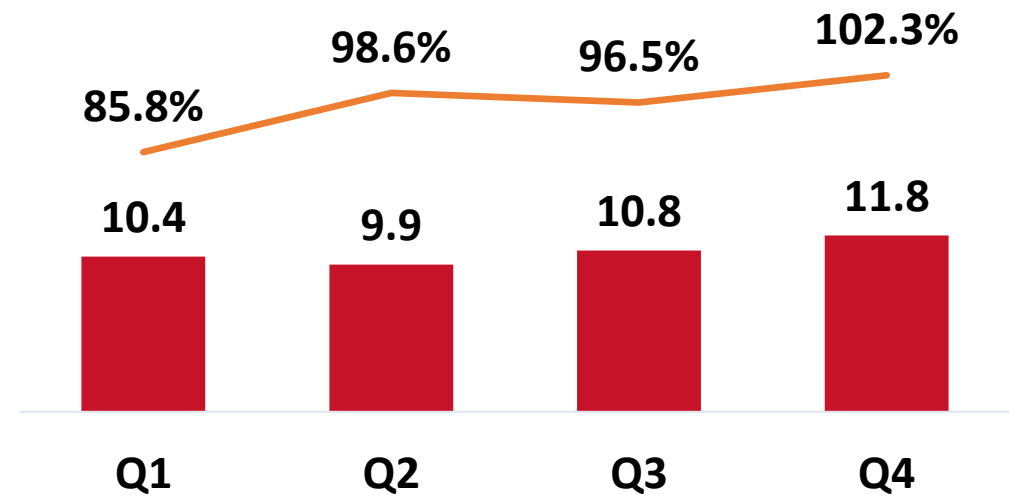
# 2022 Market & Sales Recap

# 2022 Market Recap

Impacted by a shortage of chips and raw materials in 2022, the total market was **430,000** units and YOY is 98%.



Recent year automobile market sales (10 thousands)



Quarterly automobile market sales (10 thousands) and YOY in 2022



# 2022 Sales Recap- TOYOTA

(Excluding HIACE/GRANVIA/COASTER)



Registered over **12.4**, market share **28.7%**

COROLLA CROSS

All Cars  
Sales NO.1  
(39,585 cars)



RAV4

CBU Cars  
Sales No.1  
(17,524 cars)



# 2022 Sales Recap - Lexus



Lexus Registered **19,327** cars,  
Market share **20.5%**

Lexus RX –  
Luxury mid-to-large-size SUV NO.1  
**3,463** cars

Lexus NX –  
Luxury midsize SUV NO.1  
**7,525** cars

Lexus UX –  
Luxury compact SUV NO.1  
**3,598** cars

Lexus ES –  
Luxury mid-to-large-size sedan NO.1  
**3,620** cars

# 2022 Sales Recap - Commercial Cars

(HINO車系・TOYOTA HIACE/GRANVIA/COASTER)



Commercial vehicle market sales.  
Back-to-back championship

(>3.49 tonnage)

Commercial Cars Market Registered **7,491** cars,  
Market share **32.4%**

TOYOTA HIACE & GRANVIA **1,138** CARS

- **Hit the historical high-**

# 2022 Market Recap



Registered **15** (10,000 cars)

**21** years of Best selling automobile  
brand in Taiwan





# 2023 Trend/Outlook

# 2023 Trend/Outlook

- Slowing down of domestic economic growth.
  - The supply chain has not fully recovered yet
- The global chip shortage is expected to ease.
  - Easing of epidemic control measures, and recovery of private consumption.
  - High number of cars awaiting delivery from various car manufacturers.

**Estimated  
Taiwan car  
market  
450k units**



# 2023 Trend/Outlook -Sales Target



- Year Sales Target -

The total of the group  
cars **163,000** units

(TOYOTA 130,000 units + Lexus 23,000 units + HINO 10,000 units)

# 2023 results for TOYOTA & LEXUS

	Y2023 Fed.	YOY/ Difference	Y2023 Jan.~Fed.	YOY/ Difference
TOYOTA	8,018台	100.3%	19,879台	97.3%
LEXUS	2,870 台	158.3%	4,514 台	126.3%
<u>TOTAL</u>	<u>10,888 台</u>	<u>111.0%</u>	<u>24,393 台</u>	<u>101.7%</u>
<u>Market Share</u>	<u>33.2%</u>	<u>-7.2%</u>	<u>36.1%</u>	<u>-0.9%</u>

# 2023 Operation highlight

◆ TOYOTA   ◆ Lexus   ◆ Commercial Cars   ◆ Corporate sustainable development.

# 2023年營運重點 - TOYOTA

(不包含HIACE/GRANVIA/COASTER)



## CROWN new import (3/30)

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- New crossover flagship model
- Introduction of a brand new powertrain and Advanced technology



## PRIUS PHEV (4/25)

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New power system with extended pure electric mileage

# TOYOTA

((Excluding HIACE/GRANVIA/COASTER))

The entire product line offers the "Smart GO" for online car ordering.



 ALTIS \$71.5~92.9萬 HYBRID / 汽油	 ALTIS GR SPORT \$85.9~90.5萬 HYBRID / 汽油	 COROLLA CROSS \$78.9~99.5萬 HYBRID / 汽油	 COROLLA CROSS GR SPORT \$90.5~97.5萬 HYBRID / 汽油
 COROLLA SPORT \$87.5~94.5萬 汽油	 C-HR \$91.9~109.9萬 汽油	 CAMRY \$95.9~119.9萬 HYBRID / 汽油	 RAV4 \$97.9~137.0萬 HYBRID / 汽油
 PRIUS PHV \$116.9~127.9萬 插電式HYBRID	 GR86 \$164.0~168.0萬 汽油	 GR YARIS \$196.0~196.0萬 汽油	 GR SUPRA \$255.0~258.0萬 汽油



# TOYOTA

((Excluding HIACE/GRANVIA/COASTER))

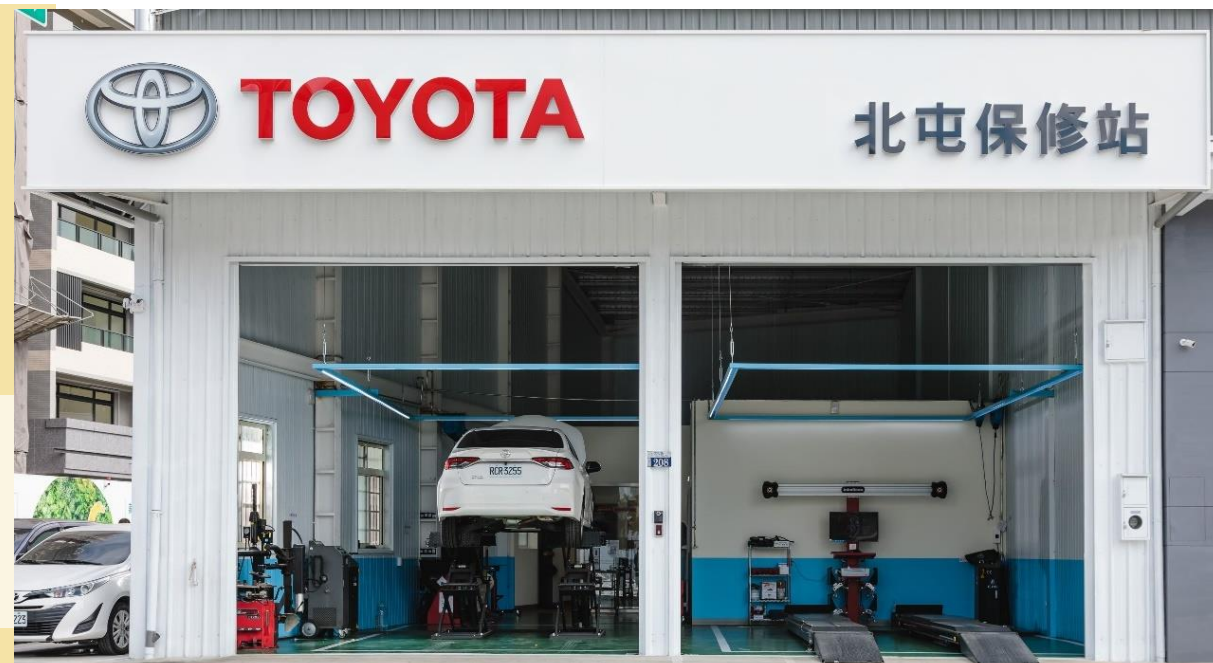
## TOYOTA community repair station

Main convenient location andy services include maintenance, tire/battery replacement and other services

### 2023

60 locations('22/12) ↗ **88 locations**

Taiwan 211 locations  
(service + locations)





# TOYOTA

((Excluding HIACE/GRANVIA/COASTER))

## The industry's only AI intelligent customer service provides convenient services.

Introducing voice intelligence customer service line.



Added multiple entry points and image recognition.



Intelligent Customer Service





## The first pure electric platform-RZ450e. (Q2)



### Spindle Body

Outline the Future Outlook of New Generation Electric Vehicles.

### Front and Rear Dual Motors

#### DIRECT4

Performance exceeding 300 horsepower

Pure electric power system  
combined with low center of gravity design.





Lexus



## All-new online car purchasing service.

Create a customized car through an online car purchasing platform and enjoy a completely different car buying experience.

Anticipating customer demands and purchasing needs in advance to improve negotiation efficiency and increase the chance of successful deals.



# Lexus



## Building an around-the-island power grid.

- **Exclusive charging stations for Lexus.**  
( 6支CHAdeMO / 18支CCS1)
- **All-new charging platform**  
Integrating multiple charging station brands, providing 220 fast charging ports and 1,100 slow charging ports, creating the most convenient around-the-island charging network.



# Lexus

**BEV has full warranty coverage capability  
in all service locations.**



**BEV technology strength  
reinforced.**

Developing a curriculum to cultivate  
BEV technical manpower.

**BEV warranty equipment  
is fully equipped**

- Equipment setup  
recommendation report.
- Establishing warranty car  
parking charging piles.





Comprehensively improving the hardware and software facilities of service locations



By 2025, reaching 29 service locations

- Leading luxury car brand in Taiwan.

### Expanding the layout of the flagship 3S service location.

- 2023 KAU DUShihjia  
(Trial operation in December.)
- 2024 KUOTU Sanchong
- 2025 NAN DU East Tainan
- The total expected investment is about 2.5 billion

### Lexus cloud-based customer lounge

- Personalized and diverse entertainment function services.



# Lexus

## Multi-dimensional and all-around brand activities



### Flagship travel experience.

Exclusive to Layer Peak car owners



### Luxury cinema

MUCROWN joint collaboration



### LEXUS Refined Lounge

Collaborating with a 5-star SPA to create





# commercial vehicle (HINO車系・TOYOTA HIACE/GRANVIA/COASTER)

## Hino commercial vehicles complete vehicle line-up expanded.

3.49 tons.

Box-type



Frame-type



Box-type



300 series

Refrigerated



Dump-frame  
type







# Commercial vehicle

(HINO車系・TOYOTA HIACE/GRANVIA/COASTER)

## Introduction of Toyota commercial/special purpose vehicles

### COASTER



welfare vehicle



touring special  
purpose vehicle

### GRANVIA



campervan



welfare vehicle



ambulance

# Commercial vehicle (HINO車系、TOYOTA HIACE/GRANVIA/COASTER)

## introduction of new energy products



- The government announces the 2050 net-zero carbon emissions plan, with 100% electrification of urban buses and government vehicles by 2030.
- To proactively comply with government policies, we are planning to introduce new energy buses and participate in demonstration projects.

# Commercial vehicle (HINO車系・TOYOTA HIACE/GRANVIA/COASTER)

## Introducing the new HINO commercial vehicle IoT management system

improve management efficiency



maintain driver safety



reduce operating costs







# Commercial vehicle (HINO車系、TOYOTA HIACE/GRANVIA/COASTER)

## value communication

Comprehensive communication of product features to consolidate market brand confidence



New type of touring exhibition



Intelligent fuel-saving challenge



HINO test drive event



# Commercial vehicle

(HINO車系・TOYOTA HIACE/GRANVIA/COASTER)

## HINO's new car warranty leads the industry

**2 years/ 100,000 KM**

**4 years/ 120,000 KM**

For existing car owners, we offer extended warranty and value-added purchase services





# Commercial vehicle

(HINO車系、TOYOTA HIACE/GRANVIA/COASTER)

## Construction of new service location

Sijhih Wudu+ Body & Paint location

Taoyuan+Body & Paint location

Hsinchu Hukou

North Taichung

Taichung Wuqi+ Body & Paint location

Chiayi Body & Paint location

North Tainan



Total  
investment of  
**2 billion**



flagship location



standard location





## 2023 Goals :

Number of Members :

grow up 30% more than 2022 ↑ Achieve **1.8 million**

Continuously expand the scale of car-sharing :  
grow up 2,000 units more than 2022 ↑

Achieve **9,000 units**

The total number of motor vehicles will exceed  
**13,000 units**



## 2023 Strategies :

Extended demand for mobility services :

- Through service alliances
- Integrating the daily needs of members,
- Creating an ecosystem alliance.



## 2023 Goals :

- Number of Members :  
grow up 50% more than 2022  Achieve **1million**  
taxi 7,400 vehicles 、  
multi-modal transportation 600 vehicles)
- Number of drivers :  
grow up 30% more than 2022  Achieve **8,000**

## 2023 Strategies

1. Yoxi taxi expands into Hsinchu.
2. Expand Yoxi's diversified business operations to Taoyuan, Taichung, and Kaohsiung.



# HOTA GO

Continuously optimize product selection and website features to enrich the shopping experience

**Business goal for 2023: 300 million**

**HOTA** 



Through data analysis, product selection is more meaningful

- New car accessories store and travel store added
- Combining group resources to provide car purchase and property insurance services

Website functionality is continuously evolving, providing a differentiated experience

- Launching brand flagship stores
- **Member classification and pick-up at designated locations**
- Facebook fan page added

# MaaS 360

MaaS<sup>+</sup>



MaaS 360

Continuously develop the group's various MaaS mobile service businesses, expand the usage scenarios of digital new services such as HOTAi Pay/Points/co-branded cards, and create a group MaaS ecosystem.

## Comprehensive transportation planning

### Transportation integration



### Group's digital new services"



### Online travel mall



- 飯店/餐廳預約
- 體驗/票券購買

# Corporate sustainable development

< People > 、 Cars 、 Environment



## Indigenous Dream Team

Hotai Group sponsors the talented Atayal children's choir "Indigenous Dream Team," arranging diverse work experience opportunities to broaden their horizons and increase their imagination towards different career paths.

2023 : Assisting the choir in participating in international competitions and performing on the "Indigenous Dream Stage," to spread the pure and magnificent sound of Taiwan's children's choir to different parts of the world.



# Corporate sustainable development

People 、 <Cars> 、 Environment

## Mobile Charity Happiness Action

The Mobile Charity Happiness Action helps more people move towards a better life through vehicle donations and Yoxi transportation services

2022 : New Taipei City/Taichung

Number of shuttle trips : 400

Total mileage : 1.884km

Serving nearly 700 underprivileged children.

2023 : Two more cities will be added to the public welfare service.

和泰集團  
移動公益幸福行動





# Corporate sustainable development

People 、 <Cars> 、 Environment



台灣原生動物守護計畫  
—— 虎力平安元年 ——

## Wildlife Conservation program

Collaborating with the Executive Yuan 's Council of Agriculture' s Endemic Species Research and Conservation Center to protect Taiwan 's native leopard cat, hoping that the precious species, which has only 500 individuals left in Taiwan, can continue to reproduce and thrive.

2023 : Continuously collaborate with the Wildlife Conservation Center and other NGOs to expand the conservation program for the Formosan clouded leopard.

Q&A