



Yulon-Nissan Motor Co., Ltd.

May 21st, 2025

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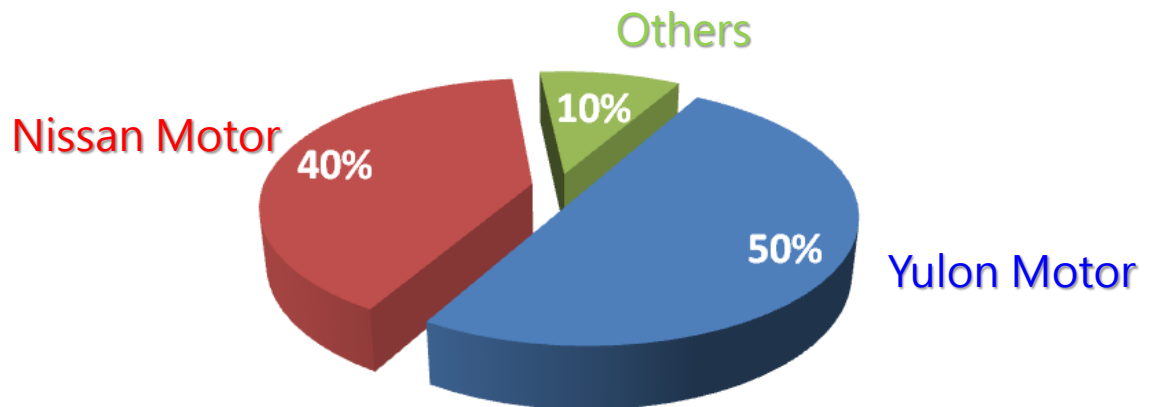
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Company Profile



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 : 336 persons (2025/4/30)
- 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



2025年1-4月市場概況

- Compared with the same period in 2024The overall market fell by 11.4% from Jan. to Apr. in 2025, which affected sales.

Background	Content	Follow-up Actions
1. Overall market decline	<ul style="list-style-type: none">The overall market growth rate will decline by 11.4% compared to the same period in 2024.	<ul style="list-style-type: none">Enhance brand image and hold brand eventsContinue to launch special edition cars and new year modelsStrengthen publicity activities for new energy vehicle models
2. Car purchasing intention slows down	<ul style="list-style-type: none">US Tariff issue has caused consumers to wait and see	
3. Some EOP of Yulon-Nissan Car models	<ul style="list-style-type: none">4 models discontinued (JUKE, LEAF, ALTIMA & Q50)	

2025 Q1 Consolidated Balance Sheets

Currency: K\$NTD

	2022	2023	2024	2025Q1
Current Assets	5,543,472	9,263,161	8,810,601	8,902,998
Fund and investment(Long-term	16,533,811	11,424,105	13,648,183	13,643,965
Property, Plant and Equipment	1,231,620	968,733	783,040	741,634
Other Assets	1,201,963	949,590	910,971	818,422
Total Assets	24,510,866	22,605,589	24,152,795	24,107,019
Current Liabilities	2,291,460	2,216,698	2,002,408	1,903,220
Other Liabilities	2,997,916	2,657,041	2,882,100	2,838,917
Total Liabilities	5,289,376	4,873,739	4,884,508	4,742,137
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	11,208,233	10,189,252	10,828,581	10,672,529
Other adjustments	-975,711	-1,446,370	-549,262	-296,615
Total shareholders' Equity	19,221,490	17,731,850	19,268,287	19,364,882
Book Value/Share	64.1	59.1	64.2	64.5

- As end of 2025 Q1, total assets 24.11 bil., total liabilities 4.74 bil., total equity 19.36 bil. and net value NT\$64.5 dollars per share.

2025 Q1 Consolidated Statements of Comprehensive Income

Currency:K\$NTD

	2025Q1		2024Q1		Variance	
Net Sales	4,552,303	100.0%	7,596,060	100.0%	-3,043,757	-40.1%
Operating Income	-66,345	-1.5%	276,409	3.6%	-342,754	-124.0%
Non-Operating Income and Expenses	-128,370	-2.8%	470,416	6.2%	-598,786	-127.3%
Income before Taxes	-194,715	-4.3%	746,825	9.8%	-941,540	-126.1%
Tax Expenses	-38,663	-0.8%	147,646	1.9%	-186,309	-126.2%
Income after Taxes	-156,052	-3.4%	599,179	7.9%	-755,231	-126.0%
Earnings per Share	-0.52	-	2.00	-	-2.52	-126.0%

- 2025Q1 Operating Income decreased from 2024Q1 NT\$0.28bn to NT\$-0.07bn due to the decreasing of the wholesale volume.
- 2025Q1 Total Non-Operating Income and Expenses decreased from 2024Q1 NT\$0.47bn to NT\$-0.13bn due to the decreasing of the China investment income.

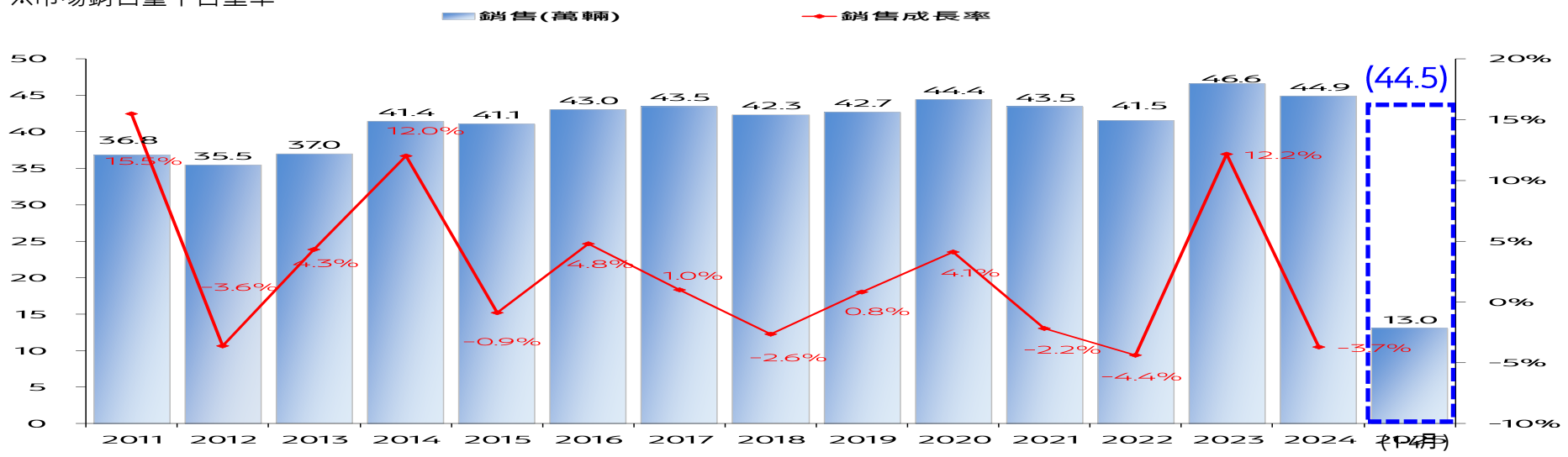
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Market Overview and Outlook in 2025



Market Summary in 2025 and the TIV forecast in Taiwan

※市場銷售量不含重車



全球

- US announced global tariff measures in April.
- Russia-Ukraine war continues
- Global economic environment still faces uncertain risks.



國內

- The US tariff policy is changing, affecting the domestic economic growth momentum.
- Consumers tend to be conservative in investment and consumption.



市場預估

- Compared with the same period of 2024, total market sales volume from Jan. to Apr. were 130,000 vehicles which has declined by 11.4%.
- 2025 TIV is expected to be lower than 450,000 units, and we will continue to pay attention to its changes in the future.



Yulon-Nissan Business Strategy for 2025

Marketing promotion planning

- Eye catch operation of Special edition and domestic
- Imported cars can easily switch from gasoline to electricity, expanding the e-POWER market

Channel Strength

- Strengthen market share in each base area
- Increase the average monthly sales of sales representatives
- Invest resources to increase sales in bulk markets

Brand Renewal

- Focus on NIM driving technology experience and new energy, hold store activities or outreach to enhance sales representatives' recognition and consumer trust

Deepen management of the customer retention

- Introduce NISSAN membership management, creating more than 5k units of repeat purchases by existing customers each year, and the repurchase rate increased to more than 33~34%.

2025 Business strategy



NIM : Nissan Intelligence Mobility

NISSAN special version event

- In the first half of 2025, the X-Trail, Kicks, all-new Sentra, and Cama Coffee will jointly launch a special edition.
- In addition to the coffee-themed special edition launch, Yulon-Nissan will continue to monitor market demand and trends, launching two more special editions to boost sales momentum in 2025.



Electric power academy

- Yulon-Nissan offers a trade-in for the price of NT\$798k for KICKS e-POWER, aiming to easily switch from oil to electricity, which will expand the market presence of e-POWER.
- In Feb. and Mar., the imported car series launched a new online event, NISSAN "Electric Power Academy", which shared the experience and tips of using electric vehicles through cooperation with basketball star.
- In the second half of 2025, the "Electric Power Academy" theme will continue to be integrated with the brand to continue to create topics and enhance consumers' understanding of e-POWER.



Yulon-Nissan Brand Strategy for 2025

- Guided by our brand spirit of focusing on "every detail," we emphasize NIM's driving technology experience and new energy technology advantages, strengthen connections with younger audiences, optimize the digital experience and after-sales service, build greater consumer trust, deepen local engagement, and further enhance our after-sales service strengths to boost confidence in our brand.



Digital Transformation: NISSAN Future Mobile Smart Service Ecosystem

- Nissan creates a new MaaS (Mobility as a Service) to provides customers with diversified services, providing different values at each stage of the customer's life



Digital Transformation: NISSAN In-depth Experience Online Platform

- Build a customer management platform centered on digital experience, integrating exposure, interaction, and order diversion to achieve experience-driven conversion efficiency and enhance brand engagement and sales effectiveness.



INFINITI Sales Result

- In the first half of 2025, INFINITI will promote the 2025 QX50 with cash discounts to attract customers.
- During the same period, the new QX60 2.0 VC-Turbo will launch to generate market buzz and drive overall brand sales.
- INFINITI' s sales from January to April totaled 75 units.



Jan. / Mar.
QX50 25MY
with 300k cash discount



QX60 2.0t from Feb. to Mar.
New model pre-sale starts
with additional bonus of 2-
year extended warranty



In April, QX60 2.0t was
officially launched, providing
dual power options
simultaneously with 3.5 V6

INFINITI QX60

- All New QX60 2.0 VC-Turbo has launched in Apr. It provides powerful power and intelligent efficiency, which is sold simultaneously with the 3.5 V6 in dual power.
- Consumers can choose the appropriate power configuration based on their needs, perfectly meeting every life scenario and realizing the driving philosophy of "Heart Without Boundaries."



After-sales Service: Operating Results

- From Jan. to Apr. in 2025, the number of vehicles entering the factory for warranty exceeded 202k units, and spare parts sales amounted to NT \$1.14 billion.
- Sales and service market: We will continue to deepen the management of retained customers and promote the sales of loyal customer warranty passports since October 2023. To date, a total of 103k car owners have paid to join as members, and the passport holding rate has reached a new high of 36% every month. In the future, Yulon-Nissan hopes to continue to enhance the loyalty of retained customers through diversified promotional activities.
- Export development: Taking advantage of the domestic vehicle sales and parts supply advantages to develop export, the export amount will be NT\$42 million in 2024, a growth of 7%. In 2025, direct sales channels to Nissan in Thailand and Egypt will be established, and it is estimated that export revenue can increase by NT\$5 million.



憑紅利點數立即折抵機油或機油芯

準時六個月內返廠選用定保養套餐，憑紅利點數立即折抵機油或機油芯！
(機油1公升折抵機油1公升，機油芯折抵1個)

舉例說明：廖先生本次定保養消費 2,900 NTD
紅利點數折抵A級機油1公升/機 498 NTD
此次消費金額實付 2,402 NTD



NISSAN五夠美 十再美會員活動

NISSAN 五夠美 十再美

即日起或繳付費加入會員立即享有會員禮

入會禮 NISSAN 紅利點數 20,800點

會員禮

A級以上機油500元抵用券		前擋玻璃耐久膠膜500元折價	
五夠美	十再美	五夠美	十再美
5張	10張	4張	8張

自費繳價滿萬1,000元折價

五夠美		十再美	
5張	10張	5張	10張
5張	10張	5張	10張

代步車日抵千元租金折價券

五夠美		十再美	
5張	10張	5張	10張
5張	10張	5張	10張

五夠美 / 3年 3,000元

十再美 / 4年 5,680元



越修越便宜全新會員分級優惠

每年定保享次年專屬折扣 最高享有7折

適用對象：車齡滿3年以上且每年定保，即可於次年免費成為會員 (註1-2)
會員優惠：享維修零件折扣優惠 (註3)

會員分級：
白金會員-每年定保1次
VIP會員-每年定保2次以上

會員車齡 原保零件折扣	3	4	5	6	7	8	9	10	11	12	13	14	15	>15
VIP 年保2次	92%	90%	89%	88%	87%	86%	85%	84%	82%	80%	78%	76%	73%	70%
白金 年保1次	97%	95%	94%	93%	92%	91%	90%	89%	87%	85%	83%	81%	78%	75%



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ESG



2025 H1 ESG Result

Environmental

- 愛地球，節水環保不洗車成果: 2024年總計45,000台車輛參與活動，節省水資源**995萬公升**，節省**1,554kg CO2**排放。
- 持續推動各項節能減碳措施：**節水、節電、替換新能源公務車**。

Social

- 長期深耕校園教育，持續投入於**全國技能競賽**，支持台灣技職教育發展，並培育臺灣產業未來的優秀人才。
- 裕隆日產辦理**公益募書活動**，並參與「**愛的里程數**」計畫，透過汽車共享服務結合公益行動，擴大社會影響力。

Governance

- 榮獲 2025 年**第23屆金峰獎**。
- ARIYA榮獲車訊風雲獎【**2025度風雲車**】與【**2025最佳進口中型電動車**】榮銜！



Not washing car

Environment

- **Water-Saving Incentive:**

To conserve water resources, we will offer 3,000 bonus points to customers who opt out of car washing during maintenance services.

- **2024 Results:**

In 2024, 65,000 vehicles participated in this initiative, saving 9.95 million liters of water and reducing CO2 emissions by approximately 1,554 kg.



NISSAN 90 X 世界地球日

EARTH DAY

愛地球 不洗車 贈紅利點數 **3,000** 點

● 贈送應定保車端

NISSAN 90

限量 原價380元 愛地熊吊飾

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**

The image shows a promotional poster for Nissan 90's Earth Day. It features a cartoon bear wearing a '90' shirt, a globe character, and a tote bag. The text highlights a reward of 3,000 bonus points for skipping car washes and a limited-edition bear keychain.

- According to the "Business Sector 2030 Net-Zero Transformation Path," Yulon-Nissan implements the "Equipment or Operational Behavior Improvement" strategy. By replacing old equipment and operating management, Yulon-Nissan improves equipment energy efficiency to reduce greenhouse gas emissions.

節水

全公司安裝省水器
節約 30% 水量

節電

汰換全公司傳統燈管
改為 LED 燈管



替換新能源車

逐步將公務車
改為新能源車輛



Improvement of Automobile Maintenance Technical Skills In Taiwan

- Yulon-Nissan fully supports the regional competitions of the "55th National Skills Competition" held in Mar., mobilizing its technical experts to serve as competition consultants and judges, providing relevant equipment and resource sponsorship, and assisting contestants in improving their maintenance technical capabilities in all aspects.
- From 2022 to date, a total of 8 electric vehicles have been donated to technical and vocational schools across the country, demonstrating Yulon-Nissan 's emphasis on Taiwan's technical and vocational education and its support for the development of automobile maintenance technology.



Yulon-Nissan Organizes a Book collection Donation Event for a Foundation

Social

- Yulon-Nissan practices corporate social responsibility, continuously invests in public welfare, unites car owners, colleagues and social forces, and conveys love and hope.
- At the end of 2024, a public event , "Help the World with Reading," was held, and a record high of 4,015 books were collected. The books will be donated to the Sunshine Social Welfare Foundation to support reconstruction services for the public with burns and facial injuries.



“Miles of Love” Plan

Social

- In 2025, Yulon-Nissan has participated in “Miles of Love” plan and donated the temporary cars service to Taiwan Mobile Child Therapy Association and the Christian Mustard Seed Association, combining car sharing services and social influence to improve the convenience for social welfare service and emergency relief.



2025 23th Golden Peak Award

Governance

- The "Golden Peak Award" is sponsored by the Association of Outstanding Business Managers of the Republic of China and has entered its 23rd year. "Peak" symbolizes the top of a mountain, representing that the winning companies all have excellent management qualities.



ARIYA won the prize of 2025 Taiwan Car of the Year (First Prize)

Governance

- The Nissan Ariya won the 2025 "Taiwan Car of the Year" and "Best Imported Mid-Size Electric Vehicle" awards, standing out among 63 models and reinforcing its success in major international vehicle awards.



獲獎原因：

- ✓ 完美結合日式美學與電動科技，展現純電車的精緻與創新
- ✓ 高度成熟的純電平台與電池技術，提供穩定、舒適且安全的駕駛體驗
- ✓ 先進 NIM 智行科技具備超越 Level 2 的智慧駕駛輔助功能
- ✓ 榮獲多項國際設計與安全大獎全方位表現

5

Market outlook in China

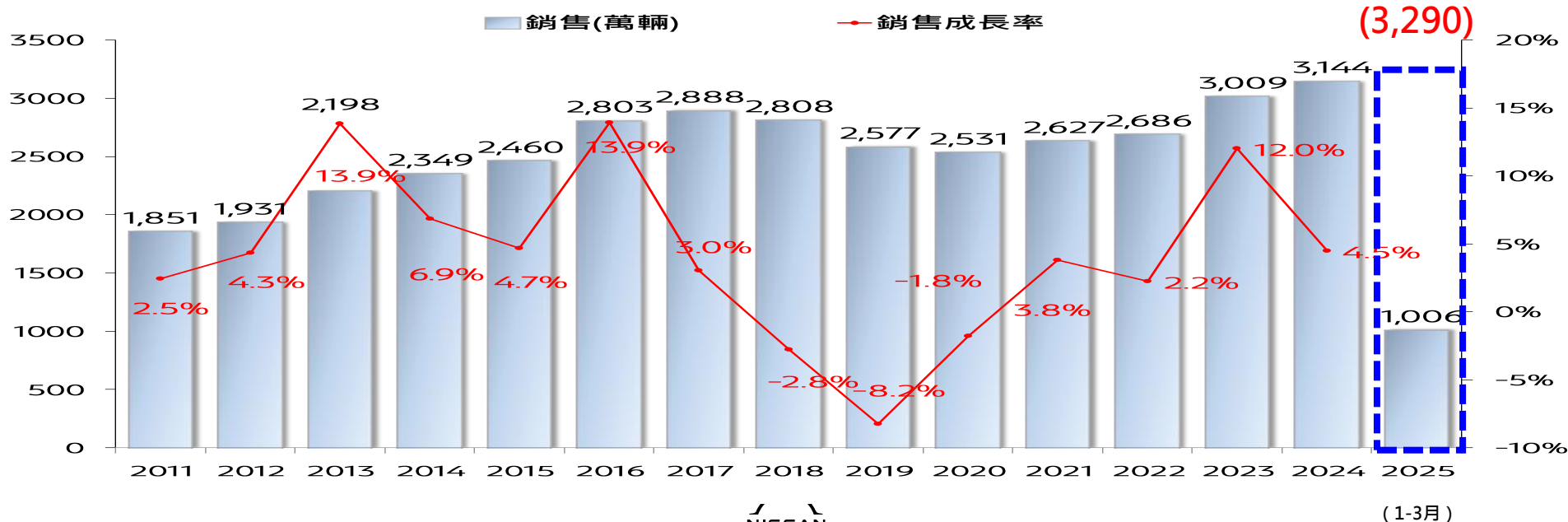


P.R.C. Automobile Market Status

- The intensified U.S.-China trade war, declining house prices, and weak domestic demand have led to overcapacity and other economic challenges. The IMF projects China's GDP growth rate at approximately 4.6% for 2025.
- Policy Response: In April, China introduced the "Trade in Your Old Car" policy to stimulate Total Industry Volume (TIV) growth.
- In Q3 2024, China's year-over-year (YoY) Total Industry Volume (TIV) reached 21.57 million units, reflecting a 2.4% YoY growth rate. The full-year 2024 TIV is forecasted at 31 million units, with an expected YoY growth rate of 3.0%.

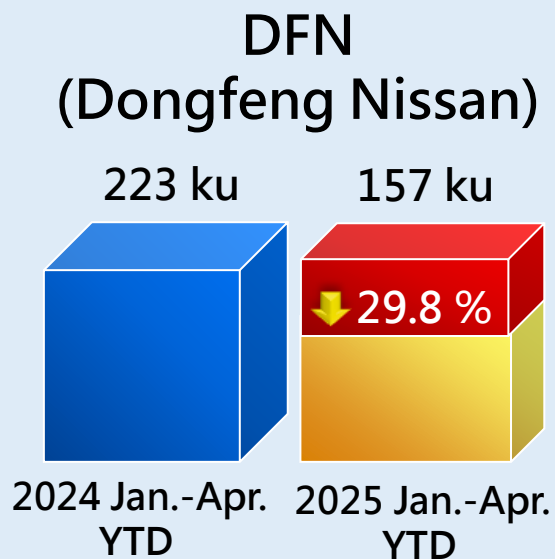
資料來源：中國汽車工業協會

※市場銷售量包含乘用車及商用車



Sales of DFN (Dongfeng Nissan)

- DFN sold 157,000 units in Jan. to Apr., YOY decrease of 29.8%.
- Sales were squeezed by the hot sales of domestic brand new energy vehicles. DFN has adopted a localization strategy to accelerate the development and launch of new energy vehicles. On April 27, DFN's first N7 was launched and sold out immediately, reaching 10,138 orders within one hour of its launch.
- DFN will integrate the experience and advantages of GLOBAL and LOCAL, and plan to launch 10 models from 2025 to 2027 with the "GLOCAL new model," which will enter the overseas market, which is expected to effectively boost brand sales.



THANK YOU FOR YOUR ATTENTION



Thank you