



Honda Trading

CORPORATE GUIDE

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Honda Trading



Think new, Design for tomorrow

The world is said to be in a period of great innovation.
The environment that surrounds us is changing rapidly,
including the development of artificial intelligence and changes in the international order.

Status quo will no longer work in the current environment.

So what do we have to do? How should things change?

These are questions faced by every company, and the answers to them are never simple.
For precisely that reason, how can we continue to drive our business flexibly and powerfully,
and without being constrained by conventional stereotypes?

We want to make maximum use of the know-how and networks we have cultivated with
our experience to this point to make proposals for the future of our business
partners in their various industries.

What will be required in the future?

How can we realize a sustainable society?

We will continue to innovate towards those themes on a constant basis.

We will design your business through “creative and effective commercial activities.”

As the sole trading company in the Honda Group, we make full use of the strengths of our global network and support customers from a broad perspective. This includes the procurement of raw materials used largely in the field of vehicles, as well as manufacturing, sales and recycling. We will assist our customers in their business with the wide ranging handling capabilities and speed that we have refined throughout the world.



We will take advantage of these strengths to provide services that maximize value for our customers.

What Honda Trading Wants to Realize



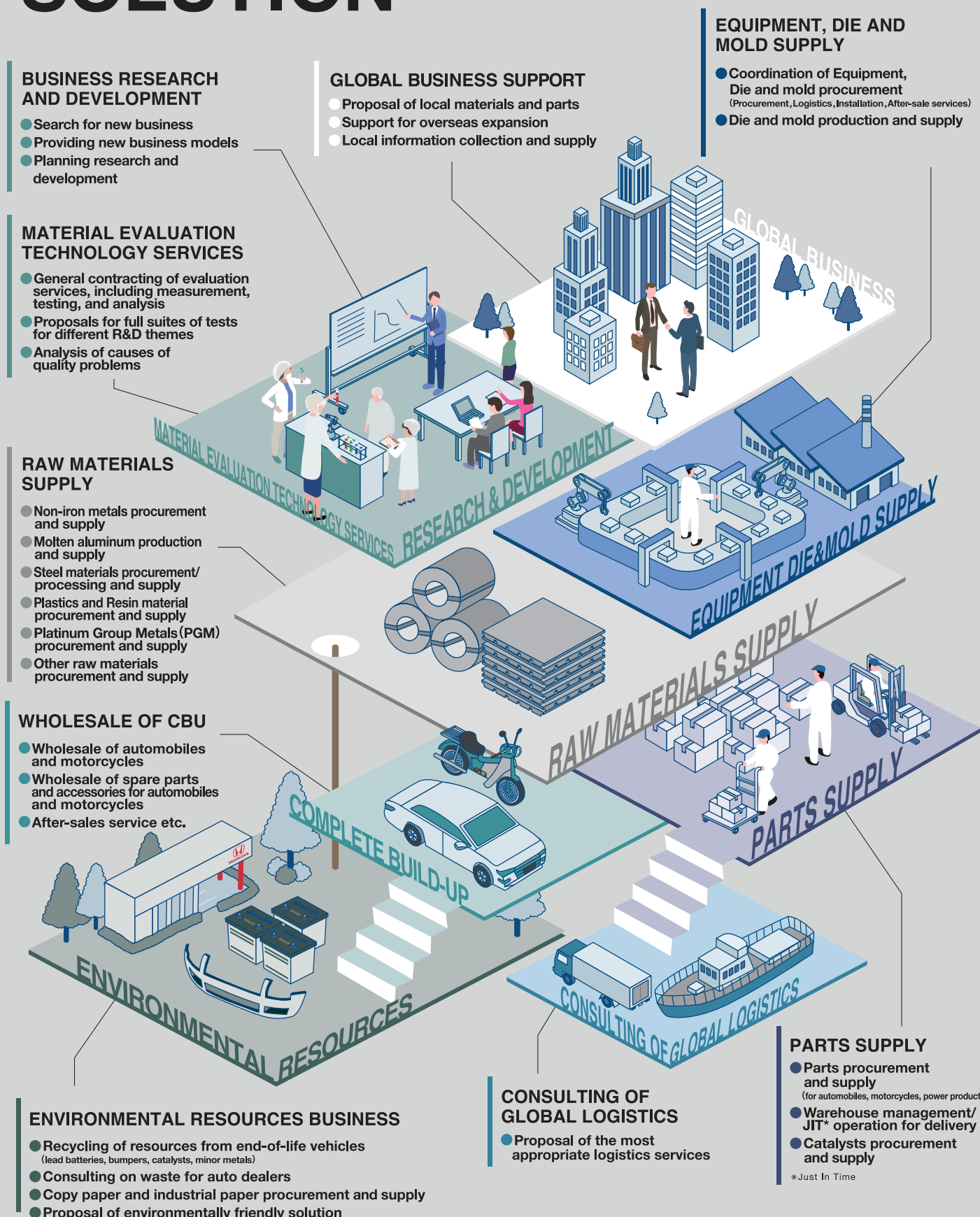
We want to be a company that realizes business dreams beyond the trading company framework

In order to create business with customers in a variety of industries, we will exhibit to the utmost our accumulated know-how and worldwide network in the automotive industry that is our specialty, of course, but without being constrained by industry type. We value apprehending things comprehensively rather than as single points and coordinating as a group to respond to customers' problems.

Each and every one of us at the Honda Trading Group will work on innovation to realize business with value for our customers around the world.

Honda Trading TOTAL SOLUTION

The “quality capabilities,” “flexibility” and “ability to respond” to unexpected situations –these are the qualities we have honed supporting Honda. Honda Trading responds to the diverse needs of its customers from every angle.



MULTI-FACETED SERVICES AND SOLUTIONS

**Creating world-class services
and the trends of the times
The true power of Honda Trading.**

Honda Trading responds to customers with issues in the development of new business with the power to offer a wide range of solutions. In addition, we respond flexibly to various industries to accompany you towards success in business.

Honda Trading's Multi-faceted Services and Solutions

GLOBAL BUSINESS SUPPORT

We use our global network to support our customers' overseas expansion, from the procurement and supply of raw materials, parts and equipments etc. in all countries, to the provision of information on local laws and regulations, business practices, and logistics networks, etc.



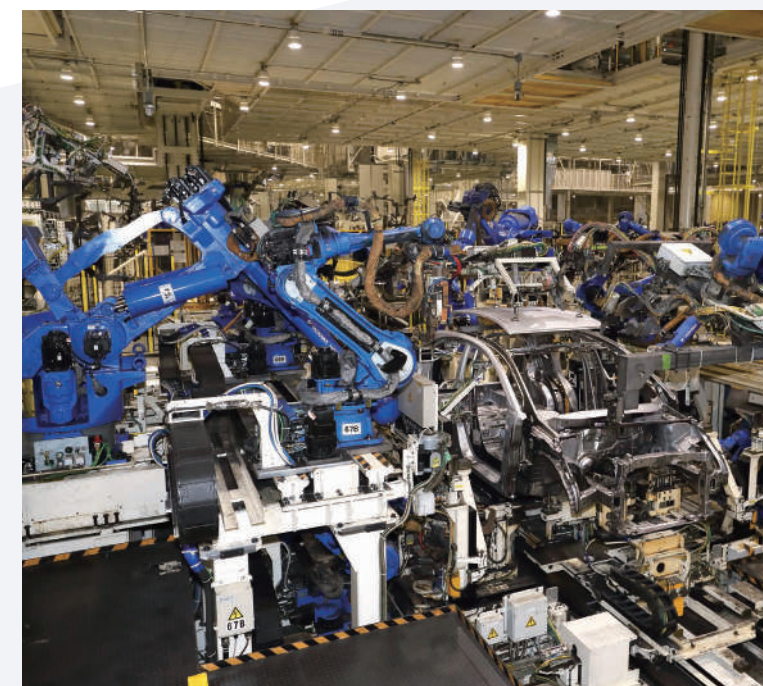
MATERIAL EVALUATION TECHNOLOGY SERVICES

Group company JTLep Inc. serves as a sales contact point for material evaluation technology services, offering high-quality measurement, testing, and analysis services and assisting customers with various problems in their manufacturing operations.



BUSINESS RESEARCH AND DEVELOPMENT

In addition to existing business, we examine various types of information and propose new business models in order to realize the business that our customers have envisioned. In addition, we leverage the Honda Trading network and resources to support Honda and other manufacturers from the research stage.



EQUIPMENT, DIE AND MOLD BUSINESS

We take full advantage of our global network to provide total coordination of equipment and dies & molds, coordinating everything from overseas feasibility studies to equipment procurement, transport, installation, and maintenance. Our expert knowledge and extensive experience allow us to propose solutions best suited to meet our customers' needs. Additionally, we are able to support our customers with a wide range of services, including overseas expansion and reducing manufacturing.

RAW MATERIALS SUPPLY

We will provide high-quality services beyond the realm of a trading company to create diverse value.

We procure and supply raw materials such as light metals, steel, plastics, resin and Platinum Group Metals (PGM). While responding to the transformations taking place in the automotive industry, such as motorization and light weighting, we offer high quality services that go beyond the domain of a traditional trading company. This includes adding value by taking on raw materials manufacturing business, including providing molten aluminum and steel processing.

Honda Trading's raw materials supply



LIGHT METALS BUSINESS

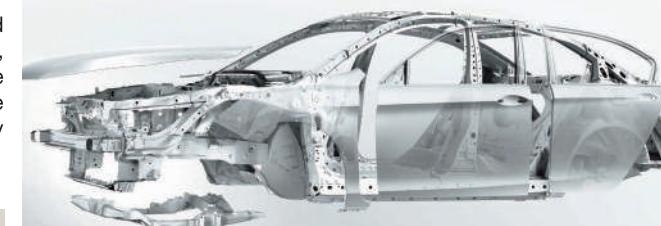
We procure aluminum alloys and other raw materials globally and supply them to meet the needs not only of the Honda Group but also of various other customers. In addition, we are also working on the recycling of the waste generated at our plants, etc., to contribute to the effective use of customer resources and protection of the global environment.

MAIN PRODUCTS	Primary aluminum, Primary alloy, Casting alloy, Molten Aluminum, Nonferrous metal scrap, Silicon, Zinc & Magnesium etc.
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STEEL BUSINESS

We procure and supply all manner of steel materials and aluminum sheets, predominantly for use in automobiles, from around the world. We also actively engage in the handling of new materials to respond to changes in the environment surrounding the automotive industry (motorization and light weighting).

MAIN PRODUCTS	Regular steel sheets, Special steel, Stainless steel, Steel pipes, Aluminum, Steel powder etc.
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PLASTICS & RESIN BUSINESS

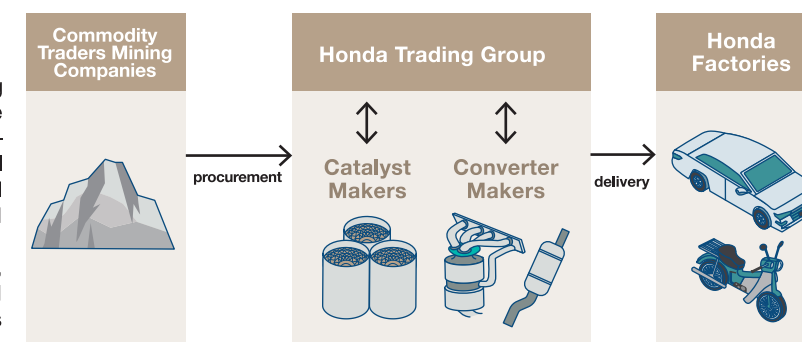
Leveraging the vast amounts of information at our disposal through our network of group companies, we are supplying the most suitable materials globally. In addition, we will accelerate our efforts to address environmental issues, such as by proposing the use of recycled materials.

We contribute to our customers' product development by checking the reliability of developed products through the measurement of physical properties and various chemical analysis services.

PGM BUSINESS

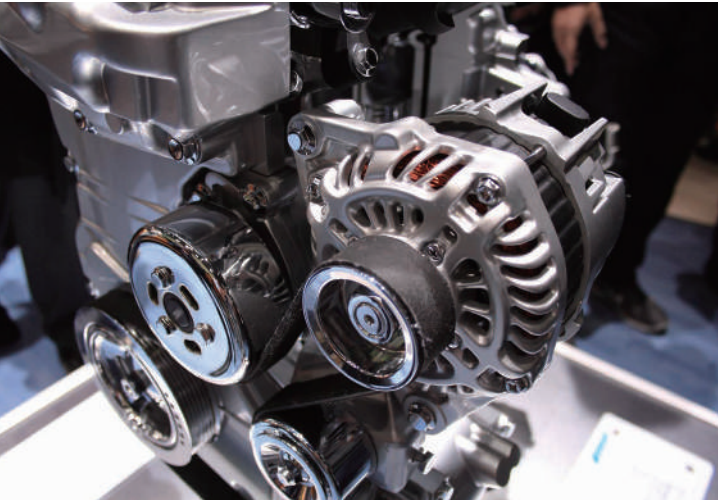
Platinum Group Metals (PGM), including platinum, palladium and rhodium, are precious metals that are used in catalysts that significantly reduce the harmful gases found in engine emissions, and are essential to the automobile and motorcycle industries.

We use our global network to source, secure and manage the global PGM supply chain to support for Honda's manufacturing locations around the world.



MORE TRANSFORMATIVE SERVICES

Business that expands into the world and into the future



PARTS BUSINESS

We procure a variety of parts used in automobiles, motorcycles, and power products from all over the world and supply them to our customers. Further, through integrated coordination of services from the planning stage, we provide various services within the supply chain, such as proposals for optimal commercial distribution, appropriate inventory management, and the provision of information from overseas. In this way, we are able to respond to our customers' diverse needs.

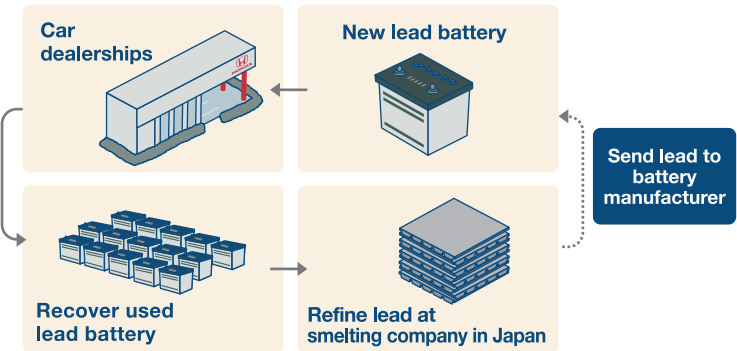
CBU BUSINESS

We have established a base in the Romanian capital, Bucharest, from which we are engaged in the wholesale of Honda CBUs. We supply automobiles, motorcycles, spare parts, and accessories, promote motorization, expand awareness of the Honda brand in Romania, and provide ongoing support for sales activities based on Honda's stringent customer satisfaction standards.



ENVIRONMENTAL RESOURCES BUSINESS

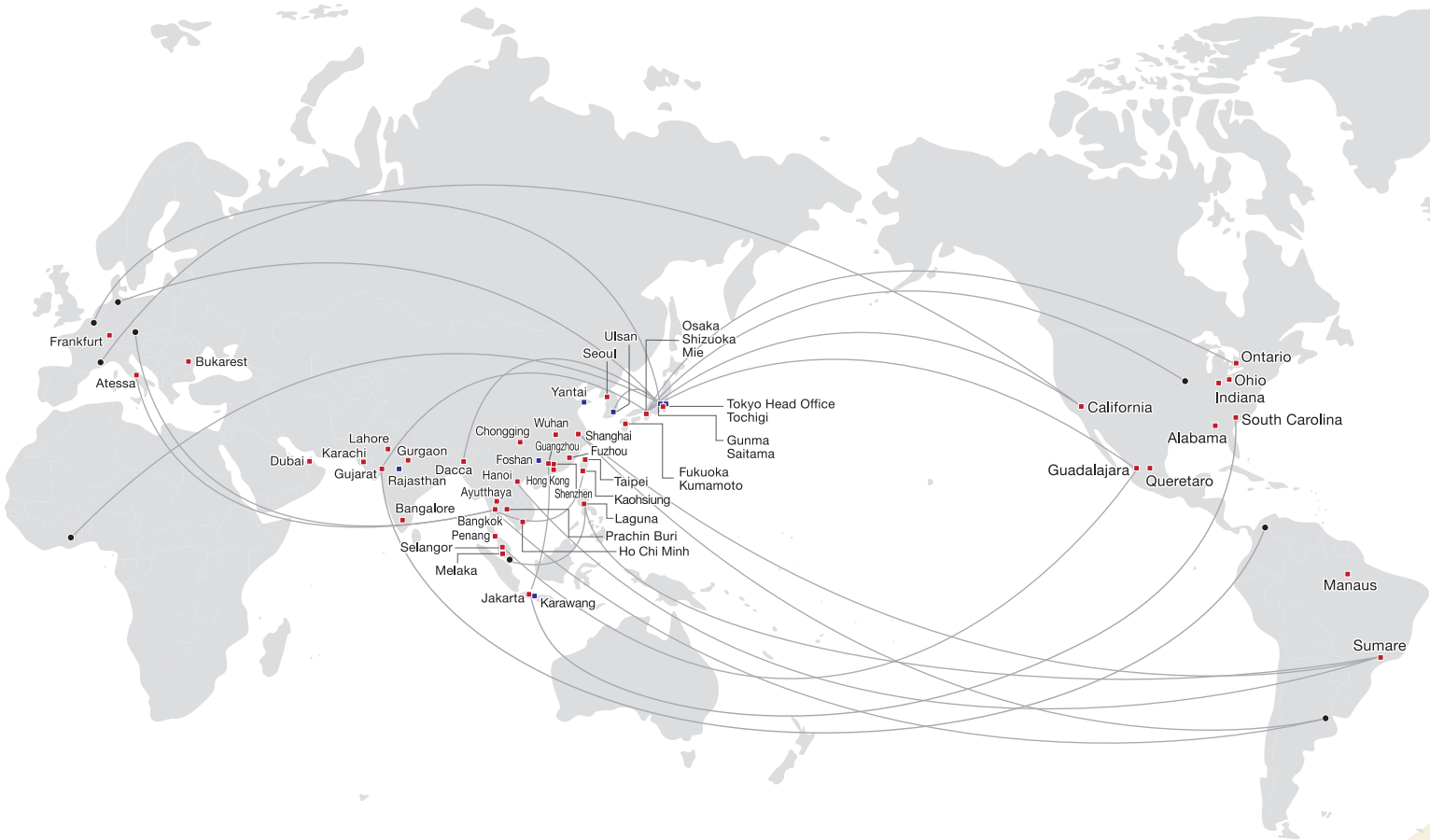
We have established recycling business models for resources that are discarded as waste by car dealerships and other related businesses in Japan, and offer consulting services regarding waste materials for car dealerships. We also supply various materials required by Honda. As well as supporting Honda's manufacturing operations, we are contributing towards establishing a recycling community in partnership with businesses that create systems for the unlimited recycling of products. costs.Based on sustainability approaches, it also proposes solutions for converting manufacturing sites into smart factories and green factory



GLOBAL NETWORK

Providing sales channels and physical distribution services aligned to customer needs through global operations management

Our roughly 756 physical distribution lines that cover the world enable the stable provision of raw materials, parts, equipment and molds, etc. The global network of Honda Trading Group is coordinating to supply goods and services flexibly in response to changes in demand, and to support customers promptly and appropriately In times of emergency.



■ Company/Branch/Office
■ Manufacturing related company etc.*

Honda Trading Group companies

JAPAN

Honda Trading Corporation
 MAP Corporation*
 JTLep Inc.*

NORTH AMERICA AND SOUTH AMERICA

Honda Trading America Corp.
 Honda Trading Canada Inc.
 Honda Trading de Mexico S.A. de C.V.
 Honda Trading Brasil Ltda.

EUROPE

Honda Trading Europe GmbH
 Honda Trading Romania S.R.L.

ASIA

Honda Trading Asia Co., Ltd.
 PT. Honda Trading Indonesia
 Honda Trading Corporation India Pvt. Ltd.
 Honda Trading Malaysia Sdn. Bhd.
 Honda Trading Philippines Corp.
 Honda Trading Philippines Ecozone Corp.
 Taiwan Honda Trading Co., Ltd.
 Honda Trading Viet Nam Co., Ltd.
 PT. Molten Aluminum Producer Indonesia*
 Rajasthan Prime Steel Processing Center Pvt.Ltd.*
 Ulsan Engineering Co.,Ltd.*

CHINA

Honda Trading (CHINA) Co., Ltd.
 Shanghai Honda Trading Co., Ltd.
 Wuhan Honda Trading Co., Ltd.
 Honda Trading (South China) Co., Ltd
 Molten Aluminum Producer Foshan Co., Ltd.*
 Yantai Die and Mold Engineering Co., Ltd.*

SUSTAINABILITY

We will contribute to the creation of a sustainable future through the resolution of social issues

Our company's mission is to achieve environmental conservation, social prosperity, and economic development by proposing and implementation solutions to a mountain of environmental and social issues, including climate change, resource depletion and an aging society at the same time. Honda Trading has formulated a basic sustainability policy and identified six material issues towards the realization of this mission. We will continue to address global environmental and social issues and contribute to the creation of a sustainable future.

Honda Trading's sustainability

Based on our Corporate Philosophy, we have established a basic sustainability policy, grasping the handling of global environmental and social issues as one of our Management Policies.

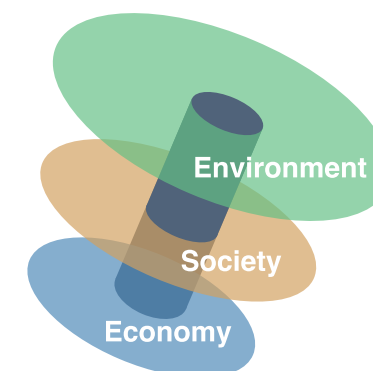
Honda Trading Sustainability Basic Policy

At Honda Trading, we will implement the initiatives for resolving global environmental issues and societal issues, and will contribute to creating a sustainable future, by drawing on the knowhow and the global networks cultivated through our supply chain management operations ranging from the supply of raw materials to recycling.

1. We will blaze a trail for advanced technologies and new services and make them widely available, thereby contributing to the realization of a safe mobility society and helping everyone live a more fulfilling lifestyle.
2. We will work towards achieving carbon neutrality, by utilizing more clean energy sources and offering environmentally friendly products.
3. We will work towards achieving a recycling-based society, by pursuing the development, supply and utilization of recyclable resources.
4. We will conduct corporate activities with fairness and integrity, and will live up to the trust and expectations of the public.
5. We will respect the human rights and diversity of everyone without exception, and will promote the creation of a fulfilling work environment for everyone.

Material issues

In order to contribute to the sustainable development of society through the resolution of social issues, we have identified six sustainability issues including the realization of a decarbonized society.



Environment

- Achieve a carbon-free society
- Achieve a recycling-based society

Society

- Help achieve secure, safe and comfortable lifestyles
- Make contributions to the local community and industrial development

Economy

- Ensure that diverse personnel are active
- Solidify the foundation of business management

ENVIRONMENTAL INITIATIVES



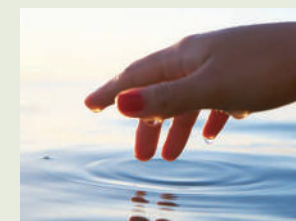
Initiatives at aluminum manufacturing companies

By supplying customers with molten aluminum, we reduce the number of aluminum melting operations and reduce energy consumption and carbon dioxide emissions. In addition, we recover and melt down scrap aluminum, such as offcuts, etc., as valuable aluminum assets and deliver them to our customers again as aluminum raw material.



Initiatives in the Transportation field

We help to improve the efficiency of transportation and packaging in cooperation with transport companies, such as the proposal of modal shifts, the prioritizing of efficient ocean freight and the use of returnable containers, etc.



Proposals for environmentally friendly solutions

We propose solutions for converting manufacturing sites into smart factories and green factories. We are contributing to reduced burdens on the natural environment by proposing waste liquid and waste water treatment methods using flocculants manufactured from natural main raw materials.

HISTORY

The history of Honda Trading, which has grown together with Honda, and towards 2040

Honda Trading has grown along with the development of Honda. And now, having created the HT 2040 Global Vision, Honda Trading Group will envision a future in which customers work hand in hand with our associates around the world.

1970s

- Established Act Trading Corporation. (capitalized at five million yen, invested solely by Honda Motor Co., Ltd.)
- Established our office in America.
- Started importing and exporting non-iron metals from America to Japan.
- Started exporting and importing machines.

1972 Established as Act Trading Corporation

Based on our founding philosophy of "Seeking some of the future needs of all Honda" we took on the challenge of various commercial products. Kick'N Go is a hit in Japan!

1980s

- Started handling PGM (Platinum Group Metals).
- Earned designation as primary steel wholesaler in Japan
- Started handling printing paper.
- Started imports of automotive materials and parts.
- Name changed to Honda Trading Corporation.

1988 Name changed to Honda Trading Corporation

As a member of the Honda Group, we supported Honda's expanding production activities under the brand name Honda

1990s

- Newly established our offices in 12 countries.
- Started handling plastics and resin.
- Established Molten Aluminum manufacturing company in Japan.

Rapid expansion overseas

We advanced into the UK, Canada, China, Indonesia, Philippines, Vietnam, Taiwan, Brazil, India, Italy, Mexico

2000s

- Newly established our offices in 7 countries.
- Established Steel processing companies in China and India.
- Established Inspection jig manufacturing company in Korea.
- Established Die & Mold manufacturing company in China.
- Established Molten Aluminum manufacturing companies in Indonesia and China.
- Accredited by Tokyo Customs as a special exporter under the AEO (Authorized Economic Operator) framework. Later, certain other Honda Trading Group bases also obtained similar accreditation in their countries.

We advanced into the manufacturing field

We established manufacturing companies for molten aluminum, steel processing, molds and inspection jigs, etc. This connected to our current expert knowhow

2010s

- Renewed "HT Corporate Philosophy".
- Newly advanced into Germany, UAE and Bangladesh.

2022 Enactment of the HT 2040 Global Vision

We documented the direction of the Honda Trading Group so that the Group can work together aiming in the same direction and undertake activities towards business expansion more efficiently and effectively.

2020s

- 50th anniversary in March 2022.
- Established Material evaluation technology services company in Japan.
- Established HT 2040 Global Vision

HT 2040 Global Vision

Here at Honda Trading, we have formulated the HT 2040 Global Vision with the aims of realizing a prosperous future for people and society and contributing to a sustainable future through coexistence with the Earth.

| SLOGAN |



Think new, Design for tomorrow

The slogan expresses our intention for each and every one of us to think from new perspectives and with new ideas and to draw a new future in an age of uncertainty when predicting the future is difficult.

| STATEMENT |

We will continuously challenge ourselves to create and provide innovative value offerings while harmonizing human society, technology, and the earth.

| Our Five Efforts |

We have established five action requirements for the achievement of the HT 2040 Global Vision and will work on these as a priority.

Effort 01 Foresight



Capture changes in the environment, society, and customer needs, and anticipate the course of action

Effort 02 Flexibility



Break down preconceptions by responding flexibly without being constrained by existing business conditions

Effort 03 Co-creation



Unite the thoughts of all our stakeholders and work together

Effort 04 Acceleration



Accelerate initiatives in a rapidly changing environment

Effort 05 Integrity



Always take responsibility for one's own words and actions, and work with integrity

Create with us



Honda Trading

