



HOTAI MOTOR CO., LTD

2207TT

Agenda



◆ **Company introduction**

◆ **2024 Q4 Financial result**

◆ **2025 Operation Highlight**

◆ **Q&A**



Company introduction



Company introduction

Establishing date: September 1947

Chairman:
Mr. Huang Nan-Kuang



President:
Mr. Justin Su



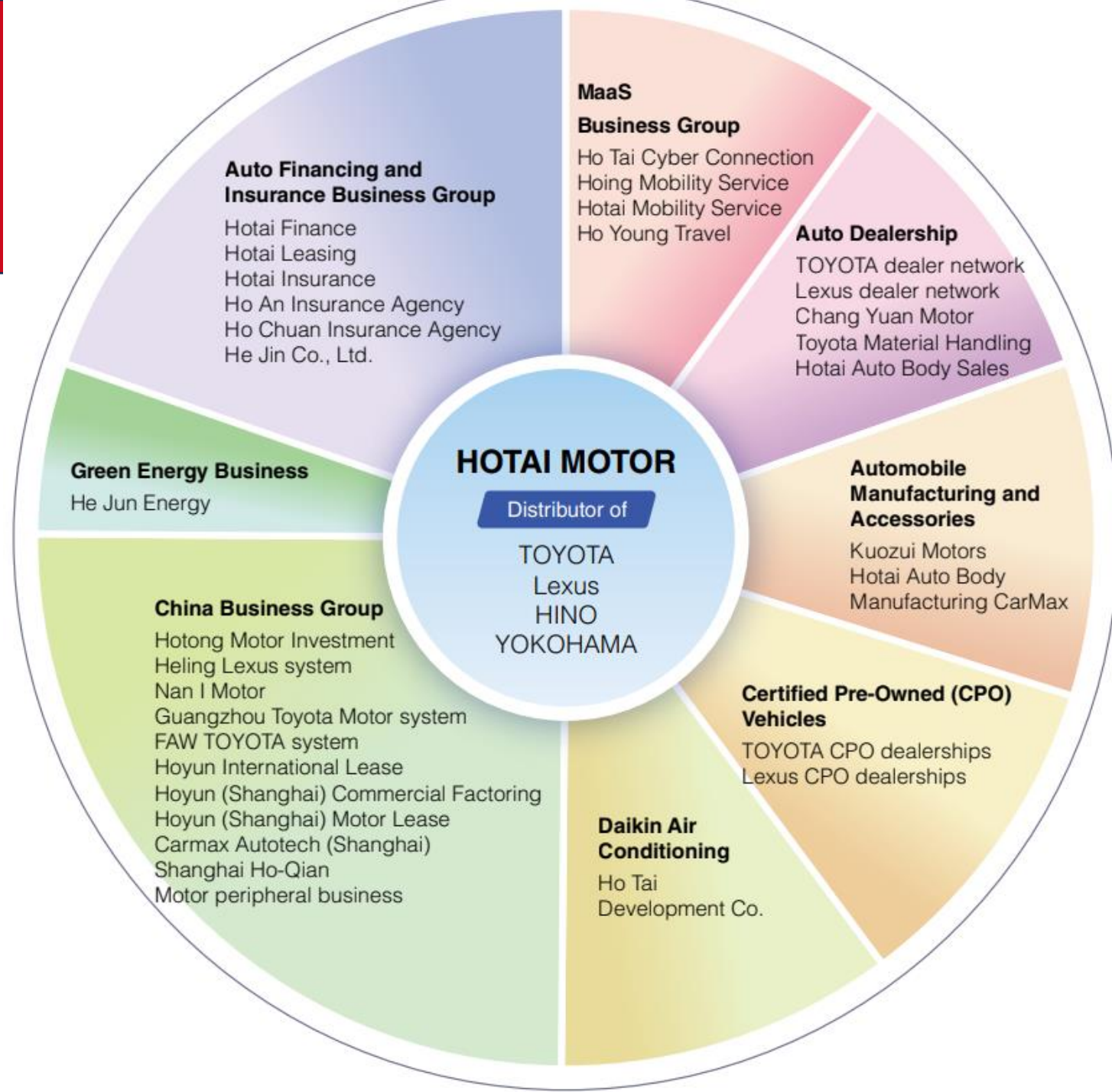
Capital amount: NT\$5.571 billion

Sales turnover: 160.1billion (2024)

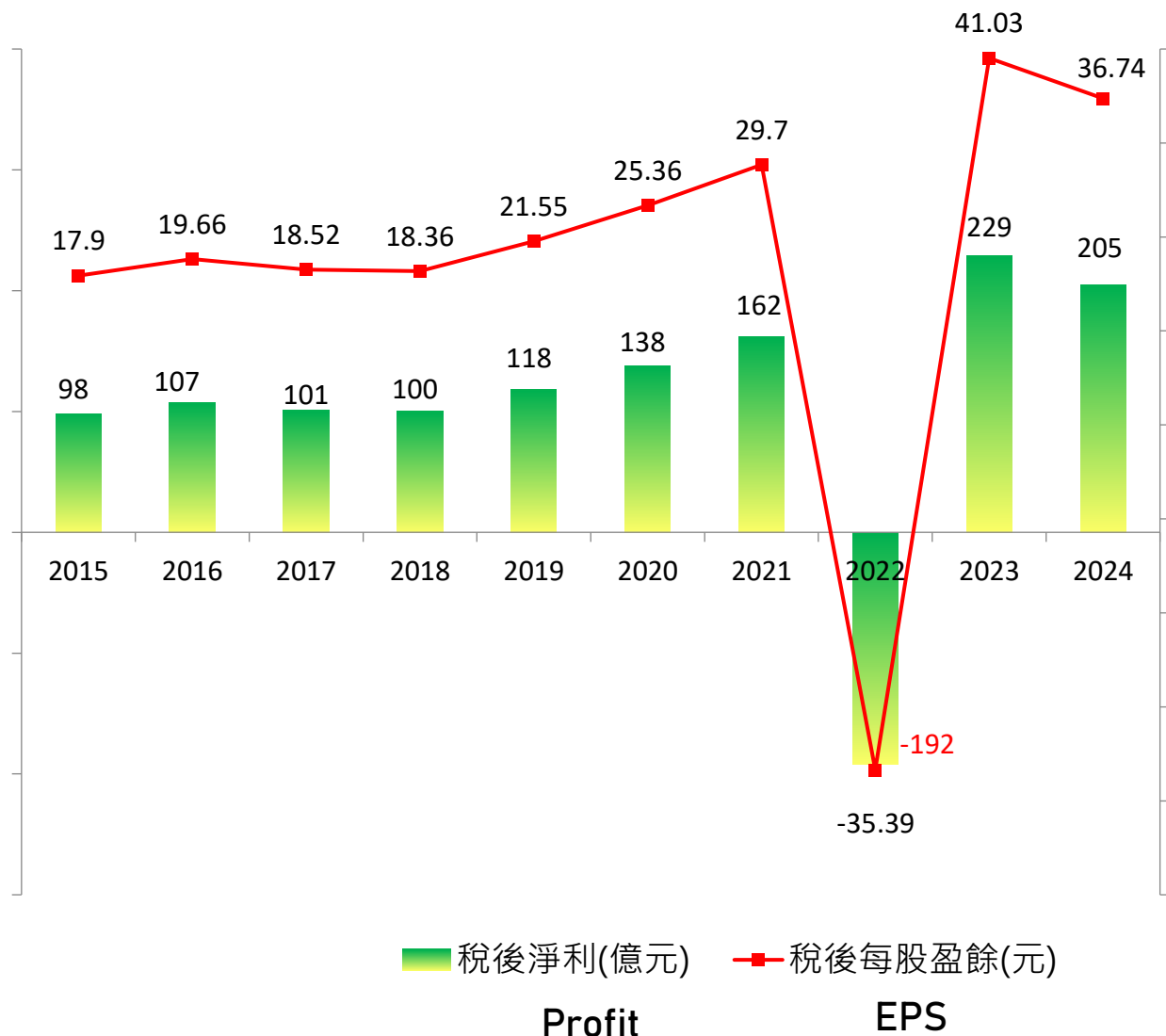
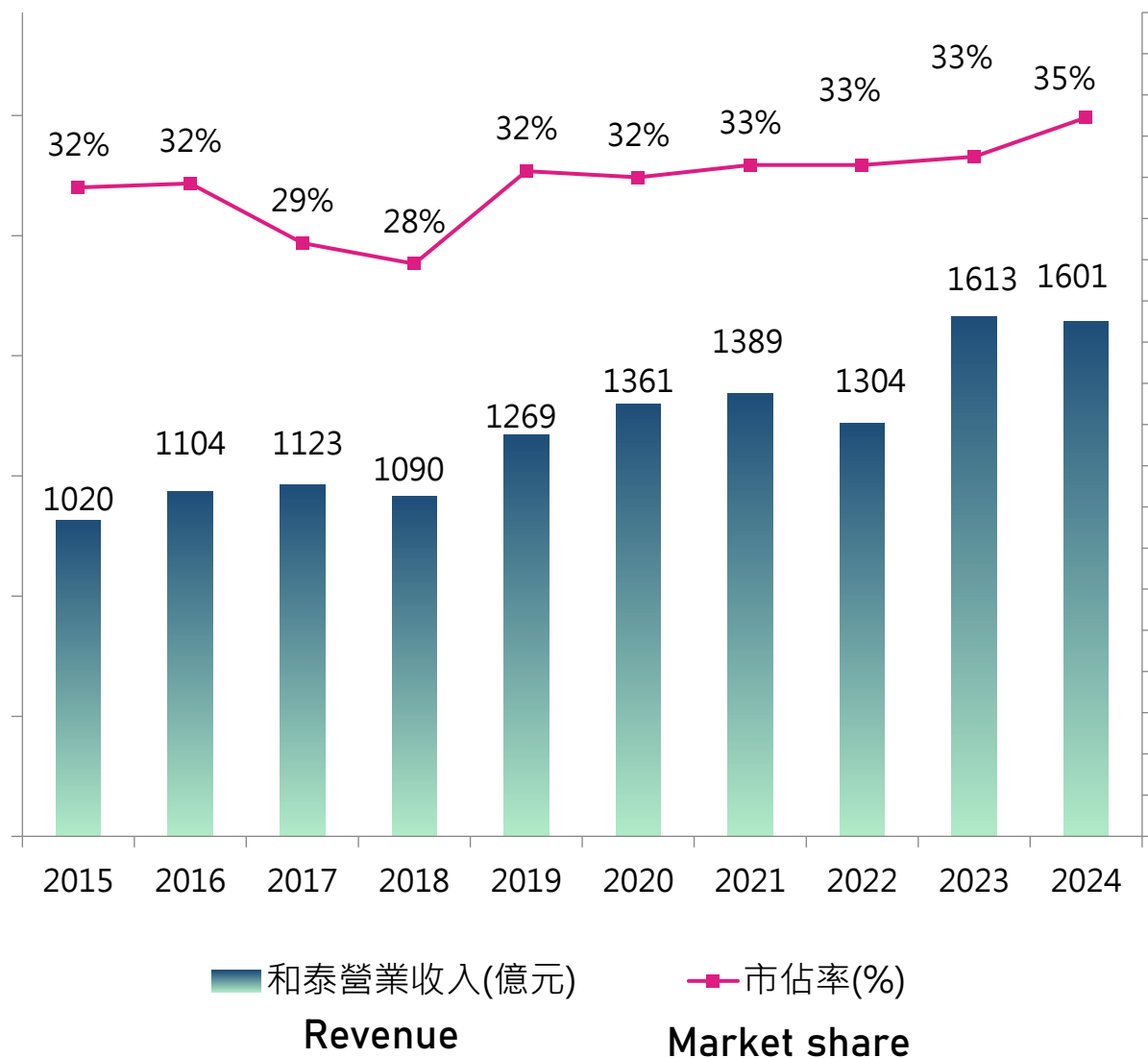
Employees: 579 people (2024)

**Product brands: TOYOTA, LEXUS, HINO
Trucks,YOKOHAMA**

Company introduction



Operation and financial results





2024 Financial result



2024 Financial result

Unit : Million

| Items | 2024 | 2023 | Difference (+ Increase, ▲ : reduce) |
|---|---------|---------|--|
| Total Income | 282,801 | 279,477 | + 3,324 |
| Operating revenue | 219,013 | 219,727 | ▲ 714 |
| Leasing income | 20,495 | 19,248 | + 1,247 |
| Others | 43,293 | 40,502 | + 2,791 |
| Total Expense | 254,920 | 249,978 | ▲ 4,942 |
| COGS | 195,196 | 195,696 | + 500 |
| Leasing cost | 16,166 | 15,039 | ▲ 1,127 |
| Operating expenses | 19,657 | 18,696 | ▲ 961 |
| Others | 23,901 | 20,547 | ▲ 3,354 |
| Profit before income tax | 27,881 | 29,499 | ▲ 1,618 |
| Income tax expense | 3,931 | 3,368 | ▲ 563 |
| Net profit | 23,950 | 26,131 | ▲ 2,181 |
| Profit attributable to owners of parent | 20,467 | 22,858 | ▲ 2,391 |
| EPS | 36.74 | 41.03 | ▲ 4.29 |

2024 Financial result

The net profit after tax for this period decreased by 2.18 billion compared to 2023, mainly due to:

- ❶ Hotai Insurance recognized a one-time gain from the disposal of real estate in 2023. Additionally, the company recorded insurance claim losses due to the April 3, 2024 earthquake, resulting in a significant profit decline over the two years.
- ❷ The income tax expense for this year increased by 560 million compared to 2023, mainly due to differences in income tax resulting from the capital reduction of subsidiaries to offset losses over the two years.

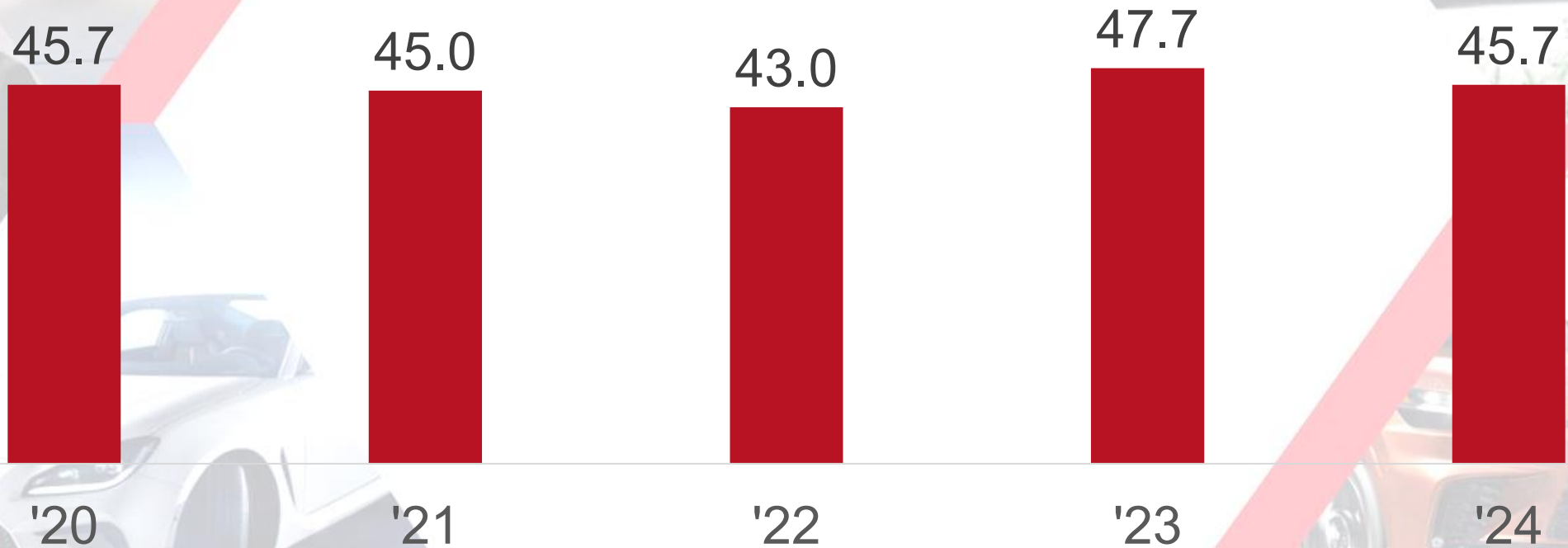


2024 Market & Sales Recap



2024 Market Recap

Supply stabilized in 2024, with most backlogged orders resolved by 2023. The market has returned to normal, reaching a total market of **457,000** units.



TOYOTA

Registered over **125,003** units,

All brands

No.1



COROLLA CROSS
NO.1

Registration **33,788** unit



TOWN ACE
NO.2

Registration
22,026 unit



RAV4
NO.3

Registration
20,259 unit



YARIS CROSS
NO.4

Registration
17,052 unit

Lexus

Lexus Registered **28,523** units,
Market share of luxury **24.7%**



Lexus NX

豪華車單一車系 NO.1

全年登錄 **12,474**台



Lexus RX

豪華中大型 SUV 級距
銷售冠軍

全年登錄 **5,328**台



Lexus LM

L-MPV 級距
銷售冠軍

全年登錄 **1,531**台

HINO

6,082 units registered in the 3.49-ton
(inclusive) and above market.

Number 1 in commercial vehicle sales
for **four consecutive years.**

Market share

34.3%



2024 Market Recap



Registered **15.9** (10,000 cars) Market share **34.9%**

23 years of Best selling automobile brand in Taiwan



2025 Operation highlight



2025 Operation highlight

- Unclear monetary policies of central banks in various countries.
- Geopolitical conflicts.

- The last year of the trade-in and upgrade policy stimulates demand.
- Car purchase discounts for various brands.

Estimated Taiwan
car market
450k units

Year Sales Target

- 2025 Sales Target

The total of the group
cars **165,000** units

TOYOTA 130,000 units

Lexus 28,500 units

HINO 6,350 units

Market share
36.7%

TOYOTA 29.0%

Lexus 6.3%

HINO 1.4%

2025 results for TOYOTA & LEXUS

| | 2025年 2月 | yoy | 2025年 1~2月 | yoy |
|-------------------------|-----------------|---------------|-----------------|---------------|
| TOYOTA | 7,911台 | 104.7% | 20,672台 | 104.2% |
| LEXUS | 2,476 台 | 131.3% | 6,067 台 | 122.2% |
| <u>total</u> | <u>10,387 台</u> | <u>110.0%</u> | <u>26,739 台</u> | <u>107.8%</u> |
| <u>Market share</u> | <u>37.8%</u> | <u>+1.9%</u> | <u>42.7%</u> | <u>+7.8%</u> |



2025 Operation highlight

◆ TOYOTA ◆ LEXUS ◆ HINO ◆ MaaS ◆ ESG



TOYOTA (vehicles / Light commercial vehicles)

The flagship MPV introduces a brand-new powertrain.



ALPHARD 強化(2/6)

Introduction of PHEV (Plug-in Hybrid Electric Vehicle) models.

Side steps are standard across the entire vehicle lineup.

TOYOTA (vehicles / Light commercial vehicles)

**TOYOTA's off-road champion
makes a strong debut.**



Land Cruiser 250 大改款(Q2)

Diesel light hybrid system.

8-speed automatic transmission.

TOYOTA (vehicles / Light commercial vehicles)

GR racing-inspired model makes a strong debut.



GR SUPRA Track Edition(Q3)

Carbon fiber rear wing and front lower spoiler.

GR exclusive brake calipers.

Larger front brake discs.

TOYOTA (vehicles / Light commercial vehicles)

President Akio Toyoda Transforms into MORIZO and Appears at the TOYOTA GR GARAGE Opening Ceremony on 3/21 (Fri), Joining the Team to Celebrate ROOKIE Racing's First Overseas Collaboration Base.

President Akio Toyoda Transforms into MORIZO



MORIZO (Right) and Hotai Motor Chairman Huang Nan-Kuang (Left) Sign Cooperation Agreement

TOYOTA (vehicles / Light commercial vehicles)



TOYOTA (vehicles / Light commercial vehicles)

Continuously expanding community-based service stations.



Penghu service station. - 首間離島原廠據點

The total number of service locations has **reached 233.**

Full-service repair shop **123** locations.

+

Community-based service station. **110** locations.

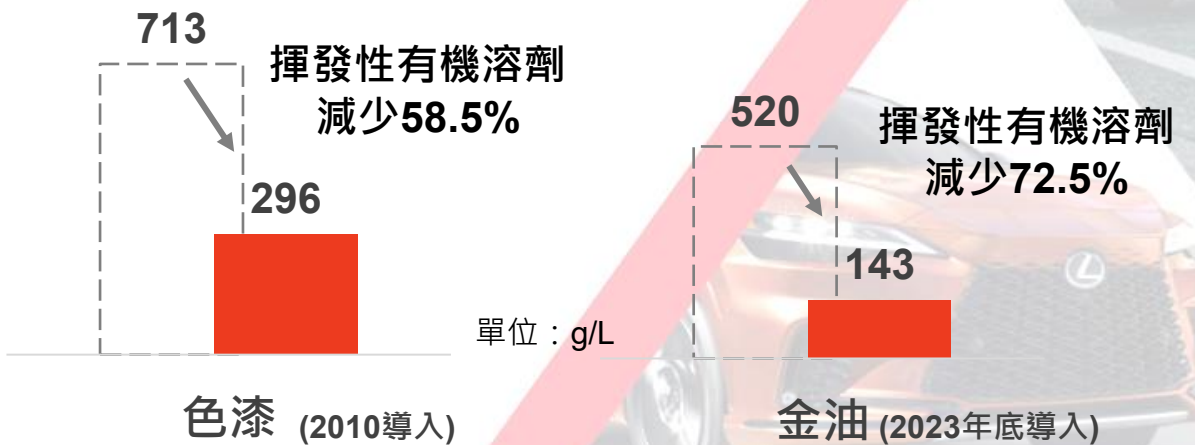
We will continue to evaluate the expansion of service locations to the outlying islands.

TOYOTA (vehicles / Light commercial vehicles)

Continuing to create a friendly workplace environment and promoting "Joy at TOYOTA."



The first in the industry to fully use water-based paints and gold oil, and will continue to expand the range of water-based coatings.



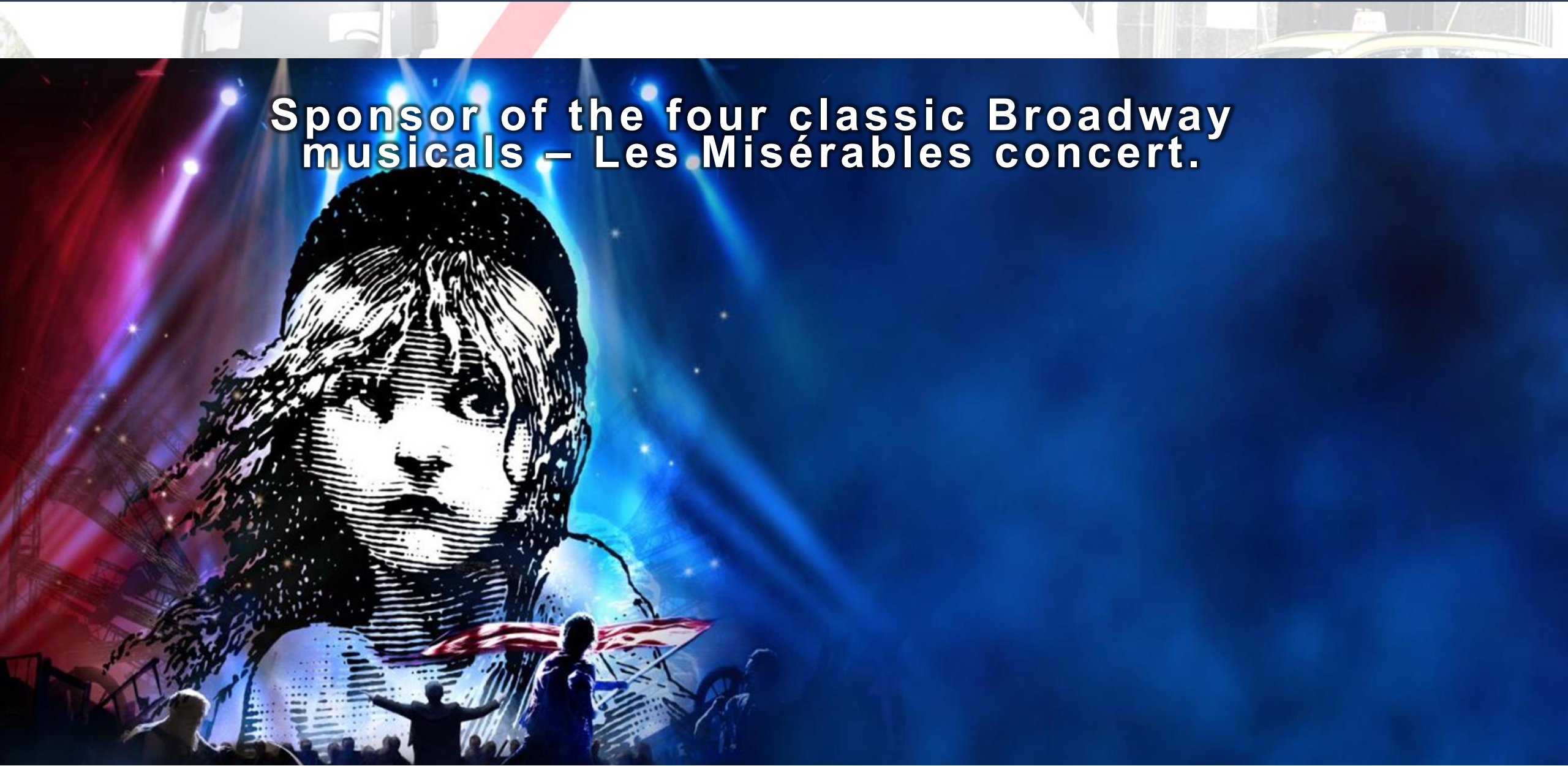
Lexus

Lexus Electrified .
Power united, ready for you to drive.



Lexus

**Sponsor of the four classic Broadway
musicals – Les Misérables concert.**



Lexus

Exclusive gourmet travel experiences for car owners, both domestically and internationally.



AI Virtual customer service. LISA

Virtual avatar interaction to enhance service warmth
Realistic language communication to create an authentic experience
Image and text-assisted explanations to strengthen response quality
Available 365 days, 24 hours a day, providing zero-time-difference service.



Lexus

**Third-generation
location/branch.**

**LEED green building certification, fulfilling the
brand's commitment.**

**Brand-new exterior and interior, showcasing a fresh
brand image.**



HINO

HINO commercial vehicles and TOYOTA business travel vehicles have enhanced safety across the entire lineup.

Evolution of active and passive safety features.



Improved vehicle handling and convenience.



Enhanced driver perception assistance.



HINO

HINO 車系 TOYOTA HIACE / GRANVIA / COASTER

極致
安全
SAFETY

01

Safety upgrades and car purchase discounts.



02

Extended warranty.



環保
永續
ECO-FRIENDLY

03

Trade-in and upgrade car purchase program.



04

Environmentally friendly service products.



MaaS

Partners

Japanese travel services.



bus



Airport transfers services.



taxi



Restaurants.

Brands/Services under Hetai Group.

HOTAI MaaS 生態系



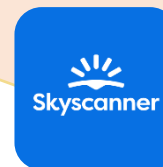
和運租車
機場接送

集團多元移動服務



去趣

和泰 Points



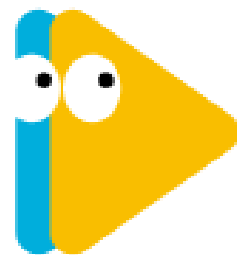
Global hotel booking/flight services.



旅遊商城

拓增兌點渠道

MaaS



去趣

Expanding domestic and international business partnerships to drive ecosystem service integration.

Taiwan's top-ranked travel planning app by downloads.

The app has surpassed 4 million downloads.



MaaS



The 2.0 version features a complete upgrade,
accelerating the development of the points ecosystem.

多元商品
上架

HOTAI 購
APP 上線

AI
智慧應用

點數
高額回饋



MaaS



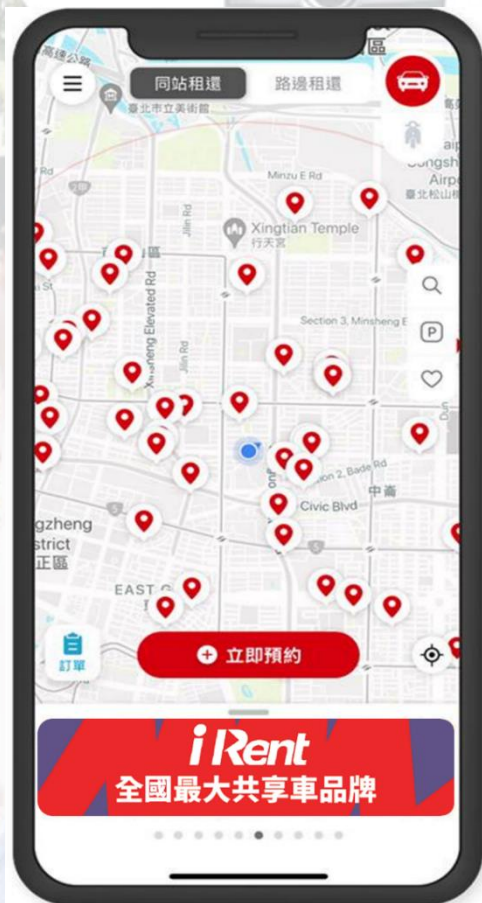
Service evolution continues, expanding from domestic to international markets, providing convenient and comprehensive transportation services.

**For the first time, we have stationed at the High-Speed Rail
Zuoying and Changhua stations.**

**In March, Yoxi will partner with Japan's largest taxi service
app, "GO."**



MaaS



The nation's largest mobility-sharing platform continues to expand the depth and breadth of its services to strengthen market leadership.

導入
多元車款

強化
「路邊租還」
便利性

會員共享
全方位移動
新體驗

ESG

Producing Happiness for All

In 2020, Toyota Motor Corporation in Japan introduced a new philosophy, aiming for Toyota branches worldwide to fulfill the mission of "mass-producing happiness."



ESG

Yoxi Transportation Services: Overcoming Mobility Barriers for Disadvantaged Groups.

Connecting six major cities and five NGOs/NPOs for public welfare, accumulating nearly 10 million NTD in donated fares and providing 26,000 rides to support disadvantaged individuals.



ESG

The public welfare project with the Hetai Indigenous Choir has sponsored the choir groups of Jiaxing Elementary School in Jianshi Township and Taoshan Elementary School in Wufeng Township, Hsinchu County, for four consecutive years.

In 2025, we will continue the power of dream fulfillment, accompanying children as they explore their future.



ESG

Protecting Taiwan's Precious Native Leopard Cats

In 2025, we will expand our core business while strengthening conservation efforts, continuing to deepen our commitment to the preservation of Taiwan's native leopard cats.



ESG

Hotai Philanthropy Dreamer

The 7th "Hotai Philanthropy Dreamer" Registration Opens



Registration Period: 3/14 (Fri) to 4/27 (Sun)





Q & A

