

HMC Investor Presentation

Hyundai Motor Company April 2020

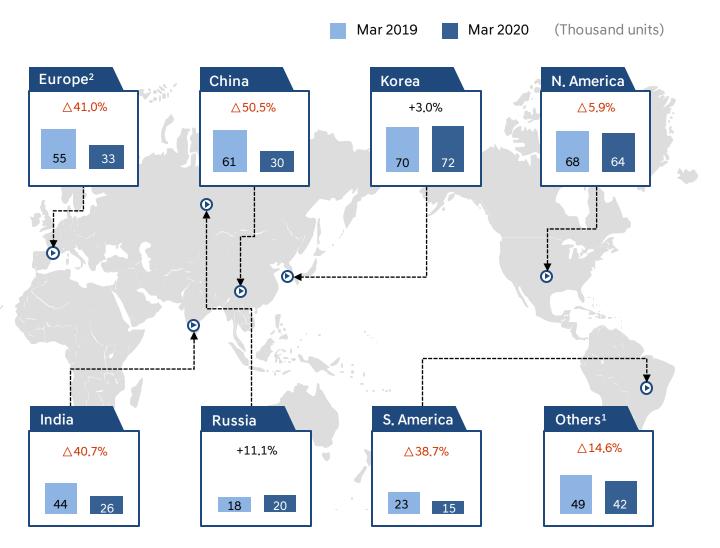


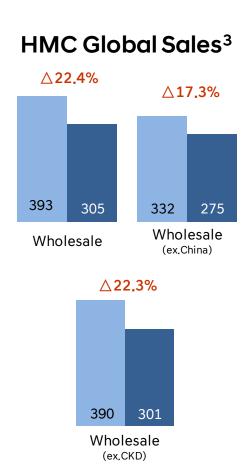
Recent Updates

Global Wholesale	P. 1~2
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March Global Wholesale (Preliminary)





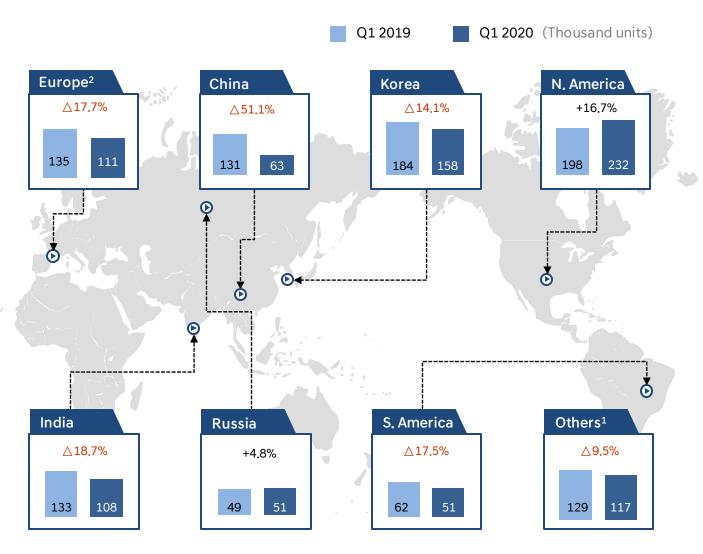


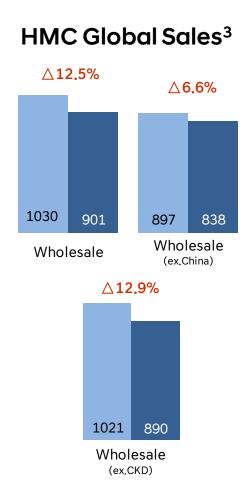
¹ MEA, Asia-Pacific, Other regions, Commercial vehicles(ex. Korea CV)

² Western Europe excluding CV

³ Wholesale including CV and overseas CKD (CKD: '19 Mar: 2,999 units, '20 Mar: 4,037 units)

1Q Global Wholesale (Preliminary)







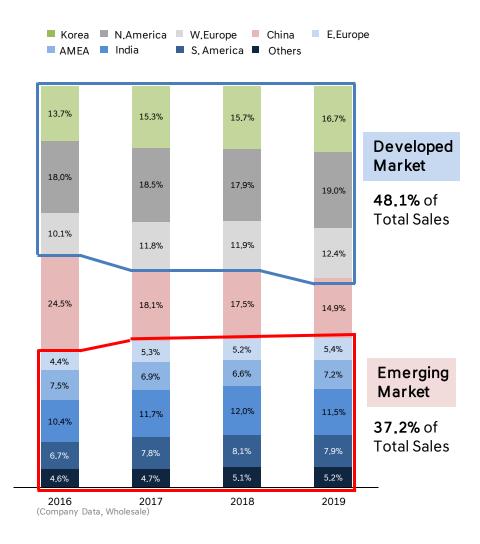
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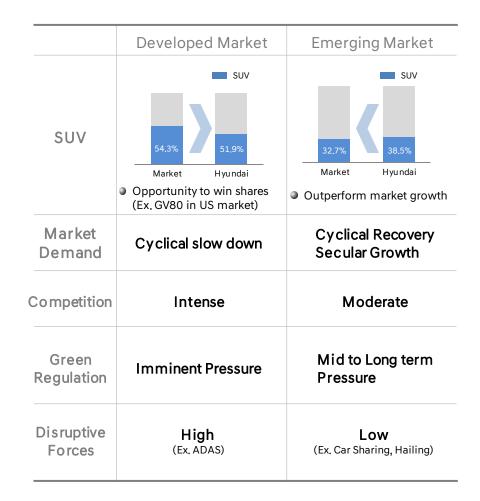
³ Wholesale including CV and overseas CKD (CKD: '19 Q1: 8,301 units, '20 Q1: 11,690 units)

Geographical Sales Mix

Sales by Region



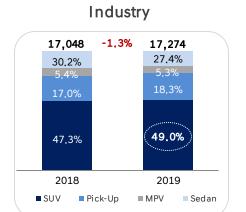
Feature by Region

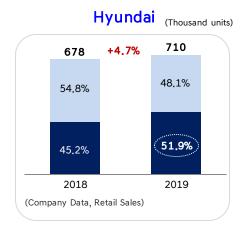




US Market

US Market sales



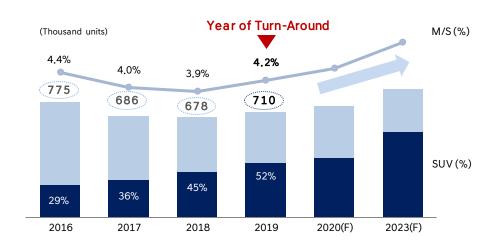


Full Line-up of SUV



Mid-Size SUV

Mid-to-Long Outlook



	2019	2020~
Hyundai	· Palisade · Sonata · Venue	• Elantra • Santa-Fe F/L • Tucson • Santa Cruz
Genesis	· G90 F/L	· GV80 · G80 · GV70

> Profit recovery by improving quality of sales

Regional HQ System

Enhanced dealer Competitiveness



Optimizing volume & profit

Reducing fleet sales mprove residual value



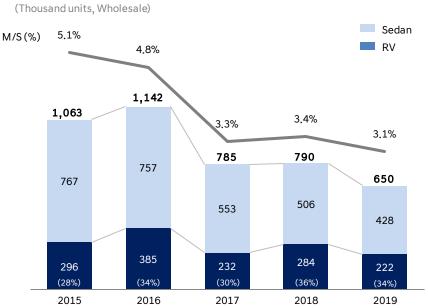
Entry CUV

Green Car

China Market



Hyundai Sales



2020 Market Strategy



New Model Line-up

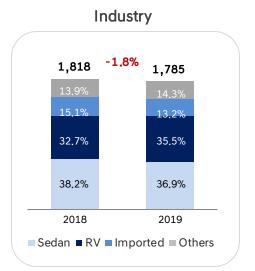
	4Q 2019	2020
Sedan	Verna F/L	Sonata Elantra Mistra
SUV	ix25	New China MPV ix35 F/L
EV	Ensino EV	More to come La Festa EV

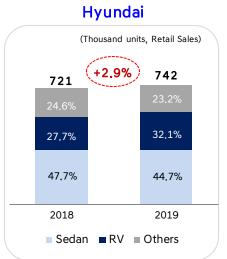
(Launch schedule is subject to change)



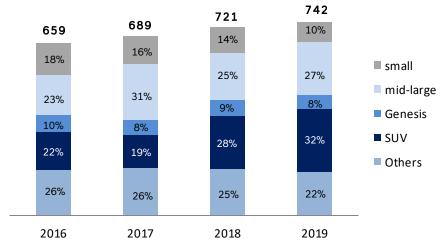
Korea Market

Industry & HMC Volume Sales

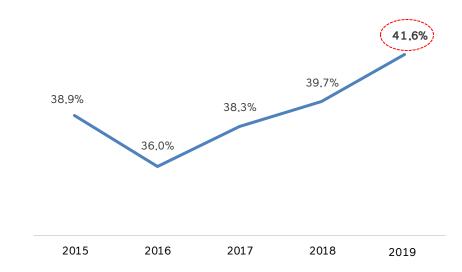




Expanding SUV segment sales



Rebound in domestic M/S

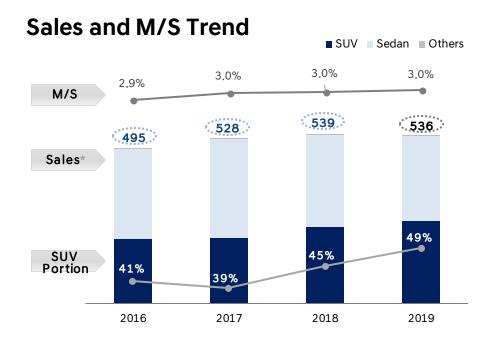


Growth Factors

	2018	2019	2020~	
Sedan	G90 Face Lift	Sonata Grandeur F/L	New Elantra New Genesis G80	S S
SUV	Santa Fe Palisade	Venue	New Tucson Genesis SUV Genesis SUV GV80 GV70	SUV



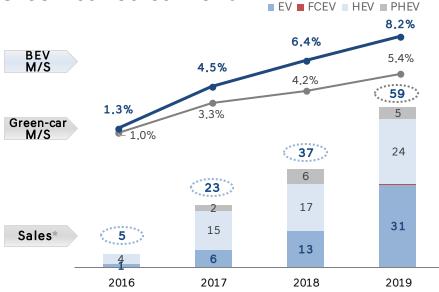
W. Europe Market







Green-car Sales Trend



How to meet the new CO2 target in 2020

- Maximize EV & FCEV sales and Expand green-car line-up

	20	2018		19	2020
New Model	· Kona EV · NEXO		· Kona HEV · IONIQ F/L		· Greener SUV Line-up
1	HEV	PHEV	EV	FCEV	- 48V mild HEV, HEV, PHEV· Expand Kona EV supply
Line-up	1	1	2	1	



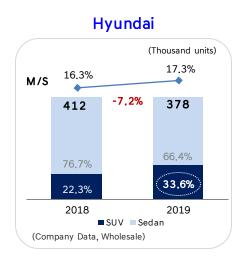
^{*} Europe Market: EU + ETFA

^{*} Thousand units, Retail Sales

India Market

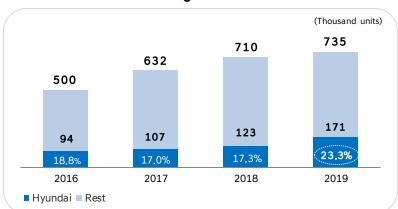
India Sales



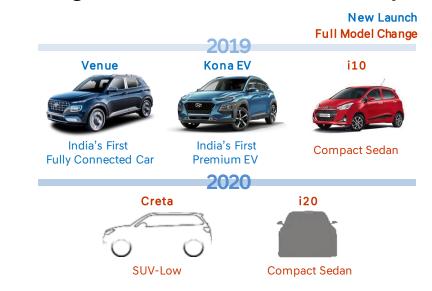


Strong M/S in SUV segment





Winning M/S with Refreshed Line-up



Crucial Market in the Long-run

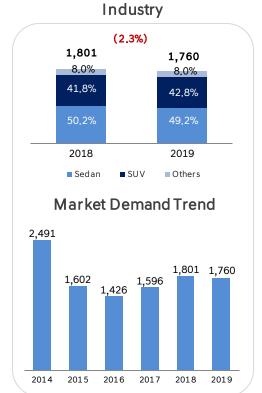


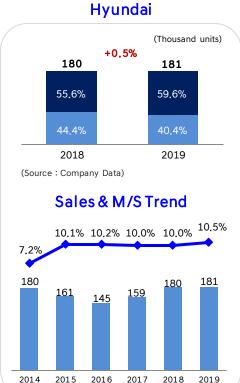
- · Fastest growing among major EM
- · Second largest after China
- 1.35 Billion(2018, World Bank)
- · Fastest GDP growth among major EM
- 5.9%(2018), 7.5%(2021, World Bank)
- · Lowest among major EM
- 35 vehicles per 1,000 capita (2017)



Russia/Brazil Market

Russia





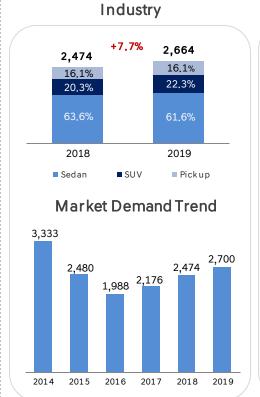


(SUV-B)

* As of 2019

Rank	Brand	Model	Sales	M/S	YoY
1	Hyundai	Creta	71.5	29.1%	5.3%
2	Renault	Duster	39.0	15.9%	(5.7%)
3	GM	Liva	31.9	13.0%	(3.1%)

Brazil



Hyundai





HB20 (PV-B)

* As of 2019

Rank	Brand	Model	Sales	M/S	YoY
1	GM	Onix	264	19.9%	25.7%
2	Ford	Ka	156	11.7%	9.3%
3	Hyundai	HB20	139	10.5%	0.9%

* New HB20 launched in Oct, 2019



^{*} New Creta launch in 2020

Retaining Core Strength

Next Design Philosophy	P. 11
New Model Big Cycle	P. 12
Cost Innovation	
Smartstream	P. 13
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New Design Philosophy



DESIGN MISSION

Be the Hyundai - Creating emotional values in design

DESIGN IDENTITY

SENSUOUS + SPORTINESS

Emotional values In design Innovative solutions In design

DESIGN SIGNATURES



Hyundai Signature Look
Hidden DLR signature
The light architecture &
Parametric Jewel



Human-Centered Space
Smart Living Space
Intuitive & connected interface



Human-Centered Space
Emotional haptic & Sophisticated details
Sustainable & Progressive

DESIGN STRATEGY

Hyundai Look - Creating own spirit

Design based on the evolving future customer needs and desires



Family Look



Hyundai Look



DESIGN MISSION

Being Desirable - Audacious, Progressive, Distinctly Korean

DESIGN IDENTITY

ATHLETIC + ELEGANCE

Sporty & Energetic

Prestige & Exclusive

DESIGN SIGNATURES



QUAD LAMPS EVOLVING CREST GRILLE



PARABOLIC LINES



G-MATRIX



BEAUTY OF SPACE

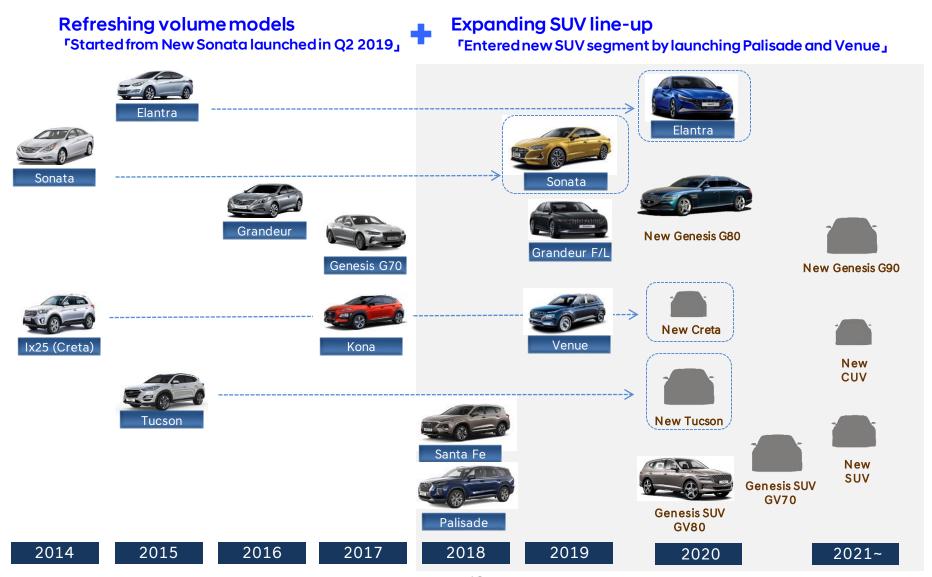
DESIGN STRATEGY





New Model Big Cycle

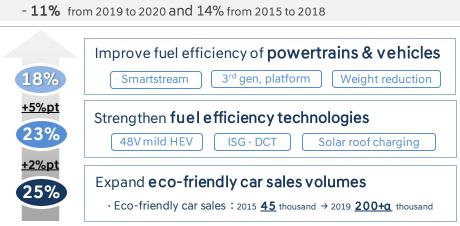
Entering New Model Big Cycle



Smartstream

Fuel efficiency Roadmap

Improve average fuel efficiency by 25% (2015 - 2020)



Next-generation powertrains



- Redesign structure to optimize fuel efficiency
- Engine : Refresh 5 Gasolines & 3 Diesels (inc. HEV)
- T/M: Improve current transmissions Newly develop IVT, AMT, and etc.
- World's 1st CVVD technology for G1.6 T-GDI in 2H

CVVD (Continuously Variable Valve Duration)

- The valve control technology regulates the duration of valve opening and closing according to driving conditions
- \cdot Optimizes both engine performance and fuel efficiency

Fuel efficiency improvement

- Sonata G 2.0 CVVL (2019.4)

11.6~12.3 +10.8% DN8 13.3 km/ℓ

- Sonata HEV G 2.0 (2019.7)

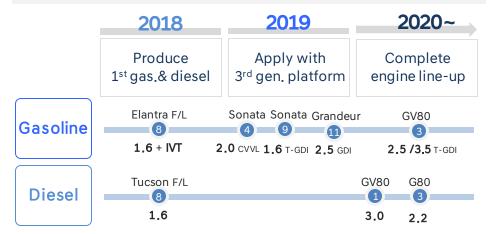
17.4~18.0 +11.7% DN8 20.1km/8

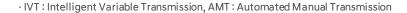


- Sonata G 1.6-GDI with CVVD (2019.9)

Line-up strategy

Complete line-up to meet tightened regulations







3rd generation platform

3rd generation integrated platform

Applied to the Apr. 2019 8th generation Sonata



Strategic considerations

- · Design and performance
- · More SUVs · Genesis · EVs
- · New PT & weight reduction
- $\boldsymbol{\cdot} \ \textbf{Regulations} \ \textbf{(Safety} \boldsymbol{\cdot} \textbf{Emission)}$



Cost reduction & efficiency

3rdgen.platform

- ① Design-friendly
- ② Energy efficient
- 3 Fun to drive
- Safety first

1

Dynamic design ratio & more interior space



2 - 3

Enhanced fuel efficiency & driving performance

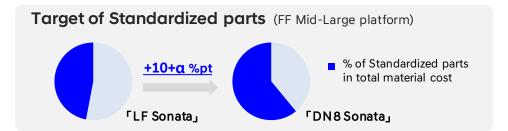
- · Improve power & fuel efficiency with Smartstream & lower underbody
- · Active driving performance, immediate response, and more stability

4

Weight reduction & reinforced structure

- · Weight reduction: 55kg+a
- Average strength: +10%

Enhanced cost structure



Material cost reduction

Increase parts commonization with more standardized parts and integrated procurement

R&D manpower & Investments reduction

Reduce investments and manpower of design and test for standardized parts

Type of platform

FF Mid-Large Small-Mid Micro-Small

FR Genesis-Large Genesis-Mid LCV

EV-dedicated models for Hyundai & Genesis

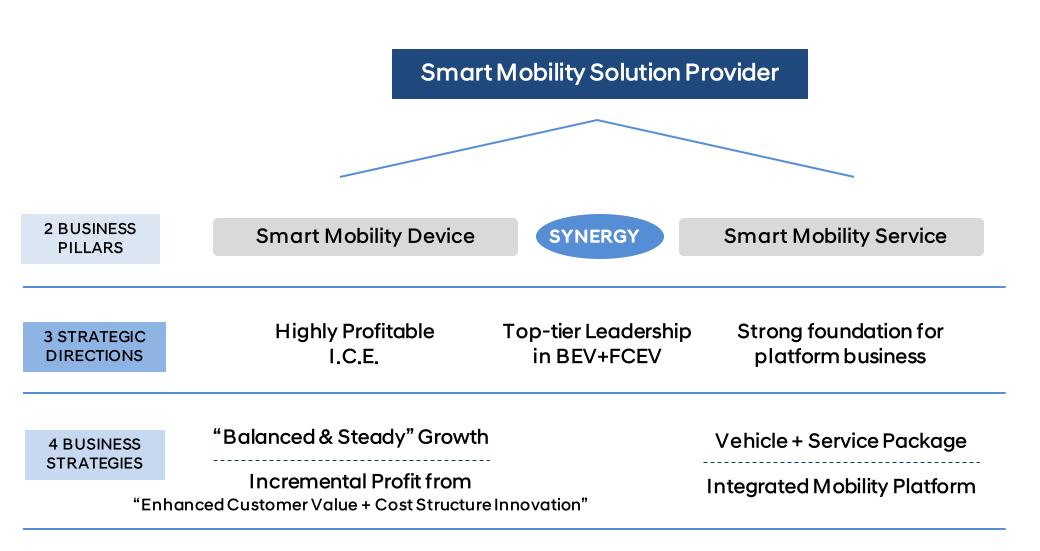


A Head of Paradigm Change

Strategy 2025	P. 16
Preparing for the Future	P. 19
Green Car	
Clean Mobility Trend	P. 20
Our Green Car Focus	P. 21
ADAS	P. 22
Mobility As a Service	P. 23



Strategy 2025





Strategy 2025 - Strategic Direction (Smart Mobility Device)

HMC targets to secure top-tier leadership position in EV market by 2025, backed by highly profitable I.C.E. vehicles. A balanced approach of "Growth" and "Profit" was considered in order to achieve the strategic target.

Smart Mobility Device Highly Profitable **Top-tier Leadership** I.C.E. in BEV+FCEV **STRATEGIC DIRECTION** 8% Operating profit margin Among global top 3 brands "Balanced & Steady" Growth **BUSINESS STRATEGY** Incremental Profit from "Enhanced Customer Value + Cost Structure Innovation"



Strategy 2025 - Growth Strategy (Smart Mobility Device)

In the process of full-scale electrification, HMC targets to balance "I.C.E. and BEV+FCEV" / "Volume and Luxury models".

Product portfolio



Scale-up

- BEV with highest total cost of ownership
- Sales of BEV 560K, FECV 110K units in '25
- Full-scale electrification in developed market from 2030 and in emerging market from '35



Genesis Electrification

- First derivative and dedicated BEV model in '21
- Full-scale electrification beginning '24

I.C.E.

BEV+FCEV

Profit-centric efficiency

- Realignment of line-ups focused on profit
- Higher mix of SUV and high-end segment



Enhanced Marketability

- Expand N-brands for BEV+FCEV and SUVs
- Reinforce product competitiveness focusing on three smart USPs



Volume

Luxury / High Performance



Preparing for the Future – 5 Core Investment Area





Smart Mobility Solution Business



Robo-taxi / Smart City



Fuel Cell / ESS



Wearable Robot



Autonomous Vehicle

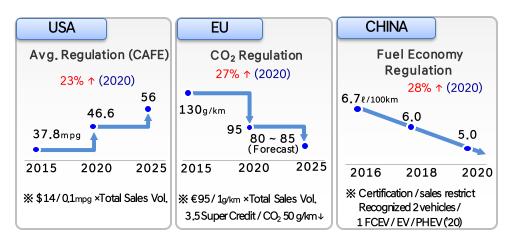


"Game Changer"
"Smart Mobility Service Provider"

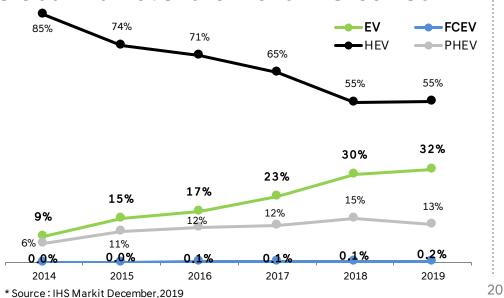


Clean Mobility Trend

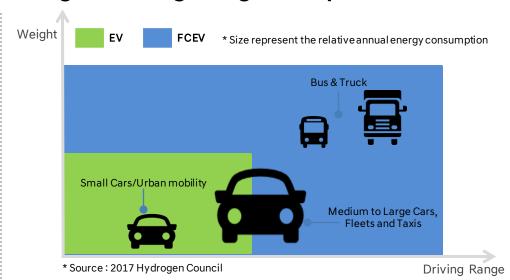
Fuel Economy Regulation



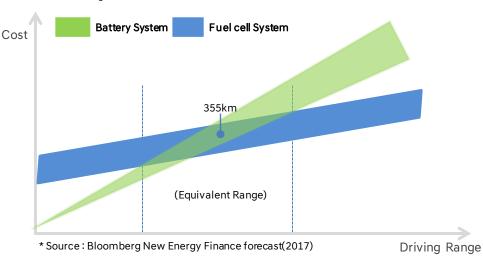
Global Market Share Trend in Green Car



Weight/Driving Range Comparison



Cost Parity of EV & FCEV

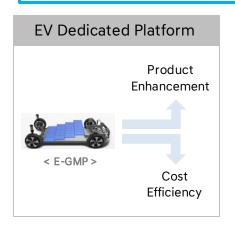


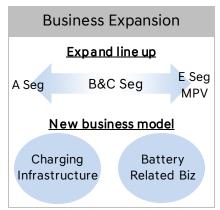


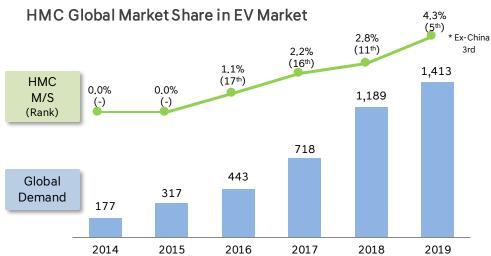
Our Green Car Focus

Battery Electric Vehicle

New Models & EV platform ▶ Global Top 3

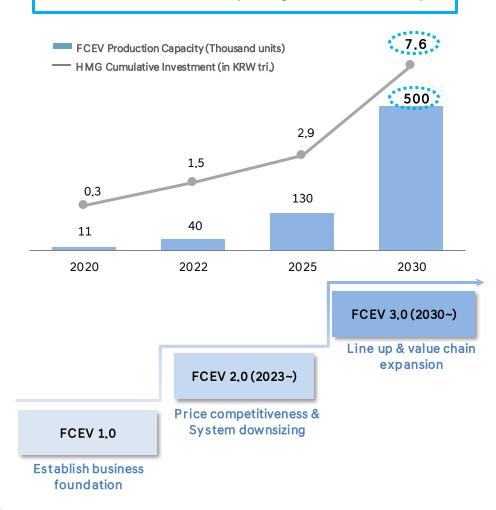






Fuel Cell Electric Vehicle

Global leader of hydrogen community



HYUNDAI

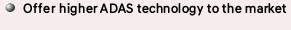


* Source: IHS Markit December, 2019

ADAS

2015 ~ 2018	2018 ~ 2019	2020 ~ 2022
Early State of Autonomous Driving Development	ADAS Enhancement Period	Application of ADAS Tech







Smart Cruise Control

Highway Driving Assist



Highway Driving Assist

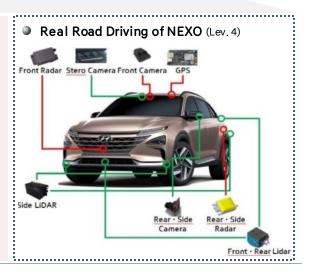




Remote Smart Parking Assist



Surround View Monitor



R&D Focus

Autonomous Driving Core Technology







Cockpit Module







Мар

V2X Infra

Infrastructure

Car Cloud

Sensor Balancing Sensors

Control Platform

22

Mobility as a Service (Maas)

Global Investment and Collaboration



Mid-to-Long term MaaS Business Model



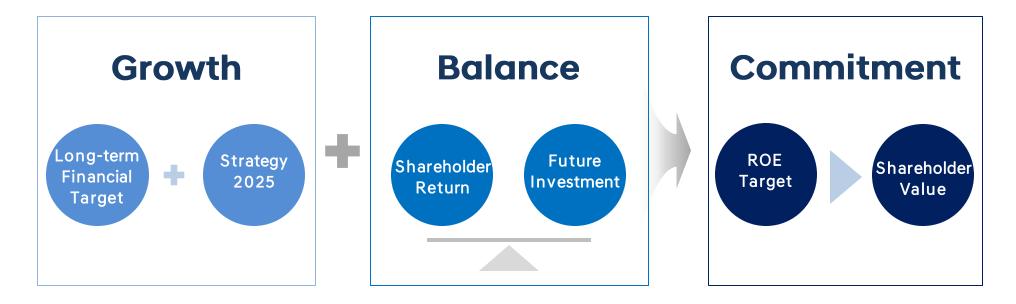
CaaS - Car as a Service MaaS - Mobility as a Service TaaS - Transportation as a Service



2025 Financial Strategy

Business Strategy	P. 25
2019 results & 2020 Target	P. 26
Mid to Long-term Target	P. 28
Cost Innovation Committee	P. 29
Shareholder Return Policy	P. 30
Long-term Investment Plan	P. 31
Investment Resources	P. 32
Summary of Business Target	P. 33

2025 Business Strategy



Declare long-term target strategy and communicate
the growth strategy roadmap

Balanced shareholder return
policy considering increasing
strategic investments

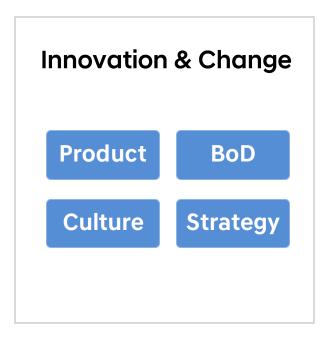
Achieve ROE target based on sustainable profit recovery



Summary of 2019







Accelerated turnaround

with new product launches
+ cost innovation

Strong foothold for future growth

with strategic investments including APTIV JV

Enhanced corporate-wide competitiveness

to be the Game Changer



2020 Business Target

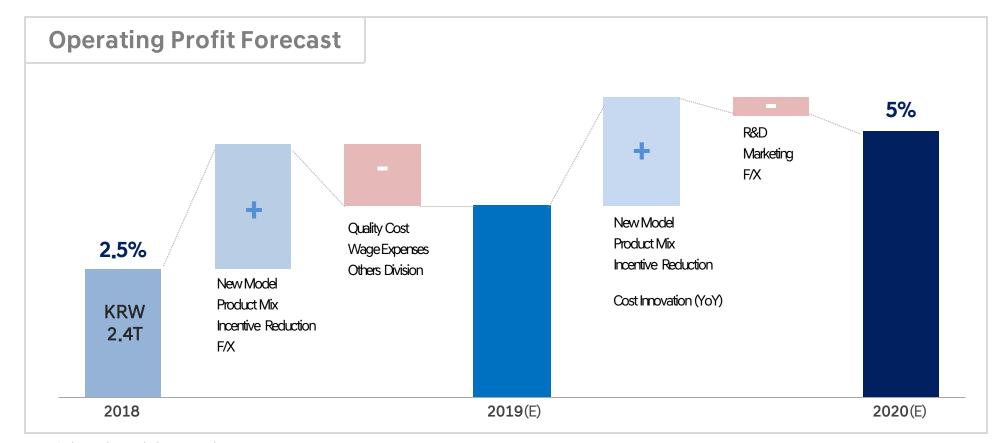
Sales

Reasonable volume target considering business environment and profitability

Profit

Continuous **double-digit growth** with profit-oriented management

2020		!
	Market	HMC
	Demand	Target
	+0.4%	Outperform the market







Mid to Long-term Business Target

2022



Improved cost competitiveness of

ICE · green cars

Cost Innovation

Committee

+1%pt



- $\cdot \ \mathsf{Accelerated} \ \mathsf{cost} \ \mathsf{innovation}$
- · Genesis brand

Limitation

- · Accelerated electrification
- Early stage investment in service business

2025



Building strong growth foundation by securing high auto profitability

Expanding xEV based on competitive cost



Foundation for mobility service business

Regional Profit

Center System



 $[\]cdot\,\mathsf{OP}\,\mathsf{and}\,\mathsf{OPM}\,\mathsf{:}\,\mathsf{automotive}\,\mathsf{division} + \mathsf{consolidation}\,\mathsf{adjustment}$

Cost Innovation Committee







Strategic competitiveness

with company-wide cost innovation

Achieve target profitability

by continuous cost improvement

Effective bottom-up

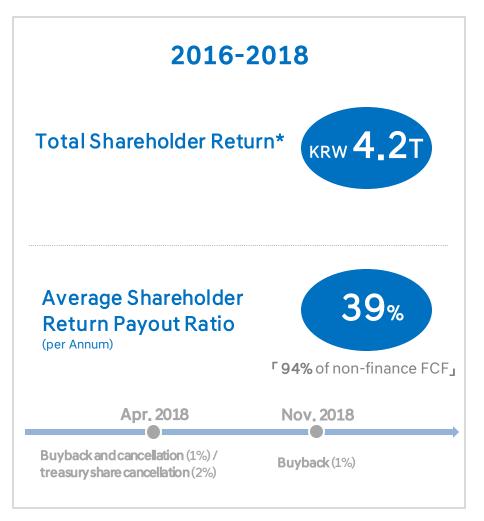
Cost improvement activities



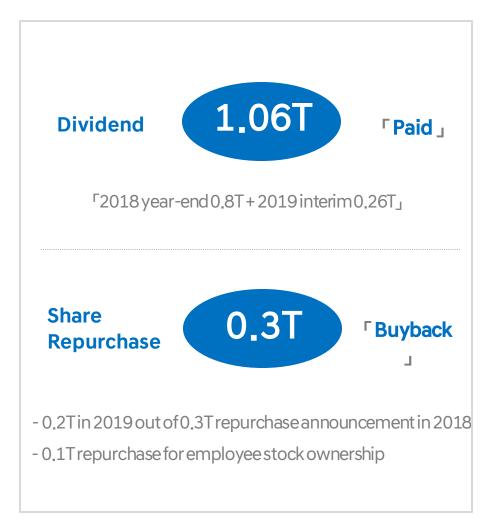
[·] OP improvement by revenue growth, improvement of COGS and SG&A

Shareholder Return Policy

3-year Shareholder Return



2019 Shareholder Return



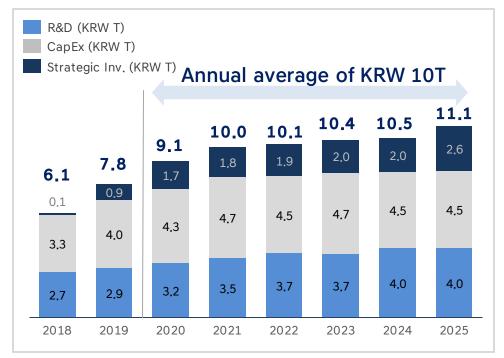


^{*} Dividend + Buyback + Treasury Share Cancellation

Long-term Investment Plan

6-year Investment Plan





[·] CapEx: with changed classification in 2019 (appendix)

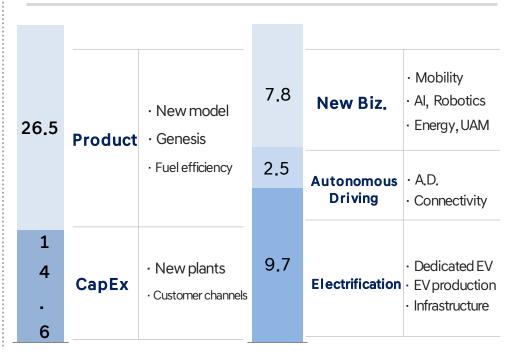
Investment Details

Core Business

KRW **41.1**T

Investment for Growth

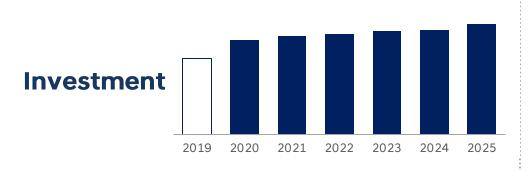
KRW 20.0T

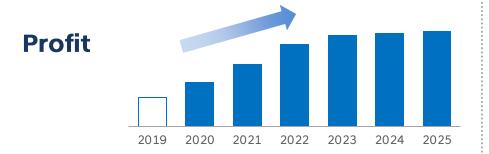


[·] Product includes capex in product development · Electrification: including all xEV



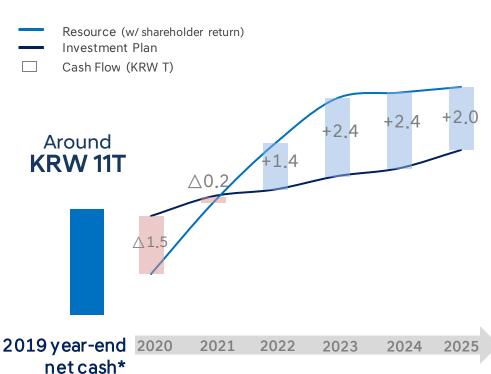
Investment Resources







via accelerated profit recovery through 2022



Positive cash-flow generation post 2022

Auto Liquidity (End 2019(E)): KRW 10-12T

*Net cash: excluding finance division



Summary of Business Target

OPM Target in 2020

5%

Long-term OPM Target

8%

Long-term Investment Plan

2020 - 2025

KRW **61.1**T

Profit-centered Management

to build foundation for sustainable growth



Business Transformation

through active investment and strong core biz strength



Shareholder Value Enhancement

based on earnings recovery + improved capital management



Governance

BoD & Key Improvements	P. 35
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Share Buyback & Cancellation	P. 38



BoD & Key Improvements

Committees of BoD

Board of Directors

11 Members

(5 Internal / 6 Independent)

Independent Directors Recommendation Committee

- · Search the talents who can contributes independent directors
- · Recommend Independent director nominees for AGM

Corporate Governance and Communication Committee

- · Make decisions on **shareholder rights related agendas**
- · Review major investments and transaction plans

Audit Committee

- · Approve financial statements, internal auditing process
- · Designate external auditors and ensure to abide by laws

Compensation Committee *

New Committee (Expected in 2H19)

- · Approve directors' compensation policies and scheme
- · Determine directors' compensation cap for the following year

Achievements in 2018

Increasing shareholder involvement to bring better governance and sustainable growth

Board of Directors

Shareholder Recommended Director

 Minority shareholders actively involved in appointing directors who can represent them

Diversification of BoD members

· Newly joined BoD members added diversity in nationalities, expertise and perspectives

Expansion of BoD

 Number of BoD members increase to 11 from 9 with 6 outside directors

CGCC¹

Shareholder Return

· Share buyback and cancellation to resolve the undervaluation of share price

Profit Level Commitment

- · CGCC¹⁾ reviewed and approved CEO's operating income and ROE target
- Long-term Investment Strategy
 - · 5 year R&D plan is necessary to be ready for the paradigm change in auto industry

¹Corporate Governance and Communication Committee



ESG Enhancement Roadmap

Growing Importance of ESG

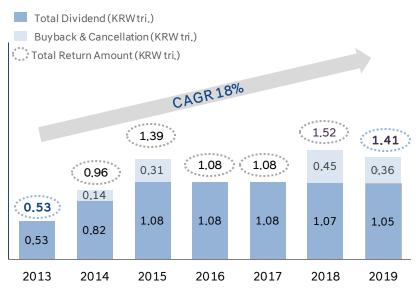
- ESG is considered to be a key element for sustainable growth
- Market participants(equity, credit, government, etc.) take ESG as a necessary criteria when making investment decisions and policies
- Customers make purchasing decision and assign brand value based on ESG

Phase III Phase I Phase II **Phase IV** Initiation Advancement **Continuing Effort** Awareness (2021~) (~ 2018) (~ 2019) (~ 2020) Report the market's Involve actively with Establish corporate Improve ESG practice interest in ESG to ESG rating agencies level management to global peer level (Sustainalytics, DJSI, MSCI) system for ESG top management Offer ESG seminars Include ESG ratings Review strategic Expand our exemplary to our Board members activities to the group as one of CEO's KPI approach Open dialogue with Maintain high scores Share ESG matters with Coordinate with all rating & consulting firms related teams to related departments and rankings build stronger ESG Rank 1st place in Climate Change Actions by CDP



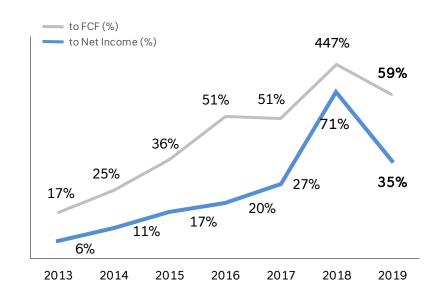
Shareholder Return

Shareholder Return



· Excluding Cancellation of treasury in Jul 2018 (2% of o/s shares)

Payout Ratios



2017

Announced Dividend Policy

- · Disburse 30~50% of free cash flow
- · Target peer level of payout ratio

Total Shareholder Return

- · 1.1 trillion KRW (4,000won/share)
- Payout ratios: 27% of NI / 50% of FCF

2018

Buyback and Cancellation

- · 1% of o/s shares cancellation (Apr-Jul)
- · 1% of o/s shares buyback (Nov 2018-Feb 2019)

Total Shareholder Return

- · 1.1 trillion KRW (4,000won/share)
- · 0.5 trillion KRW of share buyback

2019

Shares Buyback

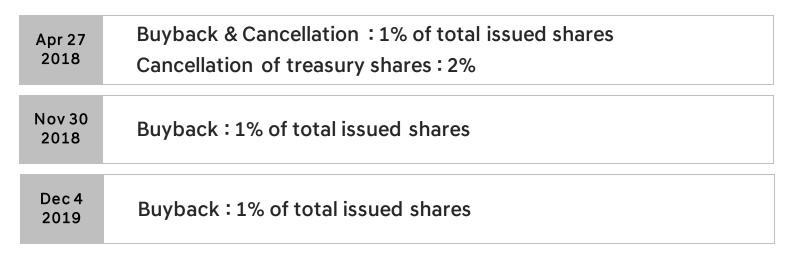
· 1% of o/s shares buyback (Dec 2019-Mar 2020)

Total Shareholder Return

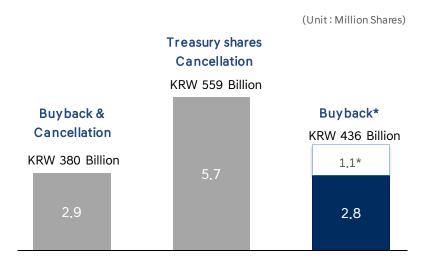
- · 1.1 trillion KRW (4,000won/share)
- · 0.4 trillion KRW of share buyback



Share Buyback and Cancellation

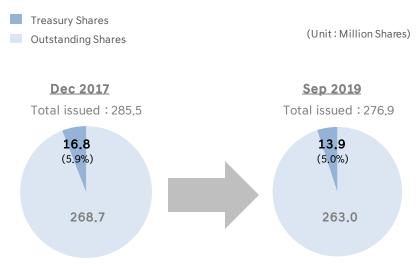


Buyback & Cancellation



^{*} Shares buyback in Dec 2019

Total Issued Shares





Appendix

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2020 Business Plan (Wholesale)

(Thousand units)	2019	2020(P)	YoY
Total	4,426	4,576	+3.4%
Domestic (including CV)	742	732	△1.3%
Overseas	3,684	3,844	+4.4%
North America	881	906	+2.8%
Europe	580	558	∆3.9%
India	510	525	+2.9%
Russia	203	199	△2.2%
South America	303	331	+9.0%
China	650	730	+12.3%
Others	555	596	+7.2%

^{* &#}x27;20 Business Plan includes 52,700 units of CKD sales



Wholesales by Region

(Thousand units)	Q4 2018	Q4 2019	Q4 2019 Vs Q4 2018	2018 YTD	2019 YTD	2018 YTD Vs 2019 YTD
Korea	195	194	-0.5%	721	742	+2.9%
North America	232	239	+3.0%	872	881	+1.0%
Europe	146	147	+0.7%	589	580	-1.5%
India	138	133	-3.6%	550	510	-7.2%
Russia	52	54	+3.8%	196	203	+3.6%
South America	82	75	-8.5%	320	303	-5.1%
Others ¹	153	146	-4.6%	551	555	+0.8%
Sub-total (ex-China)	994	982	-1.2%	3,787	3,757	-0.8%
China	229	207	-9.6%	790	650	-17.7%
Total ²	1,226	1,196	-2.4%	4,589	4,426	-3.6%

¹ MEA, Asia-Pacific, Other regions, Commercial vehicles(ex. Korea CV)



² Wholesale including CV

Statement of Income

(KRW Bil.)	2017	2018	2019	Q4 2018	Q4 2019	YoY
Revenue	96,376	96,813	105,765	25,231	27,843	+10.4%
Gross Profit	17,578	15,142	17,676	3,999	4711	+17.8%
Margin (%)	18.2	15.6	16.7	15.8	16.9	
SG&A	13,003	12,720	14,037	3,554	3514	△1.1%
Portion (%)	13.5	13.1	13.3	14.1	12.6	
Operating Income	4,575	2,422	3,639	501	1,198	+139.1%
Margin (%)	4.7	2.5	3.4	2.0	3.1	
Income before tax	4,439	2,530	4,197	113	1,165	+931.0%
Margin (%)	4.6	2.6	4.0	0.4	4.2	
Net Income	4,546	1,645	3,219	△203	805	△496%
Margin(%)	4.7	1.7	3.0	NM	2.9	
D&A	3,529	3,762	4,012	954	1,041	
EBITDA	8,104	6,184	7,650	1,455	2,239	



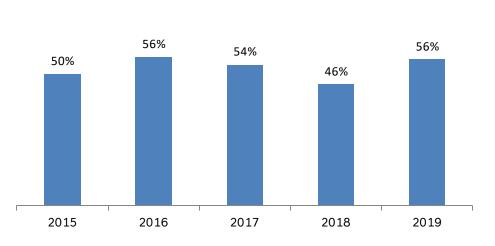
Recent Earnings by Division

(KRW Bil.)	2017	2018	2019	Q4 2018	Q4 2019	YoY
Revenue	96,376	96,813	105,765	25,231	27,843	10.4%
Automotive	74,490	75,265	82,487	20,399	22,232	9.0%
Portion (%)	77.3	77.7	78.0	80.9	79.9	
Finance	15,415	14,958	16,027	2,923	3,657	25,1%
Portion (%)	16.0	15.5	15.2	11.6	13.1	
Others	6,471	6,589	7,252	1,908	1,954	2.4%
Portion (%)	6.7	6.8	6.9	7.6	7.0	
Operating Income	4,575	2,422	3,639	501	1,198	139.1%
Automotive	2,585	1,062	2,618	463	1,045	125.7%
Margin(%)	3.5	1.4	3.2	2.3	4.7	
Finance	718	747	888	110	143	30.0%
Margin (%)	4.7	5.0	5.5	3.8	3.9	
Others	339	105	179	△109	38	△134.9%
Margin (%)	5.2	1.6	2.5	△5.7%	1.9	
Adjustment	932	508	0	36.9	17	

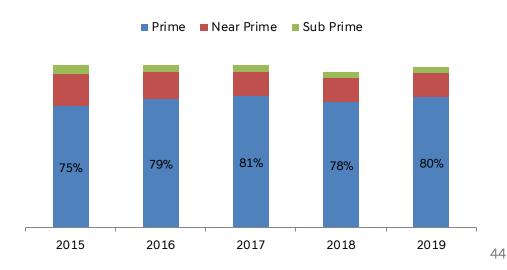


Finance Division_HCA

Penetration Ratio

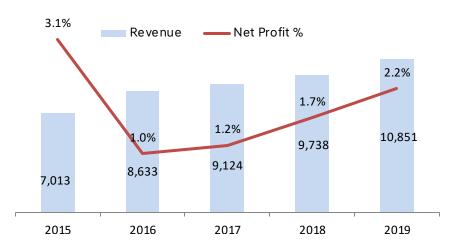


Asset Origination



Earnings Trend





Asset Size





Cautionary Statement with Respect to Forward-Looking Statements

In the presentation and in related comments by Hyundai Motor's management, our use of the words "expect," "anticipate," "project," "estimate," "forecast," "objective," "plan," "goal," "outlook," "target," "pursue" and similar expressions is intended to identify forward looking statements.

The financial data discussed herein are presented on a preliminary basis before the audit from our Independent Auditor. While these statements represent our current judgment on what the future may hold, and we believe these judgments are reasonable, actual results may differ materially due to numerous important factors. Such factors include, among others, the following: changes in economic conditions, currency exchange rates or political stability; shortages of fuel, labor strikes or work stoppages; market acceptance of the corporation's new products; significant changes in the competitive environment; changes in laws, regulations and tax rates; and the ability of the corporation to achieve reductions in cost and employment levels to realize production efficiencies and implement capital expenditures at levels and times planned by management.

We do not intend or assume any obligation to update any forward-looking statement, which speaks only as of the date on which it is made.

