

TAN CHONG MOTOR HOLDINGS BERHAD (12969-P)
47th Annual General Meeting held on 30 May 2019 (“47th AGM”)
Summary of Key Matters Discussed at the 47th AGM (“Meeting”)

Questions relating to Sales & Marketing Strategies raised by Mr Lee Cheng Hock (Shareholder):		
No.	Key Matters Discussed	Responses from the Directors/Management
1	Why Test Drives events were primarily carried out in Malaysia whilst we have set our footprints in many countries overseas?	Mr Daniel Ho Wai Ming, the Chief Financial Officer, informed that Tan Chong Group did undertake the same set of sales and marketing strategies in Indo-China markets replicated from the best sales and marketing practice in home country, Malaysia. The ongoing sales and marketing activities carried out such as new model launches, roadshow events at major shopping malls and road trips and convoys were aimed at enhancing brand building and direct interaction with our consumers.
2	Noticeably that Nissan’s sales & marketing efforts in Malaysia were not as impressive and aggressive as our competitors, where the rivals have achieved higher sales units than we do. Why was it so?	Mr Daniel Ho explained that the Group’s sales and marketing strategies were more targeted at prospective customers and the Management believe its efforts would be more effective through ground activities such as road shows events at shopping malls and road trips to adventurous places which aimed to foster direct interaction with consumers as part of the Group’s effort in brand building and also to enhance customer relationships. From time to time, the Group also conduct advertisement campaigns through radio, television and the social media.
Questions relating to termination of Joint Venture Agreement with Nissan in Vietnam raised by Mr Chong Thin Tuck (Shareholder):		
3	There was an announcement made at the end of last year pertaining to the termination of a Joint Venture Agreement in Vietnam with Nissan, can the Management elaborate further on this for the benefit of those present?	<p>Mr Daniel Ho informed that as indicated in the Company’s announcement to Bursa Malaysia, a wholly-owned subsidiary of the Company, had received from Nissan Motor Co., Ltd (“NML”), a notice of termination of the Joint Venture Agreement in the joint venture company, Nissan Vietnam Co., Ltd (“NVL”).</p> <p>The current business of NVL is the importation and distribution of Completely-Built-Up (“CBU”) Nissan vehicles and spare parts only for the Vietnam market. As mentioned in the said announcement, Tan Chong Group remains open to further discussion with NML on future business operations in Vietnam.</p> <p>Mr Daniel Ho went on to inform that Tan Chong Group has another wholly-owned entity in Vietnam, namely TCIE Vietnam Pte. Ltd. (“TCIEV”), which is essentially the assembly plant operations and currently the plant assembles Completely-Knocked-Down (“CKD”) vehicles such as the Nissan Sunny (known as Nissan Almera in Malaysia) and Nissan X-Trail for the Vietnam market.</p> <p>In another words, despite the termination of the said Joint Venture Agreement with NML which relates to CBU operations, the CKD operations continue unaffected.</p> <p>Mr Daniel Ho also shared briefly about the Vietnam Government’s automotive policy.</p>