



# Yulon Nissan Motor Co., Ltd.

Nov. 17th, 2023

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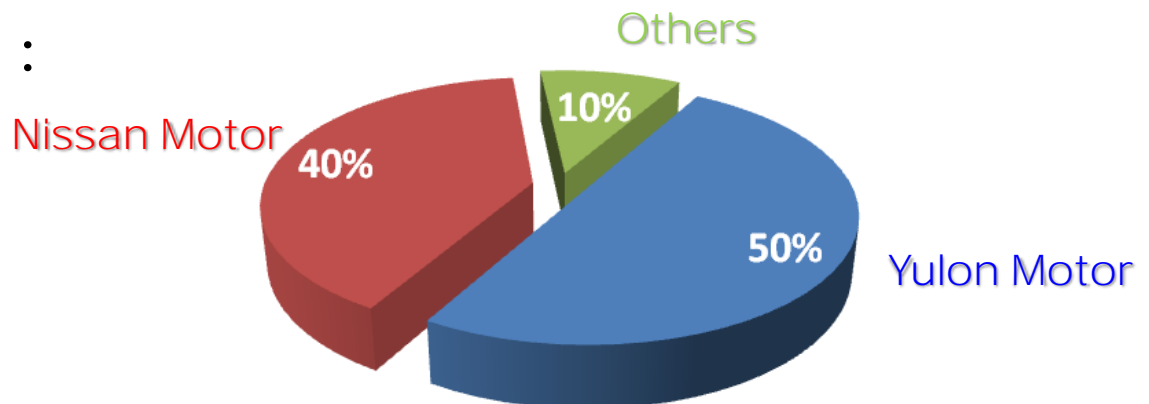
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# Company Profile



# Yulon-Nissan Motor profile

- Company name : Yulon-Nissan Motor Co., Ltd.
- Establishment date : Oct. 22<sup>nd</sup> , 2003
- Chairman : Yen Chen, Li Lien
- President(Acting) : Clock Chung
- Capital : 3 billion NTD
- Employee Number : 375 persons (2023/10/31)
- 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)

風神襄陽汽車有限公司 (Plant)

16.55%



# Corporate Vision

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



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# Operation Briefing





# 2023Q3 Consolidated Balance Sheets

Currency:K\$NTD

	2019	2020	2021	2022	2023Q3
Current Assets	14,997,108	8,299,093	5,203,802	5,543,472	10,549,636
Fund and investment(Long-term Equity )	10,708,207	16,103,655	16,424,660	16,533,811	11,376,827
Property, Plant and Equipment	139,203	130,934	171,489	157,782	134,686
Other Assets	2,726,888	3,230,948	2,853,524	2,275,801	1,889,481
<b>Total Assets</b>	<b>28,571,406</b>	<b>27,764,630</b>	<b>24,653,475</b>	<b>24,510,866</b>	<b>23,950,630</b>
Current Liabilities	3,705,175	2,483,233	2,321,931	2,291,460	3,809,800
Other Liabilities	3,292,907	3,606,846	3,330,836	2,997,916	1,941,068
<b>Total Liabilities</b>	<b>6,998,082</b>	<b>6,090,079</b>	<b>5,652,767</b>	<b>5,289,376</b>	<b>5,750,868</b>
Capital Stocks	3,000,000	3,000,000	3,000,000	3,000,000	3,000,000
Capital Surplus	5,988,698	5,988,968	5,988,968	5,988,968	5,988,968
Retained Earnings	13,855,188	14,014,019	11,482,271	11,208,233	9,941,277
Other adjustments	-1,270,832	-1,328,436	-1,470,531	-975,711	-730,483
<b>Total shareholders' Equity</b>	<b>21,573,054</b>	<b>21,674,551</b>	<b>19,000,708</b>	<b>19,221,490</b>	<b>18,199,762</b>
Book Value/Share	71.9	72.2	63.3	64.1	60.7

As end of 2023 Q3, total assets 23.95 bil., total liabilities 5.75 bil., total equity 18.20 bil. and net value NT\$60.7 dollars per share .

# 2023Q3 Consolidated Statements of Comprehensive Income

Currency:K\$NTD

	2023Q3		2022Q3		Variance	
Net Sales	19,673,802	100.0%	17,032,967	100.0%	2,640,835	15.5%
<b>Operating Income</b>	<b>268,256</b>	<b>1.4%</b>	<b>97,384</b>	<b>0.6%</b>	<b>170,872</b>	<b>175.5%</b>
Non-Operating Income and Expenses	877,968	4.5%	2,374,209	13.9%	-1,496,241	-63.0%
Income before Taxes	1,146,224	5.8%	2,471,593	14.5%	-1,325,369	-53.6%
Tax Expenses	247,180	1.3%	505,787	3.0%	-258,607	-51.1%
<b>Income after Taxes</b>	<b>899,044</b>	<b>4.6%</b>	<b>1,965,806</b>	<b>11.5%</b>	<b>-1,066,762</b>	<b>-54.3%</b>
Earnings per Share	3.00	-	6.55	-	-4	-54.2%

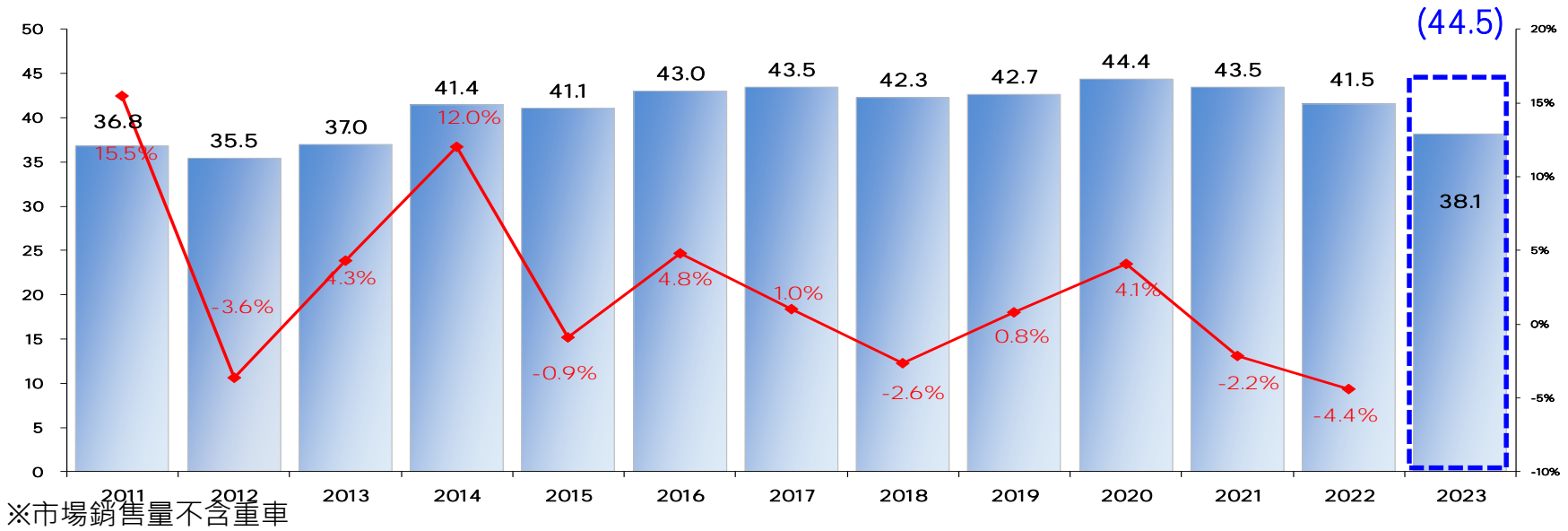
1. Compared with 2022Q3 · 2023Q3 Net Sales (19.67 bil.) and Operating Income (0.27 bil.) increased due to higher sales volume of vehicles.
2. Compared with 2022Q3 · 2023Q3 Non-Operating Income and Expenses (0.88 bil.) decreased due to China investment income decrease.

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# Operation Highlights from Jan. to Oct. in 2023



# Market summary from Jan. to Oct. in 2023 and the TIV forecast in Taiwan



## Global

- U.S.-China Hi-Tech war intensified.
- Israel-Palestine Conflict raise geopolitical tensions.
- Russo-Ukrainian war stalemate.



## Taiwan

- Impact of global inflation and interest rate raising.
- Affecting export and production momentum, overall economic growth is slow.



## TIV Forecast

- 445K units in 2023



# Operation highlights from Jan. to Oct. and the Sales Result

H1

H2

NISSAN



INFINITI



Sales Result



Jul:  
ALTIMA MC



Sep:  
X-TRAIL FMC



Oct:  
KICKS e-POWER



Jul:  
QX50 24 MY



Sep:  
QX60 23 MY



Oct:  
QX50S Black SV

Sales result from Jan. to Oct.(NISSAN+INFINITI) is 19,382 units. The M/S is 5.1%





# NISSAN Sales Result

- In 2023, the X-TRAIL and KICKS e-POWER models equipped with "charging-free electric vehicle technology" have been launched. Also, the X-TRAIL FMC( Mild Hybrid) has been launched. It shows that Nissan's commitment to introduce the new energy technologies.
- NISSAN sales result from Jan. to Oct. is 18,512 units.



X-TRAIL FMC

Mild Hybrid

Three new Tech



X-TRAIL e-POWER

Electric cars that don't  
require charging



KICKS e-POWER

Electric cars that don't  
require charging

# X-TRAIL e-POWER

- Marketing Topics will focus on the e-POWER, e-4ORCE, and ProPILOT system. The first import quota about 600 units has been sold in the pre-sale stage.
- The accumulated order are over 2.5k units in Oct.

## X-TRAIL e-POWER

不用充電的電動車技術 好評熱銷中

超值價 **151.9**萬元起



# ALTIMA MC

- ALTIMA MC has been launched from Jul. It equipped with the V-motion shape, 12.3 inches video system, VC-Turbo engine, and ProPILOT system. Marketing Topics focus on the "Flagship Sedan."





# X-TRAIL FMC

- X-TRAIL FMC has been launched from Sep. It equipped with the VC-TURBO engine, Mild Hybrid power, and ProPILOT system. Marketing Topics focus on “Three new Tech”.
- The accumulated sales are over 2k units in Oct, M/S is 9.4%.

## X-TRAIL 輕油電 全新上市

即刻入主享早鳥**5**大好禮

最高價值**9**萬元



新安東京海上產險 裕融企業

NISSAN  
INTELLIGENT  
MOBILITY

# KICKS e-POWER

- KICKS e-POWER has been launched from Oct. 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.
- The accumulated order are over 300 units in Oct.

KICKS **e-POWER**  
「不用充電的電動車」技術

正式登台



新安東京海上產險 裕融企業

NISSAN  
INTELLIGENT  
MOBILITY

# KICKS 24MY

- KICKS 24 MY equipped with AVM360 system to enhance its high C/P competitiveness.





# ALL NEW SENTRA

- ALL NEW SENTRA has equipped with the JBL speakers, atmosphere lights from Oct.
- Marketing Topics focus on the Sponsored judo champion wins 100 gold medals for Taiwan team in Asian Games.



狂賀！楊勇緯亞運奪金！

A L L N E W  
**SENTRA**

享樂無價 免費升級

環館聲光套件 總價僅 30,000 元

70 萬 60 期  
首年低月付 **2,888** 元

新安東京海上產險 裕融企業

NISSAN INTELLIGENT MOBILITY

# INFINITI Sales Result

- INFINITI sales result from Jan. to Oct. is 870 units. Its growth rate is 22% compared with last year.



INFINITI  
QX50S Black SV



INFINITI  
QX60 23MY

# INFINITI QX50 24MY

- QX50 24MY has been launched from Jul. Marketing Topics focus on the ProPILOT and Level 2 safety system.
- The sales result from Jan. to Oct. is 870 units. Its growth rate is 9% compared with last year.

以不凡 引領未來  
QX50 24年式領航版  
全新到港





# INFINITI QX60 23MY

- QX60 23MY has been launched from Sep. The Autograph six seats is the hot sales product. There are 60 units order needed to be digested.
- The sales result from Jan. to Oct. is 178 units. Its growth rate is 197% compared with last year.



# INFINITI QX50S Black SV

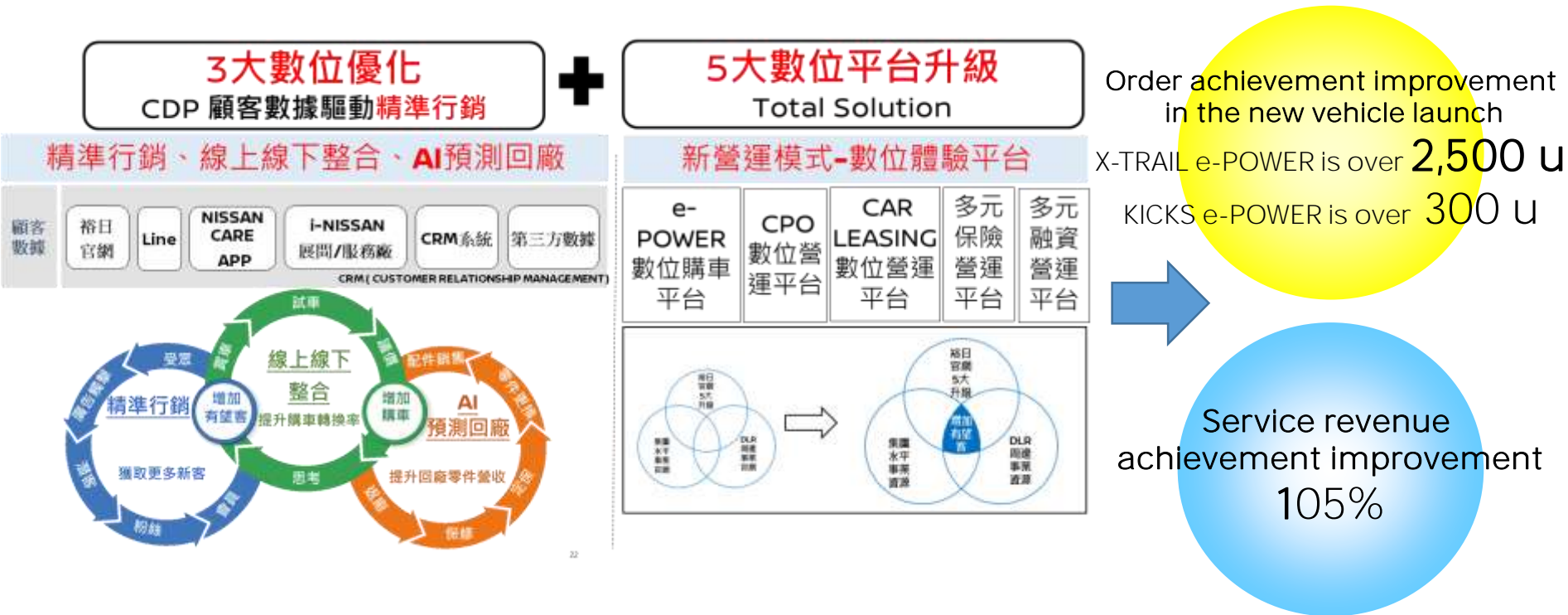
- QX50S Black SV has been launched from Oct.
- Marketing Topics focus on the sporty and personal style through the 6 Black SV Kits.





# Online purchasing platform\_new energy vehicles

- Performance increase in Vehicle launch and Service revenue through the establishment of online purchasing platform for the e-POWER products.



PS.: CDP (Customer Data Platform)



# 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



#### 顧客承諾 (10 大保證)

1. 一家購車 全台保固
2. 六大系統 一年兩萬公里保固
3. 無泡水車
4. 無重大事故
5. 非營業車及變造車體
6. 無造假里程
7. 無變更車身號碼及引擎號碼
8. 車價透明 實車在庫
9. 車況履歷 透明
10. 10天鑑賞期

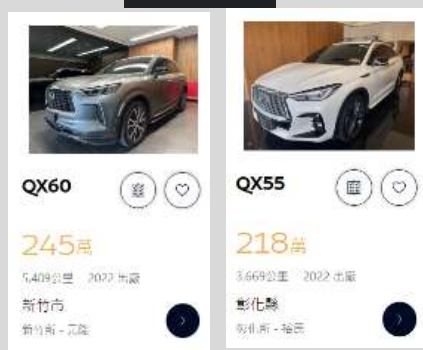
#### 營銷成效

線上導流線下成交台數成長超過 **125%**

#### NISSAN



#### INFINITI



PS.: CPO (Certified Pre-owned), OMO (Online Merge Offline)



# NISSAN Accessories & Service

- Accessories revenue is 2,900M and serviced vehicle is 570k units in the Oct. YTD



**NISSAN 美十再美**  
 訂自即日起 慶祝 5 週年 訂自即日起 慶祝 5 週年

人自禧 **NISSAN 紅利點數 20,800 點**

**會員禮**

A 類以上機油 500 元服務券	<b>TireBingo</b> 前標號碼耐久送胎 500 元折券
五折券 10 張	五折券 10 張
五折券 5 張	五折券 4 張
代多層白板千元現金折券等	
五折券 10 張	五折券 10 張
五折券 5 張	五折券 5 張

五折券 / 3 元 **3,000 元**

十折券 / 4 元 **5,680 元**

突破 **58,800 台** 車主

**車主保維護照促進**



**準時 6 定保 CAR 安心**

電池 濾網 機油 輪胎

6 個月內準時定保顧客 達到 **70.1%**  
 再創疫情後新高

**準時定保優惠**



**HAPPY BIRTHDAY**

**NISSAN Care APP 週年慶**

裕日 2 感謝同行

**NISSAN APP 會員獨享優惠**



**NISSAN 老朋友 優惠專區**

輪胎 / 紅 / 粉 / 青

訂自即日起 **8,800 元**

訂自即日起 **300 元**

訂自即日起 **1,200 元**

**新朋友限定 贈送專區**

訂自即日起 **2 388 元**

訂自即日起 **4 888 元**

**各品牌優惠價 限時體驗中**

訂自即日起 **2 388 元**

訂自即日起 **4 888 元**

輪胎銷售成長 **8.2%**

**夏季輪胎健檢 聯合促銷**



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# ESG





# 2023 H2 ESG Result

## Environmental

- 與供應商攜手打造綠色供應鏈，截至 2023 Q3 減碳降幅達 **3.64%**
- 全車系導入可回收塑材，回收再利用率達 **95% 以上**
- 持續推動各項節能減碳措施：**節水、節電、替換新能源車**

## Social

- 持續 **19 年**捐助市民臨時工保險
- **深化學界交流**，舉辦創新風雲賞、暑期實習計畫、校園大使計畫
- 舉辦多場**社會關懷活動**，對象包含學界、政府單位、公益團體等，如小小汽車達人體驗營活動

## Governance

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



# Work with suppliers to create a green supply chain

Environment

- Through the below cycle to implement the carbon reduction activities.
- Till 2023 Q3, our carbon reduction rate has reached 3.64% (the target is 2%). We have finished the review of carbon emissions for 25 suppliers.



# Recyclable plastic materials

Environment

- Till 2023 Q3, NISSAN vehicle recycling rate reaches over 95%.



# Energy-saving and carbon-reducing measures

Environment

- Improving equipment energy efficiency through replacing old equipment and operating behavior management to reduce the emissions.

## 節水

全公司安裝省水器  
節約 30% 水量

## 節電

汰換全公司老舊冰箱  
改為 1 級節能產品



## 替換新能源車

逐步將公務車  
改為新能源車輛





# Temporary cleaners insurance donation in Taipei City for 19 years

Social

- Maintain the city appearance and protect the unsung heroes.



# 2023 Junior Expert Camp Activities Social

- Through this activities, parents and children can jointly understand car-related maintenance knowledge and enhance NISSAN's brand recognition and favorability.
- A total of 34 events were held from Aug. to Sep., with 412 groups of families participating.



# YNM Design the Future Auto Design Contest

Social

- The 11 anniversary of “ YNM Design the Future Auto Design Contest” has start from Jul.
- 20 campus information sessions will be held to show the NIM technology and experience the X-TRAIL e-POWER.
- An estimated 2,300 teachers and students will participate.





# The second campus ambassador program

Social

- The second campus ambassador program has finished in Sep. , recruiting a total of 12 outstanding students from colleges and universities across Taiwan.



# IT Matters Awards

Governance

- 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.



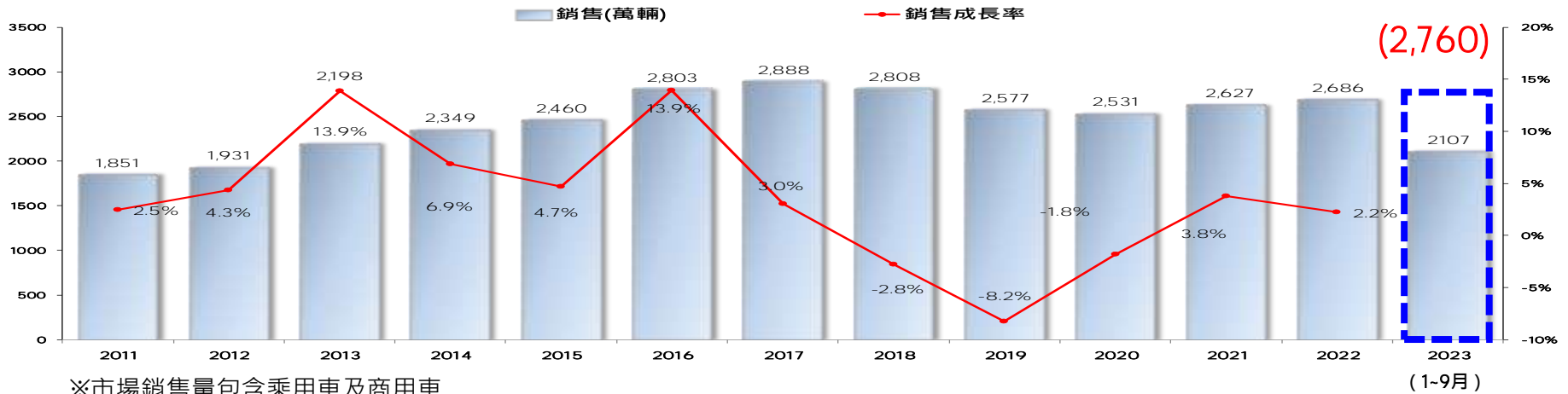
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# Market Forecast in China



# P.R.C. Automobile Market Status

資料來源：中國汽車工業協會



## China

- US-China Hi-Tech war intensified.
- Breach of contract by real estate developers.
- Decline in domestic demand and sluggish external demand.

## TIV Forecast

- 27.6 M units in 2023
- 2.8% higher than 2022

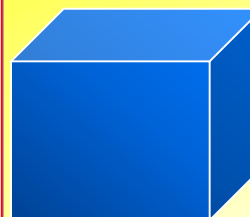
## Sales of DFN

- Sales decline due to the hot sales of local new energy vehicles.
- Localization strategies will be conducted to launch new energy vehicles.

## PRC TIV

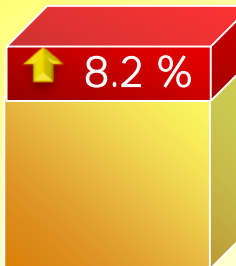
19.47M u

21.07M u



2022 Q3  
YTD

2023 Q3  
YTD

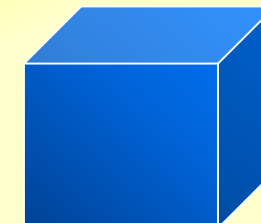


↑ 8.2%

## Dongfeng Nissan Passenger Vehicle Company

723K u

507K u



2022 Q3  
YTD

2023 Q3  
YTD



↓ 29.9%



# DFL announces new strategy

- DFL announced its new strategy, "DNA+"\*, which aims to transform and further develop its business:

R&D capability upgrade

- Fully utilize its assets in China and promote research and development at a speed that fits and reflects this dynamic, rapidly evolving market.

Launch of NEVs

- Plans to launch 10 locally developed NEVs in the Chinese market by 2026.
- First model to be launched in the second half of 2024.

Export of vehicles

- Begin a vehicle export business in 2025 with an initial export target of 100,000 units per year °

Optimization and integration

- Focus on the passenger car value chain and optimize business sectors.



\*DNA+ :“ D” comes from Dongfeng Motor Corporation, “N” from Nissan, and “A” from the word advancing. The “+” symbol conveys the innovative and comprehensive upgrade of the strategy so far



THANK YOU FOR YOUR ATTENTION



Thank you