



Yulon Nissan Motor Co., Ltd.

May. 22nd, 2024

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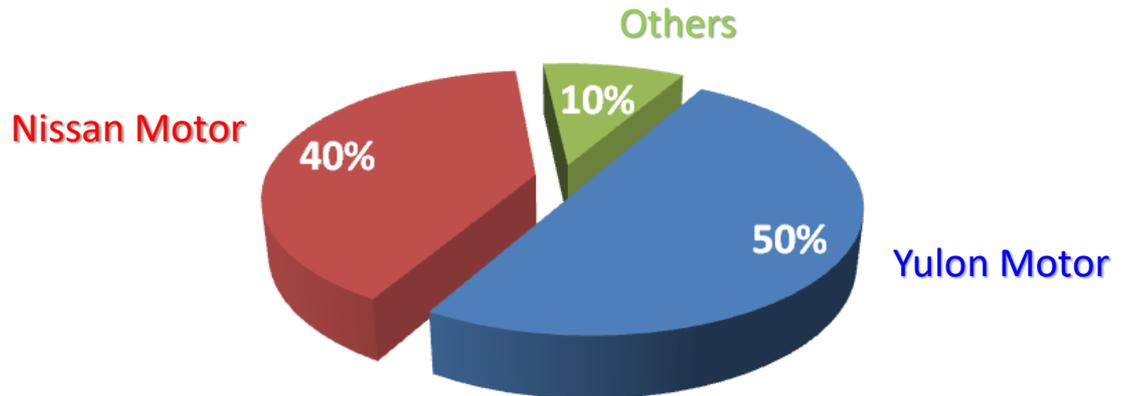
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Company Profile



Yulon-Nissan Motor profile

- Company name : Yulon-Nissan Motor Co., Ltd.
- Establishment date : Oct. 22nd , 2003
- Chairman : Yen Chen, Li Lien
- President : Clock Chung
- Capital : 3 billion NTD
- Employee Number : 376 persons (2024/04/30)
- Shareholder structure :



Operation Scope

1. Full value chain operation of Nissan and Infiniti brand in Taiwan excluding manufacturing process
2. Joint cooperation with DongFeng Motor for PRC market development

1

Domestic Business

Full value chain operation of Nissan and Infiniti brand in Taiwan excluding manufacturing process

2

Overseas Investment

100%

義展海外投資
股份有限公司

100%

義華大陸投資
股份有限公司

42.69%

廣州風神汽車有限公司 (Plant)

16.55%

風神襄陽汽車有限公司 (Plant)



Corporate Vision

Become the benchmark company of “Product Innovation” & “Service Innovation” in the Cross-strait Auto Industry



2

Operation Briefing



2024 Q1 Consolidated Balance Sheets

Currency: K\$NTD

	2021	2022	2023	2024Q1
Current Assets	5,203,802	5,543,472	9,263,161	10,103,344
Fund and investment(Long-term Equity)	16,424,660	16,533,811	11,424,105	12,215,651
Property, Plant and Equipment	171,489	157,782	15,199	13,656
Other Assets	2,853,524	2,275,801	1,903,124	1,859,449
Total Assets	24,653,475	24,510,866	22,605,589	24,192,100
Current Liabilities	2,321,931	2,291,460	2,216,698	2,499,052
Other Liabilities	3,330,836	2,997,916	2,657,041	2,722,344
Total Liabilities	5,652,767	5,289,376	4,873,739	5,221,396
Capital Stocks	3,000,000	3,000,000	3,000,000	3,000,000
Capital Surplus	5,988,968	5,988,968	5,988,968	5,988,968
Retained Earnings	11,482,271	11,208,233	10,189,252	10,788,431
Other adjustments	-1,470,531	-975,711	-1,446,370	-806,695
Total shareholders' Equity	19,000,708	19,221,490	17,731,850	18,970,704
Book Value/Share	63.3	64.1	59.1	63.2

- **As end of 2024Q1, total assets 24.19 bil., total liabilities 5.22 bil., total equity 18.97 bil. and net value NT\$63.2 dollars per share .**

2024 Q1 Consolidated Statements of Comprehensive Income

Currency:K\$NTD

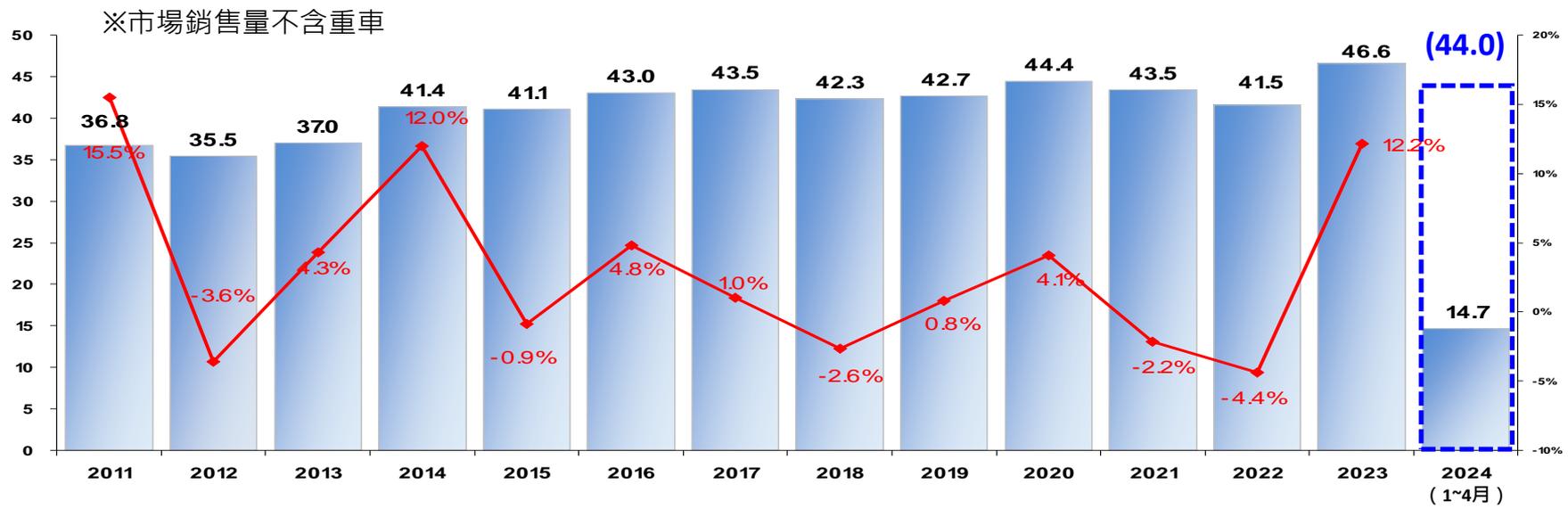
	2024Q1		2023Q1		Variance	
	Value	%	Value	%	Value	%
Net Sales	7,596,060	100.0%	7,079,575	100.0%	516,485	7.3%
Operating Income	276,409	3.6%	144,592	2.0%	131,817	91.2%
Non-Operating Income and Expenses	470,416	6.2%	335,352	4.7%	135,064	40.3%
Income before Taxes	746,825	9.8%	479,944	6.8%	266,881	55.6%
Tax Expenses	147,646	1.9%	94,227	1.3%	53,419	56.7%
Income after Taxes	599,179	7.9%	385,717	5.4%	213,462	55.3%
Earnings per Share	2.00	-	1.29	-	0.71	55.0%

- **2024Q1 Operating Income increased from 2023Q1 NT\$0.14bn to NT\$0.28bn due to the increasing of sales volumes in high-profit car model.**
- **2024Q1 Total Non-Operating Income and Expenses increased from 2023Q1 NT\$0.34bn to NT\$0.47bn due to the increasing of the China investment income and foreign exchange gains.**

3 Operation Highlights from Jan. to Apr. in 2024



Market summary from Jan. to Apr. in 2024 and the TIV forecast in Taiwan



Global

- Geopolitical disruptions intensified.
- Inflationary pressures have not yet eased.
- Russo-Ukrainian war and tension in the Middle East.



Taiwan

- Global merchandise trade recovers.
- Prosperity of emerging technology application business.
- Investment demand drives private consumption



TIV Forecast

- 440K units in 2024



NISSAN The Arc

- Nissan to strengthen product portfolio, advance electrification, introduce new ways of developing and manufacturing, and harness partnerships to achieve Ambition 2030 vision.
- YNM will establish our business strategies based on the direction of the “Arc”.



Business Strategies in 2024

Productivity enhancement

- Sales enhancement for both ICE & e-POWER models
- Introduction of ALL NEW SENTRA MC & ARIYA

Digital Transformation

- Create a new MaaS (Mobility as a Service) to meet the detailed needs of customers' mobility process



ESG

- Aiming to reduce emissions by 2% every year thru the implementation of various energy-saving plans.
- Fulfilling social responsibilities thru social care activities.
- Corporate governance & sustainable development Improvement .

Service improvement

- Providing the advanced service thru innovative tech.
- Service shop installment for New Energy Vehicle



Operation highlights from Jan. to Apr. and the Sales Result



NISSAN



INFINITI



Sales Result

Sales result from Jan. to Apr.(NISSAN+INFINITI) is 7,244 units. The M/S is 4.9%



NISSAN Sales Result

- NISSAN has launched X-TRAIL e-POWER and KICKS e-POWER. ARIYA will be launched by Q3 this year.
- KICKS 24 MY and ALL NEW SENTRA MC have been launched in the 1st half year. NISSAN sales units will be increased vs. 2023.
- NISSAN sales result from Jan. to Apr. is 6,978 units.



KICKS 24MY
TNCAP 5 Star Safety



ALL NEW SENTRA MC
3 highlights + 10 new
upgrades



ALL NEW X-TRAIL
25MY
3 highlights

KICKS 24MY

- KICKS equipped the AVM 360 as the standard.
- TNCAP 5 Star Safety certification has announced in the end of 2023.



KICKS 五星安全版

全面標配 AVM 360° 環景影像監控系統
限時升級 BSW 盲點警示系統

本月入主 **74.9** 萬元起 (含舊換新)

新安東京海上產險

NISSAN INTELLIGENT MOBILITY

ALL NEW SENTRA MC

- ALL NEW SENTRA MC has launched in Apr.
- ALL NEW SENTRA has 3 highlights and 10 new upgrades. Level 2 assisted driving functions could be implemented through the introduction of the ProPILOT.



ALL NEW X-TRAIL 25MY

- ALL NEW X-TRAIL 25MY has launched in May.
- It has 3 highlights in the power(VC-TURBO 1.5T), safety(PFCW & RR-AEB), and Tech(support the wireless connection of Apple CarPlay and Android Auto)

ALL NEW X-TRAIL 完勝休旅

25年式 全新上市



X-TRAIL e-POWER

- Marketing Topics focus on the e-POWER, e-4ORCE, and ProPILOT system ◦
- The accumulated order are over 3k units in the end of Apr. 2 tone spec. is insufficient.

X-TRAIL e-POWER
24年式全新到港
不用充電的電動車技術



新安東京海上產險

NISSAN
INTELLIGENT
MOBILITY

KICKS e-POWER

- Marketing Topics focus on the driving experience similar to that of an electric vehicle, powerful torque and kinetic energy, extremely energy-saving fuel consumption, and further evolution of silent engineering.
- KICKS e-POWER received the honor of best small import SUV in 2024 in the award of "Taiwan Car Of The Year" in May.



KICKS e-POWER

榮獲2024車訊風雲獎
最佳進口小型SUV

限時贈8萬好禮

ARIYA

- **ARIYA will be launched in Q3.**
- **The accumulated order are over 130 units in the end of Apr.**



INFINITI Sales Result

- INFINITI sales result from Jan. to Apr. is 266 units. The luxury market share is 0.8%.



INFINITI QX50



INFINITI QX60

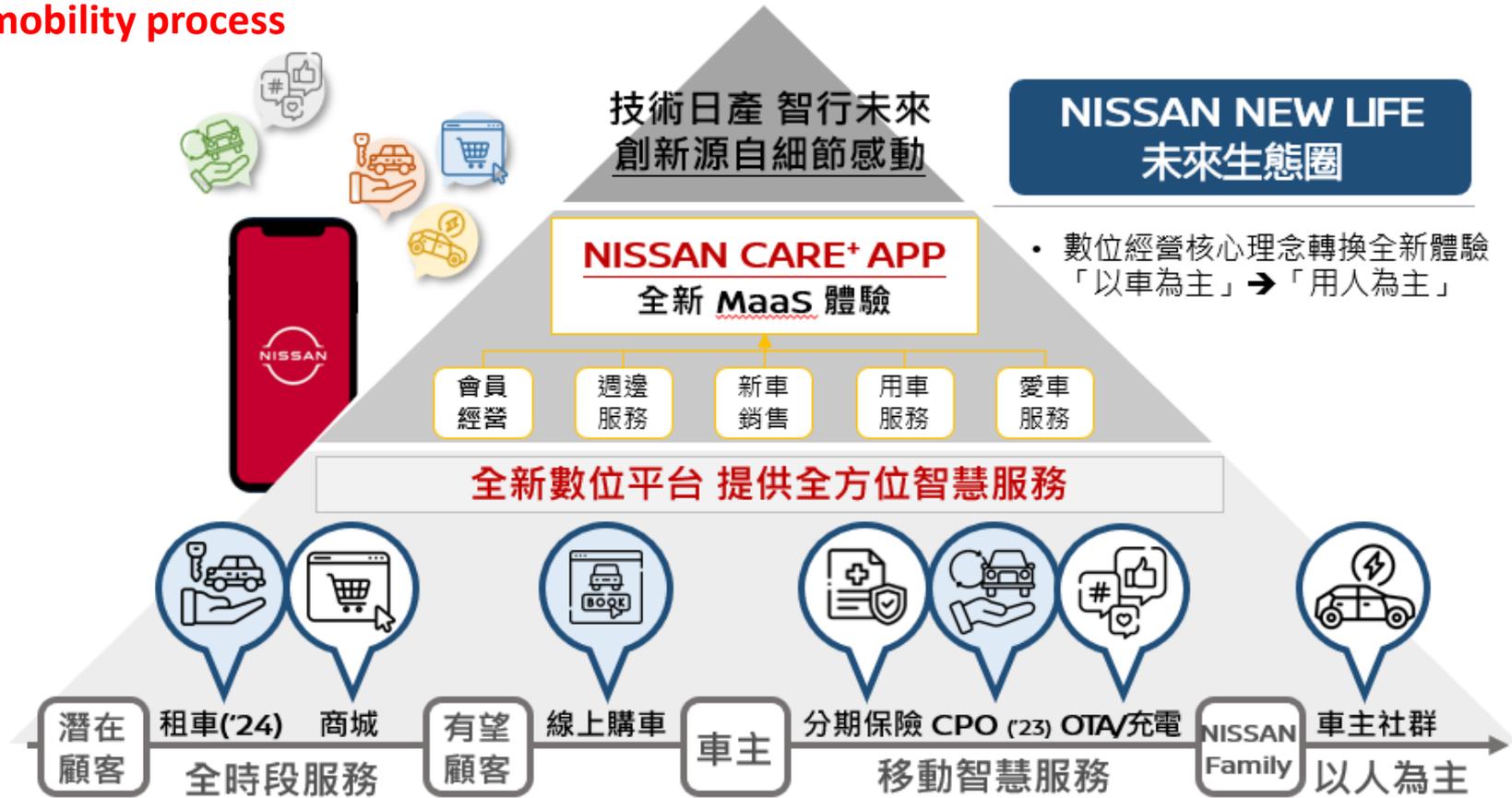
INFINITI Q50 24MY

- Q50 24MY has launched in Mar.
- Marketing Topics focus on the driving performance and sporty equipped with the V6 engine.



Digital Transformation: NISSAN future mobile smart service ecosystem

- Create a new MaaS (Mobility as a Service) to meet the detailed needs of customers' mobility process



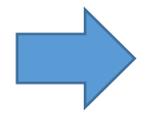
- Providing a nationwide warranty for used car purchases thru the CPO platform, the '24 vs. '23 sales growth ration is 154%.

Online purchasing platform_new energy vehicles

- Performance increase in Vehicle launch and Service revenue through the upgrade of CDP & website in the e-POWER products' online purchasing platform.



新車上市訂單提升
精準行銷
X-TRAIL e-POWER
突破 3000 張



新世代純電休旅
ARIYA線上預售展開



註：CDP (Customer Data Platform/顧客數據平台)



Online purchasing platform_CPO

- Through 10 major customer commitments, including the CPO platform and a nationwide warranty, we will build a comprehensive digital value chain.

NISSAN、INFINITI CPO原廠認證中古車體驗平台

目的 增加線上客群與服務機會、促進新車銷售、提升品牌價值與中古車殘值

線上導流+線下服務整合(OMO)

CPO 官網

NISSAN



INFINITI



顧客承諾 (10 大保證)

1. 一家購車
全台保固

6. 無造假里程

2. 六大系統
一年兩萬公里保固

7. 無變更車
身號碼及引擎號碼

3. 無泡水車

8. 車價透明
賣車在座

4. 無重大車
故

9. 車況履歷
透明

5. 非營業車
及堂造車體

10. 10天鑑
賞期

營銷成效

線上導流線下成交台數成長超過**154%**

NISSAN



INFINITI



註：CPO (Certified Pre-owned/認證中古車)、OMO (Online Merge Offline/線上線下整合)

Accessories & Service

- Accessories revenue is 1,210M and serviced vehicle is 220k units in the Apr. YTD. The growth ratio is 2.2%.
- Equipped with the NISSAN Care APP, the Service PAD and the Smart Phone, we could provide the advanced service.



Service shop installment for New Energy Vehicle

- Specialized service equipment for EV & e-POWER will be installed within 2 years. It costs about 12M NTD. All 80 shops will be capable to service the new energy vehicle by 2025.



基礎保養能力
80 shops



2023

2024

2025

新能源車 HV 高
壓電維修能力

40 shops

60 shops

80 shops



4

ESG



2024 H1 ESG Result

Environmental

- 愛地球，節水環保不洗車成果: 2023年總計45000台車輛參與活動，節省水資源**689萬公升**，節省**1076kg CO2**排放，2024年將持續推動
- 持續推動各項節能減碳措施：**節水、節電、替換新能源車**

Social

- 全力協助台灣隊爭取有『技能界奧林匹克競賽』之稱的『**WorldSkills Competition**』國際競賽榮譽
- 日產與裕隆日產共同捐款花蓮震災、捐贈台北母娘文化季消防警備車、以及長期捐贈台北市環保局臨時工保險

Governance

- 榮獲 2023 年**最佳 IT 雇主獎**
- 榮獲 2023 年 **TCSA 台灣企業永續獎**



Not washing car

Environment

- To save the water resource, we will offer 3,000 points bonus if the customers agree not to wash their car.
- Result in 2023: 45,000 units vehicle joined this activity, and 2890k liter water has been saved. · CO2 emission saving is about 1,076kg.

NISSAN 邀您響應環保

節水 不洗車

回廠定保不洗車 贈 紅利點數 3,000 點

2023 環保愛地球

節水不洗車成果

節水不洗車	節省水資源	減少碳排放
4.5 萬公升	689 萬公升	1,076 kg CO ₂

NISSAN 90 X 世界地球日

EARTH DAY

愛地球 不洗車 贈 紅利點數 3,000 點

限量的愛地熊吊飾

原價 380 元

尺寸: 11x9x6cm ±5%

銷售時間 5/1-6/30

愛地球 點數加購價 128 元 + 3,000 點

90 週年紀念價 168 元



Taiwan Auto Technical Team Training and Japan Exchange Competition Sponsorship

Social

- We have sponsored TWN team to join the Japan Exchange Competition: “WorldSkills Competition (WSC) Friendly Match”.
- We will continue to support TWN team to join the “WorldSkills Competition” in Sep. 2024.



Auto Technical Team Training



Japan Exchange Competition for WSC





- **NML and YNM Jointly donate to the Hualien earthquake victims about 10M dollar yen (5M dollar yen respectively) . Expressing our deepest condolences and sincerest concern.**

Fire guard vehicle donation

Social

- Inviting Customers to join the mountain cleanup and hiking activities and the propaganda of disaster prevention in the Taipei “QueenMother” Culture Festival. A fire guard vehicle has been donated at the same time.



Temporary cleaner insurance donation in Taipei City for 19 years

Social

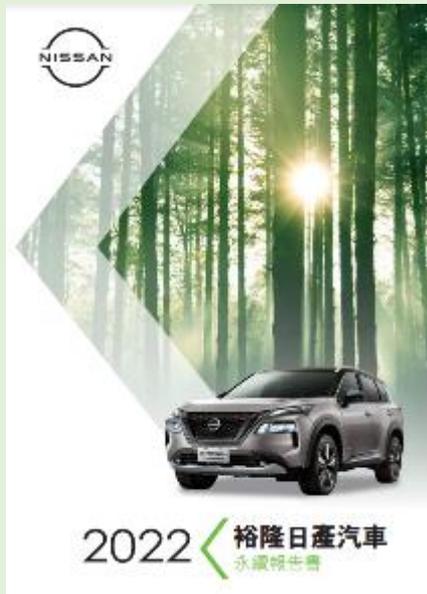
- Maintain the city appearance and protect the unsung heroes.



- Establish a professional training method for IT talents to create value-added talents through a sensible digital transformation environment.
- Won the IT Matters Awards sponsored by the government from more than 200 companies.



- It is the 9th year for YNM to issue the sustainability report, and won the "TCSA - Bronze Medal" for three consecutive years.
- Won the "Talent Development Leadership Award" again in 2023.

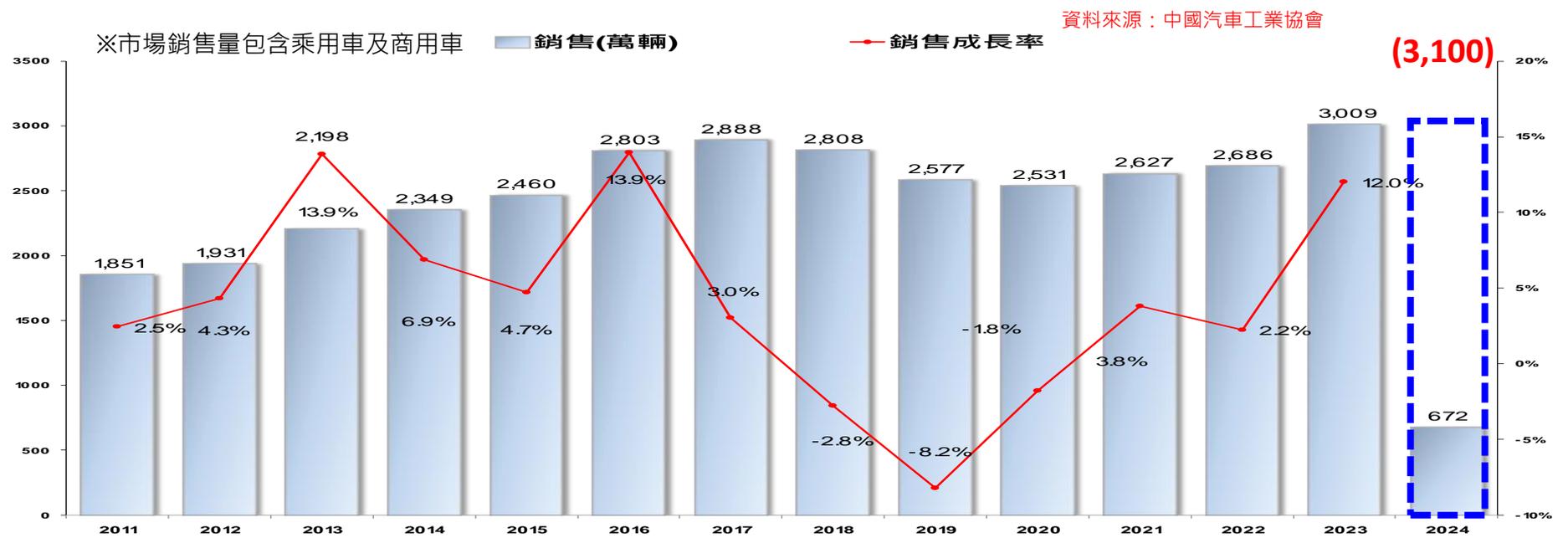


5 Market Forecast in China



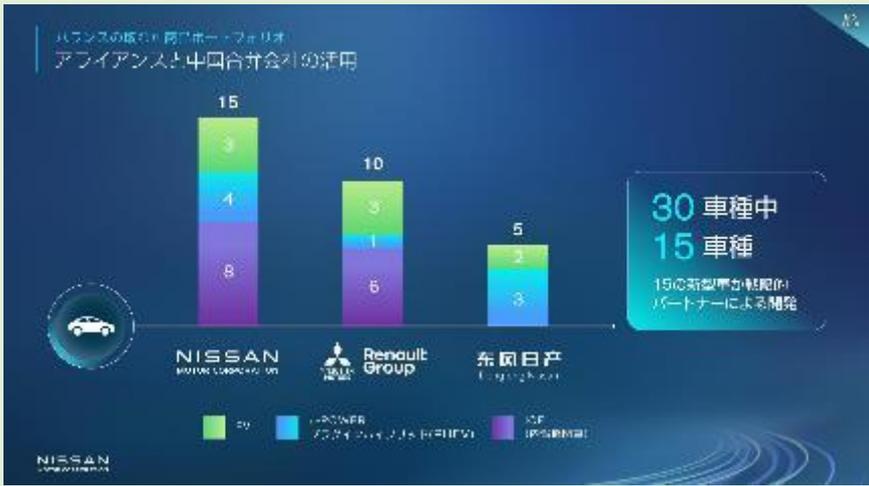
P.R.C. Automobile Market Status

- Reasons of economic downturn: Intensified U.S.-China trade war, house price fall, and the insufficient domestic demand leads to overcapacity...etc. GDP growth rate is about 4.6% by IMF.
- Price war and the new “trade in the old car” policy announced in Apr. will encourage the growth of TIV.
- Q1 TIV is 6.72M units, YOY is 10.6%. 2024 TIV Forecast is 31 M units, YOY is 3.0 %.



Nissan's strategy : "In China, for China"

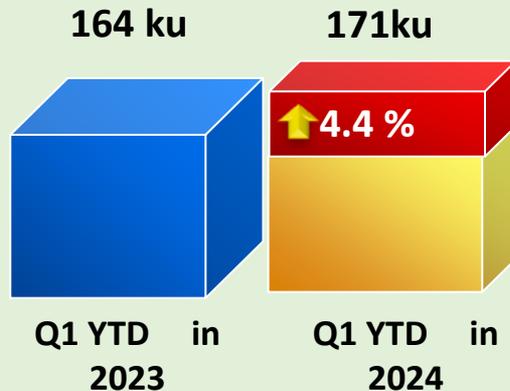
- Challenge: Severe competition, price war, strict cost management.
- Strategy:
 1. Keep competitive in the price war by establishing the advantage of "China standard, China speed, and China cost" .
 2. 73% of NISSAN products will be refreshed within 2 years. The target is to increase 200ku sales and 1000ku sales in 2026.
 3. the export target is 100ku start from 2025.



Sales of DFN(Dongfeng Nissan)

- Sales result in Q1 YTD is 171k units, YOY is 4.4%.
- According to NISSAN “The Arc”, except for 启辰大V DDi & VX6, DFN will combine the advantage of global and local to create the “GLOCAL” . There will be 4 models of NISSAN new energy vehicle to be launched.

DFN(Dongfeng Nissan)



THANK YOU FOR YOUR ATTENTION



Thank you