



HOTAI MOTOR CO., LTD

2207TT



Agenda



◆ **Company introduction**

◆ **2025 Q1 Financial result**

◆ **2025 Operation Highlight**

◆ **Q&A**



Company introduction



Company introduction

Establishing date: September 1947

Chairman:
Mr. Huang Nan-Kuang



President:
Mr. Justin Su



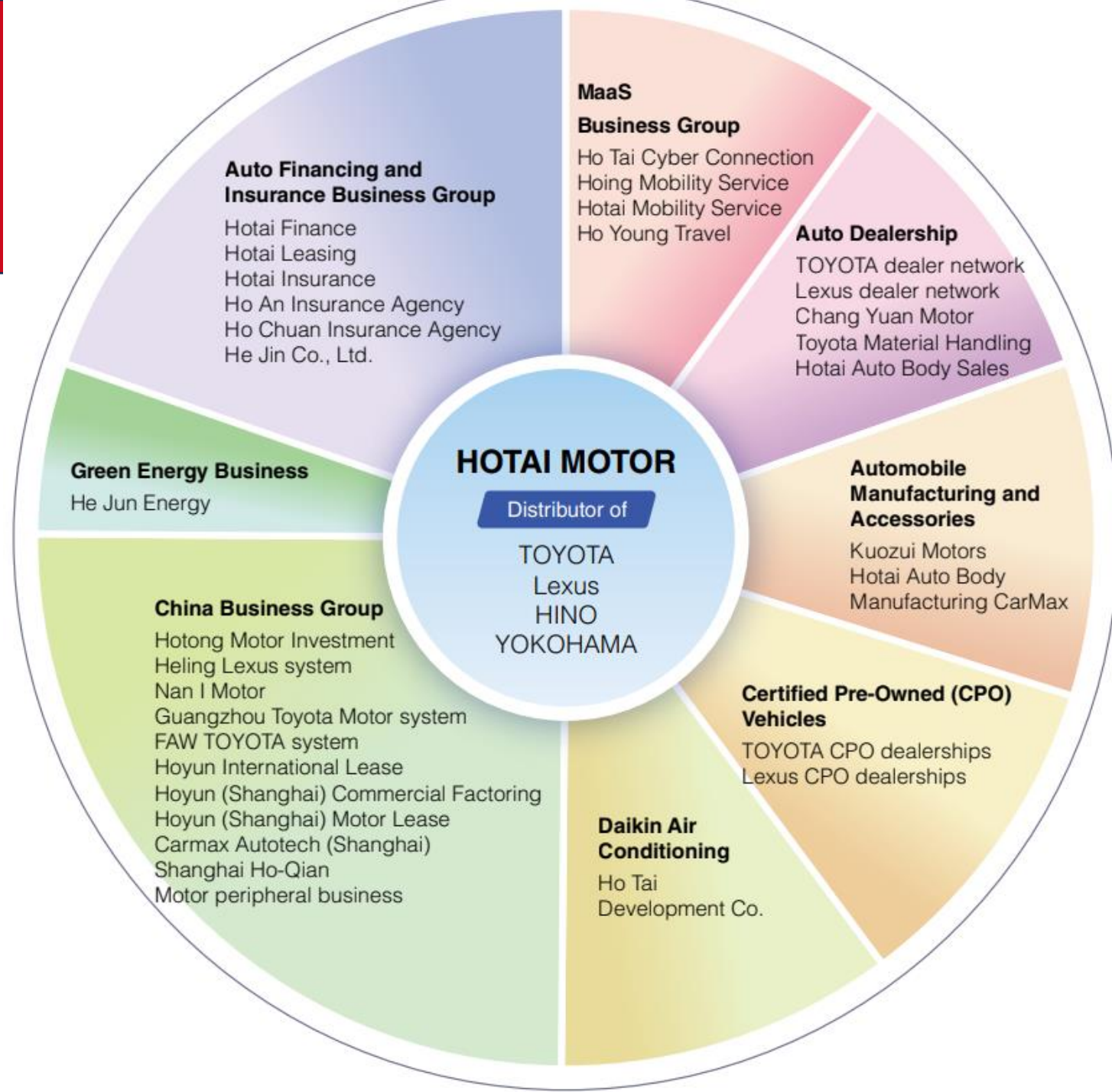
Capital amount: NT\$5.571 billion

Sales turnover: 160.1billion (2024)

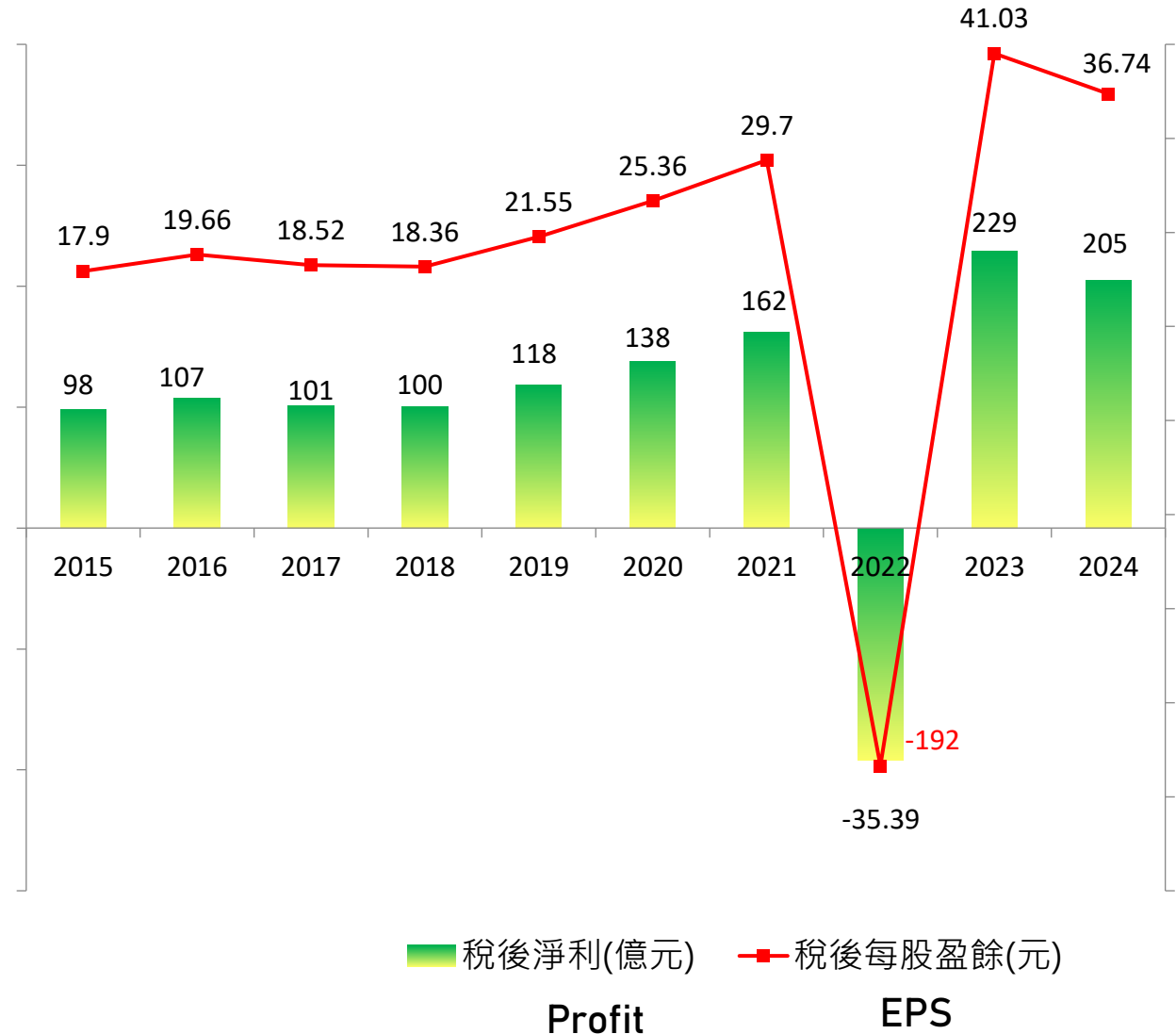
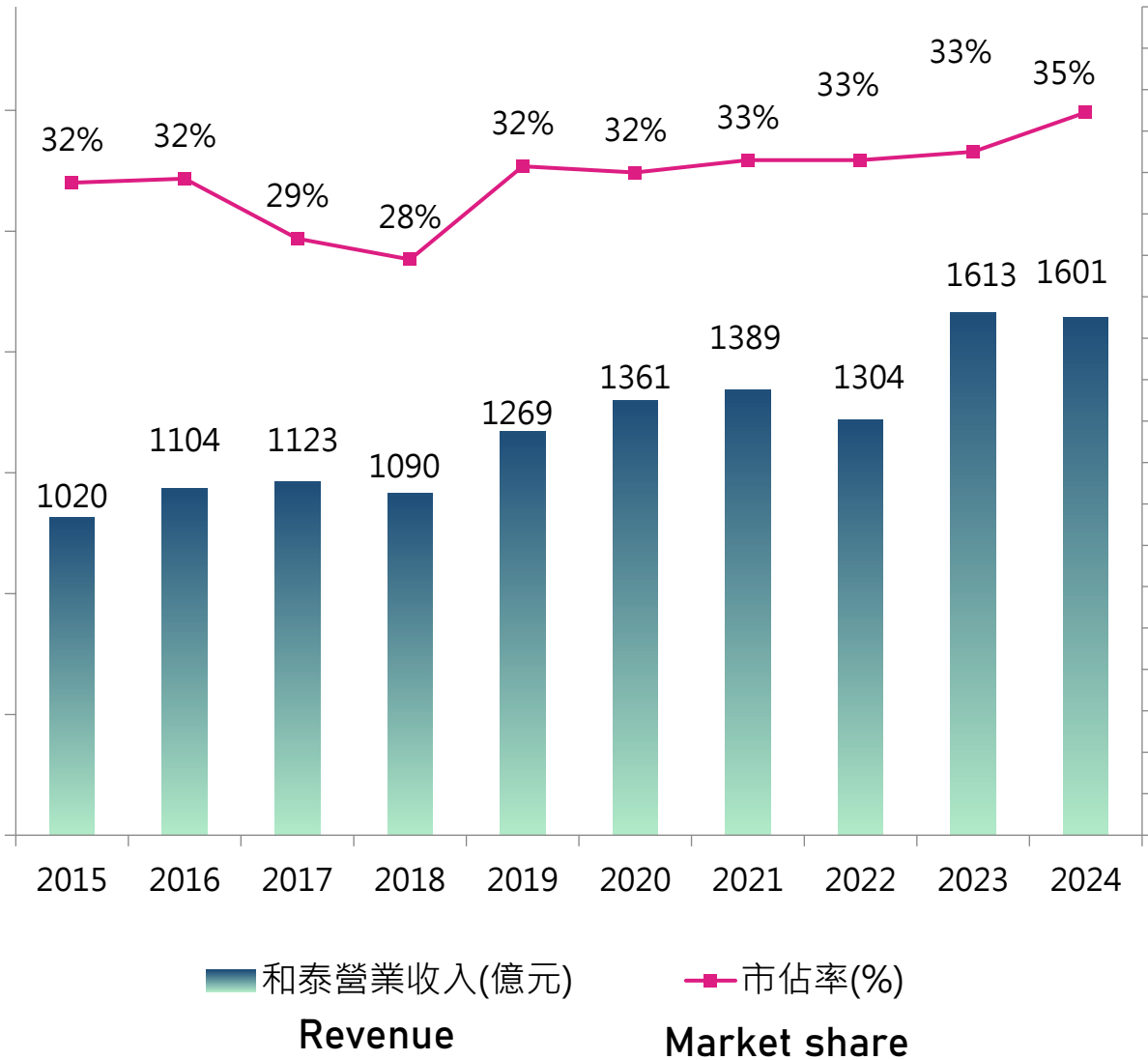
Employees: 579 people (2024)

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

Company introduction



Operation and financial results





2025 Q1 Financial result



2025 Q1 Financial result

Unit : Million

Items	2025/1-3	2024/1-3	Difference (+ Increase, ▲ : reduce)
Total Income	73,061	70,366	+ 2,695
Operating revenue	57,391	55,207	+ 2,184
Leasing income	5,337	5,042	+ 295
Others	10,333	10,117	+ 216
Total Expense	66,771	61,845	▲ 4,926
COGS	51,089	48,998	▲ 2,091
Leasing cost	4,204	3,924	▲ 280
Operating expenses	4,578	4,796	+ 218
Others	6,900	4,127	▲ 2,773
Profit before income tax	6,290	8,521	▲ 2,231
Income tax expense	1,213	1,578	+ 365
Net profit	5,077	6,943	▲ 1,866
Profit attributable to owners of parent	4,308	5,885	▲ 1,577
EPS	7.73	10.56	▲ 2.83

2025 Q1 Financial result

The net profit after tax for this period decreased by 18.66 billion compared to 2024, mainly due to:

- ❶ The decline in profits for Hotai Insurance and Hotai Trading, compared to the same period last year, was attributable to the recognition of earthquake-related losses and the absence of a one-time building disposal gain recorded in the prior year, respectively.
- ❷ Due to a decrease in the recognized amount of financial assets measured in accordance with accounting standards, Hotai Motor's net profit after tax for the first quarter declined compared to the same period last year



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 Apr. results for TOYOTA & LEXUS

	2025年 4月	yoy	2025年 1~4月	yoy
TOYOTA	9,986台	103.8%	42,427台	108.0%
LEXUS	2,477 台	99.1%	11,090台	110.6%
<u>total</u>	<u>12,463 台</u>	<u>102.8%</u>	<u>53,517 台</u>	<u>108.5%</u>
<u>Market share</u>	<u>37.9%</u>	<u>+5.2%</u>	<u>40.3%</u>	<u>+7.3%</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(Q3)

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.

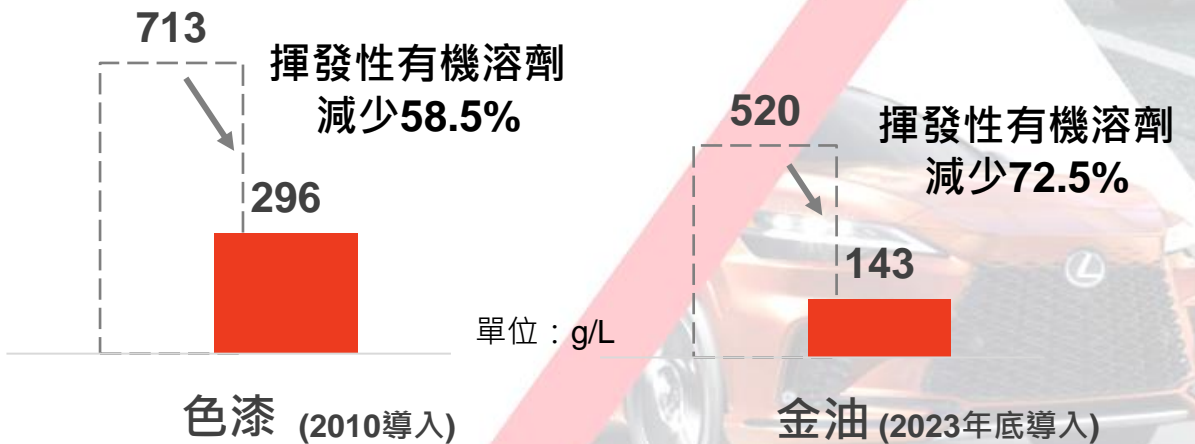
We will continue to evaluate the expansion of service locations to the outlying islands.

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.



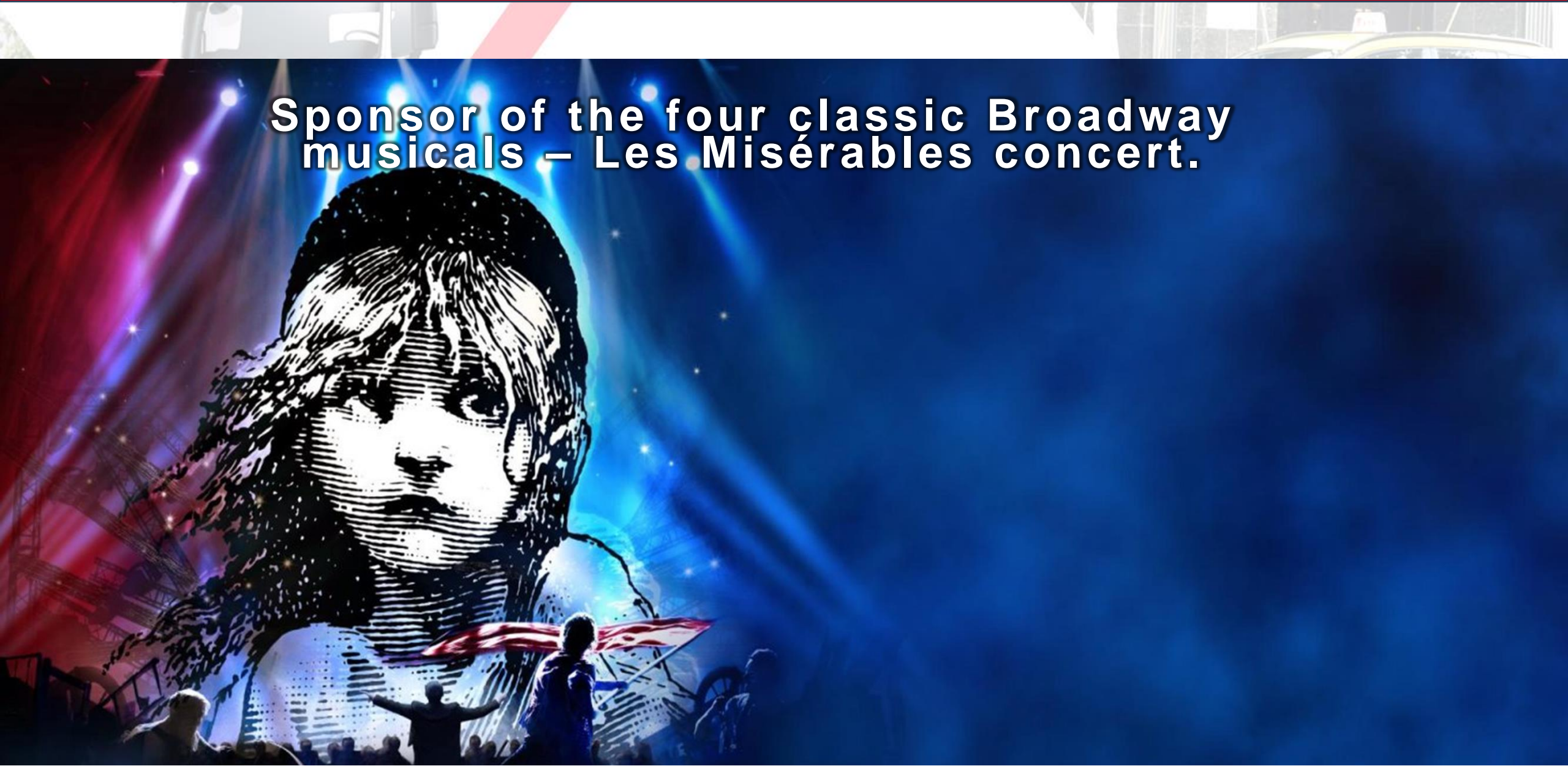
Lexus

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

LEED Certification – Delivering on Our Brand Promise

Revamped Inside and Out – A Bold New Look for the Brand



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.



和運租車
機場接送

集團多元移動服務

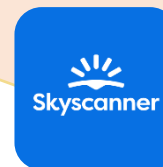
Brands/Services under
Hetai Group.

HOTAI MaaS 生態系



去趣

和泰 Points



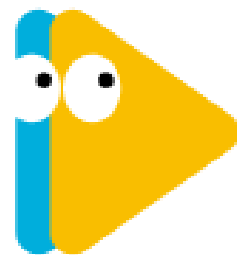
Global hotel
booking/flight
services.



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



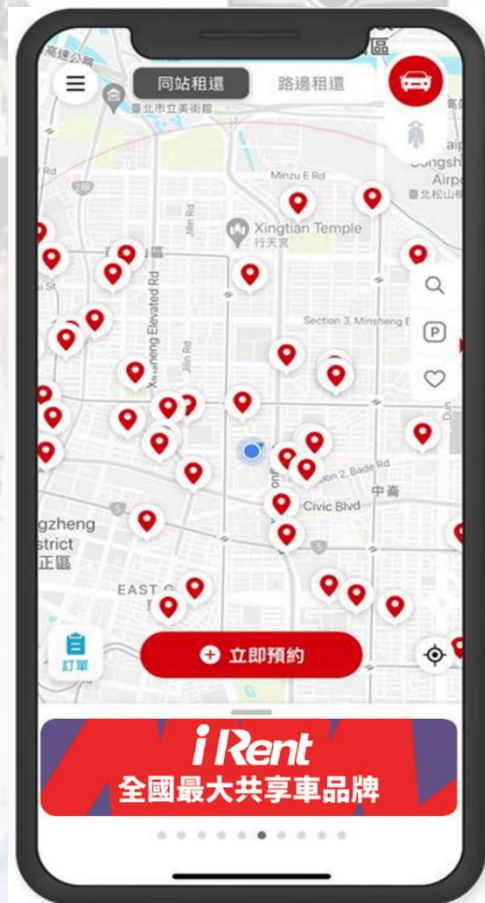
Service evolution continues, expanding from domestic to international markets, providing convenient and comprehensive transportation services.

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

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

Mass Happiness Platform

In 2020, Toyota Motor Corporation Japan introduced a new philosophy, hoping that TOYOTA locations worldwide can fulfill the mission of 'Mass-Producing Happiness'



Producing Happiness for All
為所有人帶來幸福

ESG

Mass-Producing Happiness, Mobilizing Public Good

Connecting 6 major cities and 5 NGOs/NPOs for public welfare, accumulating nearly NT\$10 million in donated transportation funds, and providing 26,000 rides to support disadvantaged groups



In 2025, the project will introduce iRent shared car rental public service to expand the scope of assistance and reach more communities



ESG

Indigenous Dream Team

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

和泰原夢代表隊公益計畫連續四年贊助

新竹縣尖石鄉嘉興國小 及 五峰鄉桃山國小合唱團

7月嘉興將再次登上國際舞台 參加東京國際合唱大賽!

和泰集團淨灘活動 嘉興國小合唱團



ESG

Taiwan Native Wildlife Conservation Project

Protecting Taiwan's Precious Native Leopard Cats

In 2025, the project marks its fifth-year milestone. In collaboration with Taipei Zoo and the Biodiversity Research Institute of the Ministry of Agriculture, we continue our efforts to conserve Taiwan's rare native leopard cats."



ESG

Hotai Public Welfare Dreamers

In 2025, the program enters its seventh year, joining hands with the younger generation to promote sustainable philanthropy!



**第七屆「和泰公益夢想家」
和泰集團攜手青年 實踐公益夢想**



Q & A

