

GEELY



Geely in Transformation

1st April 2015



www.geelyauto.com.hk

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Note: Sources of all data contained in this presentation are from Geely Automobile Holdings Ltd. except specified otherwise.

The Geely Group

Zhejiang Geely Holding Group

GEELY

Geely
Automobile
Holdings
Limited
(175.HK)

> CEVT
> London Taxi
> Emerald Auto.
+ Others



Volvo Car
Group

Geely – volume
manufacturer
targeting mass
market segment in
China and other
developing markets

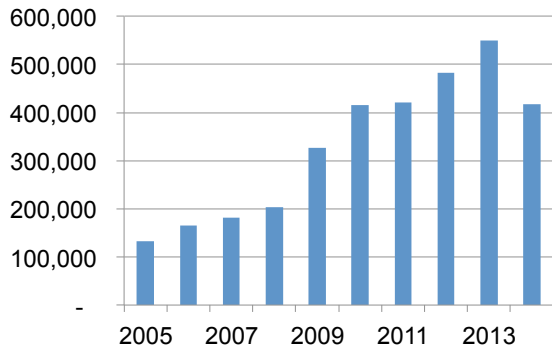
Volvo Car –
premium brand that
combines innovation
and leadership in
safety

Geely Automobile

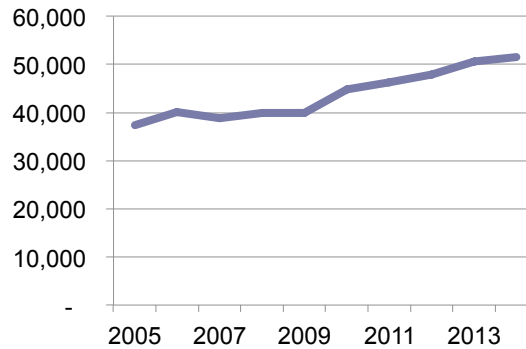
Year started:	1998
Total workforce:	18,481 (on 31/12/2014)
Manufacturing facilities:	6 plants in China + 1 plant in Belarus + 1 plant in Uruguay
Products:	13 major models under 5 platforms
Distribution network:	751 dealers in China; 38 sales agents, 476 sales and service outlets in 35 oversea countries
2014 sales volume:	417,851 units (86% in China market)
2014 revenues:	US\$3.5 billion
Market Capitalization:	US\$4.5 billion (26 March 2015)

Financial Performance

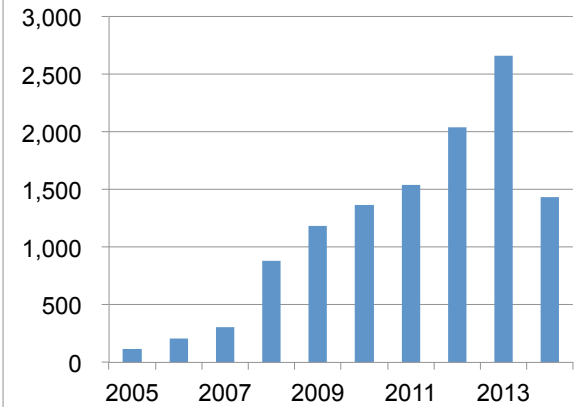
Annual Sales Volume



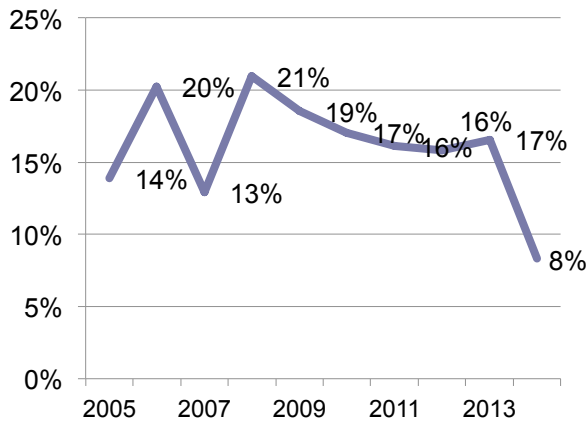
Average Ex-factory Price (RMB)



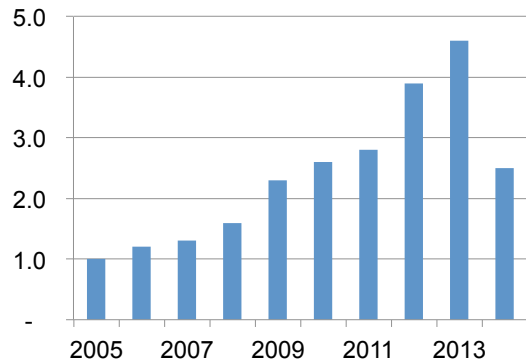
Net Profit (RMB m)



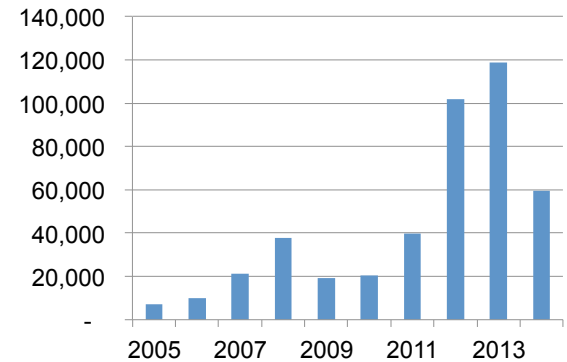
Return on Equity



Cash Dividend Per Share (HK Cents)



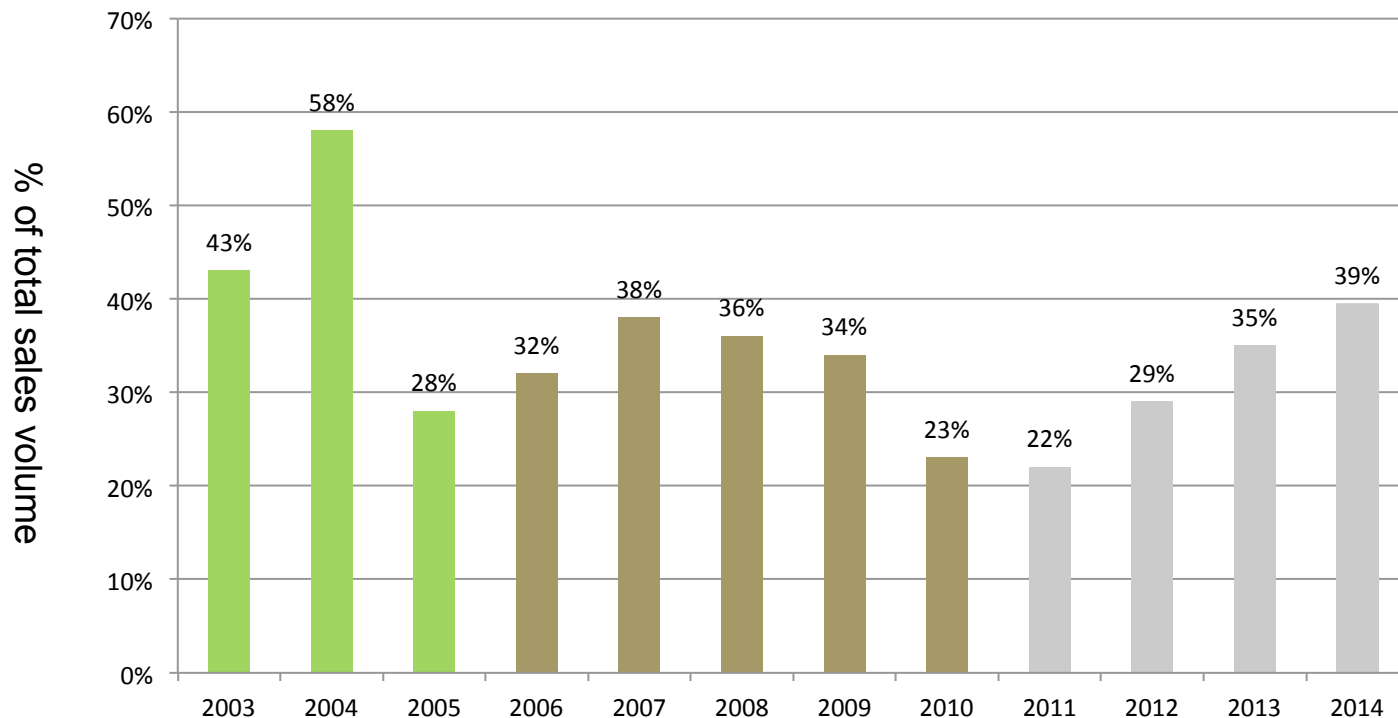
Export Sales Volume



Strategies

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">• Three-year transition period from three brands to single brand;• Single brand for export markets

Most Popular Models



Haoqing
1.0L, 1.3L
RMB30-43K



Free Cruiser
1.0L, 1.3L
RMB35-45K



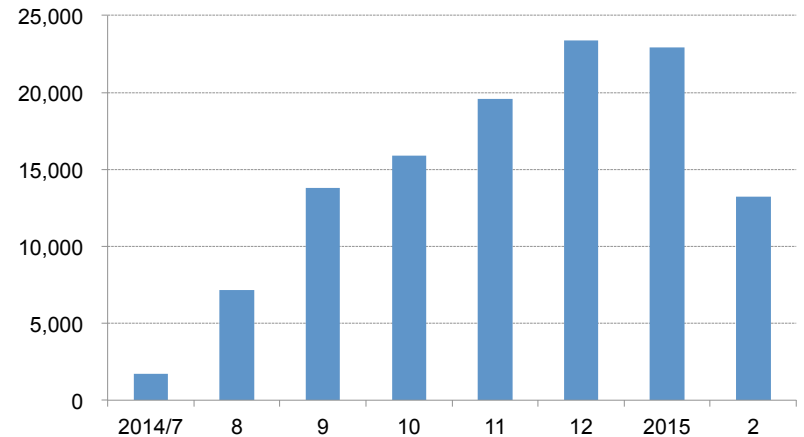
EC7/Xindihao
1.3T, 1.5L, 1.8L
RMB70-114K

New 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

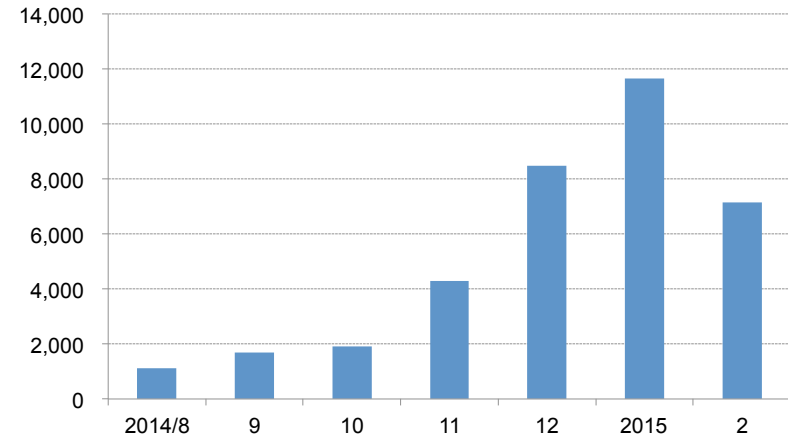
Monthly Sales Volume of Xindihaio



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

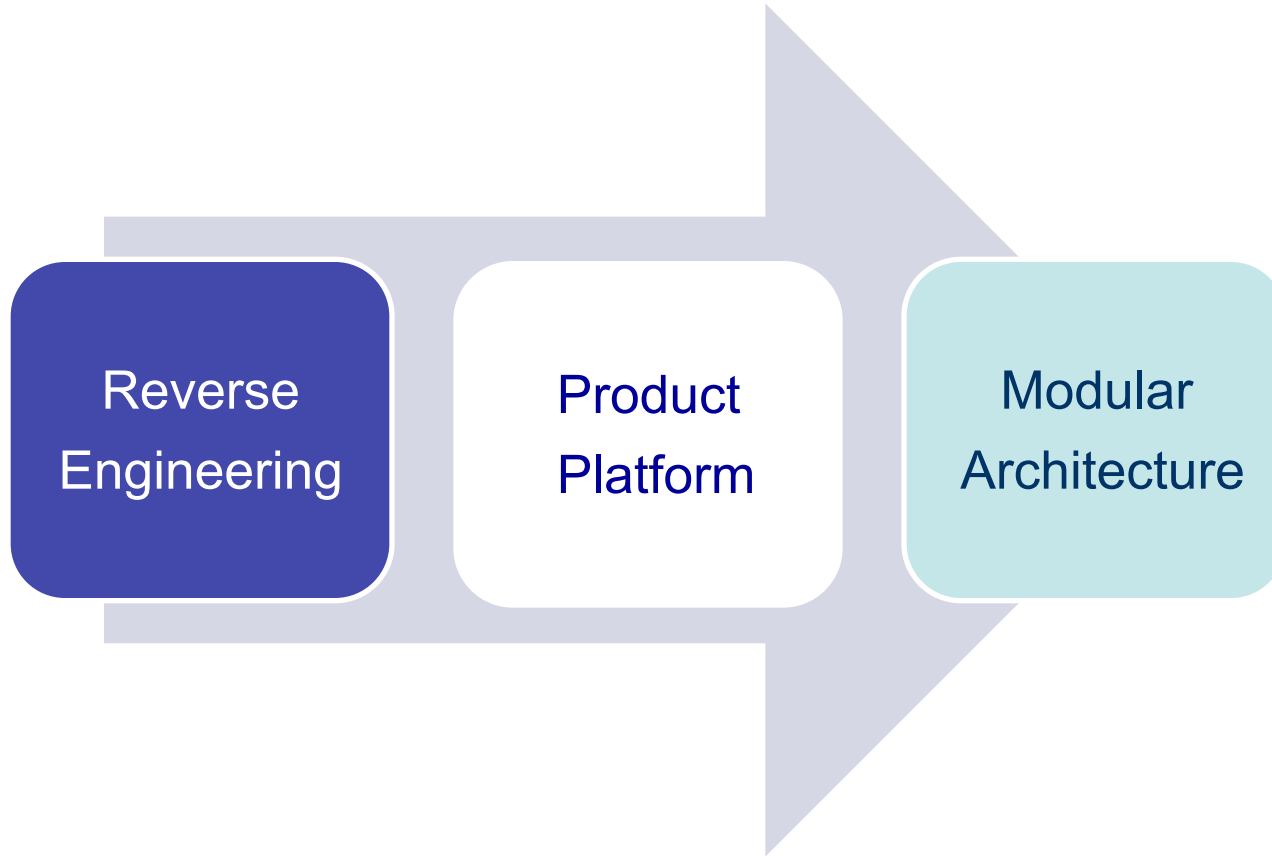


Engine:	1.8T, 2.4L, 3.5L V6
Transmissions:	6AT
Dimension:	4956/1861/1513
Wheelbase:	2850
Power:	120Kw (1.8T) 180Kw (3.5L V6)
Max. Torque:	250/1500 N.m/rpm(1.8T) 326/4700 N.m/prm(3.5L)
MSRP:	RMB146,800-178,800

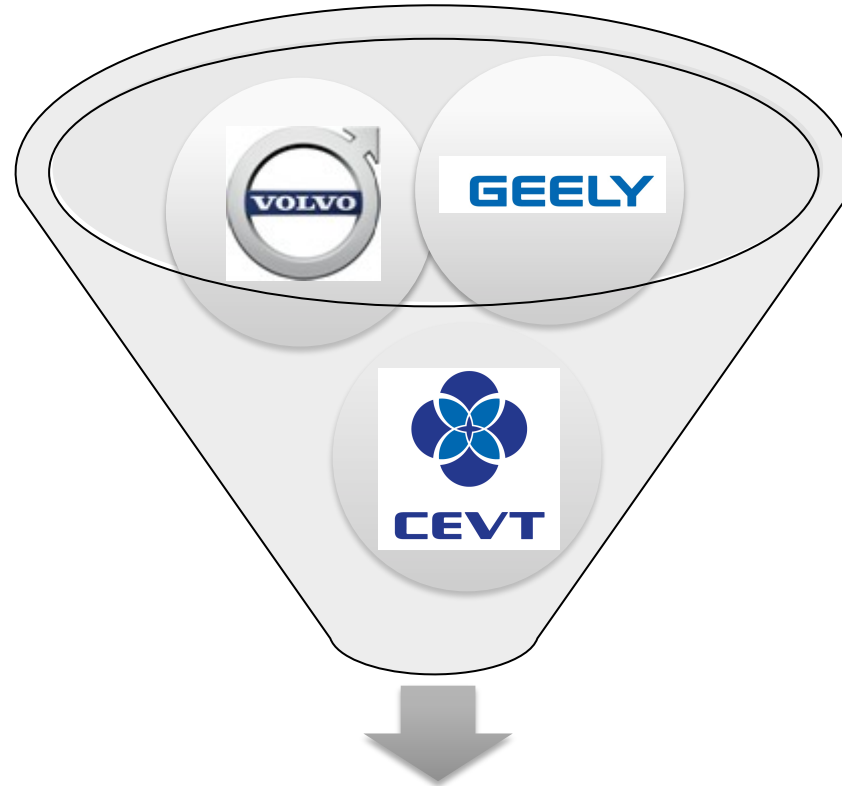
- New brand image, market positioning & design philosophy
- New 1.8T and 3.5L V6 engines
- Fastback & sporty design
- Top international suppliers
- New manufacturing facilities
- Harman Infinity@ Entertainment
- City Safety, ACC Cruising, PAS Parking, LDW Alert, HUD Display, EPB Brake & AQS Air Quality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



Product Development



Geely + Volvo Car = ?



Volvo Cars

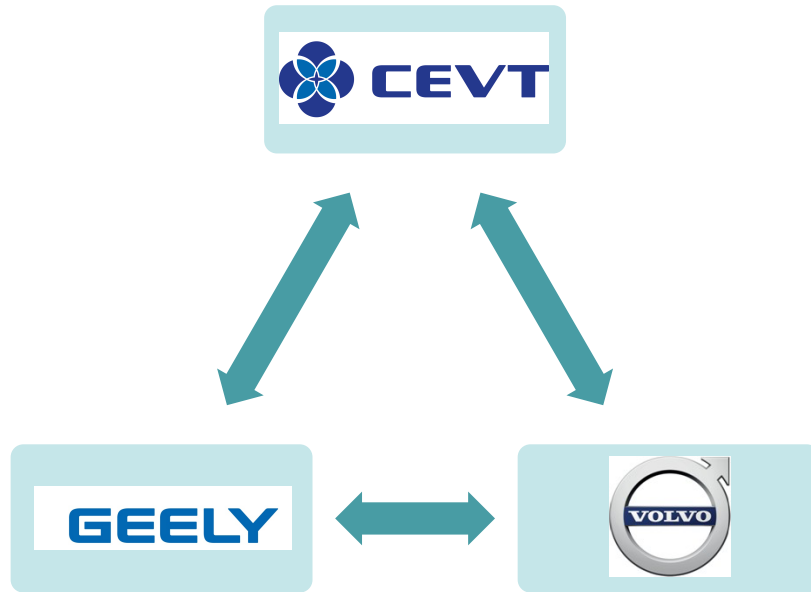
- Technologies
- Design
- Safety
- Branding

Geely

- China Market
- Purchasing
- Cost control
- Finance

Improved efficiency &
significant cost effectiveness

China Euro Vehicle Technology



Making something **entirely new**

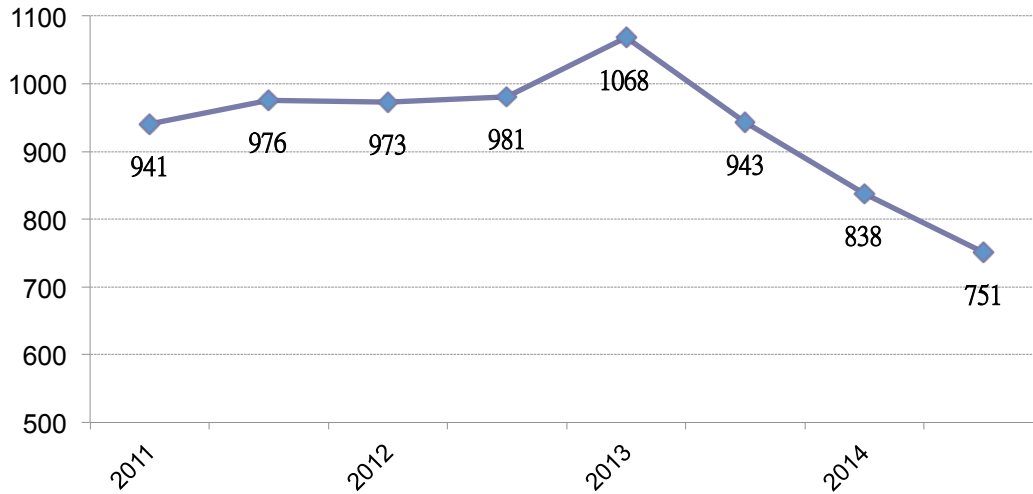


Synergy through sharing of resources, competence, technologies without jeopardizing brand integrity and corporate autonomy

- Located in Gothenburg
- 300 full time staff
- + 600 consultants
- C-segment Modular Architecture (CMA)
- Architecture development
- Top hat development
- Share component development
- Complete vehicle design

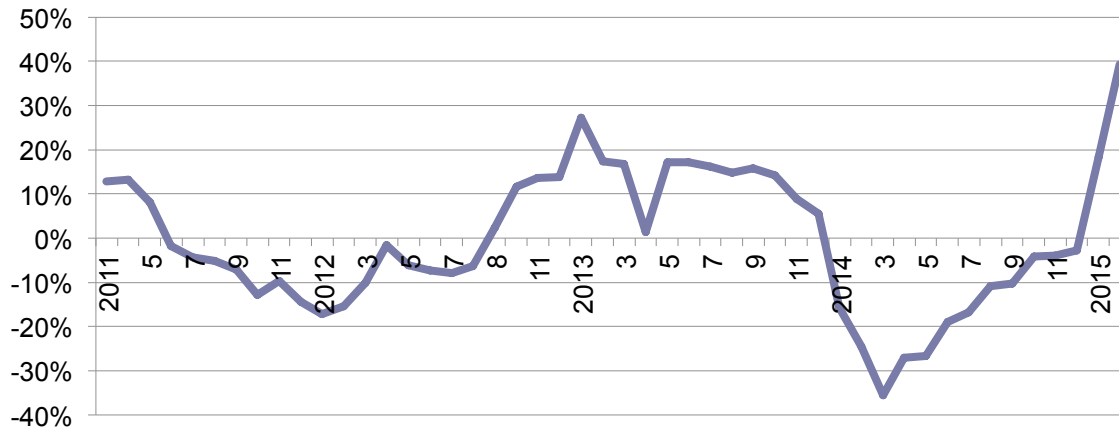
Dealer/Brand Restructuring

Number of Dealers in China



Post Restructuring Recovery

Domestic Sales Volume (3MMA+/-%)



JLB-4G13T



G-Netlink

Recent Performance

First Two Months of 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



New Vision



GX7 SUV

Automaker Brand Websites



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

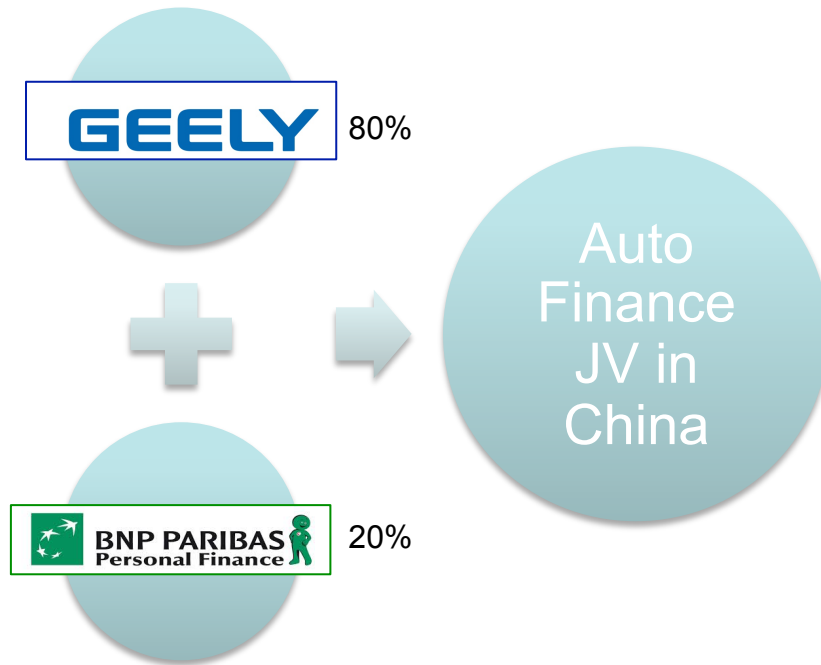
Brand	Points#	Overall Rank	Sector Rank*
Geely	802	2	1
Industry Average	752		

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



- 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

Gradual Transition
from Hybrid to Pure
Electric



EC7 - EV



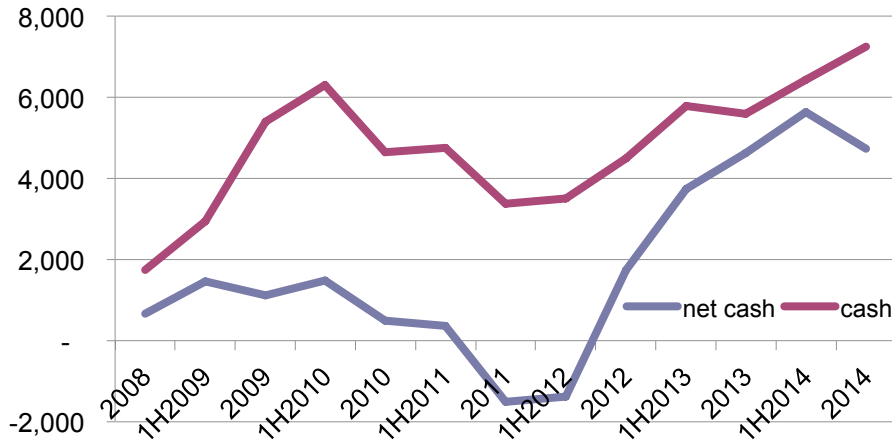
EC7 - Petro
Hybrid



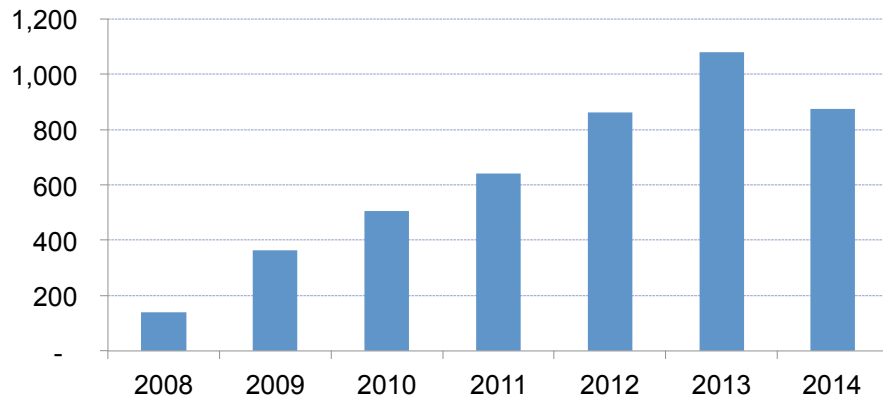
Emgrand Cross
Plug-in Hybrid

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

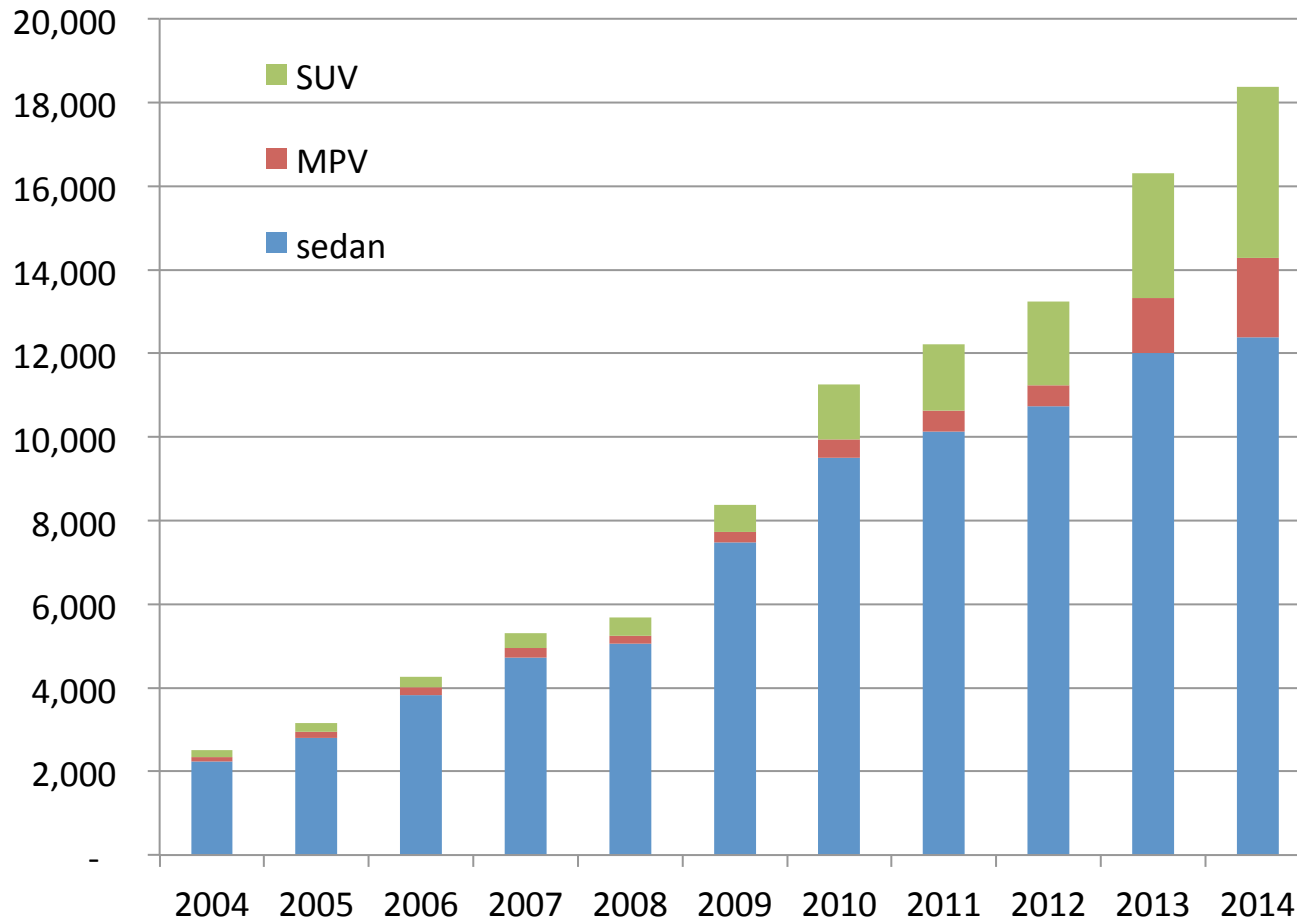
Outlooks

- 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)

Appendix

China Vehicle Market

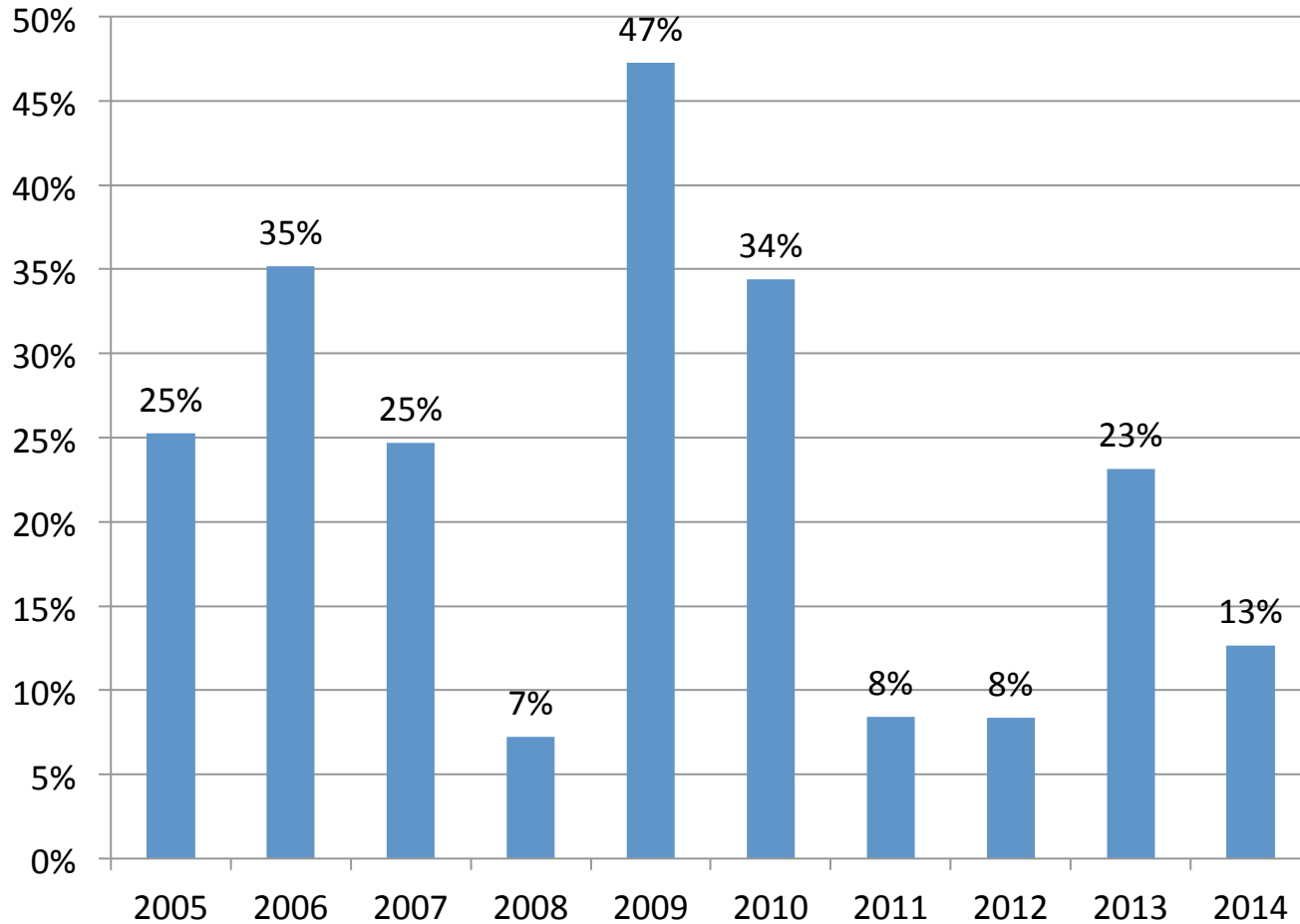
China Passenger Vehicle Market, (sales volume, '000 units)



Source: China Association of Automobile Manufacturers

The Passenger Vehicle Market

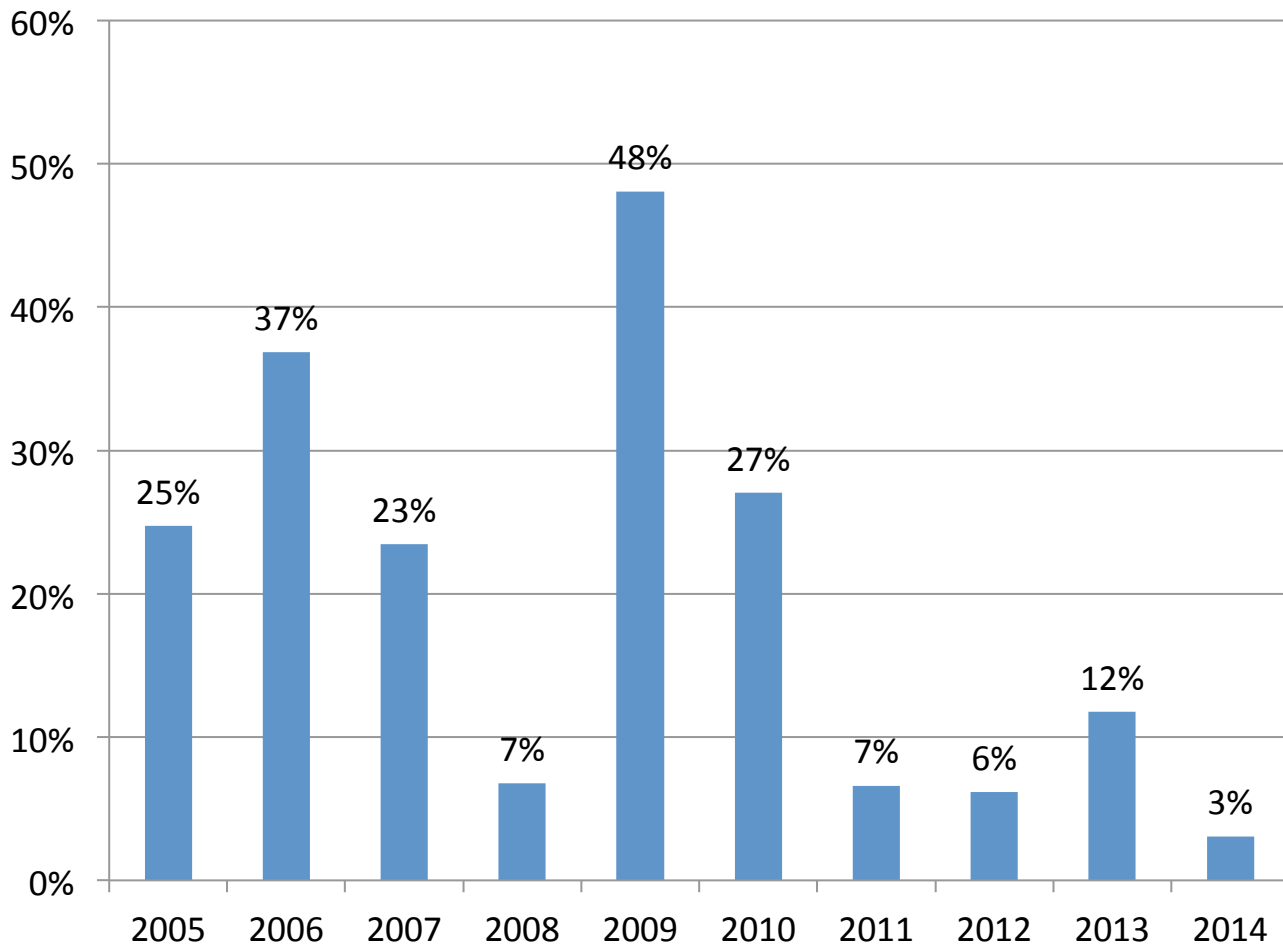
Passenger Vehicle, (+/-% YoY growth)



Source: China Association of Automobile Manufacturers

The Sedan Market

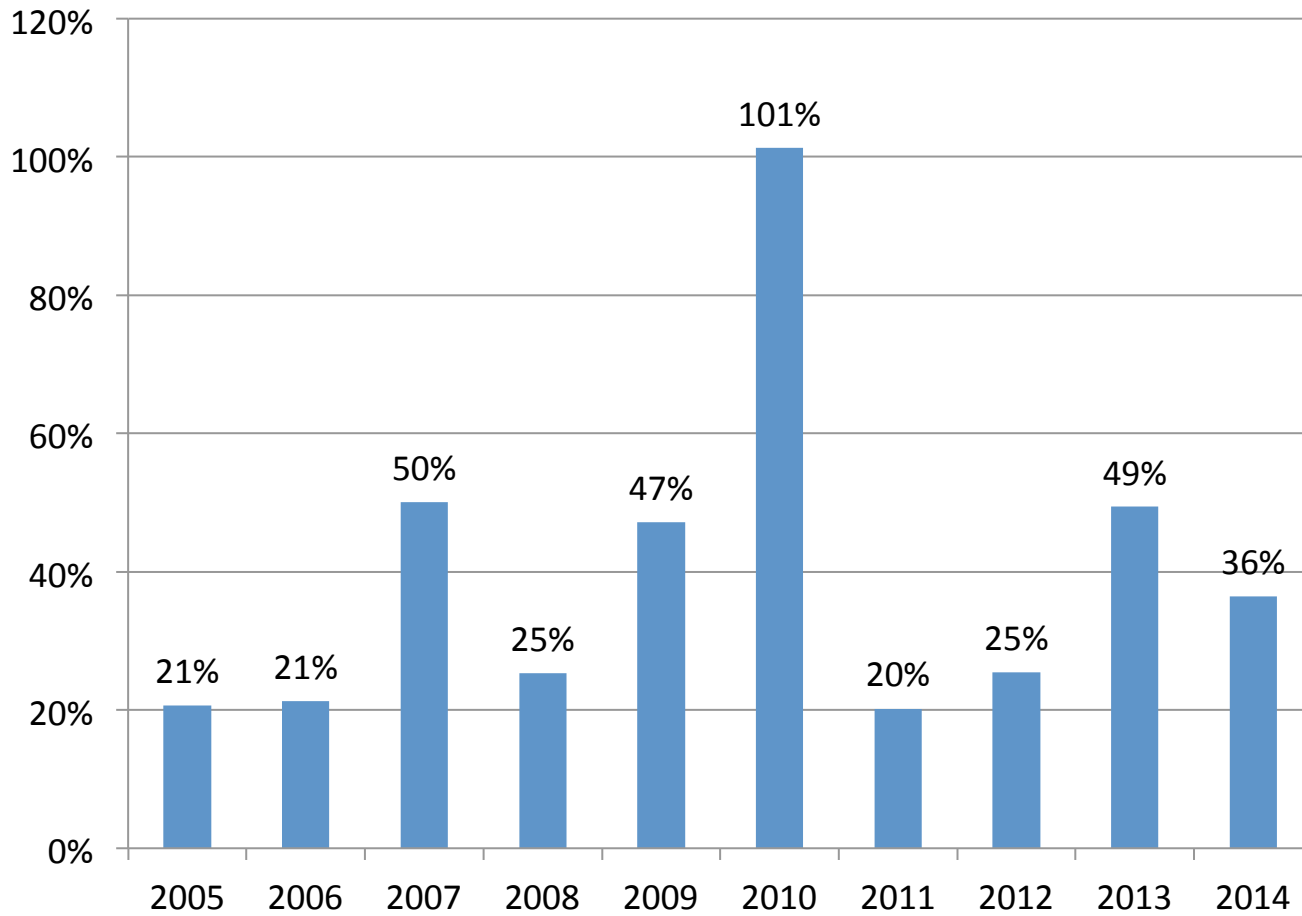
Sedan, (+/-% YoY growth)



Source: China Association of Automobile Manufacturers

The SUV Market

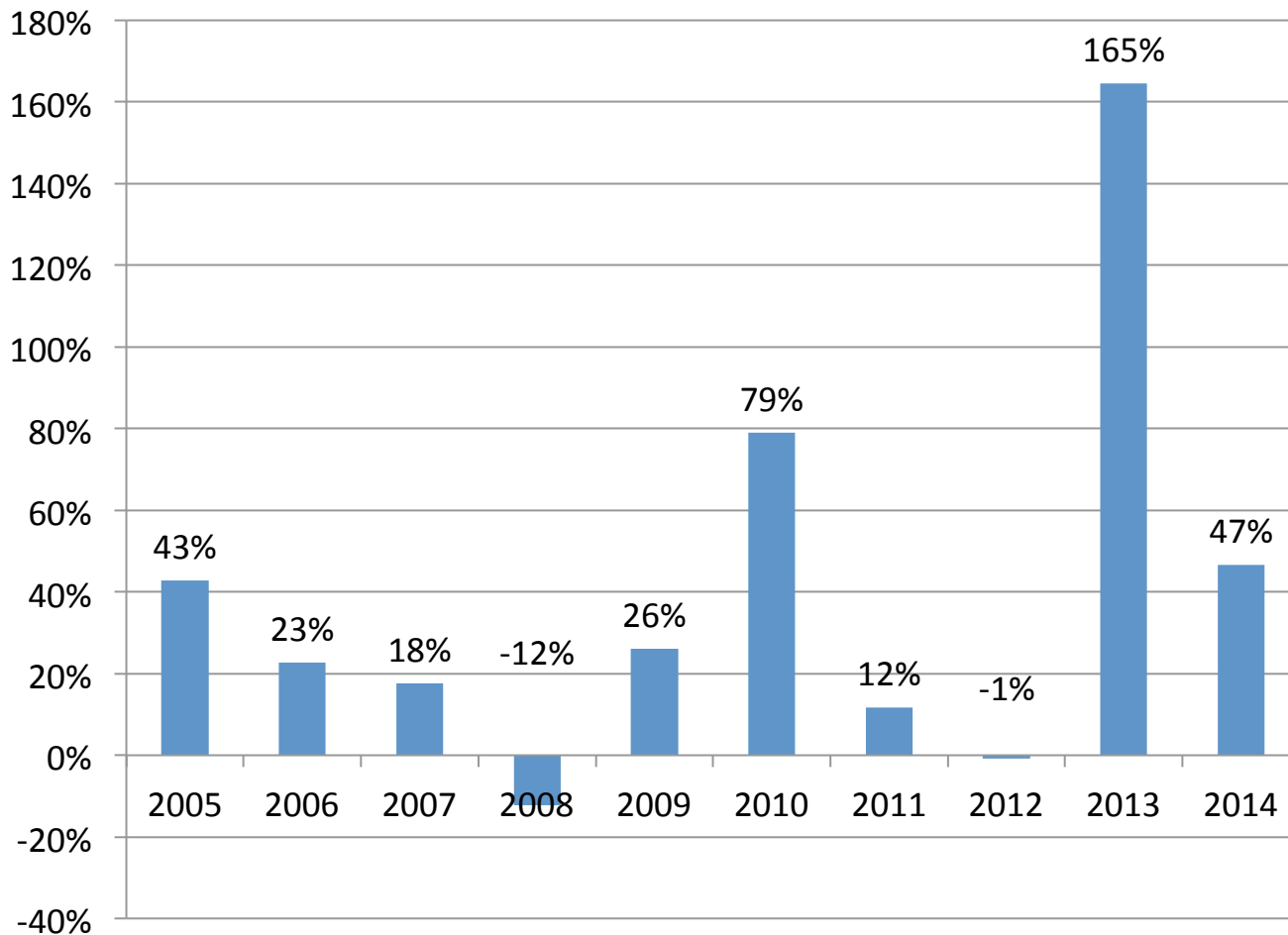
SUV, (+/-% YoY growth)



Source: China Association of Automobile Manufacturers

The MPV Market

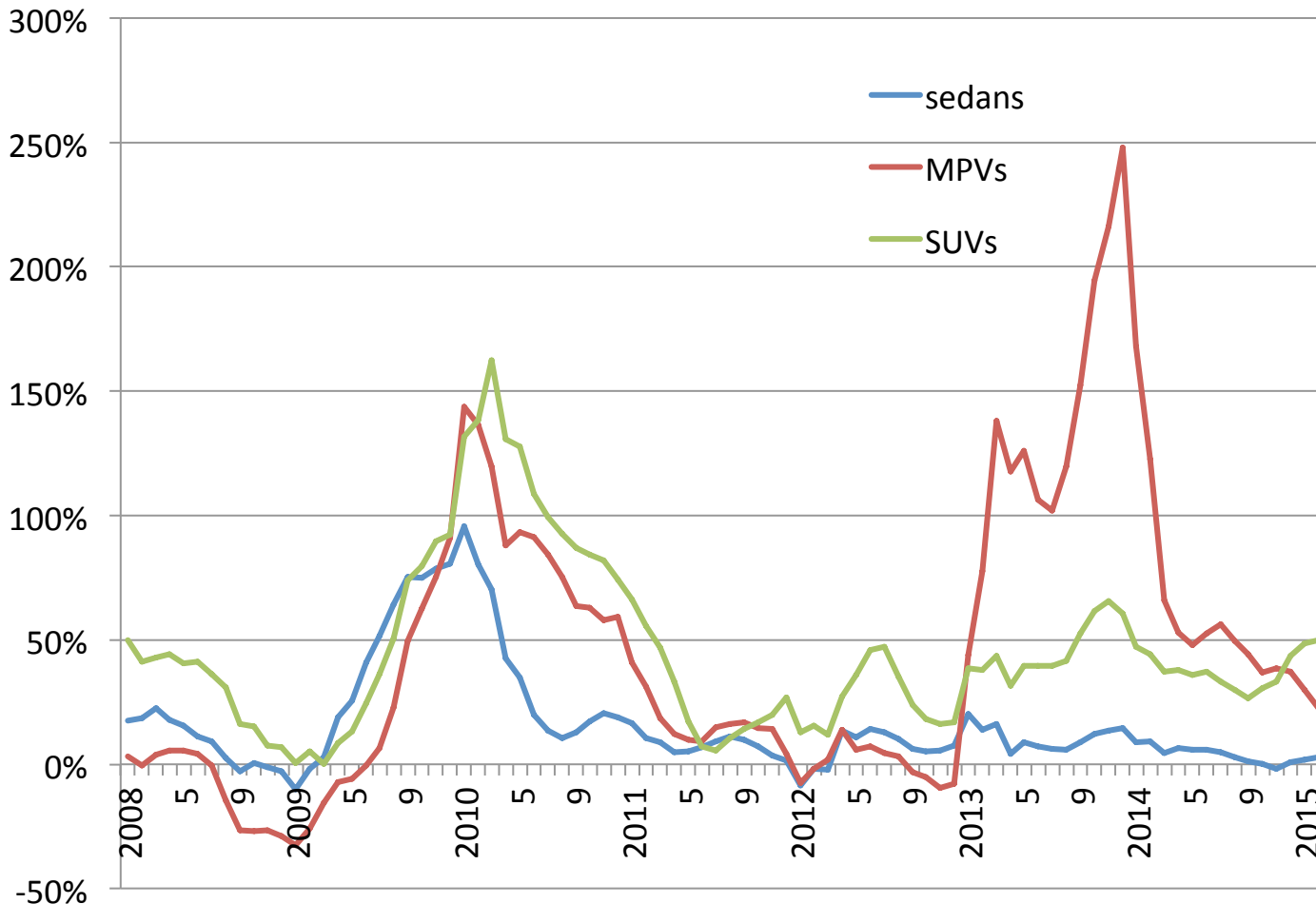
MPV, (+/-% YoY growth)



Source: China Association of Automobile Manufacturers

The Passenger Vehicle Market

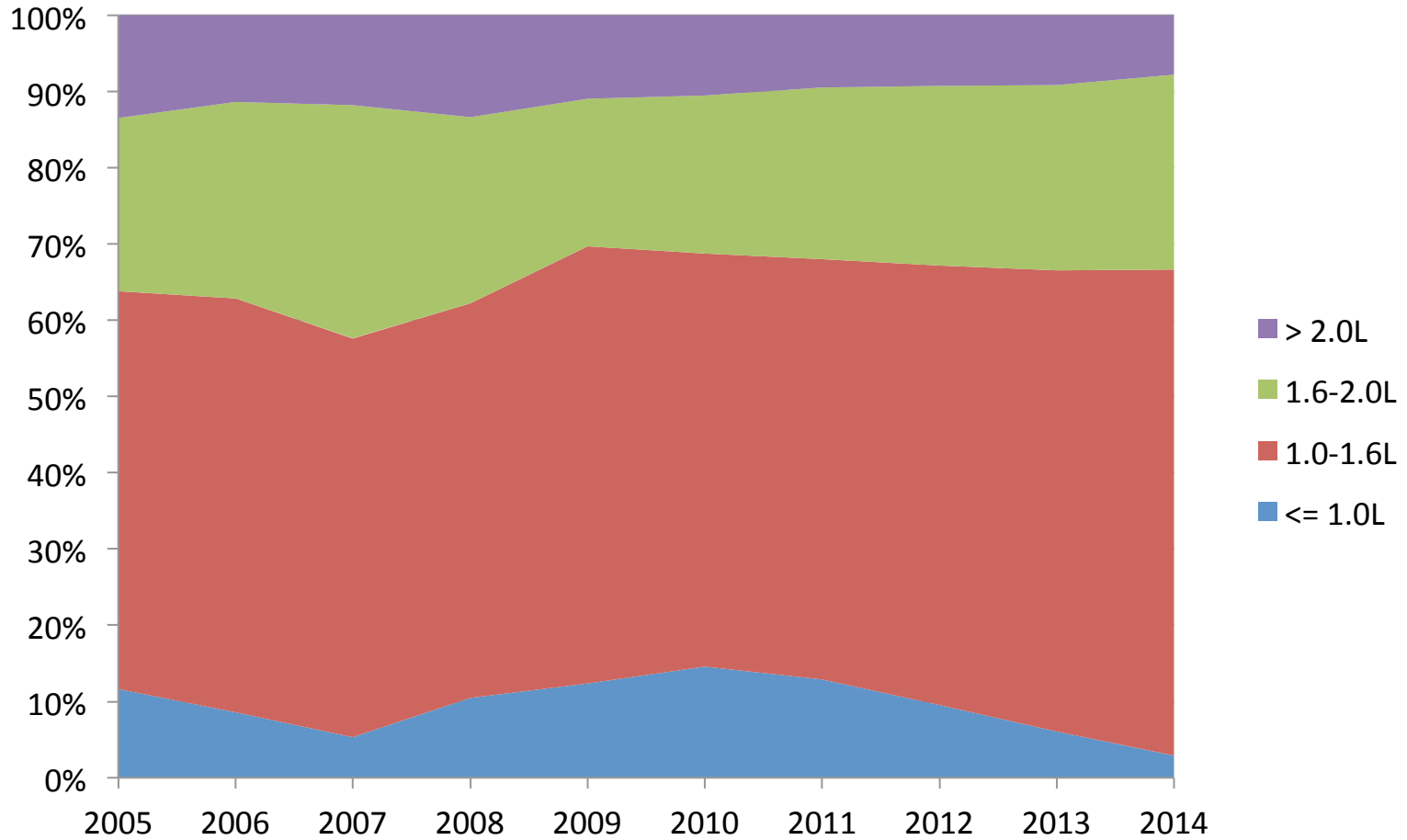
China Passenger Vehicle Sales, (3MMA +/- % YoY growth)



Source: China Association of Automobile Manufacturers

The Key Segments

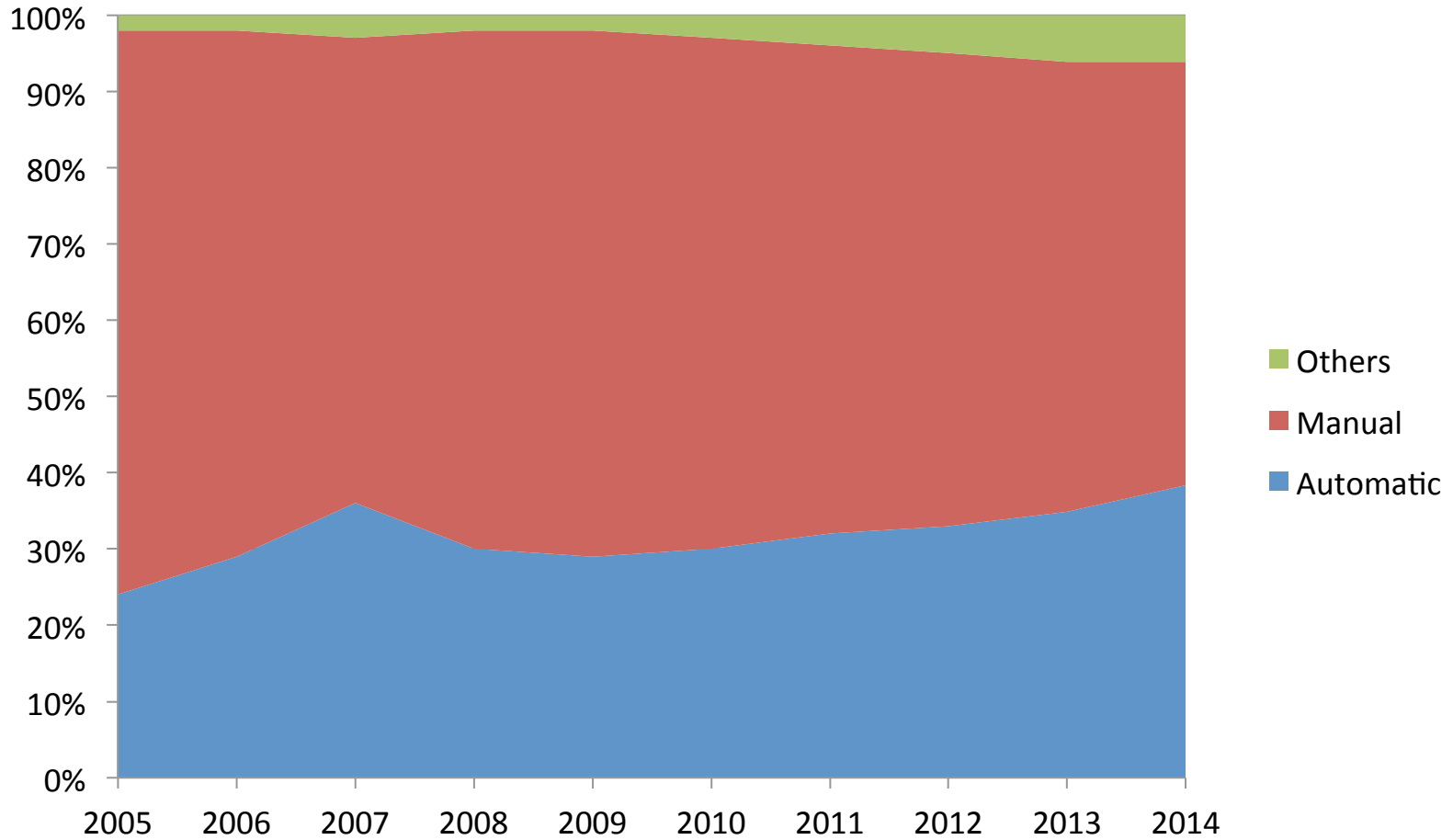
Breakdown by Engine Sizes



Source: China Association of Automobile Manufacturers

The Shift Towards AT

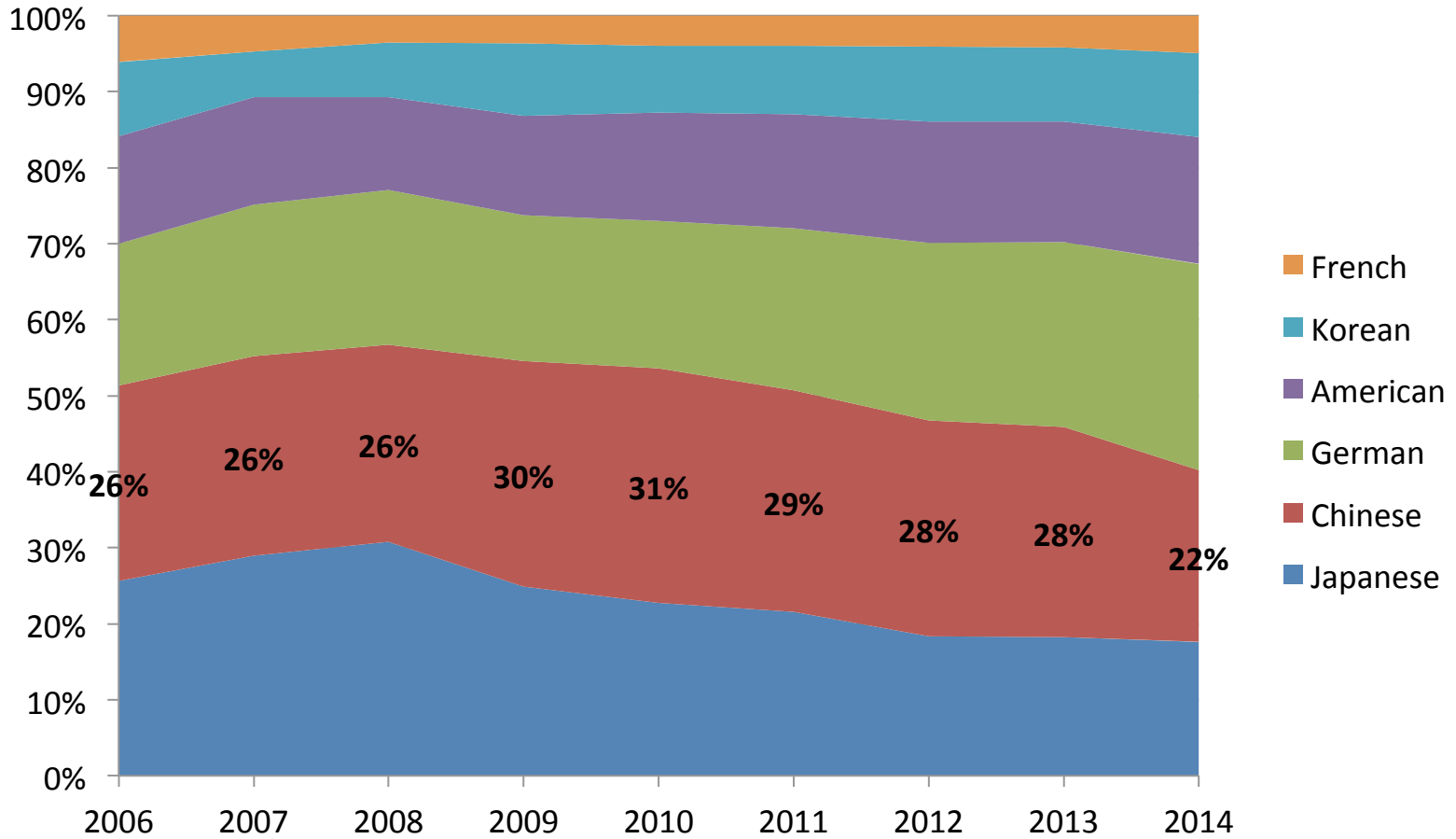
Breakdown by Transmission Types



Source: China Association of Automobile Manufacturers

The indigenous Brands

Market Share of Indigenous Brands



Source: China Association of Automobile Manufacturers

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