

Honda Atlas Cars (Pakistan) Limited

Corporate Briefing Session

(Financial Year Ended March 31, 2025)

Agenda

- Introduction and Company Profile
- Vision & Mission Statement
- Fundamental Beliefs
- Chronicle of Events
- Shareholding Structure
- Macro-Economic & Regulatory Environment
- Overview of the Automobile Industry
- Company's Financial Review
- Sustainability
- Significant Events
- CSR Activities
- Dealership Network
- Investor Relations Information
- Question & Answers session

Introduction and Company Profile

Introduction and Company Profile

Honda Atlas Cars (Pakistan) Limited (the 'Company') is a **public company** limited by shares incorporated in Pakistan on 4th November 1992 under the repealed Companies Ordinance, 1984 (now, the Companies Act, 2017). The Company commenced **commercial production** from July 1994.

The **registered office** of the Company is situated at 1-Mcleod Road, Lahore, and its **manufacturing facility** is located at 43 km, Multan Road, Manga Mandi, Lahore.

It is a **subsidiary of Honda Motor Co., Ltd., Japan**, (the 'holding company').

The Company's **principal activities** are assembling and progressive manufacturing and sale of Honda vehicles and spare parts.

The Company's shares are listed on the Pakistan Stock Exchange (PSX) with the symbol - **HCAR**.

Currently, the Company's CKD car product line includes the Honda Civic, Honda HR-V, Honda BR-V, and Honda City. Moreover, HACPL also offers CBU models of the Honda Accord and Honda CR-V to its customers.



Vision & Mission Statement

Striving to be a Company that society wants to exist by sharing joys with people throughout the world. Creating products that maximize the joy of customers with speed, affordability and low CO2.

Fundamental Beliefs

Respect for the Individual

1

Initiative

Initiative means not to be bound by preconceived ideas but to think creatively and act on your own initiative and judgment, while understanding that you must take responsibility for the results of those actions.

2

Equality

Equality is at the heart of everything we do. Our people are not employees, they are associates and they all have exactly the same opportunities to progress. We recognize and respect the individual differences in one another and treat each other fairly. An individual's race, gender, age, religion, national origin, educational background, social or economic status has no bearing on the individual's opportunities.

3

Trust

The relationship among associates at Honda should be based on mutual trust. Trust is created by recognizing each other as individuals, helping out where others are deficient, accepting help where we are deficient, sharing our knowledge and making a sincere effort to fulfill our responsibilities.

The Joy of Buying

The joy of buying is achieved through providing products and services that exceed the needs and expectations of each customer.

1

The Joy of Selling

The joy of selling occurs when those who are engaged in selling and servicing Honda products develop relationships with a customer based on mutual trust. Through this relationship, Honda associates, dealers and distributors experience pride and joy in satisfying the customer and in representing Honda to the customer.

2

The Joy of Creating

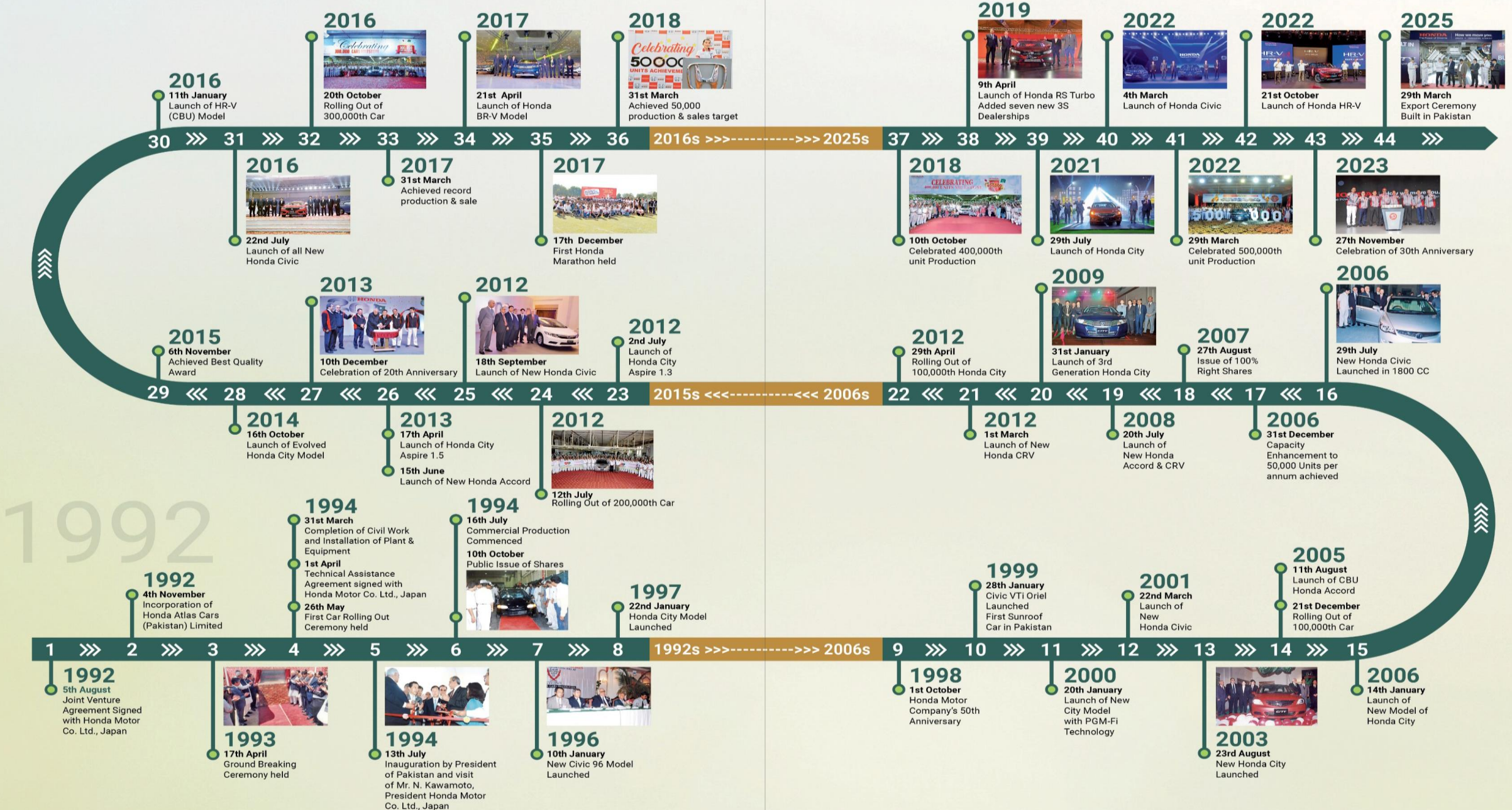
The joy of creating occurs when Honda associates and suppliers involved in the design, development, engineering and manufacturing of Honda products recognize a sense of joy in our customers and dealers. The joy of creating occurs when quality products exceed expectations and we experience pride in a job well done.

3

The Three Joys

Chronicle of Events

2025



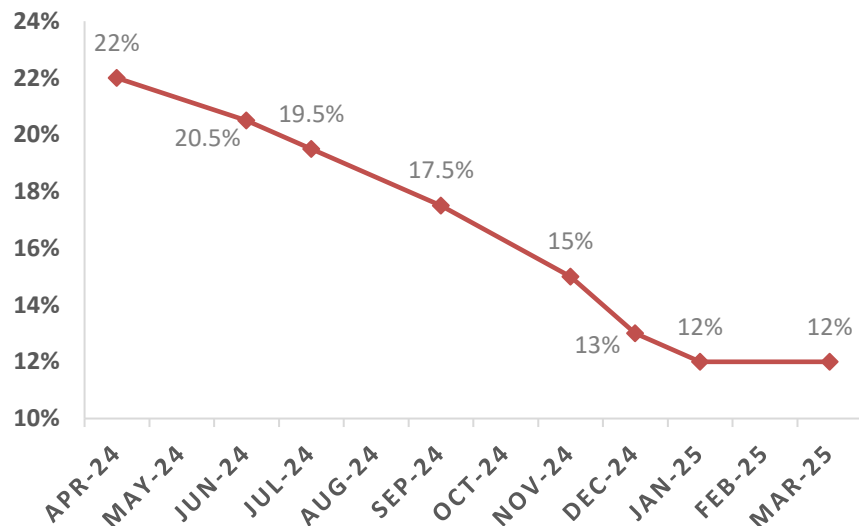
Shareholding Structure

(as of March 31, 2025)

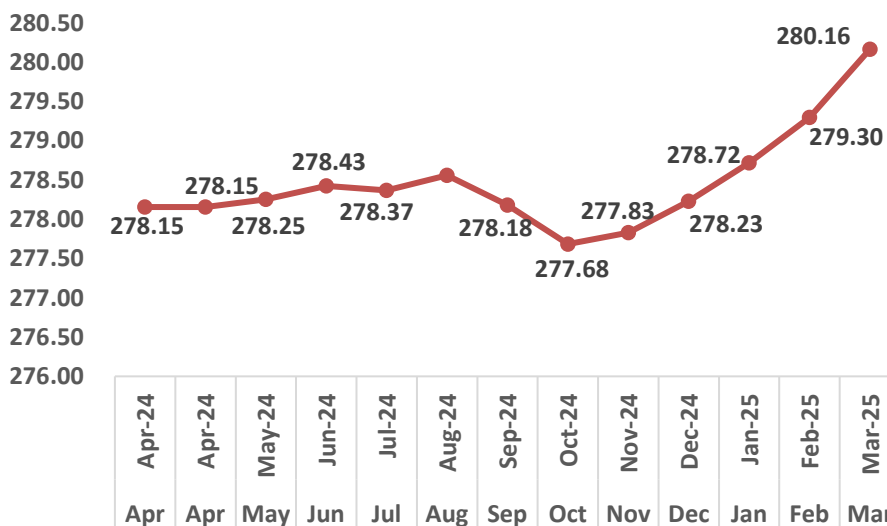
Sr. No.	Description	Number of Shareholders	Shares Held	Percentage of Total Capital
1	Foreign Company	1	72,828,000	51.00%
2	Associated Undertakings/Companies	1	43,119,650	30.20%
3	Individuals	12,587	14,973,636	10.49%
4	Joint Stock Companies	62	4,131,765	2.89%
5	Financial Institutions	6	2,195,544	1.54%
6	Insurance Companies	5	1,090,312	0.76%
7	Investment Companies	9	962,587	0.67%
8	Mutual Funds	11	798,116	0.56%
9	Funds	13	581,730	0.41%
10	Others	19	2,118,660	1.48%
Total		12,714	142,800,000	100%

Macro-Economic & Regulatory Environment

SBP Policy Rate (%) 22% → 12%



USD-PKR Parity (Rs) 278.15 → 280.16



Current account USD \$

Deficit - 0.5 Billion
(Jul to Mar 2024)

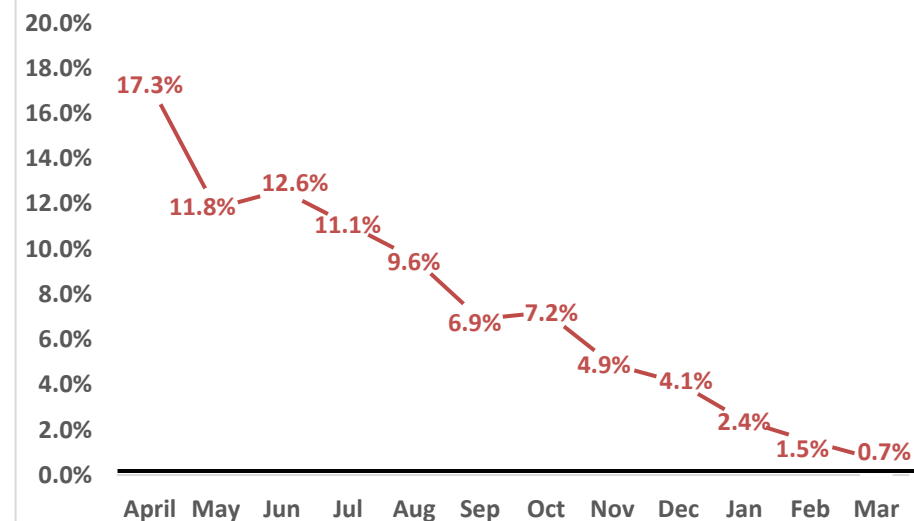
Surplus – 1.9 Billion
(Jul to Apr 2025)

Fiscal deficit as % of GDP

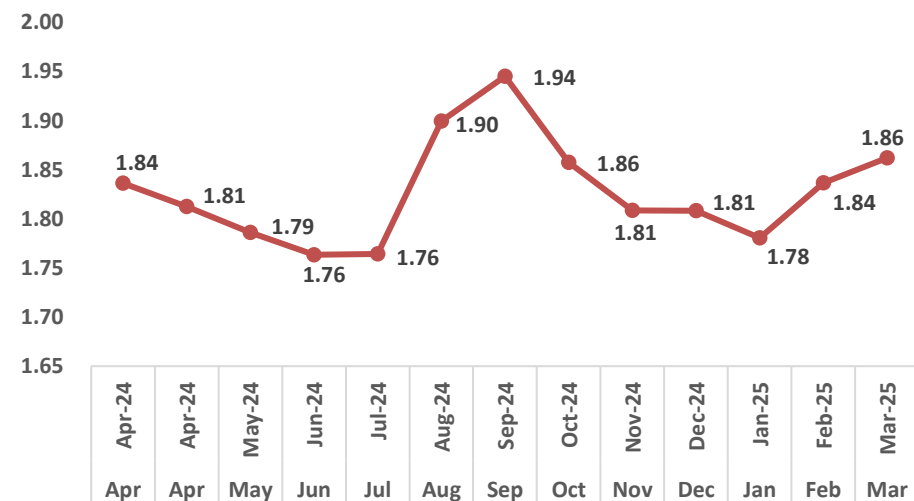
3.7%
(July-March FY 2024)

2.6%
(July-Apr FY 2025)

National CPI Inflation Rate (%) 17.3% → 0.7%



JPY-PKR Parity (Rs) 2.1 → 1.8



Overview of the Automobile Industry



Passenger Car Market Analysis

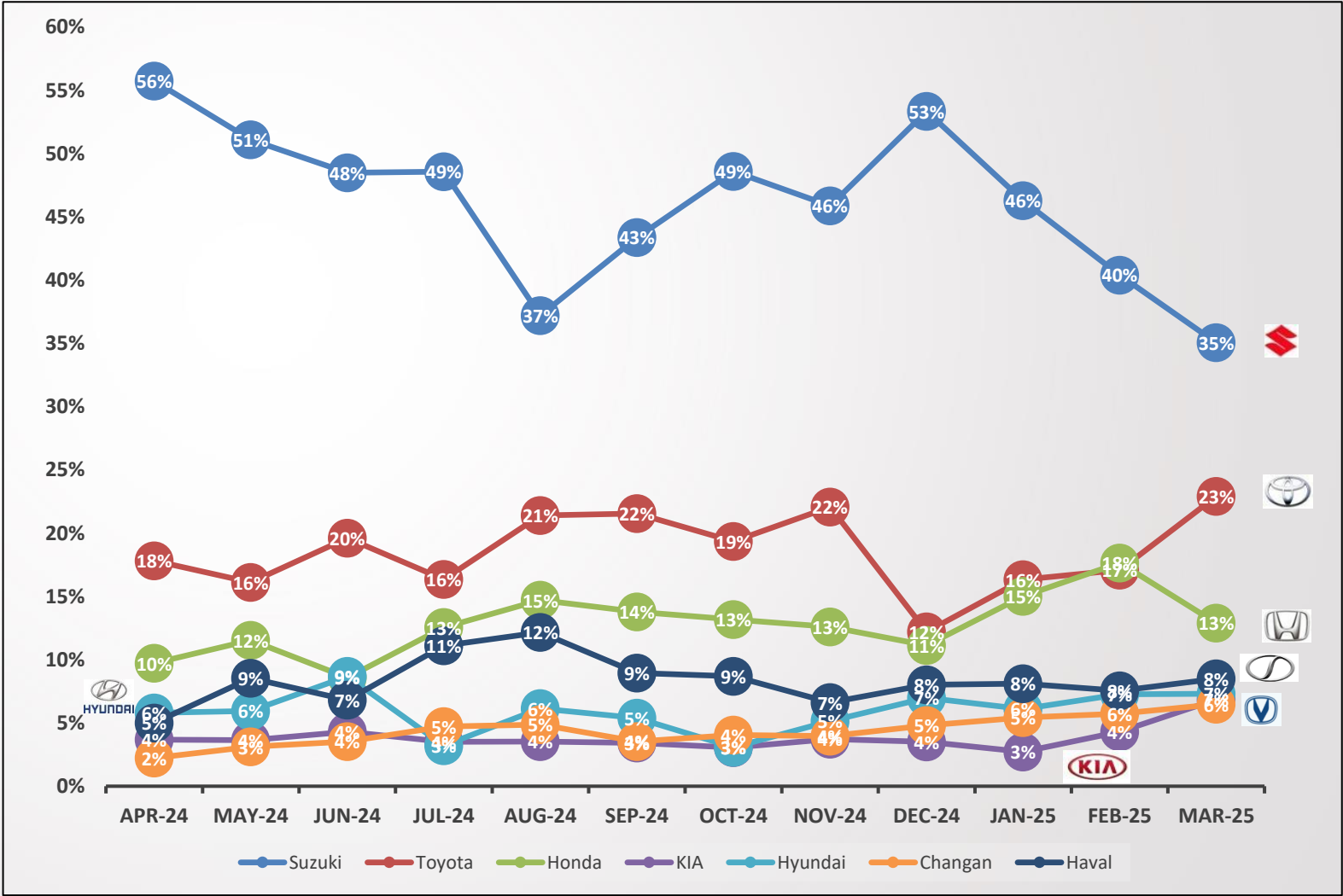
Overall Car Market

Apr-24
Mar 25

Apr-23
Mar 24

Total Market	150,078	88,330	70%
Commercial (Buses, Trucks, Vans)	24,545	13,103	87%
4X4	1,630	1,952	-16%
SUV	31,505	11,655	170%
C	9,088	7,816	16%
Lower C & B	32,419	18,983	71%
Small	6,407	7,503	-15%
Economy	44,484	27,318	63%
Pass Market	125,533	75,227	67%

12-Months Rolling Market Share (Units)



HONDA

Honda Atlas Cars (Pakistan) Ltd.
43-Km Multan Road,
Manga Mandi, Lahore. (Pakistan)
Tel : (042) 35384671-80
Fax : (042) 35384691-92
Web: www.honda.com.pk

April 11, 2025

The General Manager

Pakistan Stock Exchange Limited
Stock Exchange Building
Stock Exchange Road
Karachi

Subject: Intimation Regarding Upcoming Launch of HEV Models

Dear Sir

In accordance with Section 96 of the Securities Act, 2015 and Clause 5.6.1 of the Pakistan Stock Exchange Rule Book, we are pleased to inform you that Honda Atlas Cars (Pakistan) Limited is planning to introduce Hybrid Electric Vehicle (HEV) models in the near future.

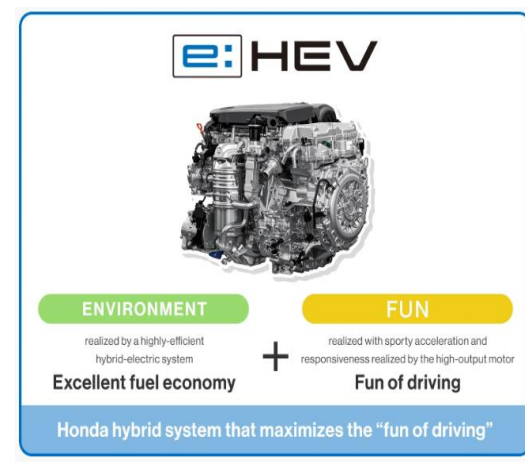
This initiative reflects our continued commitment to innovation, environmental sustainability, and offering advanced mobility solutions to our valued customers. The introduction of HEV models will mark a significant step forward in our product portfolio and support the growing demand for eco-friendly vehicles in Pakistan.

Further details regarding the official launch timeline and specifications will be communicated in due course.

We request you to please disseminate this information to the market participants.

Thanking you

Yours sincerely,



Company's Financial Review

Basis of Preparation of Financial Statements

HACPL's financial statements have been prepared in accordance with the accounting and reporting standards as applicable in Pakistan namely;

- International Financial Reporting Standards (IFRS)
- Islamic Financial Accounting Standards (IFAS)
- Provisions of and directives issued under the Companies Act, 2017.

Where provisions of and directives issued under the Companies Act, 2017 differ from the IFRS Standards or IFAS, the provisions of and directives issued under the Companies Act, 2017 have been followed.

Key Highlights from the year ended March 31, 2025

- Sales of the Company increased from Rs 55.07 Billion to Rs 78.07 Billion while Gross Profit margin rose from 8.2% to 8.5%, due to improved efficiency, foreign currency stability and cost-control measures adopted by the management.
- In this year, the Company's sales volume increased to 16,100 units, compared to 10,534 units in the previous year. Moreover, due to increased demand, the production volume reached 15,545 units, compared to 10,709 units in the previous year.
- 38 units of Honda City 1.2L were exported to Japan, marking a historic milestone for the Company. The export of 'Built in Pakistan' cars highlights the Company's commitment to high quality standards.
- Company adjusted carried forward minimum tax credits (u/s 113 of ITO, 2001) amounting to Rs 785.44 Million against its tax liability for the current year decreasing the effective tax to 17.27%.
- HACPL contributed Rs. 31.43 billion to the national exchequer during FY24-25 as compared to Rs. 24.11 billion in the previous year.
- A dividend of 8.00 rupees per share was proposed by the Board of Directors which was approved by the shareholders in the 33rd AGM held on June 24, 2025.

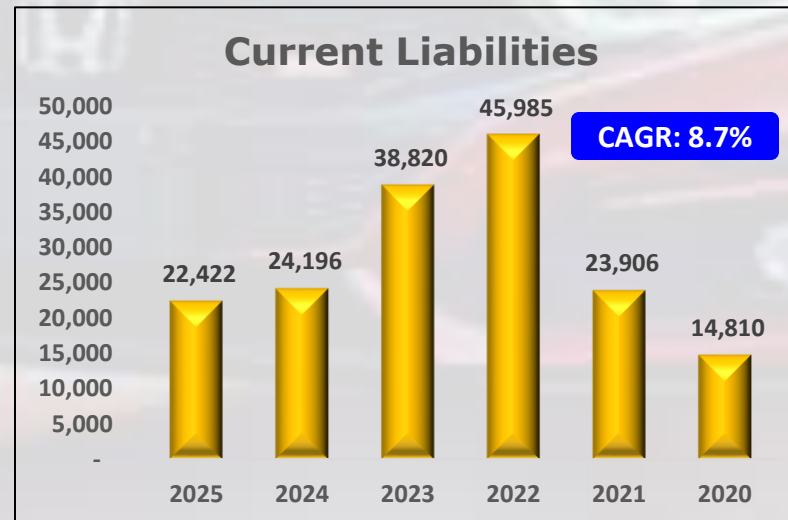
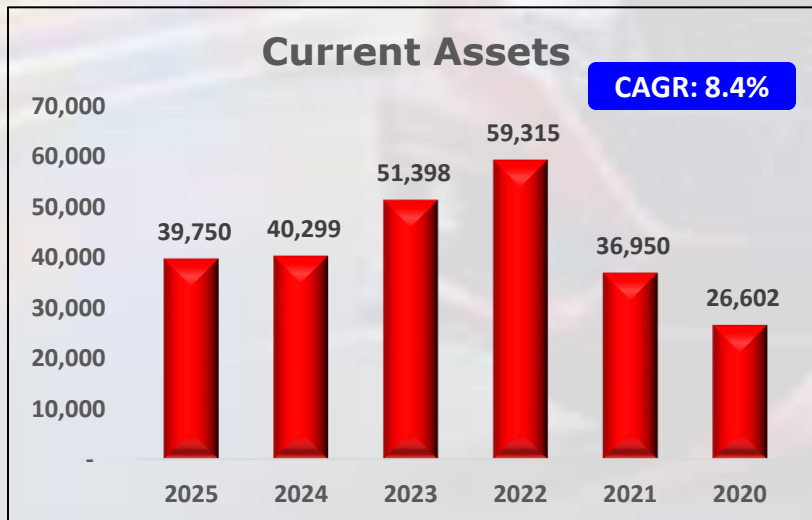
Performance in the Financial Year 2025

Financial & Operating Highlights		2025	2024	% Change
Vehicle Production	Units	15,545	10,709	45.16%
Vehicle Sales	Units	16,100	10,534	52.84%
Net Revenue	Rs in Million	78,066	55,071	41.76%
Gross Profit	Rs in Million	6,664	4,508	47.83%
Gross Profit	%	8.5%	8.2%	
Profit Before Tax	Rs in Million	3,275	2,753	18.96%
Profit After Tax	Rs in Million	2,709	2,334	16.07%
Profit After Tax	%	3.5%	4.2%	
Earnings Per Share	Rs	19.0	16.3	16.56%
Dividend Payout Ratio	%	42.2%	39.8%	
Price Earnings Ratio	Times	15.2	13.7	10.95%
Return on Assets	%	5.48%	4.15%	
At the end of year				
Total Assets	Rs in Million	49,121	49,830	-1.42%
Shareholders' Equity	Rs in Million	23,439	21,655	8.24%
Share Performance				
Price Per Share	Rs	289	223	29.60%
Market Capitalization	Rs in Million	41,269	31,844	29.60%

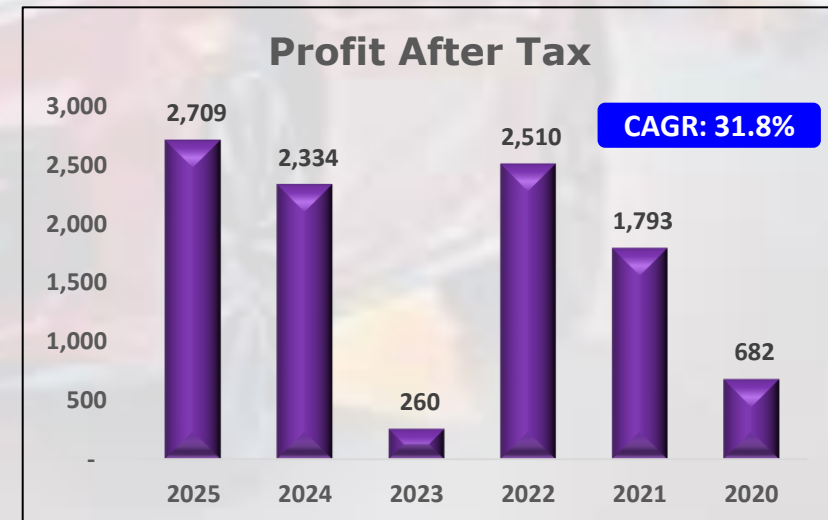
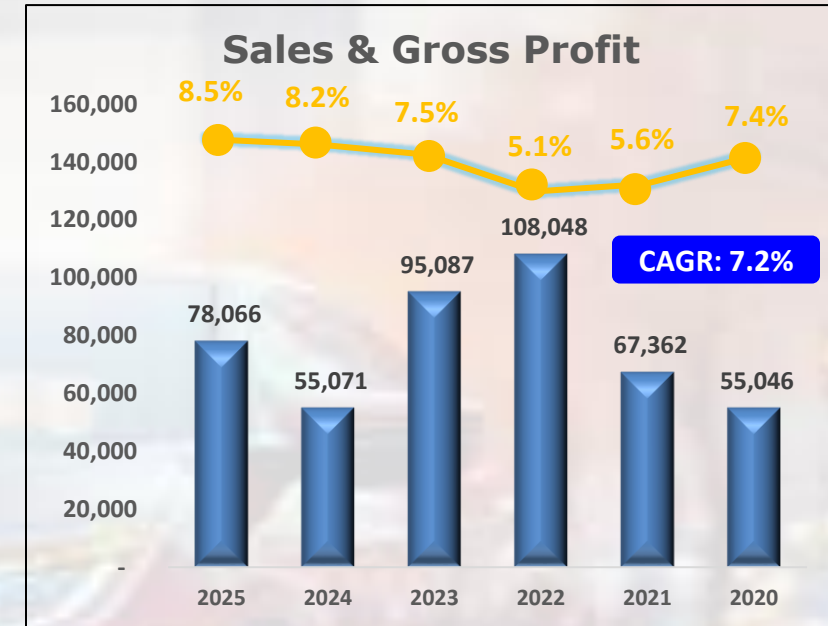
Six Years At A Glance

Rs. In Millions

STATEMENT OF FINANCIAL POSITION



PROFIT OR LOSS



All Time High Equity Levels with Margin Improvement and Profit Expansion.

Sustainability



Sustainability Policy

Honda Atlas Cars (Pakistan) Limited (HACPL) is committed to sustainable business practices that integrate Environmental, Social and Governance (ESG) principles. This ESG Policy establishes a framework for HACPL's commitment to environmental stewardship, social responsibility, and corporate governance. The policy addresses the growing challenges of climate change, resource scarcity, community well-being, and corporate integrity, and ensures long-term value creation for all stakeholders. This policy aligns with Honda's philosophy and its vision for the 21st century: 'striving to be a company society wants to exist,' which emphasizes 'Creating the Joys,' 'Expanding the Joys,' and 'Ensuring the Joys for the Next Generations.' The 'Honda 2030 Vision' serves as a key milestone, providing clear guidance for HACPL to achieve its objectives.



List of Targets

Target Items	Target for 2030	Target for 2050
Reduction rate for CO ₂ emissions from corporate activities (Compared to FY2020)	46%	CO ₂ Emissions, Net Zero
Reduction rate of total water intake (Considering BAU)	11%	Zero industrial water intake
Reduction rate of total waste generation (Considering BAU)	13.5%	Zero Industrial waste

Significant Events

Honda Atlas Cars (Pakistan) Limited Marks Historic Milestone with Inaugural 'Built in Pakistan' Export Ceremony



Company successfully dispatched its inaugural batch of 38 units of Honda City 1.2L to Japan



**Connected with
Shareholders.
Committed to
Excellence.**



HONDA
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43-Ain Mulla Road,
Manga Mandi, Lahore, (Pakistan)
Tel : (042) 35384671-80
Fax : (042) 35384691-92
Web: www.honda.com.pk

June 6, 2024

The General Manager,
Pakistan Stock Exchange Limited,
Stock Exchange Building
Stock Exchange Road,
Karachi.


Subject: Notice of Annual General Meeting

Dear Sir,

Please find enclosed copy of the Notice of Annual General Meeting of the Company which is scheduled to be held on Thursday, June 27, 2024 for circulation among TRE Certificate Holders of the Exchange. This Notice will be published in daily newspapers on June 06, 2024 i.e., The Nation and Nawa-i-waqat.

Thanking you.

Yours truly,
Honda Atlas Cars (Pakistan) Limited,


Maqsood ur Rehman
Company Secretary & Vice President



Vendor Conference 2024

Honda Exhibited its 30 Years Legacy at Pakistan Auto Parts Show (PAPS) 2024:



CSR Activities

Celebrates World Environment Day with Tree Plantation Drive



Honda Atlas Cars (Pakistan) Limited reinforced its commitment to sustainability by participating in the global World Environment Day campaign, ***Our Land. Our Future. We are #GenerationRestoration.*** As part of this initiative, the Company donated trees to Aligarh School in Manga Mandi, Lahore, and distributed plants to promote eco-friendly practices among students and staff.

This effort aimed to raise awareness about environmental conservation, emphasizing the importance of tree planting in fighting climate change and improving air quality. HACPL remains committed to corporate social responsibility, supporting conservation efforts, and contributing to a cleaner, greener Pakistan for future generations.

Free Medical Camps

The first free medical camp was arranged in 2014 in Manga Mandi village and since then, it has been a hallmark of the Company's CSR activities. During the year, the Company organized two free medical camps in remote areas, and more than 1,351 patients were given free medical treatment and medicines. Since start of this initiative, the Company has arranged 49 medical camps, wherein more than 29,351 patients have been provided free medical assistance.



Creating Better Classrooms: HACPL Installs Fans to Improve Student Comfort



Honda Atlas Cars (Pakistan) Limited has supported education by installing ceiling fans in all classrooms from grades 1 to 12 at Government Girls Higher Secondary School, Manga Mandi. This initiative, part of the Company's Corporate Social Responsibility (CSR) program, aims to create a more comfortable and conducive learning environment.

By improving ventilation and classroom conditions, HACPL helps students stay focused and perform better, reinforcing its commitment to educational development and community support.

Promoting Education: HACPL Donates to Tahzeeb-ul-Akhlaq for Underprivileged Students

Honda Atlas Cars (Pakistan) Limited reaffirmed its commitment to education by hosting a ceremony at Aligarh School, run by the Tahzeeb-ul-Akhlaq Trust. Mr. Maqsood-Ur-Rehman Rehmani, Vice President and Company Secretary, presented a cheque of PKR 1.2 million to support the school's educational initiatives.

This contribution aims to enhance learning opportunities for underprivileged students and reflects HACPL's continued dedication to community development and social responsibility.



Supporting Science Education: HACPL's Contribution to Mehmonwali School



To support education in remote areas, Honda Atlas Cars (Pakistan) Limited (HACPL) donated Rs. 1 million to the Moawin Foundation for the establishment of a modern Science Laboratory at Government

Girls Elementary School in Mehmonwali, Sheikhupura. The donation ceremony was held on October 3, 2024, at the school.

Mr. Maqsood ur Rehman Rehmani, Vice President and Company Secretary of HACPL, presented the cheque to Rear Admiral Mirza Foad Amin Baig, CEO of the Moawin Foundation. Mr. Rehmani reaffirmed HACPL's commitment to quality education, emphasizing the importance of empowering underprivileged students to contribute positively to their communities. The new science lab marks a significant step toward enhancing hands-on learning and scientific exploration for students in the region.

Ensures Access to Clean Drinking Water at Government Girls College, Manga Mandi, Lahore

Access to clean drinking water remains a major challenge in rural areas due to contamination of local sources. Recognizing this critical need, Honda Atlas Cars (Pakistan) Limited took proactive measures to improve water access.

The Company installed deep-bore water pumps and reservoirs at Government Girls College, Manga Mandi, Lahore, providing a reliable supply of clean drinking water. This initiative aims to reduce waterborne diseases and promote the health and safety of students and staff.



This project highlights HACPL's commitment to corporate social responsibility and its dedication to making a positive impact in the communities it serves.

Industrial Visits



Industrial visits provide significant value to participants by offering direct exposure to real-world work environments. They serve as a vital link between academic learning and industry practices. Key benefits include:

Practical Insight: Participants gain a deeper understanding of how theoretical concepts are implemented in real-world industrial settings, enhancing their comprehension beyond textbooks and classroom instruction.

Skill Enhancement: Observing operational processes, interacting with industry professionals, and experiencing the use of advanced technologies contribute to the development of critical thinking, analytical abilities, and problem-solving skills.

Networking Opportunities: Industrial visits facilitate meaningful engagement with industry experts, potentially leading to opportunities such as internships, mentorships, and future career prospects.

Last year HACPL arranged 12 industrial visits sessions of almost 360 visitors.

Promoting Fire Safety: Training Sessions for Authorized Dealers and Vendors

The Company conducted firefighting training sessions for its authorized dealers and vendors at their respective locations. This year, 13 authorized dealerships and 12 vendors participated, with over 404 employees trained. Each session included a theoretical overview of fire fundamentals and practical demonstrations of fire control techniques. These trainings have greatly improved fire safety awareness among our business partners.



HACPL Advances Road Safety Awareness Under Vision 2030



Under the "Asia & Oceania Safety Strategy Vision 2030," Honda Atlas Cars (Pakistan) Limited is dedicated to promoting road safety awareness through seminars held in corporate sectors and educational institutions. These initiatives are conducted in collaboration with Atlas Honda Limited and the National Highway & Motorway Police.

The program emphasizes the importance of following safety precautions, particularly adhering to road safety signs and consistently wearing seat belts, to ensure safe journeys and achieve zero traffic collisions. In 2024-25, a total of 2,853 participants attended these seminars.

Emergency Response Squad

Our Emergency Response Squad, comprising 12 trained associates, participated in the International Volunteer CERTs (Community Emergency Response Teams) Challenge 2024, organized by the Punjab Rescue Emergency Services Academy 1122.

The training focused on disaster preparedness and emergency response skills such as first aid, mass casualty response, fire management, earthquake and flood readiness, and command and control during crises. A total of 63 teams from across Pakistan, including one international team from the Republic of China, participated. Team HACPL proudly secured the 11th position among all competitors.



HACPL's Participated in International Volunteer Day - CERTS 2024



HACPL's Emergency Response Squad

Emergency Response Squad Mega Drill

In May 2024, HACPL conducted a comprehensive Firefighting Mega Drill at its plant to enhance preparedness for potential emergency situations. A total of 1,157 associates actively participated in the exercise, which involved fire alarm activation, orderly evacuation from work areas, and assembly at designated safety points.

The drill concluded with a closing ceremony, during which senior management observed the proceedings and commended the effective execution and high level of associate engagement.



Dealership Network

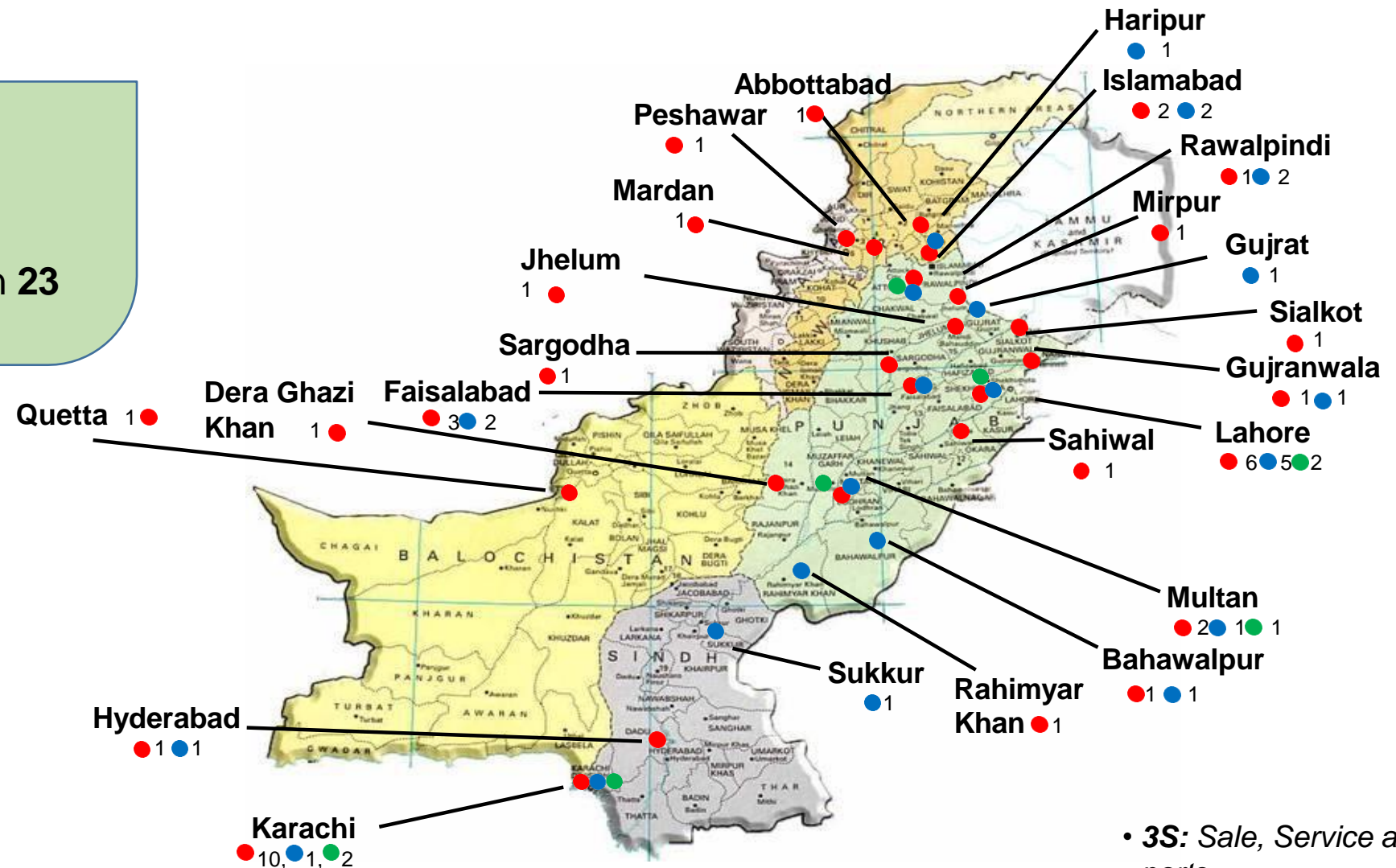
HACPL's Dealership Network

3S Dealers: ● 38

2S Dealers: ● 19

1S Dealers: ● 5

Total : 62 Dealers in 23 Cities



- **3S:** Sale, Service and Spare parts
- **2S:** Service and Spare parts
- **1S:** Spare parts

Investor Relations Information

Investor Relations Information

As on March 31, 2025

Company Information

Established on	November 4,1992
Line of Business	Manufacturing and Sales of Honda Vehicles
Registered Office	1-Mcleod Road, Lahore Tel: (92-42) 37225015-17, 37233515-17
Fiscal Year-End	March 31
External Auditors	M/s. A.F. Ferguson & Co.
Share Registrar	M/s. Hameed Majeed Associates (Pvt.) Ltd. H.M. House, 7 - Bank Square, Lahore. Phone: +92-42-37235081-82, Email: shares@hmconsultants.com

Digital Mediums

- www.honda.com.pk
- www.facebook.com/hacpl
- https://www.linkedin.com/company/honda-pakistan-official/
- https://instagram.com/hondapakistanofficial?igshid=YmMyMTA2M2Y=
- https://twitter.com/HACPLOfficial?t=TUGRJlkxOTAHcE3fswhpEQ&s=09

Stock Information

Exchange Listing	Honda Atlas Cars (Pakistan) Limited (the Company) is listed on Pakistan Stock Exchange Limited (PSX)
Stock Symbol	HCAR
Numbers of Shares Authorized	200,000,000
Number of Shares Issued	142,800,000
Number of Shareholders	12,714 (as on March 31, 2025)
Statutory Compliance	During the year, the Company has complied with all applicable provisions, filed all returns/forms, and furnished all relevant particulars/information as required under the Companies Act, 2017 and allied rules, the listing requirements, and any other relevant laws, rules, and regulations prescribed by the Securities and Exchange Commission of Pakistan (SECP).
Annual General Meeting	Date: June 24, 2025 Time: 12:00 P.M. Venue: Avari Hotel, Lahore.
Dates of Book Closure	June 12, 2025, to June 24, 2025 (both days inclusive)
Next Election of Directors	April-2027
Financial Calendar (2025-26)	April: Budget Meeting for the year (2025-26) May: Audited Annual Results for the year ended March 31, 2025 July: Unaudited first-quarter financial results July: Corporate Briefing Session November: Unaudited half-year financial results January: Unaudited third-quarter financial results
Dividend Announcement	The Board of Directors in its meeting held on May 22, 2025 is pleased to recommend a final cash dividend of Rs. 8.0 per share (80%) for the year ended March 31, 2025 subject to approval by shareholders of the Company at the forthcoming Annual General Meeting.

Share Transfer System

Physical share transfers received by the Company's Share Registrar are registered within 15 days from the date of receipt, provided the documents are completed in all respects.

E-Dividend Mandate (Mandatory)

As per Section 242 of Companies Act, 2017 the payment of cash dividend through electronic mode has become mandatory. Therefore, all shareholders are advised to provide valid bank account details (if it is not provided earlier) in the "Dividend Mandate Form", available on the Company's website to enable the Company to transfer your cash dividend into your bank account. Shareholders maintaining shareholding under the

Central Depository System (CDS) are advised to submit their bank mandate information directly to the relevant participant / CDC Investor Account Service.

Withholding of Tax & Zakat on Dividend

As per the provisions of Section 150 of the Income Tax Ordinance, 2001, the withholding tax is deductible at source on the amount of dividend paid by the Company at the rate of 15% for filers and at the rate of 30% for non-filers.

Zakat is also deductible at source from the dividend at the rate of 2.5% of the face value of the share, other than corporate holders or individuals who have provided an undertaking for non-deduction of zakat.



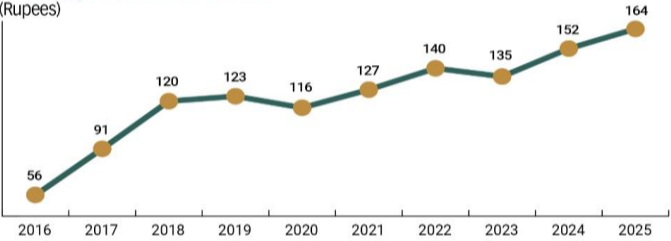
Copy of Computerized National Identification Number (CNIC) or National Tax Number (NTN)

The shareholders are informed that as per sub Clause 9(i) of Regulation 4 of Companies (Distribution of Dividends) Regulations 2017, the identification of the registered shareholder or its authorized person should be made available with the Company. Therefore, it is requested that shareholders must provide a copy of their Computerized National Identity Card (in case of an individual) or National Tax Number (in case of other than an individual) or Passport (in case of foreign individual) shareholder. The shareholders are requested to provide the above documents by mail to the Share Registrar unless it has already been provided. The members while sending the above documents must quote their respective folio numbers. Shareholders are also requested to immediately notify the change of address, if any.

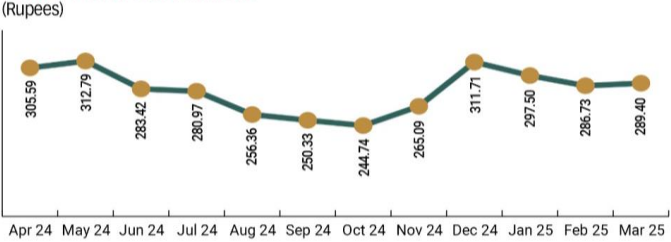
Website of the Company

The Company is operating the website which containing updated information regarding the Company. The site can be accessed at www.honda.com.pk. The website contains the latest financial results of the Company together with the Company's profile and product range, etc.,

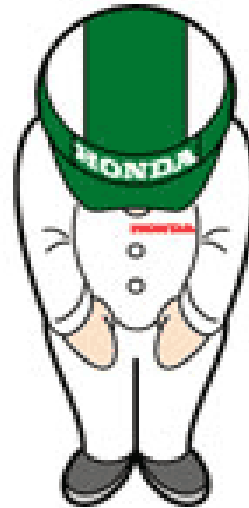
Breakup Value Per Share



Share Price Movement



Thank You



Question & Answer Session