

# PRESIDENT & CEO MESSAGE

The vision of Hinopak is to provide society with safe, economical, comfortable, and environment-friendly means of transportation by manufacturing and supplying commercial vehicles and services.

Hinopak is the manufacturer in Pakistan to introduce the best-fit products in the country based on high quality, reliability and loaded with safety features to fulfill our customers' complete business needs.

Customer satisfaction is the core aspect of our organizational culture. Total support to our valued customers is the only success formula that drives us to be in this competitive automobile industry.

For a company like ours, environmental concerns, safety, and social responsibility is of utmost importance. We certainly understand our responsibility towards a greener and safer planet.

We are in line with our principal Hino Motors Ltd., Japan for its long-term management strategy aiming to implement business structure reforms to transport our company capable of solving issues faced by customers.

We are constantly working on our three goals; best-fit products incorporating safety and environmental technologies, total support customized for each vehicle, and new activity areas as we aim to provide value by achieving the four targets of zero fatal traffic accidents, significant CO2 emission reduction, support for the development of our customers' business and further streaming the flow of people and goods.

As an example of our efforts for contributing to safer and greener planet, we launched new 300 series in 2022.

This is Hino's globally renowned light duty truck with added safety features such as ABS/Airbag and new engine which meets lower and cleaner Euro III emission standards for minimum impact on the environment. Further we will continue our tireless efforts to enhance our products and services to meet ever-changing requirements of the customers and society.

Another important value for us is the safety and welfare of our stakeholders. Together as a family, we will counter every challenge that may come in our way as we have always faced them successfully with our operational efficiency and best management of the human resource.

In the end, I wish our customers and all stakeholders for the best in future endeavors for their respective businesses.

THANK YOU!

Takayuki Kizawa

President and CEO.