



和泰汽車



9月8日
#和泰TOYOTASHI 全台16個地點

HOTAI MOTOR CO., LTD 2207TT



和泰集團

「移動公益幸福行動」前進高雄



Agenda

- ◆ **Company introduction**
- ◆ **2023 Q4 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

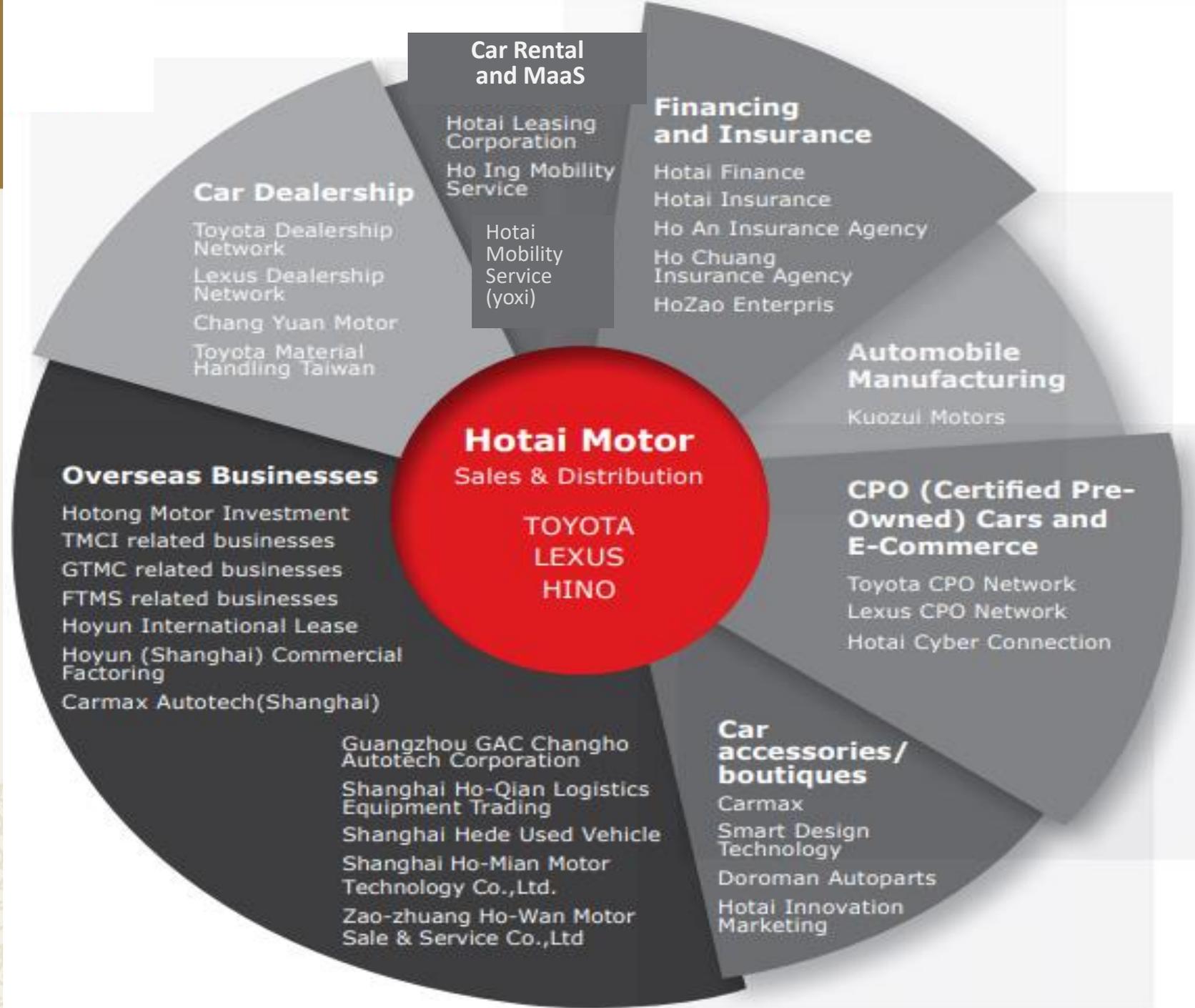
Capital amount:
NT\$5.571 billion

Sales turnover:
161.3billion (2023)

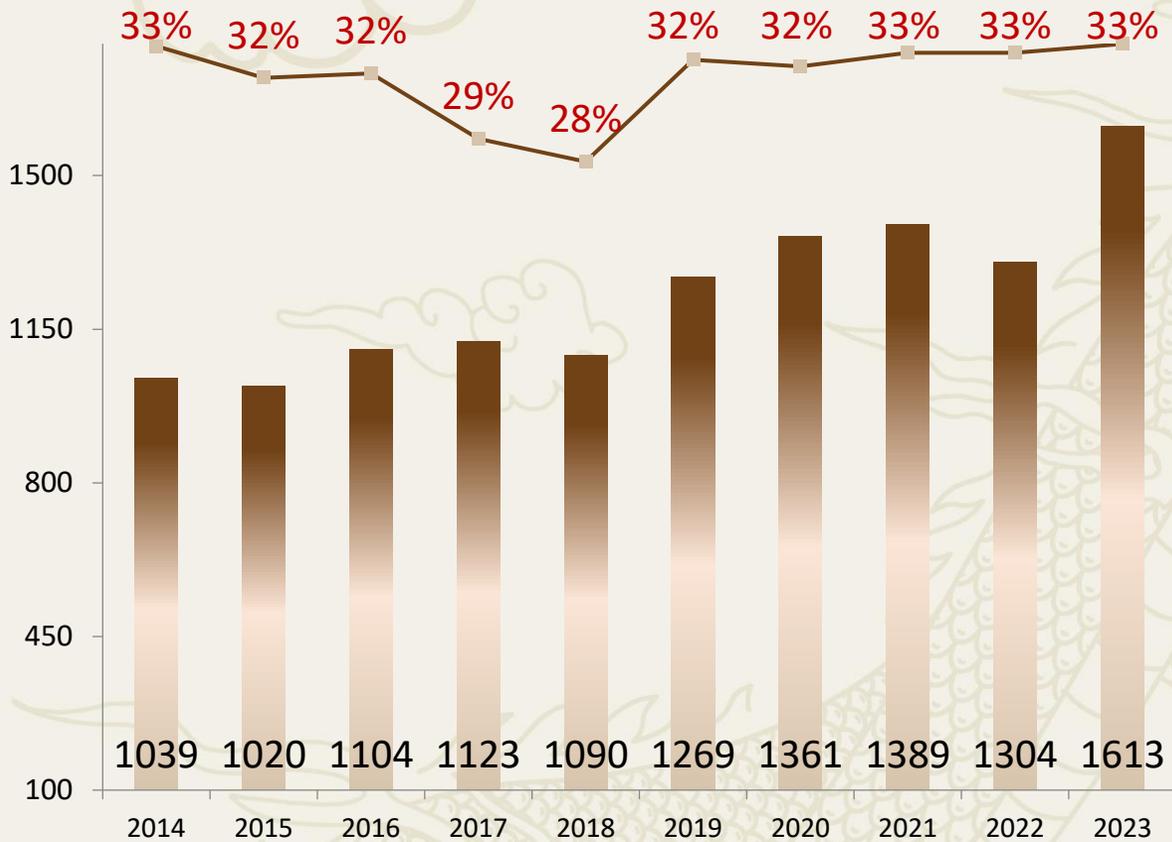
Employees: :
567 people (2023)

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

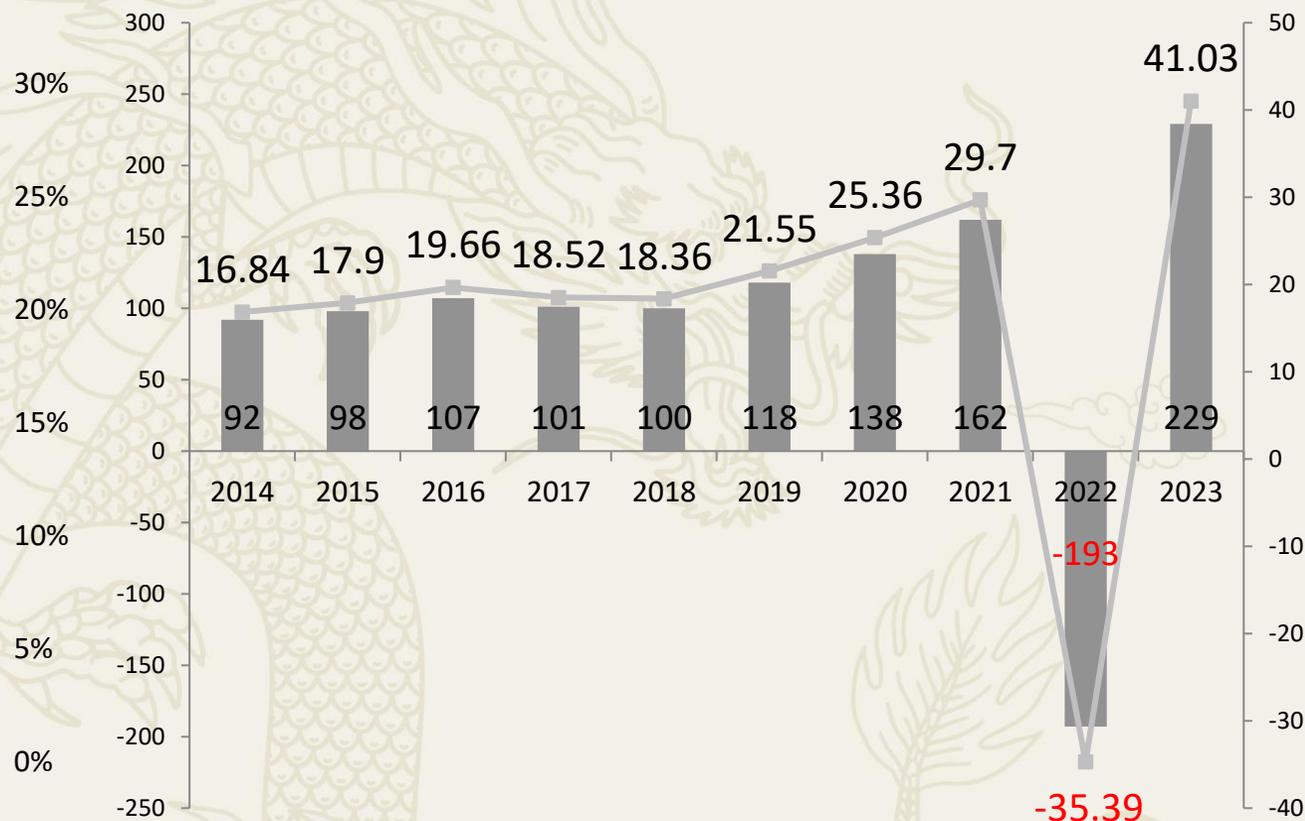
Affiliates



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)



2023 Financial result

2023 Financial result

Items	2023 Q4	2022 Q4	Difference (+ Increase, ▲:reduce)
Total Income	279,477	245,775	+ 33,702
Operating revenue	219,727	195,101	+ 24,626
Leasing income	19,248	17,333	+ 1,915
Others	40,502	33,341	+ 7,161
Total Expense	249,978	260,410	+ 10,432
COGS	195,696	170,526	▲ 25,170
Leasing cost	15,039	13,899	▲ 1,140
Operating expenses	18,696	16,129	▲ 2,567
Others	20,547	59,856	+ 39,309
Profit before income tax	29,499	-14,635	+ 44,134
Income tax expense	3,369	1,111	▲ 2,258
Net profit	26,130	-15,746	+ 41,876
Profit attributable to owners of parent	22,858	-19,330	+ 42,188
EPS	41.03	-34.7	+ 75.73

Note: Earnings (Loss) Per Share is calculated by including the number of shares issued as dividends, and adjusting retrospectively in accordance with the regulations specified in the bulletin for the fiscal year 111.

2023 Financial result

本業

The increase in profits primarily stems from contributions from vehicle sales core business.

The main reason for the increase is the significant rise in LEXUS vehicle sales (accumulated sales reaching 30,065 units, a 155.6% increase compared to last year), which substantially contributes to the core business income. T+L accumulated sales reached 159,175 units, with a market share of 33.4%, representing a 111.5% increase compared to last year.

Profit performance of major subsidiaries in 2023

Reinvestment

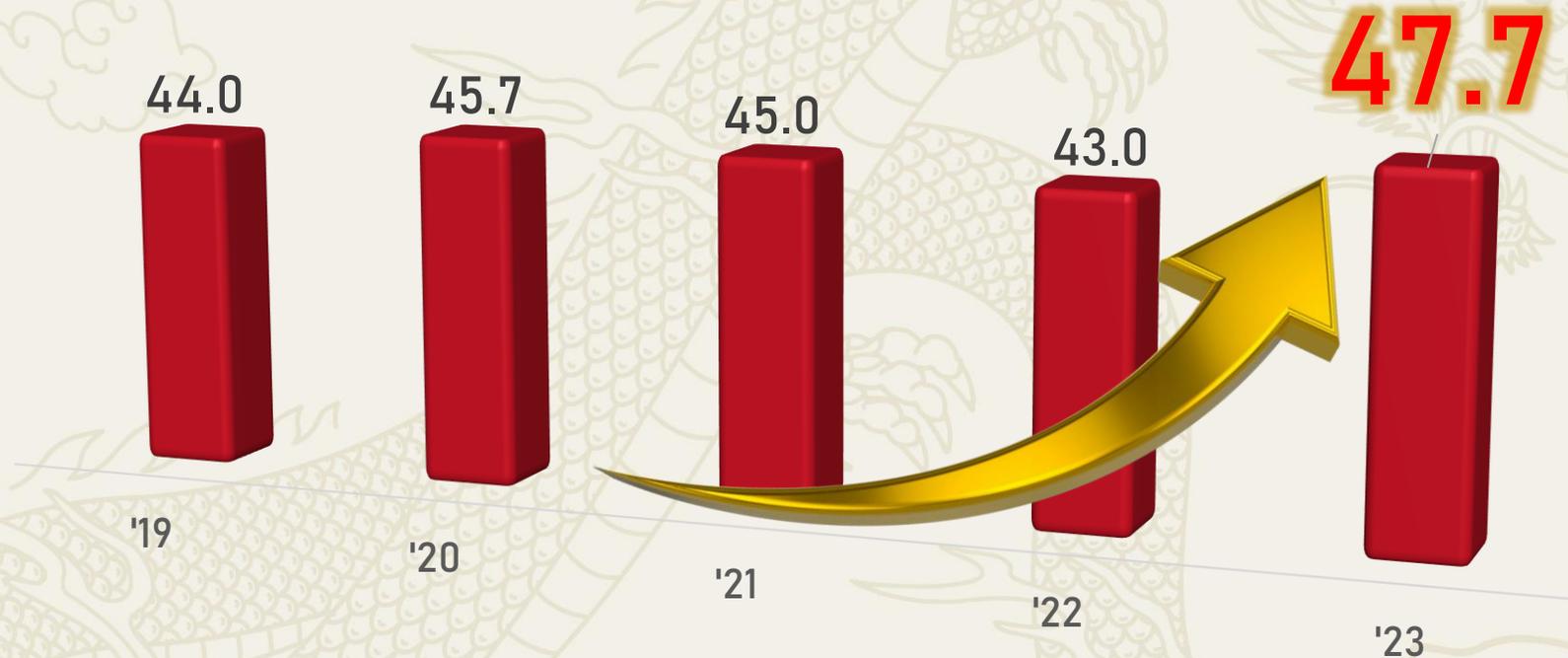
	Increased profits (Billion NTD)				Decreased profits (Billion NTD)
Company Name	Carmax	Hotai Finance	Hotai Leasing	Hotai insurance	Hotong Motor
2023 Q4	13.9	36.9	11.1	36.6	3.3
2023 Q4	11.2	36.2	10.8	-369.1	8.8
YOY	124%	102%	103%	-	38%
Growth/ Decline	Due to increased demand for Lexus vehicles, both internal and external demand for automotive components has increased.	Steady growth.		The main reason is the lower base period due to the losses incurred in epidemic prevention last year.	Intense price competition in the overall Chinese market has led to reduced vehicle allocation.



2023 Market & Sales Recap

2023 Market Recap

In 2023, benefiting from the stabilization of the supply of premium passenger cars and the introduction of multiple new models of general passenger cars, the total market reached 477,000 units, a 111% increase compared to the previous year.



The total market in the past five years (in ten thousand units)

TOYOTA



Registered over **129,000** units,
market share **27.1%**

All brands

No.1



COROLLA CROSS

All Marker NO.1

Registered **37,412** cars

RAV4

imported cars NO.1

Registered **18,259** cars

ALTIS

Sedan NO.1

Registered **15,536** cars

TOWN ACE

Van NO.1

Registered **18,259** cars

LEXUS



Lexus Registered **30,065** units,
Market share of luxury **26.8%**



Lexus RX
Luxury Midsize SUV
Segment NO.1
Registered 6,321 cars



Lexus NX
Luxury Midsize SUV
Segment NO.1
Registered 13,263 cars



Lexus UX
Luxury Compact SUV
Segment NO.1
Registered 15,368 cars



Lexus ES
Luxury Midsize Sedan
Segment NO.1
Registered 13,470 cars

HINO



The commercial vehicle market achieves a three-year consecutive championship in sales. vehicles weighing 3.49 tons Registered **7,245** units, Market share **36.4%**



2023 Market Recap



Registered **16.6** (10,000 cars) Market share **34.9%**

22 years of Best selling automobile brand in Taiwan



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

cars **170,000** units

Market share

37.8%

◆ TOYOTA 136,500 units

◆ Lexus 26,500 units

◆ HINO 7,000 units

2023 results for TOYOTA & LEXUS

	Y2024 Fed.	YOY/ Difference	Y2024 Jan.~Fed.	YOY/ Difference
TOYOTA	7,556台	94.2%	19,836台	99.8%
LEXUS	1,886 台	65.7%	4,963台	109.9%
<u>TOTAL</u>	<u>9,442台</u>	<u>86.7%</u>	<u>24,799 台</u>	<u>101.7%</u>
<u>Market Share</u>	<u>35.9%</u>	<u>+2.7%</u>	<u>34.9%</u>	<u>-1.2%</u>



2024 Operation highlight

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

TOYOTA (vehicles / Light commercial vehicles)

The dominant player in the *MED* market is evolving even stronger



CAMRY extensive overhaul (Q4)

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**

TOYOTA (vehicles / Light commercial vehicles)

Building a convenient after-sales service network

Achieving **225** service points nationwide, a first in the industry."

Service centers: 122 locations+

Community-based warranty stations: 103 locations



TOYOTA

豐田汽車



YOKOHAMA



TOYOTA

保修站



LEXUS

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



LEXUS

UX 300h Officially launched"

- Powertrain upgrade (Maximum combined horsepower 199 PS)
- "Standard equipped with LSS+ 3.0 intelligent driving assistance system."
- Standard equipped with a 12.3-inch full digital instrument panel
- Introducing the F SPORT Design level



LEXUS

Promoting the construction of third-generation facilities based on ESG brand sustainability.



HINO

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

Performance enhancements meet diverse needs.



Coaster 福祉車



救護車



Granvia 福祉車



露營車

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

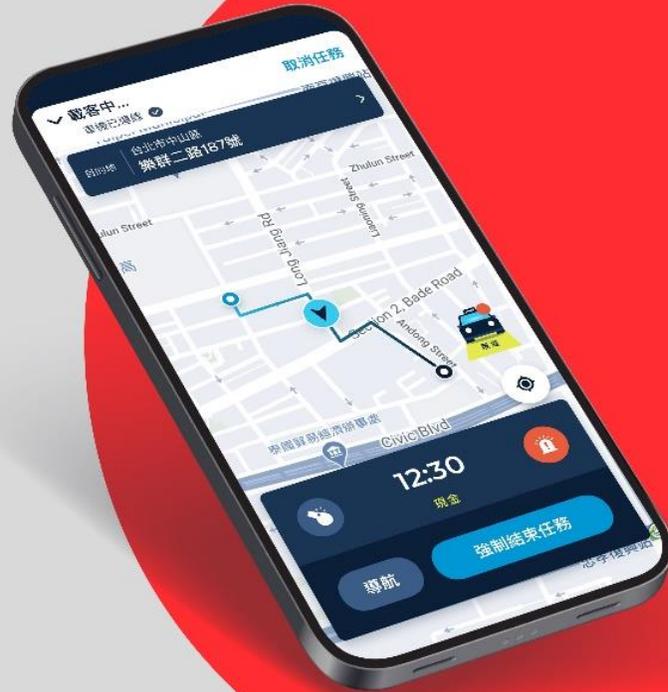
嘉義廠改建

北台南

MaaS

Yoxi 2.0: A Brand New Dispatch System

Added seamless order acceptance, hitchhiking, and various dispatch functions to enhance Yoxi's dispatch efficiency.



MaaS

Yoxi fleet collaborates with Uber ride-hailing platform to create a win-win situation

Drivers can choose to accept orders from either the Yoxi or Uber platform, thereby increasing their income.



MaaS

- App downloads surpass expectations **200萬**
- 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.

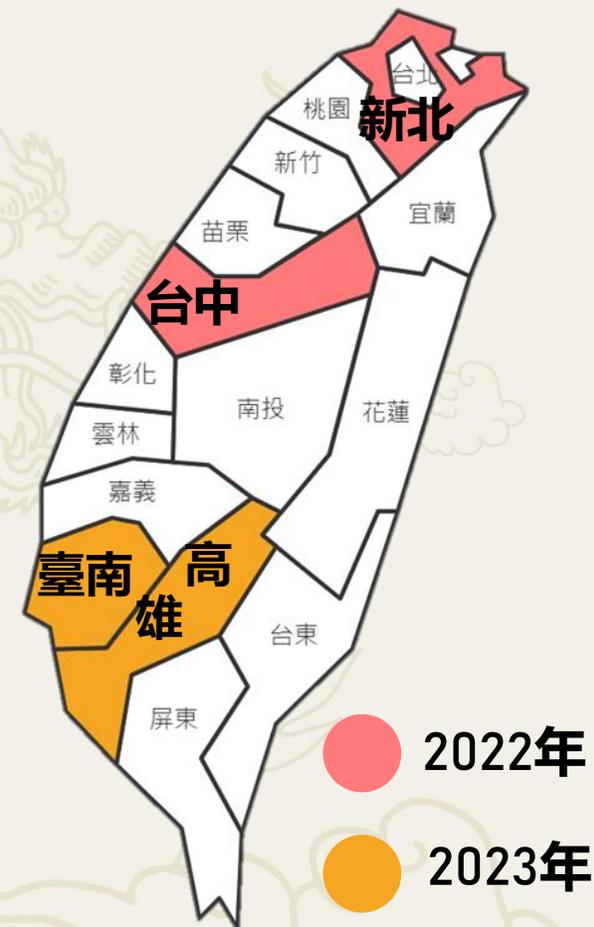


Corporate sustainable development



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 sections, while the tree is in the lower right. A central horizontal bar with rounded ends is a slightly darker shade of brown.

Q & A