

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

April 2015



www.geelyauto.com.hk

Sales Performance

January-February 2015

Overall: 92,022 units, +67% YoY

Domestic: 85,177 units +77% YoY

Exports: 6,845 units +0.2% YoY

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

60,706 units +89% YoY



SUVs (GX7+SX7+GX9)

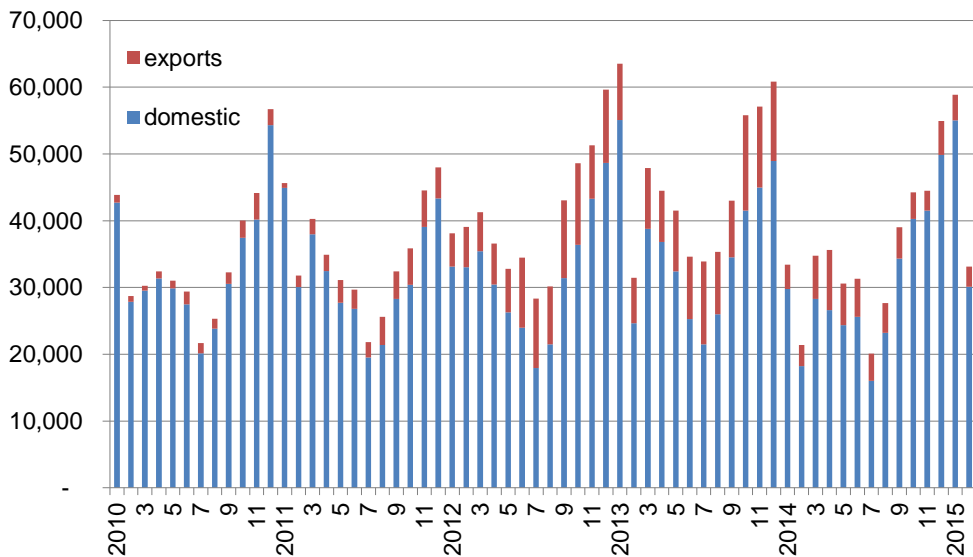
12,136 units +124% YoY



Sales Performance

January-February 2015

Monthly Sales Volume



KingKong

(11,701 units +27%YoY)



Vision

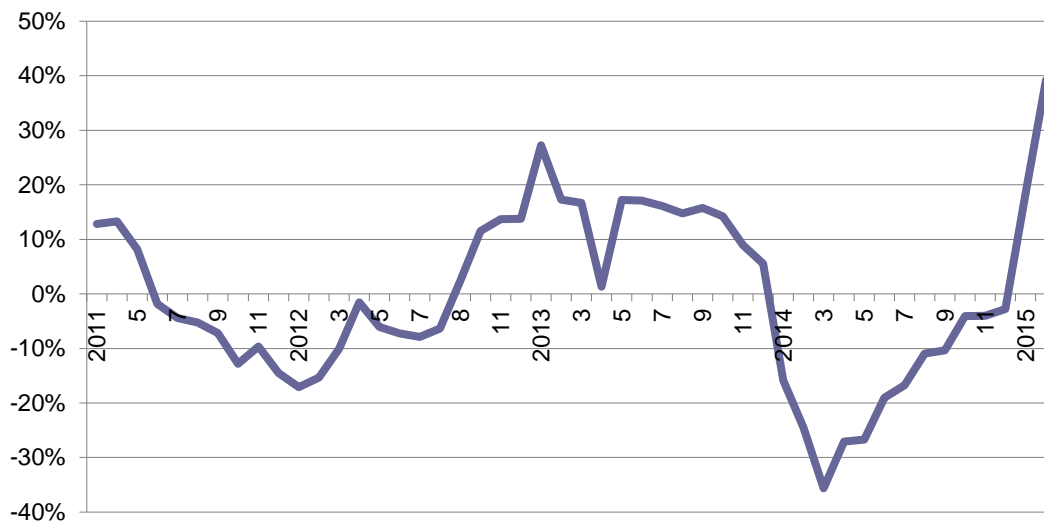
(18,800 units +766%YoY)



Domestic Market

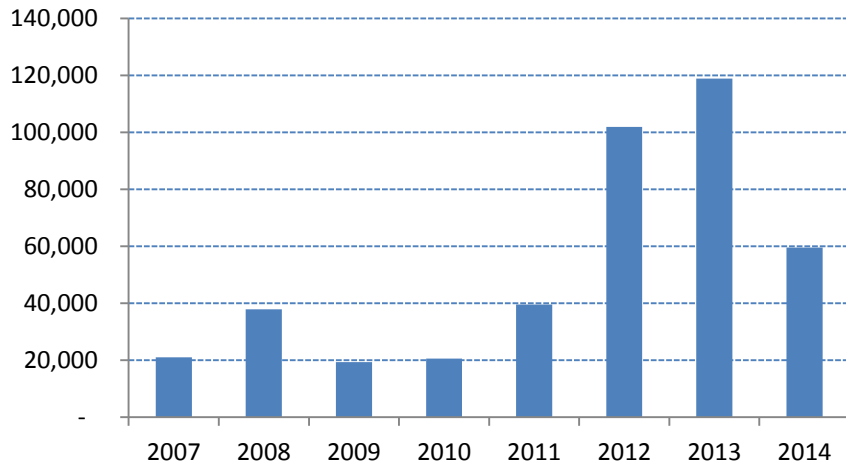
- Sales volume in China fell 17% in 2014 due to the reshuffle of the sales and marketing system and the major model upgrading cycle, but started to recover since mid-2014
- Sales volume in first two months of 2015 was boosted by the good response to new models like Xindi hao and New Vision.

Domestic Sales Volume (3MMA+/-%)

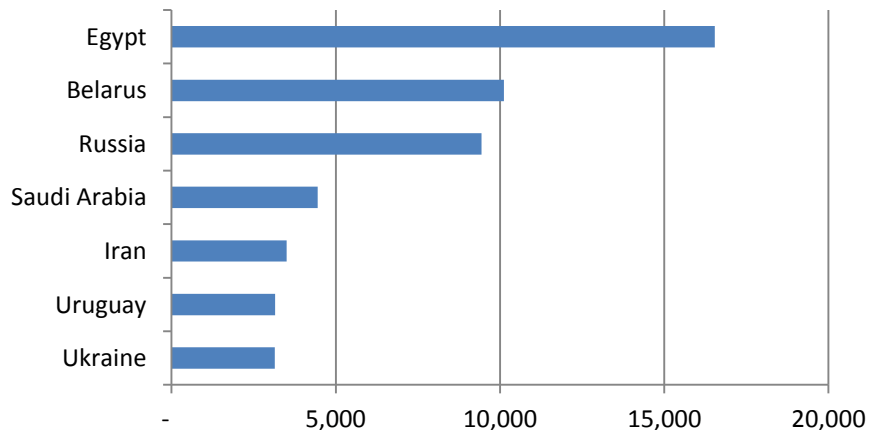


Exports

Export Sales Volume
(units)

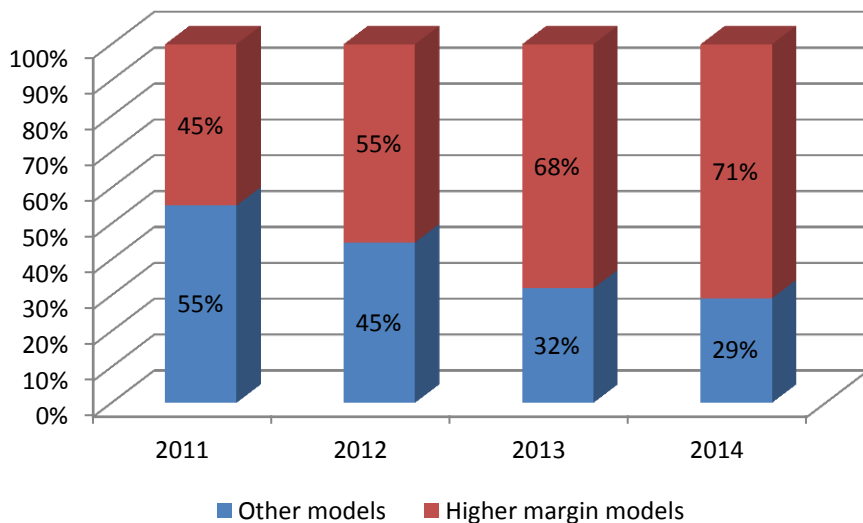


Top Export Destinations
(2014)



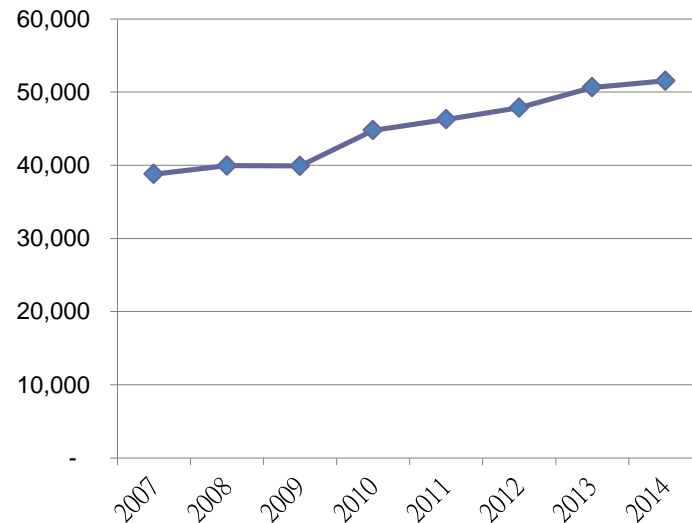
Emgrand7 (EC7) is the most popular export model, accounting for 45% of the total exports volume in 2014

Product Mix Improvement



Higher margin models include EC7, SC7, GC7, Vision, Xindihao, GX7, SX7 and GX9

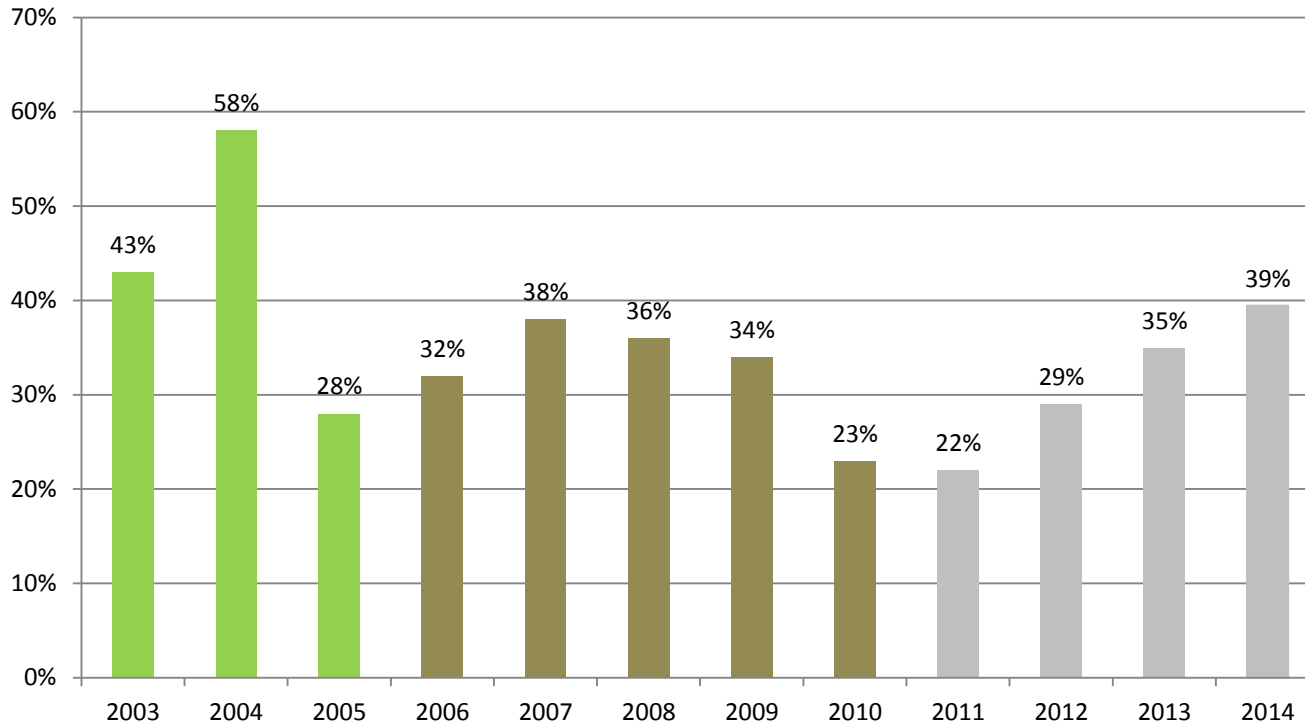
Average Selling Prices (RMB)



As a result of the success of Xindihao, higher margin models account for 71% of Geely's total sales volume in 2014, and ASP was up 30% over the last five years

Most Popular Models

(% of total sales volume)



Haoqing
1.0L, 1.3L
RMB30-43K



Free Cruiser
1.0L, 1.3L
RMB35-45K



EC7/Xindihao
1.3T, 1.5L, 1.8L
RMB70-114K

New Products – Xindihaio



2013 EC7



2014 Xindihaio

Engine:	1.5L, 1.8L petro engines
Transmissions:	5MT, CVT
Dimension:	4635/1789/1470
Wheelbase:	2650
Power:	80/6000(Kw/rpm) (1.5L) 98/6000(Kw/rpm) (1.8L)
Max. Torque:	140/4400 N.m/rpm (1.5L) 170/4400 N.m/rpm (1.8L)
Fuel efficiency:	6.0L/100km (1.5L) 7.2L/100km (1.8L)
MSRP:	RMB71,800-113,800

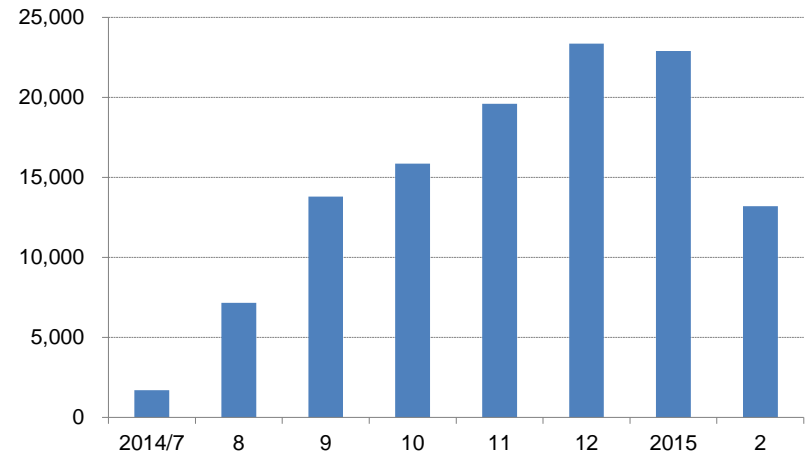
Engine:	1.3L Turbo engines; 1.5L petro engines
Transmissions:	6MT, CVT
Dimension:	4631/1789/1470
Wheelbase:	2650
Power:	98/5500(Kw/rpm) (1.3T)
Max. Torque:	185/2000-4500 N.m/rpm (1.3T)
Fuel Efficiency:	5.7L/100km (1.3T, 6MT) 5.9L/100km (1.3T, CVT)
MSRP:	RMB69,800-100,800

New Product - 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

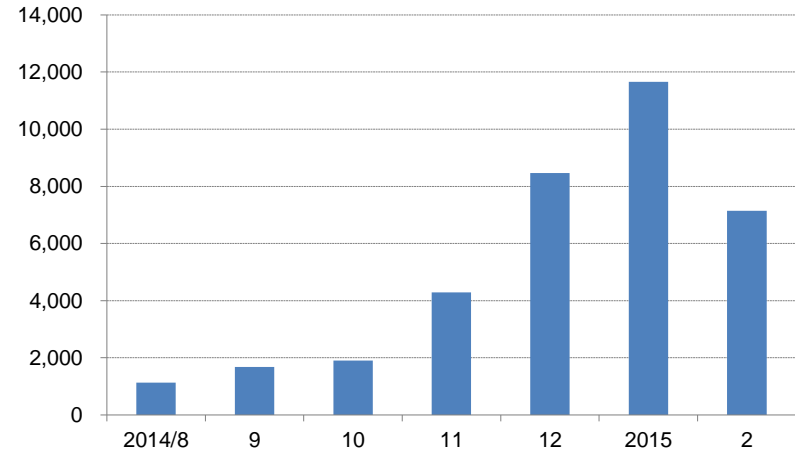
Monthly Sales Volume of Xindihaio



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, 3.5L V6 engines
Transmissions:	6AT
Dimension:	4956/1861/1513
Wheelbase:	2850
Power:	120Kw (1.8T) 180Kw (3.5L V6)
Max. Torque:	250/1500 N.m/rpm (1.8T) 326/4700 N.m/prm (3.5L)
MSRP:	RMB146,800-178,800

- **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**



New Products – Engines



JLB-4G15



JLB-4G13T

No. of cylinders:	4
Displacement:	1.498 L
Power	75/6000 KW/rpm
Max. Torque:	141/3800~4200 N.m/rpm
Emission:	Euro V

No. of cylinders:	4
Displacement:	1.299 L
Power	98/5500 KW/rpm
Max. Torque:	185/2000~4500 N.m/rpm
Emission:	Euro V



Other New Products

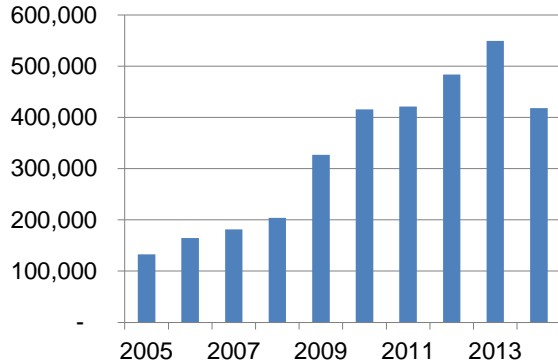
- **GC9 B-segment Sedans (March 2015)**
 - **Emgrand Electric Vehicles (mid-2015)**
 - **Emgrand SUVs (end 2015)**
 - **Compact SUVs (end 2015)**
 - **Emgrand Cross Vehicles (early 2016)**
 - **Emgrand 4-door Sedans (early 2016)**
- + upgraded versions of SC7, GC7, Kingkong, Geely Panda

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

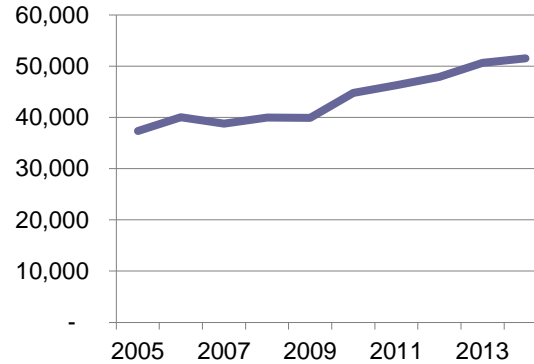


Financial Performance

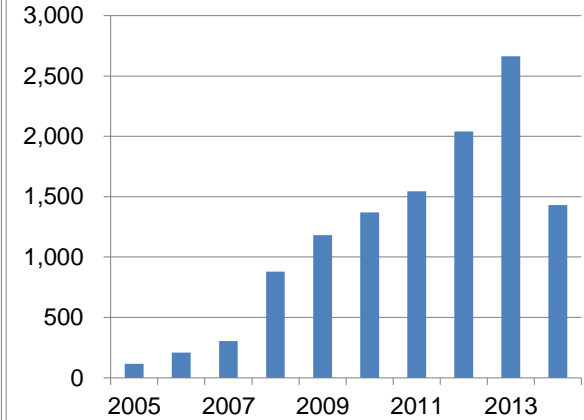
Annual Sales Volume



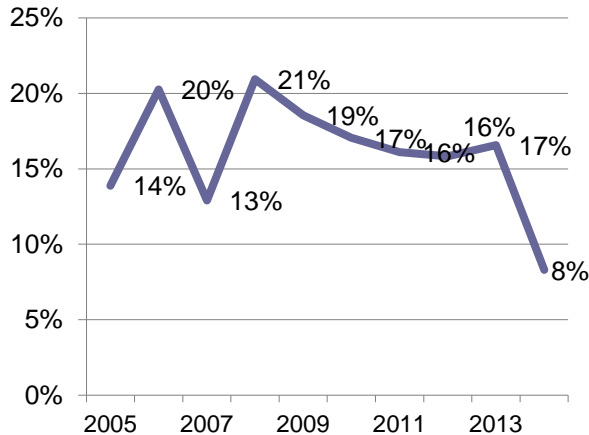
Average Ex-factory Price



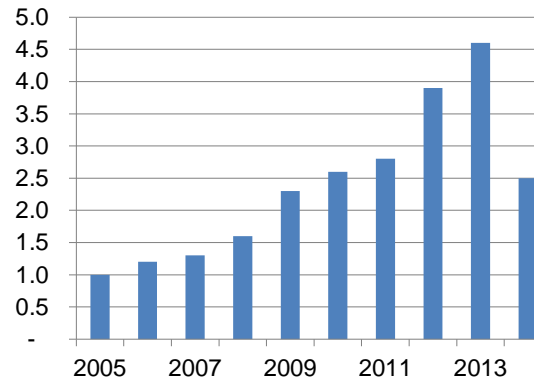
Net Profit



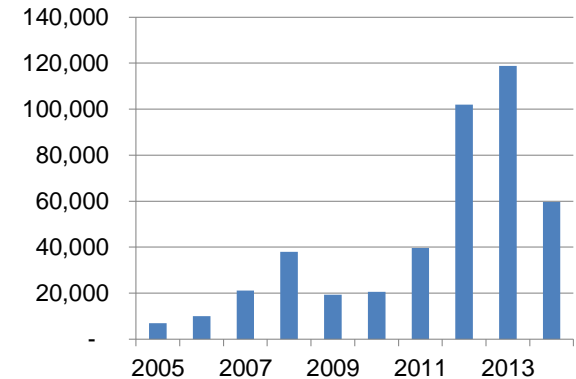
Return on Equity



Cash Dividend Per Share (HK Cents)



Export Sales Volume



Strategy

<p>Products</p>	<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
<p>Services</p>	<ul style="list-style-type: none"> • 700+ dealers in China; • 31 sales agents, 511 sales and service outlets in 31 oversea countries; • An independent servicing franchise chain in China; • Vehicle finance JV with BNP Paribas Personal Finance
<p>Branding</p>	<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

Geely Automobile In Figures

Year started:	1998
Total workforce:	18,481 (on 31/12/2014)
Manufacturing facilities:	6 car plants in China
Products:	13 major sedan models under 5 platforms
Distribution network:	700+ dealers in China, 31 sales agents, 511 sales and service outlets in 31 oversea countries
2014 sales volume:	417,851 units (5% 5-year CAGR)
2014 revenues:	US\$3.5 billion
Market Capitalization:	US\$4.4 billion (at 23 Mar. 2015)



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