

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

January 2016



www.geelyauto.com.hk

Sales Performance

Jan. - Dec. 2015

Overall: 509,863 units, +22% YoY
Domestic: 484,129 units +35% YoY
Exports: 25,734 units -57% YoY

A-segment Sedans
 (EC7+New Emgrand+GC7+SC7+Vision)

332,367 units +45% YoY



SUVs (GX7+SX7+GX9)

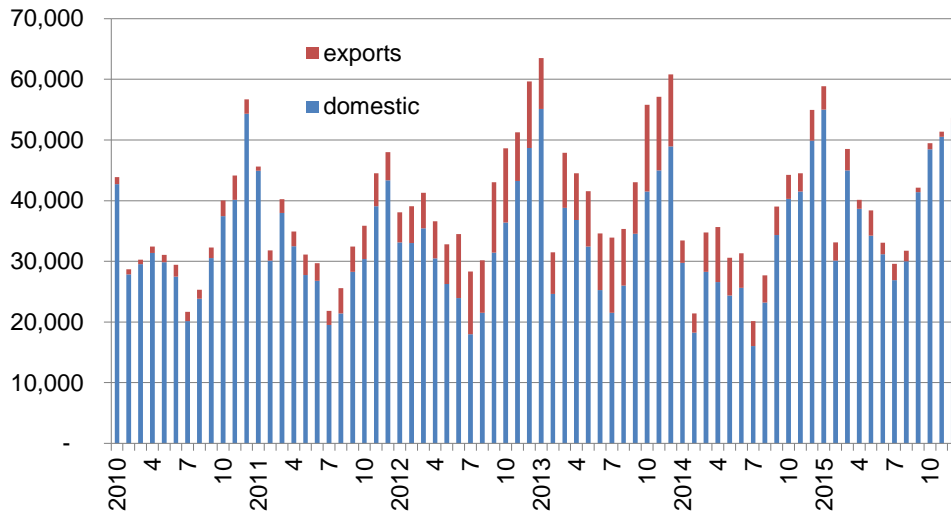
59,950 units -5% YoY



Sales Performance

Jan. - Dec. 2015

Monthly Sales Volume



KingKong

(55,837 units -21%YoY)



Vision

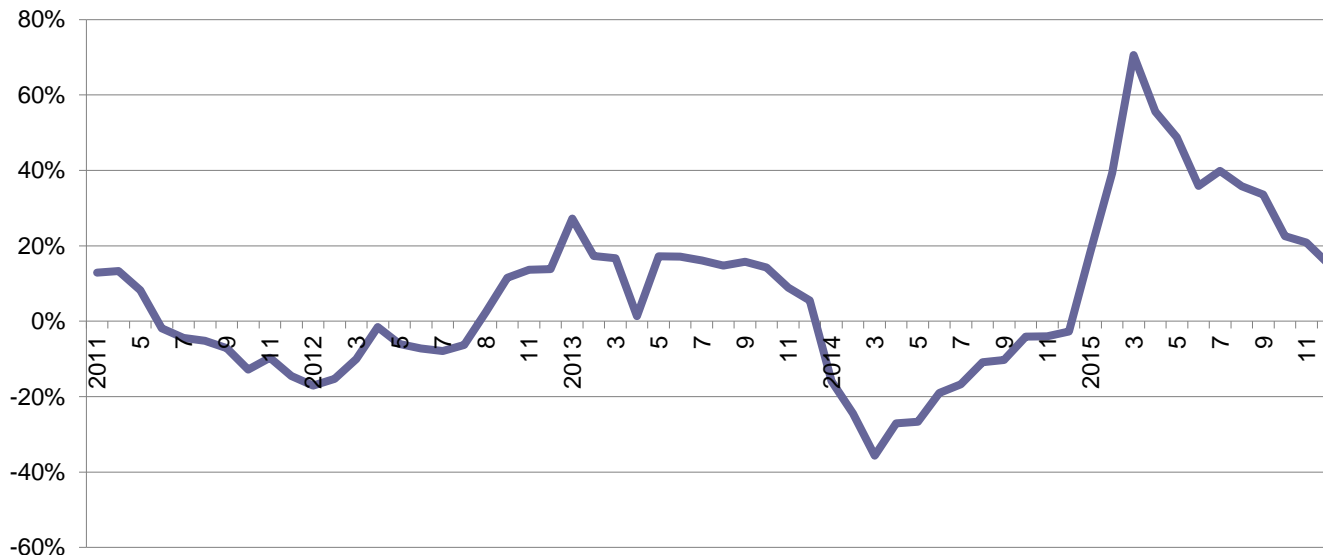
(118,996 units +373%YoY)



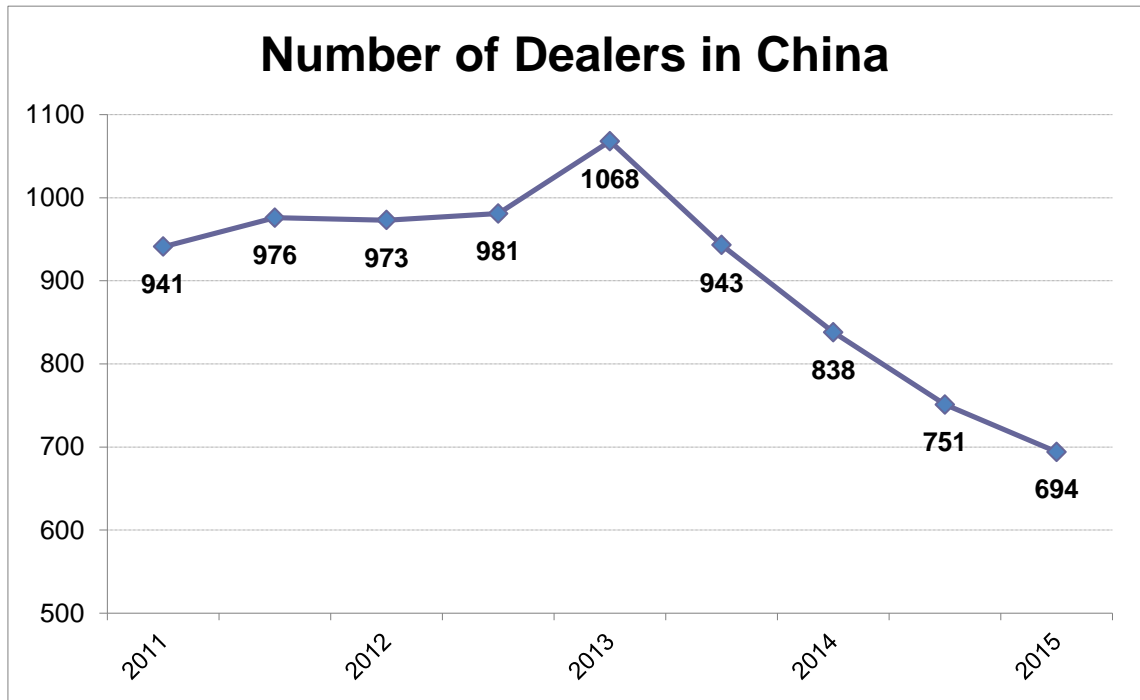
Domestic Market

- Sales volume in China fell 17% in 2014 due to the reshuffle of the sales and marketing system and the major model upgrading cycle, but started to recover since mid-2014
- Sales volume so far in 2015 was boosted by the good response to new models like New Emgrand, New Vision and GC9.

Domestic Sales Volume (3MMA+/-%)



Dealer/Brand Restructuring

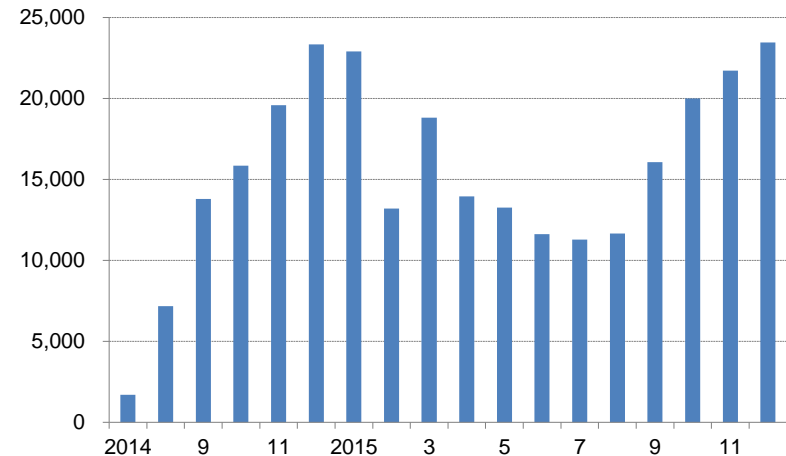


Key Model – New Emgrand



- Enhanced safety & comfort
- New turbo engines with larger power & better fuel efficiency
- New 6-speed manual gearbox
- NVH noise cancellation technology
- Enhanced storage space
- Bosch's V9.0 ABS+EBD
- HHC (Hill Hold Control)
- ESC (Electronic Stability Control)
- G-Netlink infotainment system with voice control
- G-Link mobile connectivity system

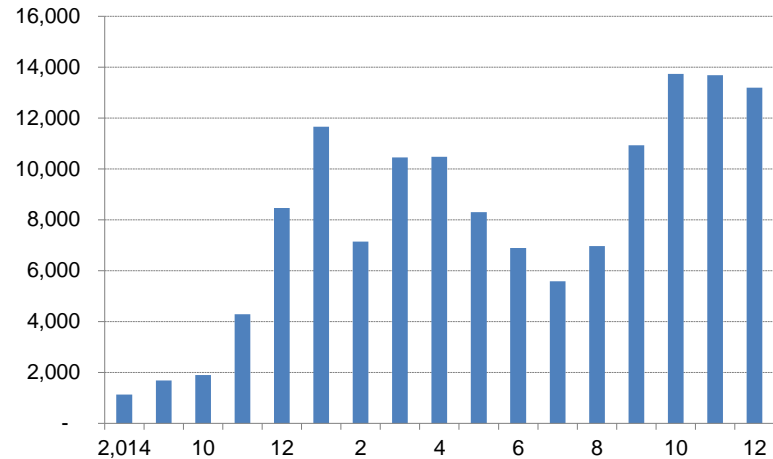
Monthly Sales Volume of New Emgrand



Key Model – New Vision



Monthly Sales Volume of Vision



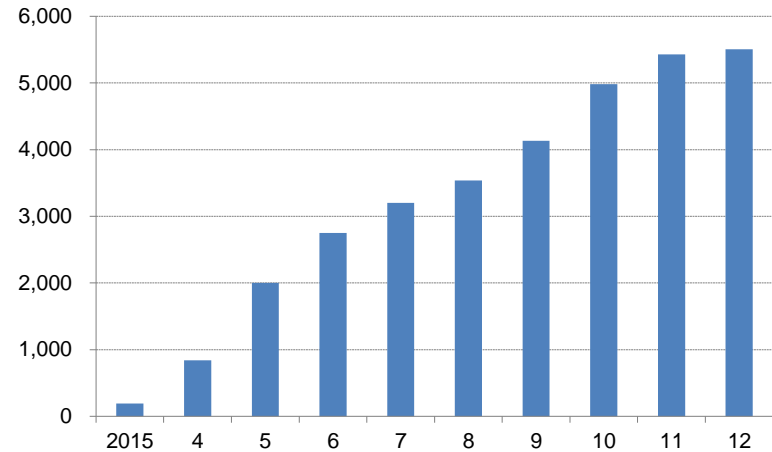
- **Enhanced safety & comfort**
- **More efficient turbo engines**
- **New 6-speed manual gearbox**
- **360° 3-sensor parking assist system**
- **PEPS (Passive Entry/Passive Start)**
- **NVH noise cancellation technology**
- **4 Wheel Disc Brakes**
- **Bosch's V9.0 ABS+EBD**
- **Enhanced storage space**
- **G-Link mobile connectivity system**



New Product – GC9



Monthly Sales Volume of GC9



- New brand image, market positioning & design philosophy
- New 1.8T and 3.5L V6 engines
- Fastback & sporty design
- Top international suppliers
- New manufacturing facilities
- Harman Infinity@ Entertainment
- City Safety, ACC Cruising, PAS Parking, LDW Alert, HUD Display, EPB Brake & AQS Air Quality Control



JLE-4G18TD



Other New Products

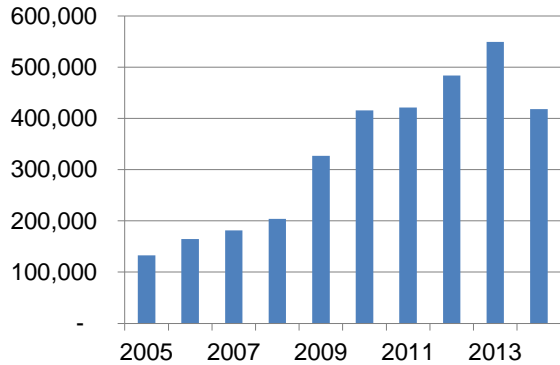
- “Emgrand EV” (launched Nov. 2015)
 - Mid-size SUVs (1H2016)
 - Cross Vehicles (1H2016)
 - 4-door Sedans (1H2016)
 - Compact SUVs (2H2016)
- + upgraded versions of New Emgrand, SC7, GC7, Kingkong, Geely Panda

2016 sales volume target at 600,000 units (+18% over 2015)

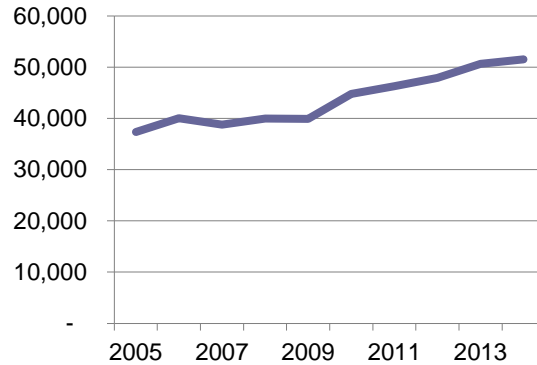


Financial Performance

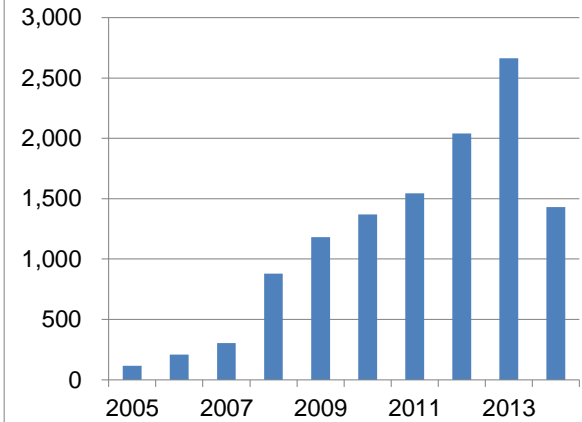
Annual Sales Volume



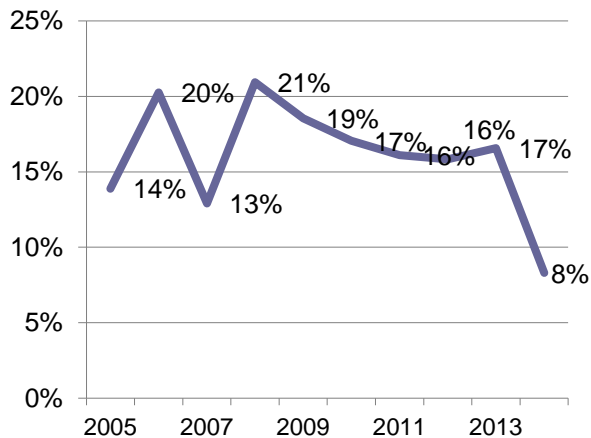
Average Ex-factory Price



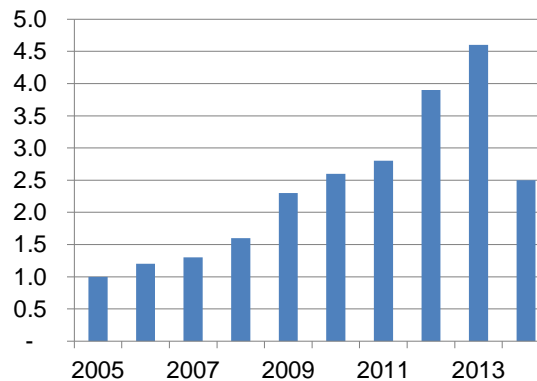
Net Profit



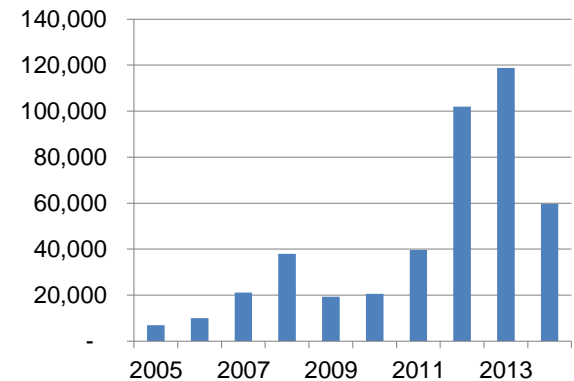
Return on Equity



Cash Dividend Per Share (HK Cents)



Export Sales Volume



2015 Interim Results

6M to June (RMB m)	2015	2014	YoY change
Sales volume (units)	252,107	187,296	+35%
Turnover/Revenue	13,121	10,158	+29%
Gross profit margin ratio*	18.6%	20.3%	-9%
Operating margin ratio**	13.3%	14.4%	-8%
Profit after tax	1,420	1,126	+26%
Attributable profit	1,405	1,113	+26%
Diluted EPS (RMB cents)#	15.90	12.65	+26%

	<u>June-2015</u>	<u>Dec-2014</u>	
Shareholders' equity	18,544	17,288	+7%
Net cash##	5,781	4,739	+22%

* Gross profit margin ratio = gross profit / turnover

** Operating margin ratio = (pre-tax margin before net finance costs, share-based payments and share of results of associates and joint venture) / turnover

Diluted EPS = profit attributable to equity holders of the Company (diluted) / weighted average number of ordinary shares (diluted)

Net cash = all cash / bank deposits – all bank borrowings – senior notes

Strategy

Products	<ul style="list-style-type: none">• Platform and modular architecture;• Focus on powertrain technology;• In-house international design capabilities;• Joint product architecture with Volvo Car;• Gradual transition from hybrid to pure electric;• Focus on EV, PHEV & HEV to speed up new energy product offerings• Strategic alliance to upgrade technologies
Services	<ul style="list-style-type: none">• 694 dealers in China;• 31 sales agents, 464 sales and service outlets in 31 oversea countries;• Vehicle finance JV with BNP Paribas Personal Finance
Branding	<ul style="list-style-type: none">• 3-year transition period from three brands to single brand;• Single brand for export markets

Customer Service Satisfaction



J.D.Power Asia Pacific 2015 China Customer Service Index (CSI) StudySM

Brand	Points#	Overall Rank	Sector Rank*
Geely	715	13	5
Mass Market Average	664		

based on a 1,000-point scale and study of 68 passenger vehicle brands in China

* ranking amongst Chinese domestic brands

Source: J.D.Power Asia Pacific 2015 China Customer Service Index (CSI) StudySM

Vehicle Quality & Dependability



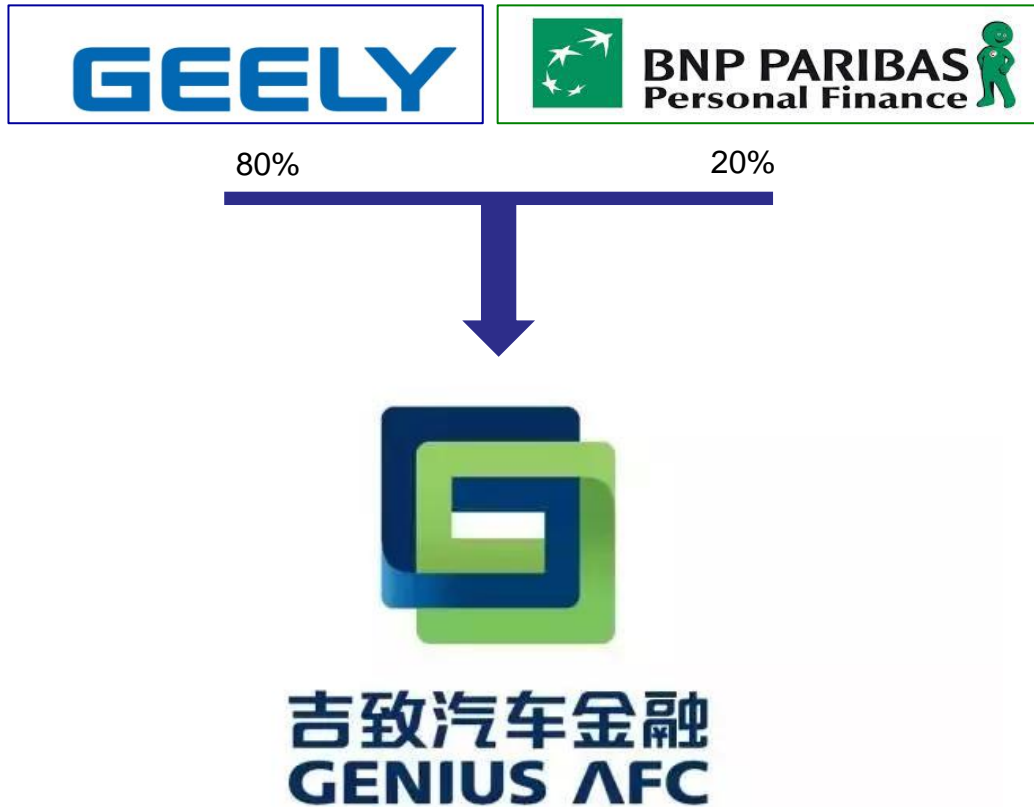
**J.D.Power Asia Pacific 2015 China
Initial Quality StudySM (IQS)
Vehicle Dependability StudySM (VDS)**

Study	Segment	Model	Segment Rank
IQS#	Compact	Geely Kingkong	3
VDS^	Mass Market	Geely	14 <small>(152 pp100 vs. average of 160)</small>
VDS^	Compact Mini	Geely Panda	1

based on evaluations from 21,707 owners of new vehicles purchased between October 2014 and June 2015, including 270 different models from 71 different brands;

^ based on evaluations from 17,534 owners of vehicle purchased between May 2011 and August 2012, including 160 different models from 59 different brands

Auto Finance Joint Venture



- Located in Shanghai
- RMB900m registered capital
- Wholesales financing solutions to dealers
- Retail financing solutions to end-customers
- Focusing on Tier-1 & -2 cities initially
- Supporting both Geely and Volvo Car brands
- Progressively covering the whole China market

New Energy Vehicles



JL7001BEV



KD-5011



Zhidou

Partnership
to Speed up
Electrication
Offerings

Kandi JV
Xindayang
JV

Pure Electric
+
Plug-in Hybrids



EC7 - EV



EC7 - Petro
Hybrid



Emgrand Cross
Plug-in Hybrid

New Energy Strategy



*Energy Efficiency < 5.0L/100Km
by 2020*



*Affordable PHEVs at Prices of Traditional
Cars*



*New Energy Vehicles = 90% of Total Sales
(PHEV/HEV:65% EV:35%)*



*Successful Development of Hydrogen/Metal
Fuel Battery Vehicles*



*Leading New Energy, Smart Car and Light
Weight Technologies*

New Product – Emgrand EV



- **Power: 95kw**
- **Torque: 250 Nm**
- **Top Speed: 140km/h**
- **Acceleration: 4.3s (0-50km/h)**
- **Range: 330km @ 60km/h**
- **Range: 253km (combined)**
- **Battery Capacity: 45kWh (NCM)**
- **Two Charging Ports: Slow (14 hours) / Fast (48 minutes)**



Geely Automobile in Figures

Year started:	1998
Total workforce:	19,217 (on 30/6/2015)
Manufacturing facilities:	7 plants in China + 1 JV plant in Belarus + 1 JV plant in Uruguay
Products:	13 major models under 5 platforms
Distribution network:	694 dealers in China; 31 sales agents, 464 sales and service outlets in 31 oversea countries
2014 sales volume:	417,851 units (86% in China market)
2014 revenues:	US\$3.5 billion
Market Capitalization:	US\$4.3 billion (5 January 2016)

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