

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

July 2015

www.geelyauto.com.hk

Sales Performance

1st Half 2015

Overall: 252,107 units, +35% YoY
Domestic: 234,224 units +53% YoY
Exports: 17,883 units -48% YoY

A-segment Sedans
(EC7+Xindihao+GC7+SC7+Vision)

162,176 units +68% YoY



SUVs (GX7+SX7+GX9)

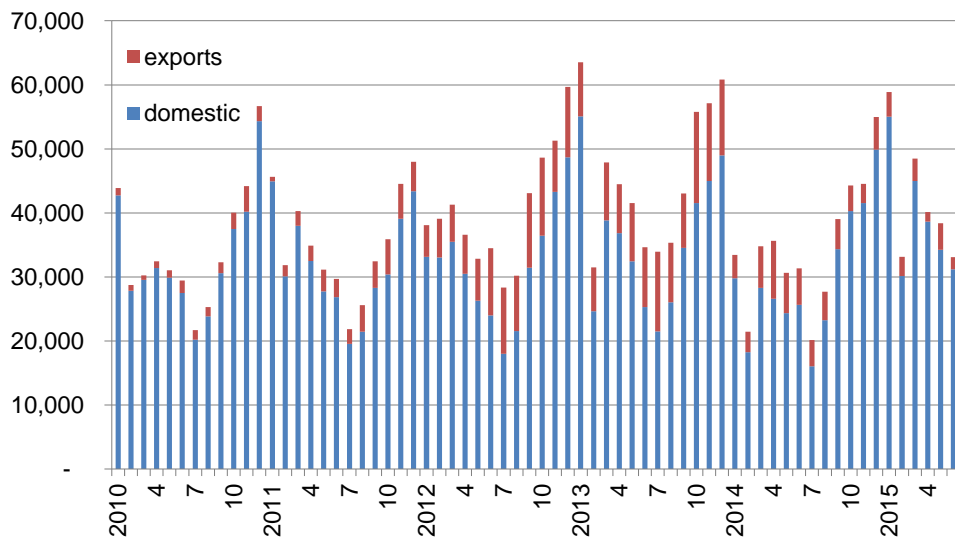
34,791 units +19% YoY



Sales Performance

1st Half 2015

Monthly Sales Volume



KingKong

(30,971 units +1%YoY)



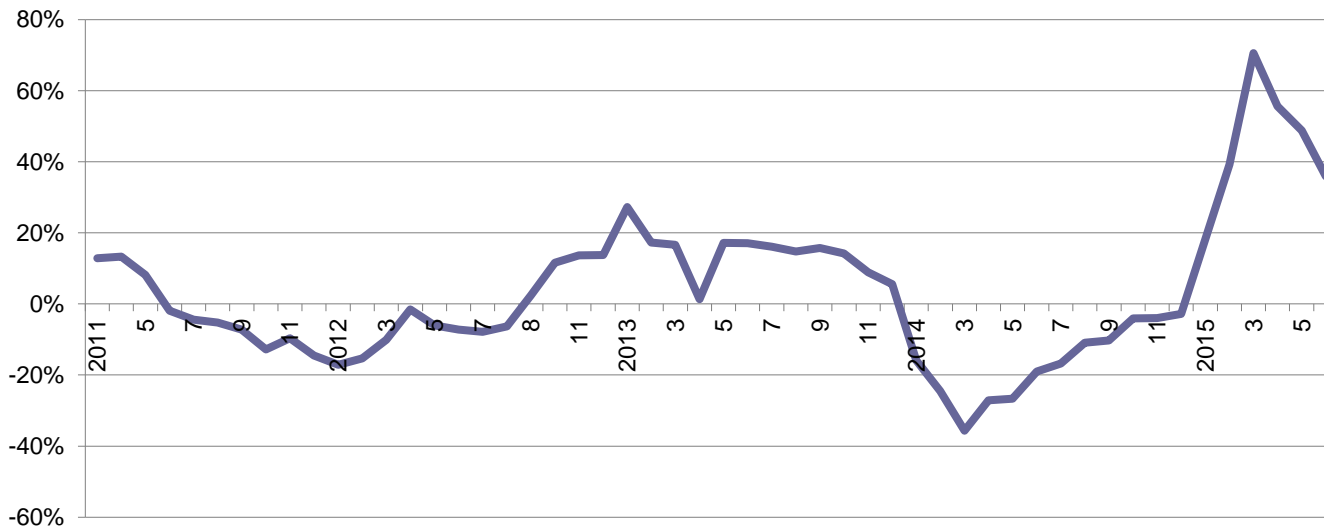
Vision

(54,924 units +702%YoY)

Domestic Market

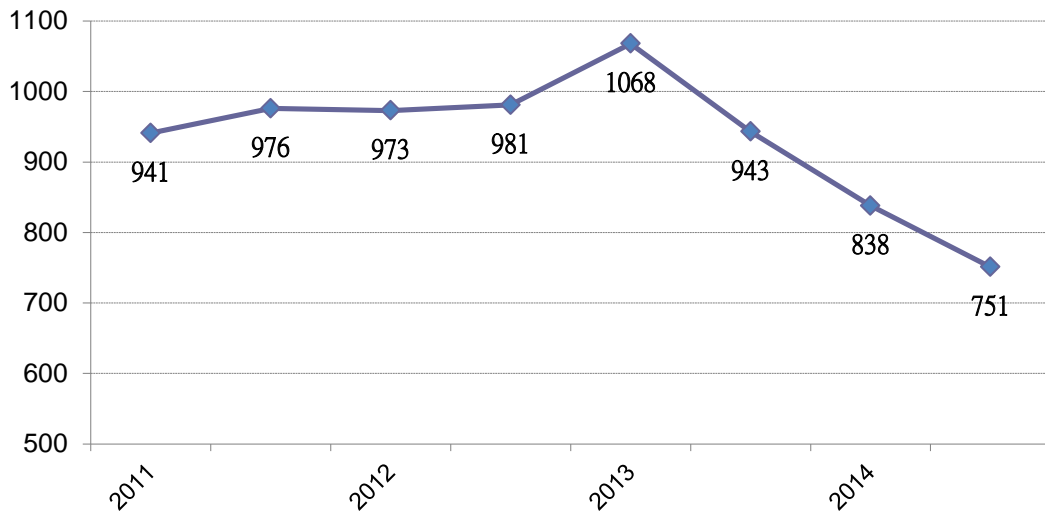
- Sales volume in China fell 17% in 2014 due to the reshuffle of the sales and marketing system and the major model upgrading cycle, but started to recover since mid-2014
- Sales volume in first half of 2015 was boosted by the good response to new models like Xindi hao and New Vision.

Domestic Sales Volume (3MMA+/-%)



Dealer/Brand Restructuring

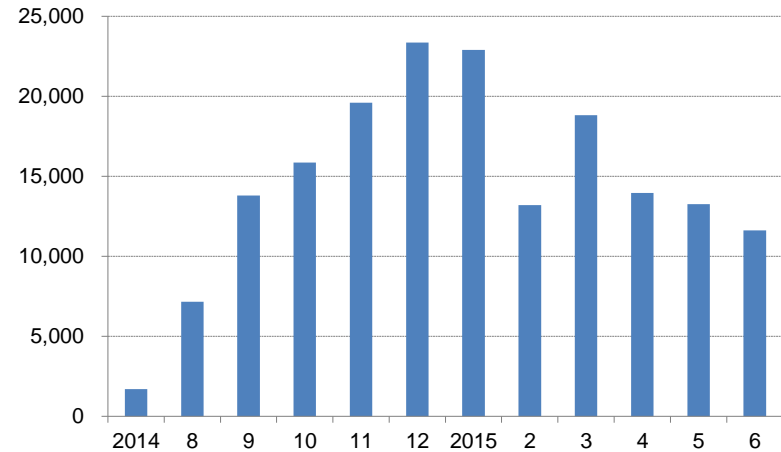
Number of Dealers in China



New Product - Xindihaio



Monthly Sales Volume of Xindihaio



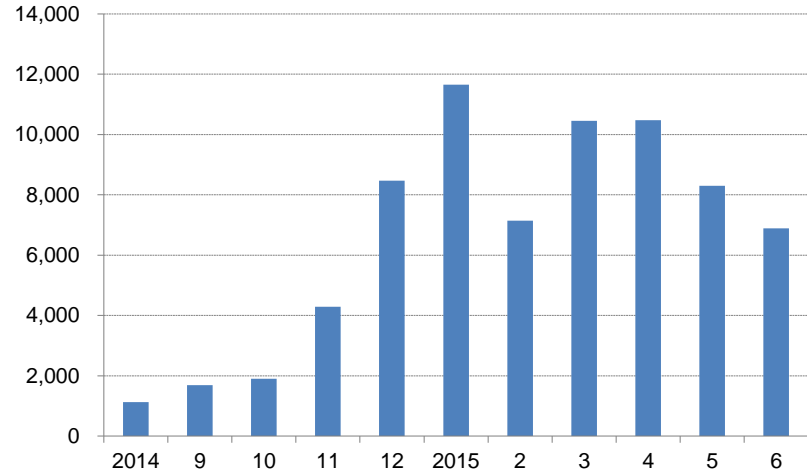
- Enhanced safety & comfort
- New turbo engines with larger power & better fuel efficiency
- New 6-speed manual gearbox
- NVH noise cancellation technology
- Enhanced storage space
- Bosch's V9.0 ABS+EBD
- HHC (Hill Hold Control)
- ESC (Electronic Stability Control)
- G-Netlink infotainment system with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



New Product – 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



Engine:	1.8T, 2.4L, 3.5L V6
Transmissions:	6AT
Dimension:	4956/1861/1513
Wheelbase:	2850
Power:	122Kw (1.8T) 205Kw (3.5L V6)
Max. Torque:	250/1500 N.m/rpm (1.8T) 326/4700 N.m/prm (3.5L)
MSRP:	RMB119,800-229,800

- **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**



Other New Products

- **GC9 B-segment Sedans (launched)**
- **Emgrand Electric Vehicles (2H 2015)**
- **Emgrand SUVs (end 2015)**
- **Compact SUVs (end 2015)**
- **Emgrand Cross Vehicles (early 2016)**
- **Emgrand 4-door Sedans (early 2016)**

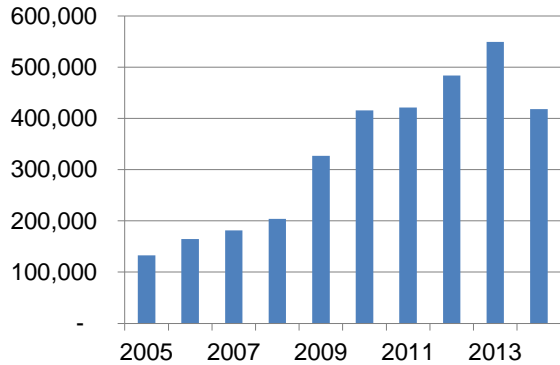
+ upgraded versions of SC7, GC7, Kingkong, Geely Panda

2015 Sales Target at 450,000 units, up 8% YoY

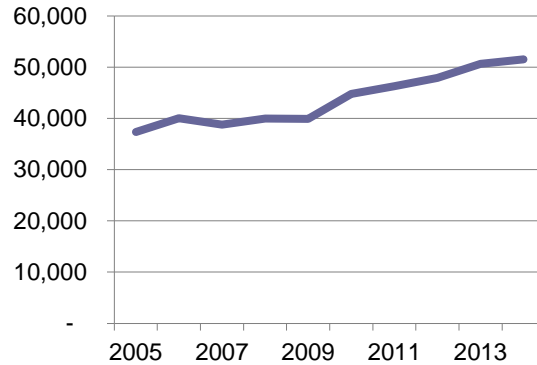


Financial Performance

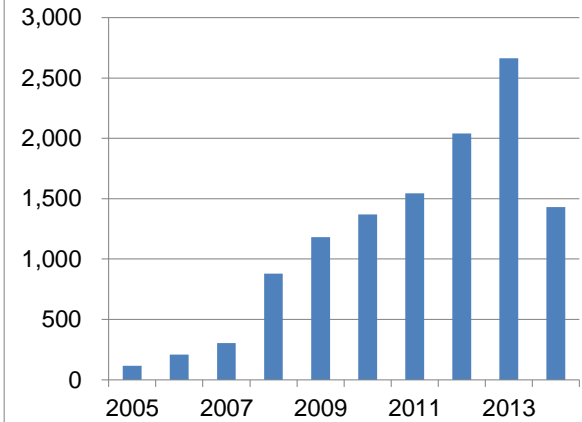
Annual Sales Volume



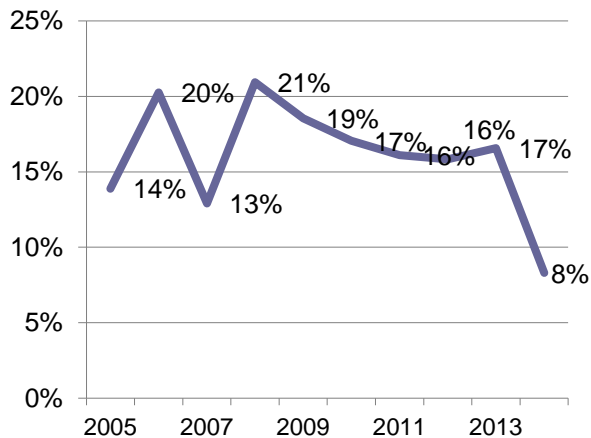
Average Ex-factory Price



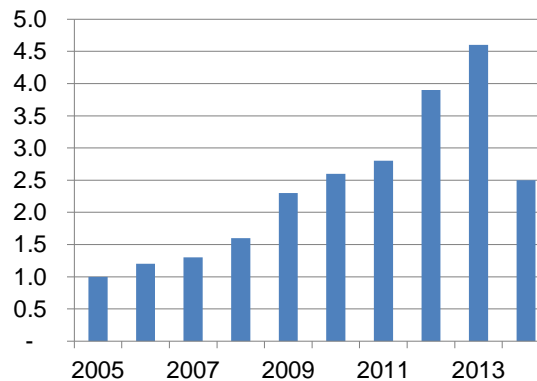
Net Profit



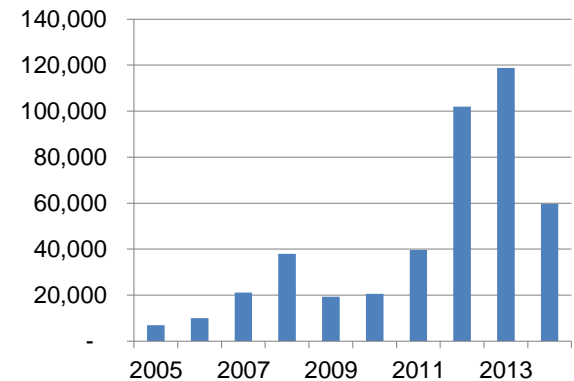
Return on Equity



Cash Dividend Per Share (HK Cents)



Export Sales Volume



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;• Partnership to speed up electrification offerings;• Strategic alliance to upgrade technologies
Services	<ul style="list-style-type: none">• 751 dealers in China;• 38 sales agents, 476 sales and service outlets in 35 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 2014 China Customer Service Index (CSI) StudySM

Brand	Points#	Overall Rank	Sector Rank*
Geely	847	17	5
	(+8 YoY)		
Mass Market Average	824		

based on a 1,000-point scale and study of 67 passenger vehicle brands in China

* ranking amongst Chinese domestic brands

Source: J.D.Power Asia Pacific 2014 China Customer Service Index (CSI) StudySM

Vehicle Quality, Attractiveness, Dependability



J.D.Power Asia Pacific 2014 China
Initial Quality StudySM (IQS)
Automotive Performance, Execution & Layout (APEAL) StudySM
Vehicle Dependability StudySM (VDS)

Study	Segment	Model	Segment Rank
IQS#	Compact	Free Cruiser	3
APEAL*	Compact	Free Cruiser	1
VDS^	Compact	Geely Kingkong	1

based on evaluations from 21,311 owners of new vehicles purchased between October 2013 and June 2014, including 212 different models from 62 different brands;

* based on evaluations from 20,731 owners of new vehicles purchased between October 2013 and June 2014, including 212 different models from 62 different brands;

^ based on evaluations from 17,054 owners of vehicle purchased between June 2010 and August 2011, including 155 different models from 55 different brands

Automaker Brand Websites



J.D.Power Asia Pacific 2014 China Brand Website Evaluation (BWES) StudySM

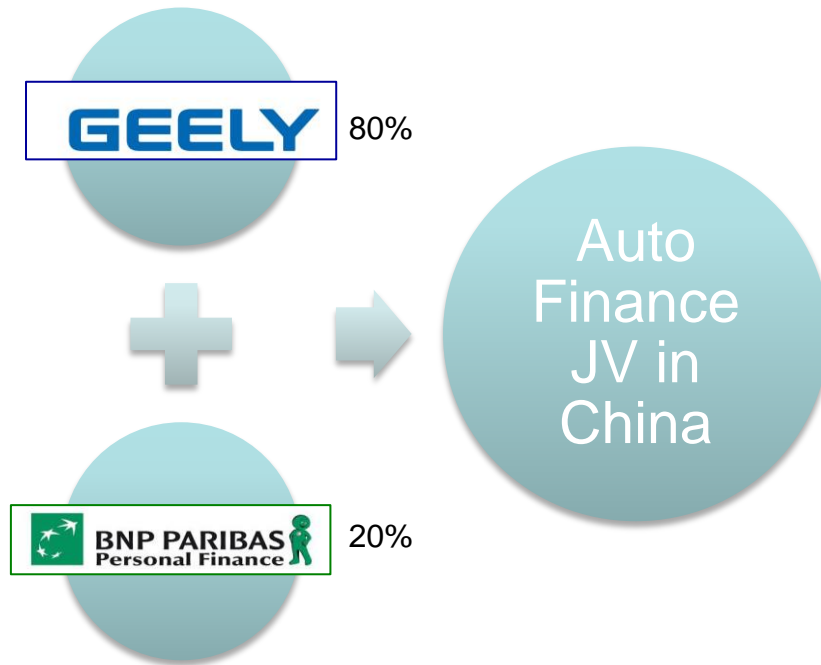
Brand	Points#	Overall Rank	Sector Rank*
Geely	802	2	1
Industry Average	752		

based on a 1,000-point scale and study of 3,677 new-vehicle intenders and 29 brand websites

* ranking amongst Chinese domestic brands

Source: J.D.Power Asia Pacific 2014 China Brand Website Evaluation (BWES) StudySM

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 Electrification Offerings

Kandi JV
Xindayang JV

Gradual Transition from Hybrid to Pure Electric



EC7 - EV



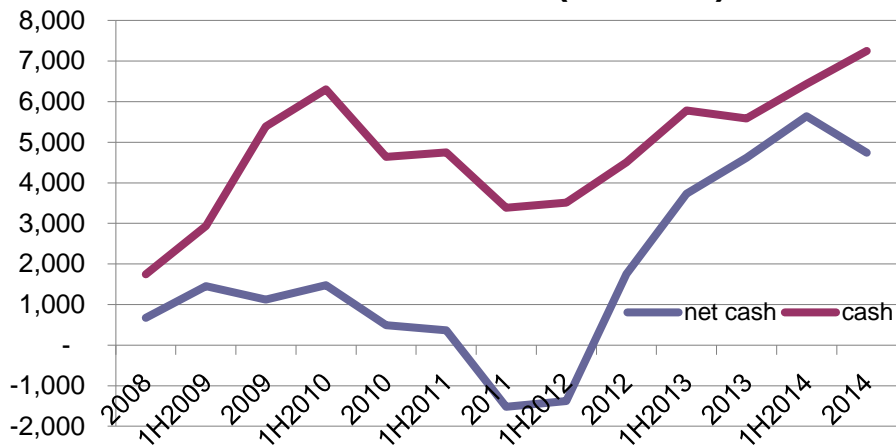
EC7 - Petro Hybrid



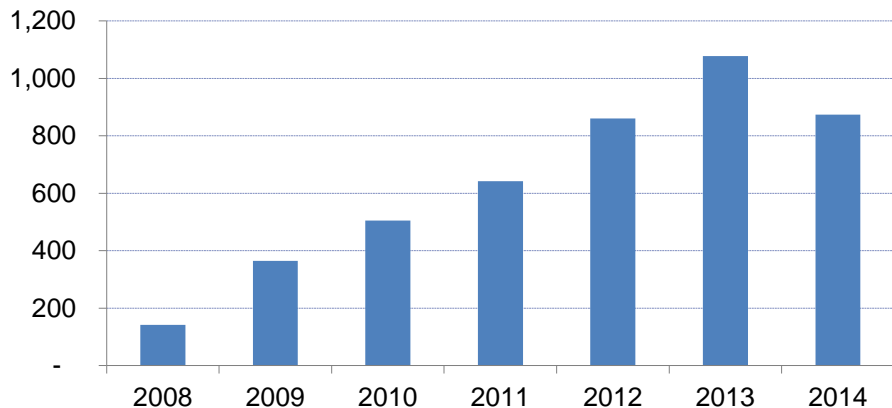
Emgrand Cross Plug-in Hybrid

Finance

Cash Position (RMB m)



Depreciation/Amortization (RMB m)



- Issue of US\$300M 5.25% 5-year senior notes to reduce funding costs and widen funding sources
- Asset disposals to optimize asset size and improve operating efficiency
- Intangible assets up 31% due to continued investments in R&D
- Total cash level reached record high at the end of 2014

Outlooks

- Restructuring of dealer network has strengthened our execution capability in delivering quality services and products to customers
- Cooperation with Volvo Car has helped to narrow brand, technology and service quality gap with international players
- Product offerings should be further enhanced by upgrading of existing platform and adoption of modular architectures from 2016
- Six brand new models over the next 12 months
- Sales volume is expected to resume growth in 2015 (+8% YoY)

Geely Automobile in Figures

Year started:	1998
Total workforce:	18,481 (on 31/12/2014)
Manufacturing facilities:	6 plants in China + 1 plant in Belarus + 1 plant in Uruguay
Products:	13 major models under 5 platforms
Distribution network:	751 dealers in China; 38 sales agents, 476 sales and service outlets in 35 oversea countries
2014 sales volume:	417,851 units (86% in China market)
2014 revenues:	US\$3.5 billion
Market Capitalization:	US\$3.9 billion (7 July 2015)

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