

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

September 2015



www.geelyauto.com.hk

Sales Performance

First Seven Months in 2015

Overall: 281,685 units, +36% YoY
Domestic: 261,111 units +55% YoY
Exports: 20,574 units -46% YoY

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

179,470 units +71% YoY



SUVs (GX7+SX7+GX9)

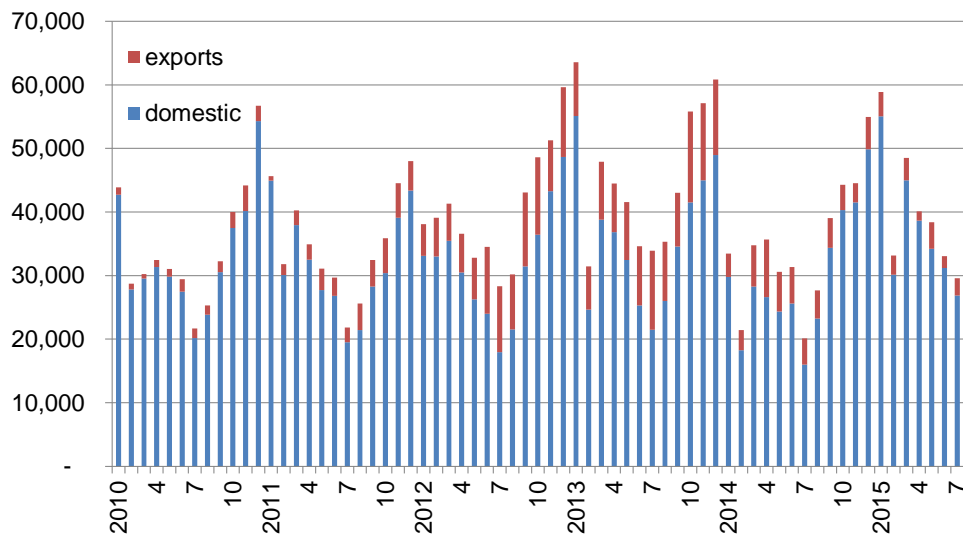
38,305 units +15% YoY



Sales Performance

First Seven Months in 2015

Monthly Sales Volume



KingKong

(33,355 units -5%YoY)



Vision

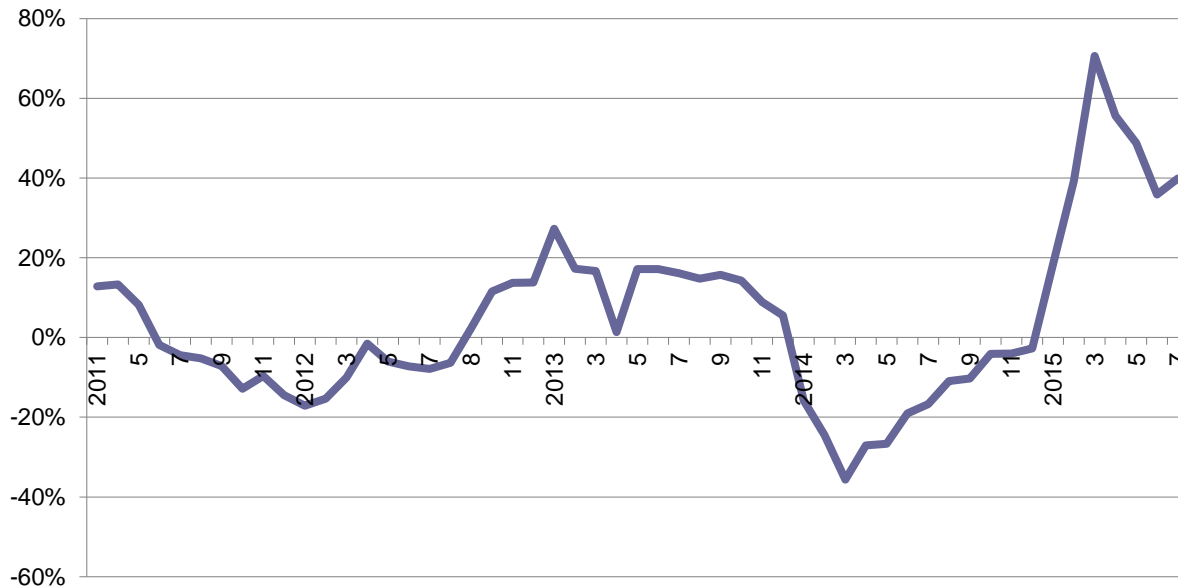
(60,503 units +691%YoY)

爱卡网
XCAR.COM

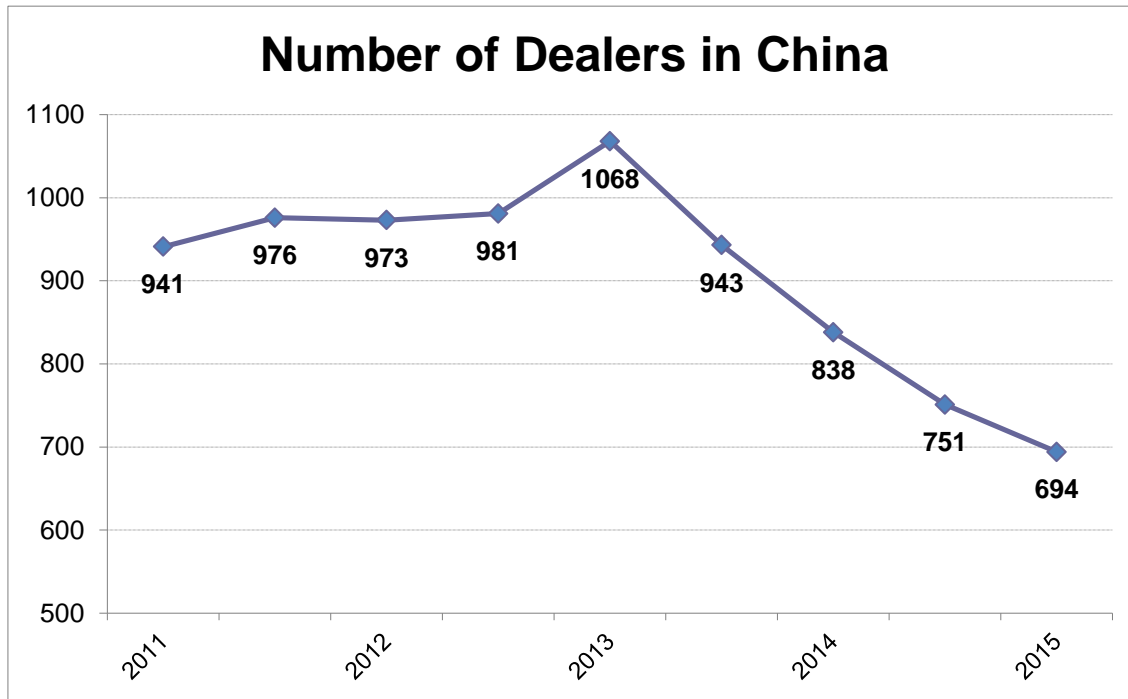
Domestic Market

- 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

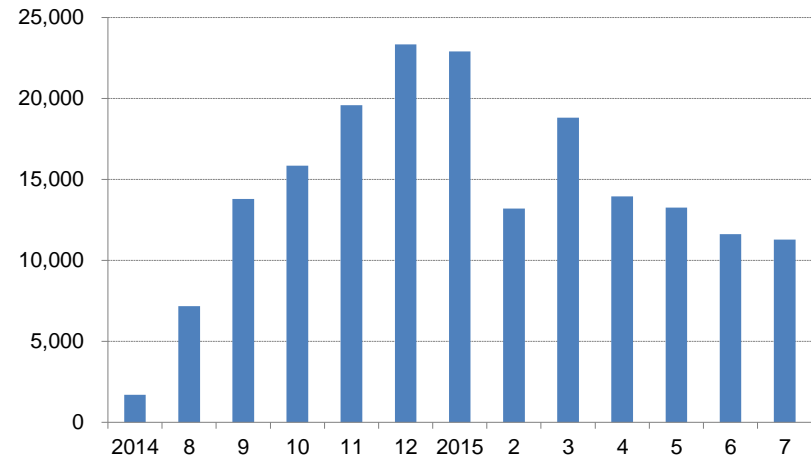


New Product – New Emgrand



- 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

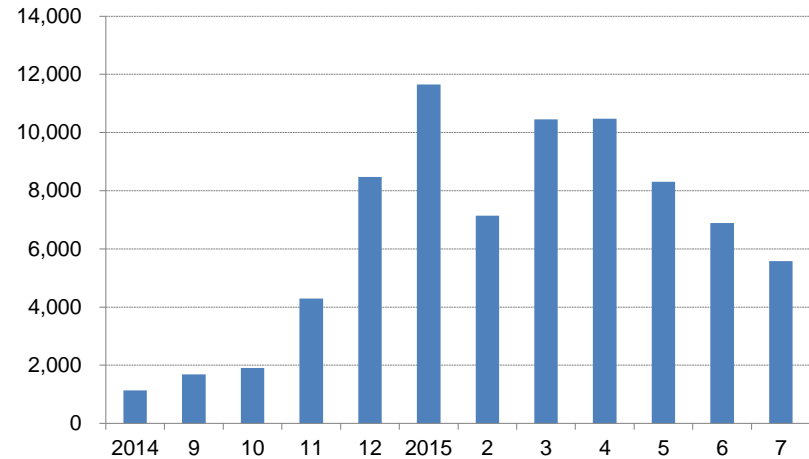
Monthly Sales Volume of New Emgrand



New Product – New Vision



Monthly Sales Volume of Vision



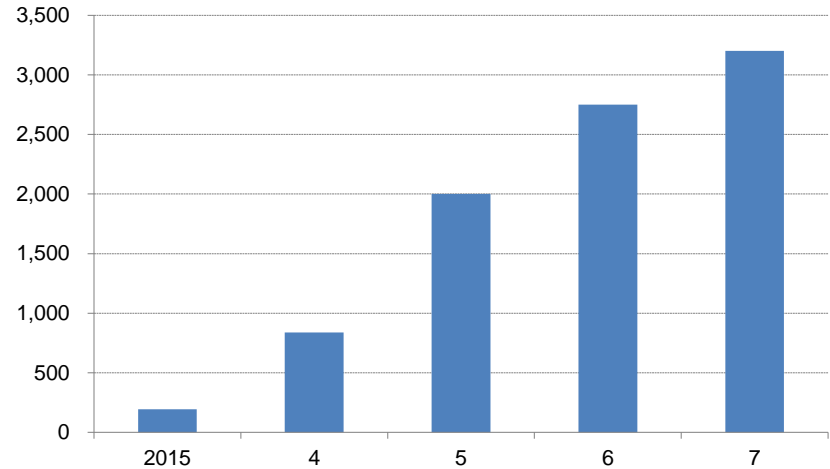
- **Enhanced safety & comfort**
- **More efficient turbo engines**
- **New 6-speed manual gearbox**
- **360° 3-sensor parking assist system**
- **PEPS (Passive Entry/Passive Start)**
- **NVH noise cancellation technology**
- **4 Wheel Disc Brakes**
- **Bosch's V9.0 ABS+EBD**
- **Enhanced storage space**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



New Product – GC9



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**



Other New Products

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

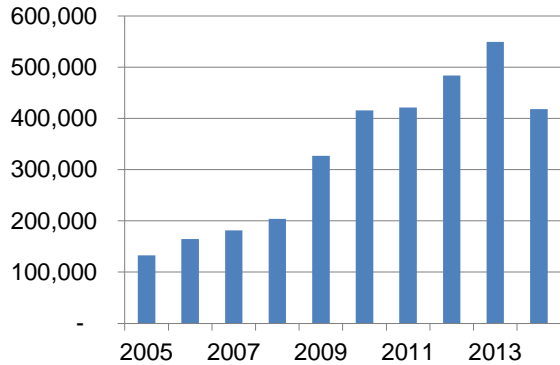
+ upgraded versions of SC7, GC7, Kingkong, Geely Panda

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

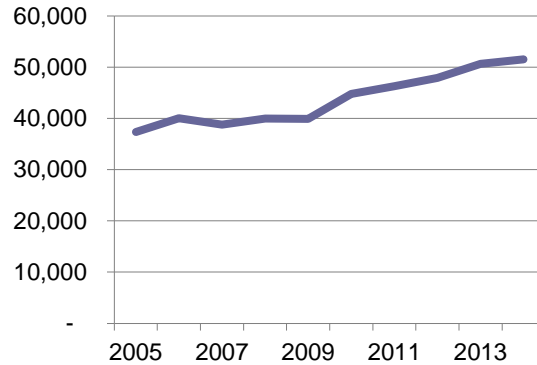


Financial Performance

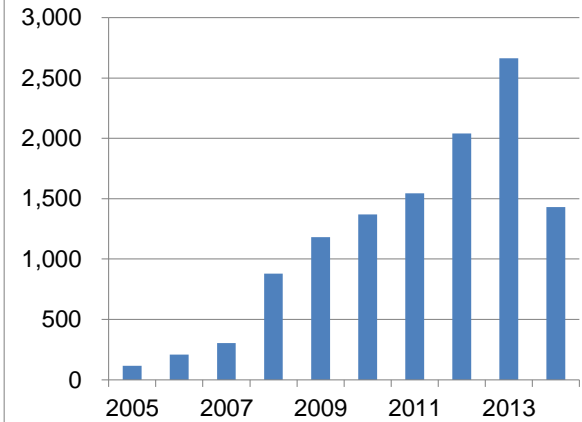
Annual Sales Volume



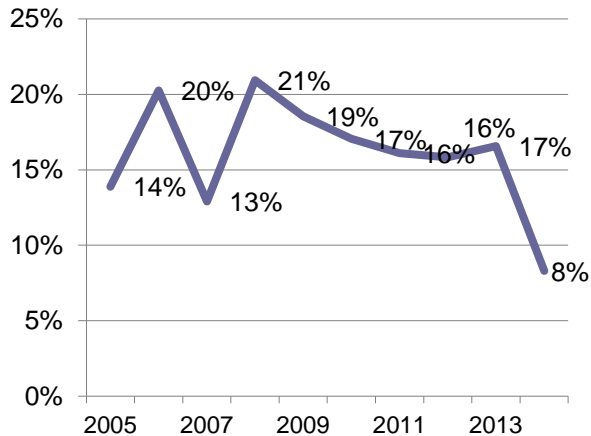
Average Ex-factory Price



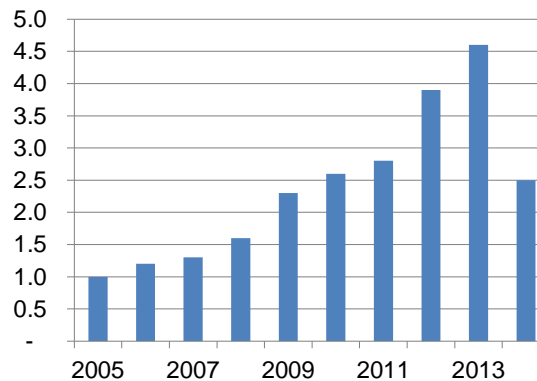
Net Profit



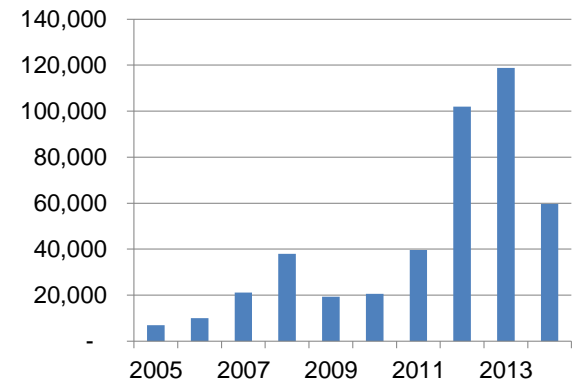
Return on Equity



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">• 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, 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

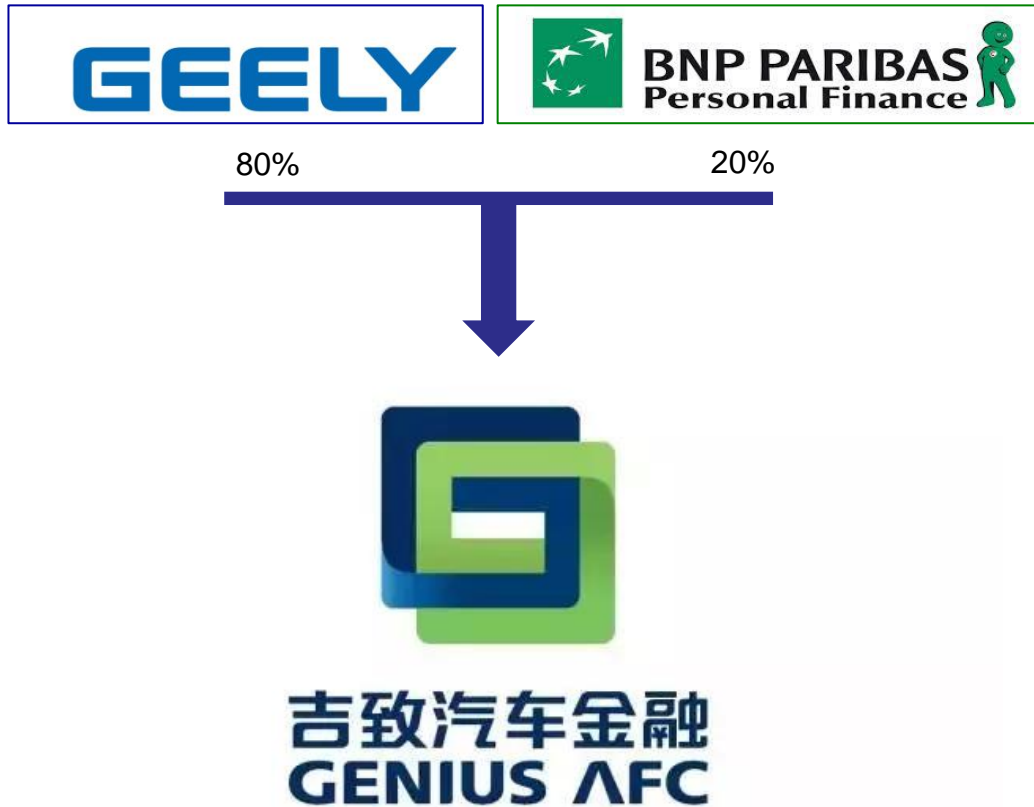
Brand	Points#	Overall Rank	Sector Rank*
Geely	802	2	1
Industry Average	752		

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

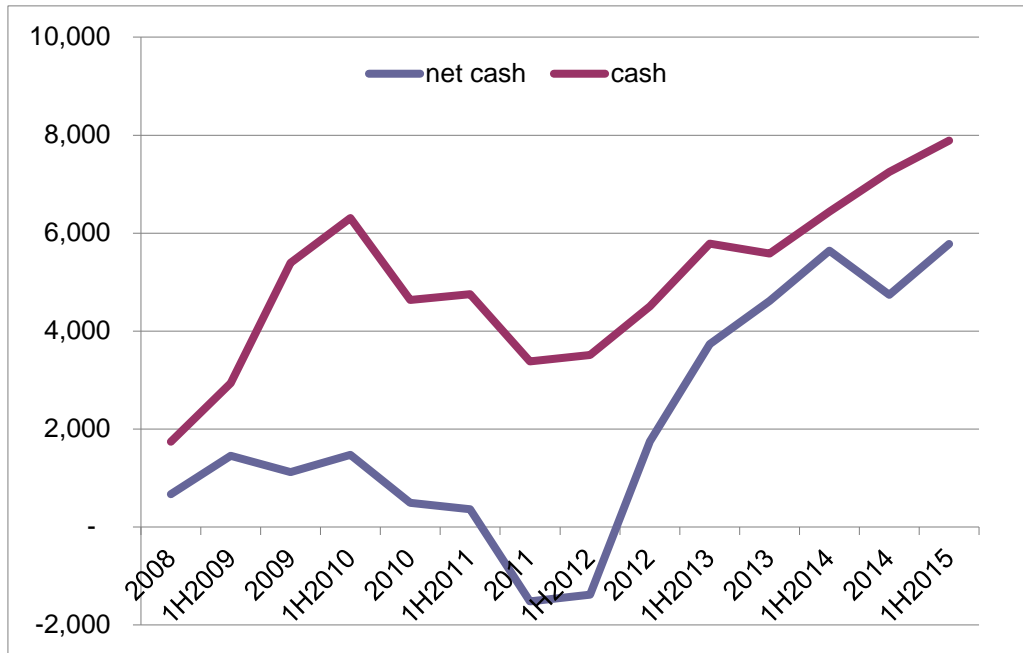


EC7 - Petro Hybrid



Emgrand Cross Plug-in Hybrid

Balance Sheet



- 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 8% in 1H2015 due to continued investments in R&D
- Total cash level reached record high at the end of June 2015

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
- At least five brand new models over the next 12 months
- Maintain overall sales volume growth target at 8% YoY in 2015

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\$2.8 billion (24 August 2015)

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