

GEELY

**吉利汽車控股有限公司**

**GEELY AUTOMOBILE HOLDINGS LIMITED**

**Corporate Presentation**

August 2016



[www.geelyauto.com.hk](http://www.geelyauto.com.hk)

# Sales Performance

Jan.-July 2016

**Overall: 328,859 units, +17% YoY**  
**Domestic: 315,988 units +21% YoY**  
**Exports: 12,871 units -37% YoY**

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

**198,973 units +11% YoY**



SUVs (GX7+Boyue)

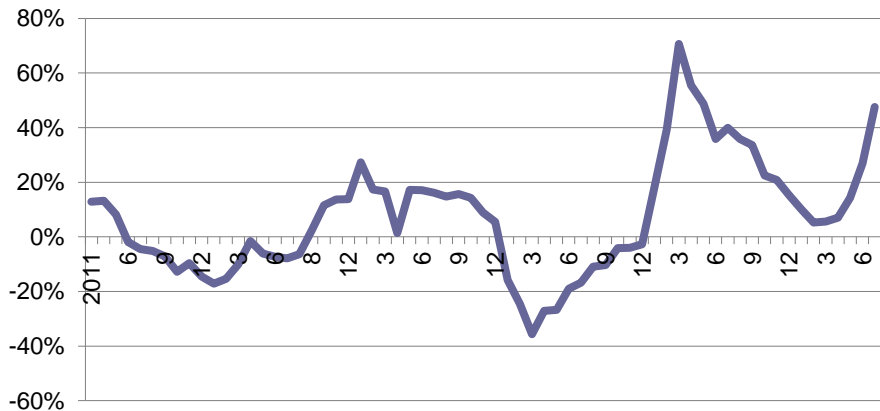
**44,641units +17% YoY**



# Sales Performance

Jan.-July 2016

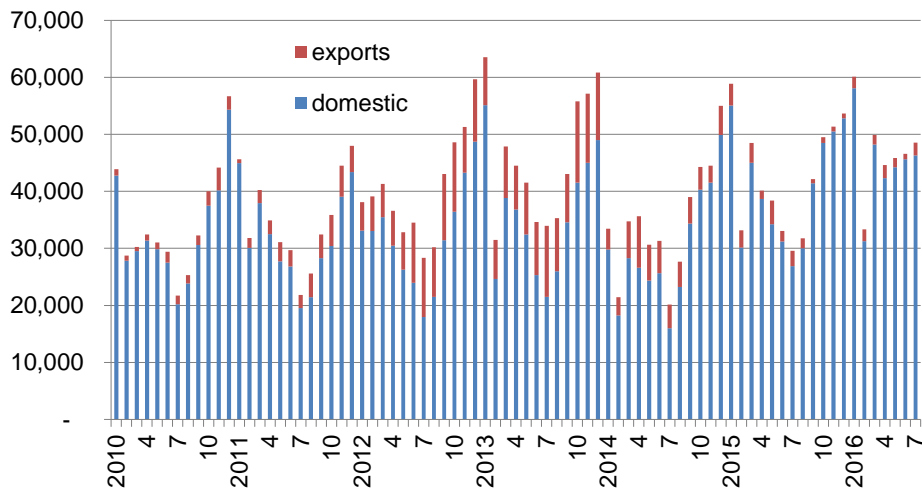
Domestic Sales Volume (3MMA+/-%)



KingKong

(38,491 units +15%YoY)

Monthly Sales Volume



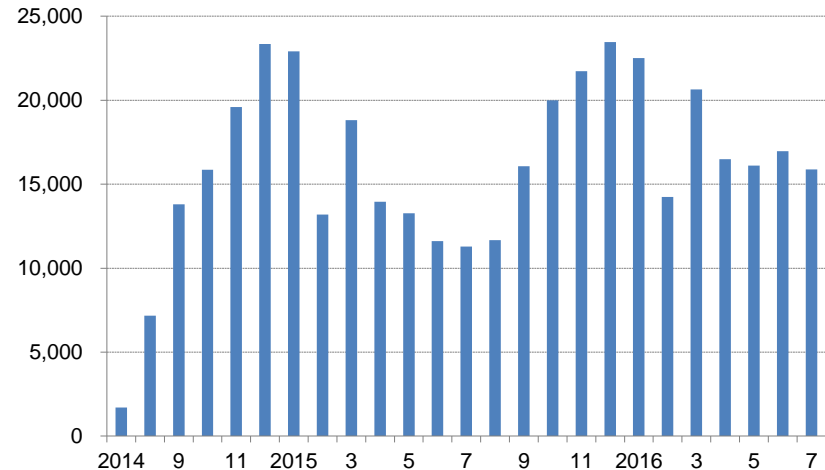
Vision

(76,138 units +26%YoY)

# Key Model – New Emgrand



Monthly Sales Volume of New Emgrand



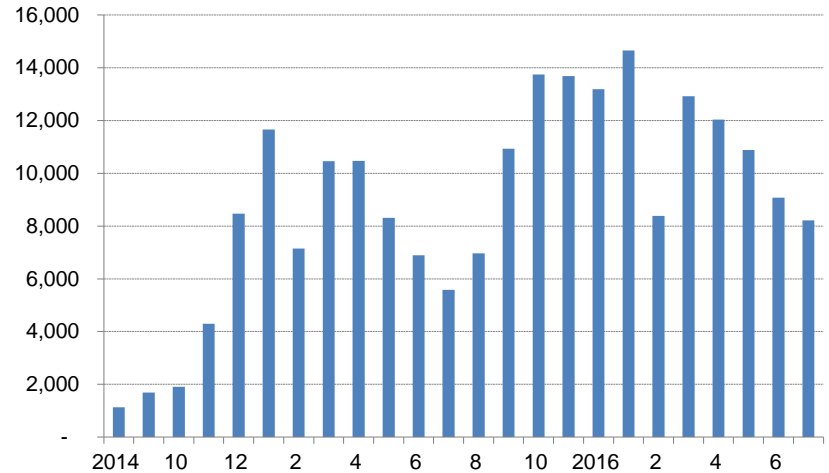
- Enhanced safety & comfort
- New turbo engines with larger power & better fuel efficiency
- New 6-speed manual gearbox
- NVH noise cancellation technology
- Enhanced storage space
- Bosch's V9.0 ABS+EBD
- HHC (Hill Hold Control)
- ESC (Electronic Stability Control)
- G-Netlink infotainment system with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



# 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**

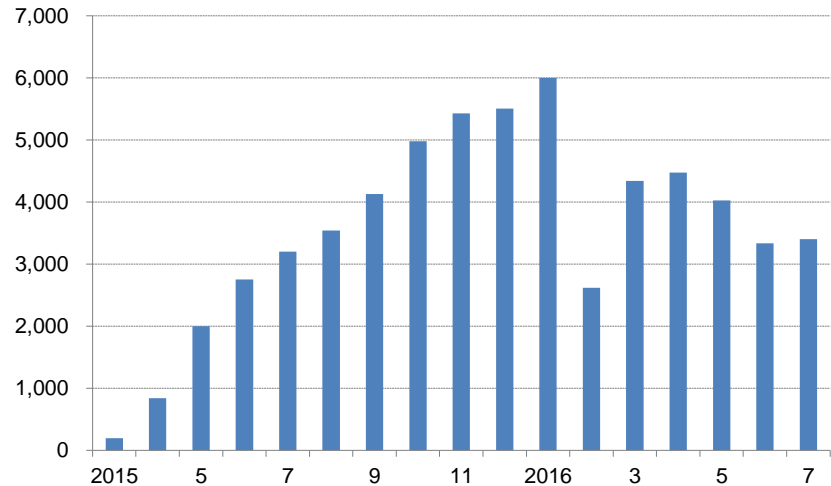


# Key Product – GC9



- 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

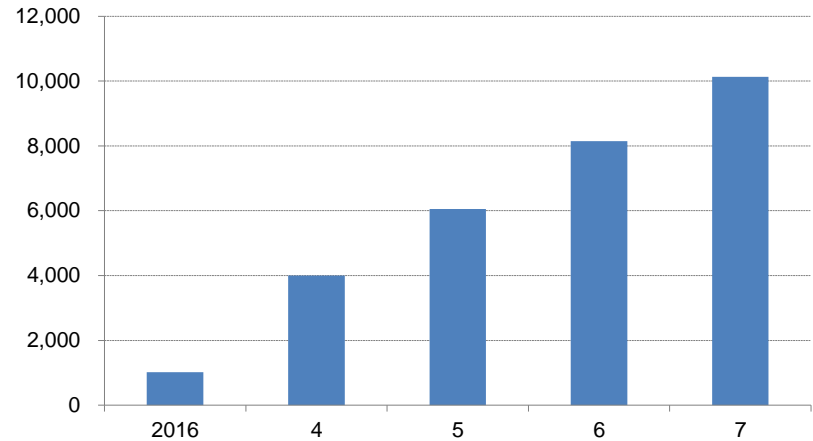
Monthly Sales Volume of GC9



# New Product – Boyue



Monthly Sales Volume of Boyue



<b>Engine:</b>	1.8T, 2.0L
<b>Transmissions:</b>	6MT, 6AT
<b>Dimension:</b>	4519/1831/1694
<b>Wheelbase:</b>	2670
<b>Power:</b>	135Kw (1.8T)
<b>Max. Torque:</b>	285/1500-4000 N.m/rpm(1.8T)
<b>MSRP:</b>	RMB98,800-157,800



# New Product – Emgrand GS



<b>Engine:</b>	1.3T, 1.8L
<b>Transmissions:</b>	6DCT, 6MT
<b>Dimension:</b>	4440/1833/1560
<b>Wheelbase:</b>	2700
<b>Power:</b>	95kw/5500rpm (1.3T)
<b>Max. Torque:</b>	185/1750-4500N.m/rpm
<b>MSRP:</b>	RMB77,800-108,800





# Upcoming New Products

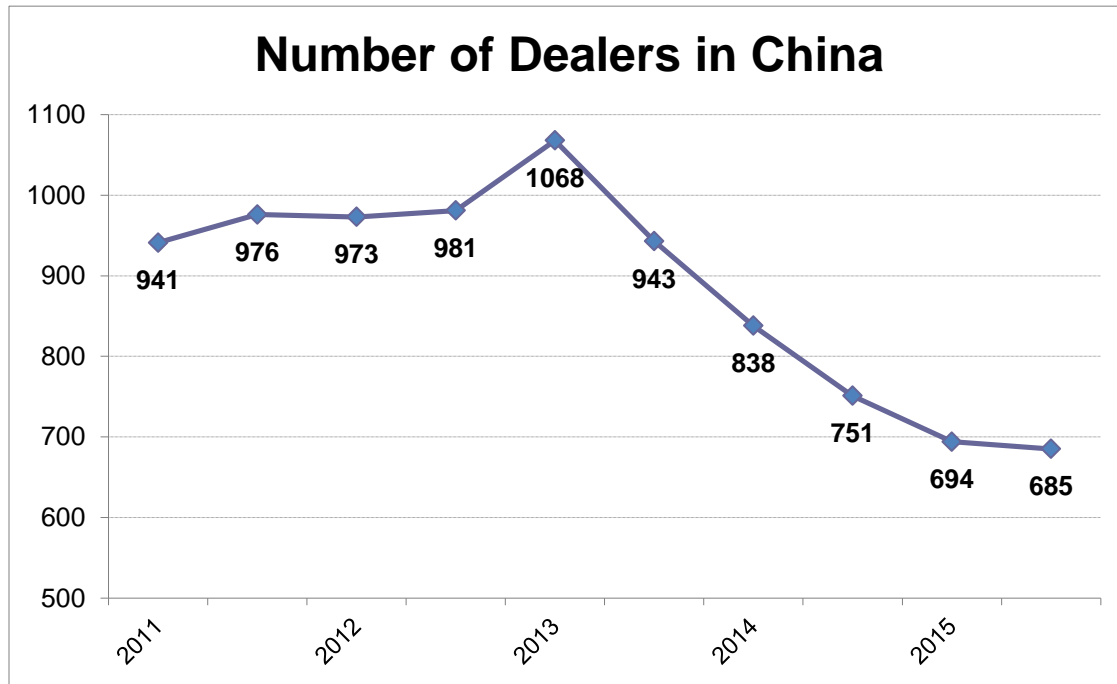
- 2016
- New A+ segment sedans (Emgrand GL)
- New compact SUVs (Vision SUVs)
- Hybrid electric sedans

2016 sales volume target at 660,000 units (+29% over 2015)

- 2017
- First batch of new models from CMA (Compact Modular Architecture) platform



# Dealer/Brand Restructuring



# Vehicle Quality & Dependability



**J.D.Power Asia Pacific 2015 China  
Initial Quality Study<sup>SM</sup> (IQS)  
Vehicle Dependability Study<sup>SM</sup> (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

# Customer Service Satisfaction



## J.D.Power Asia Pacific 2016 China Customer Service Index (CSI) Study<sup>SM</sup>

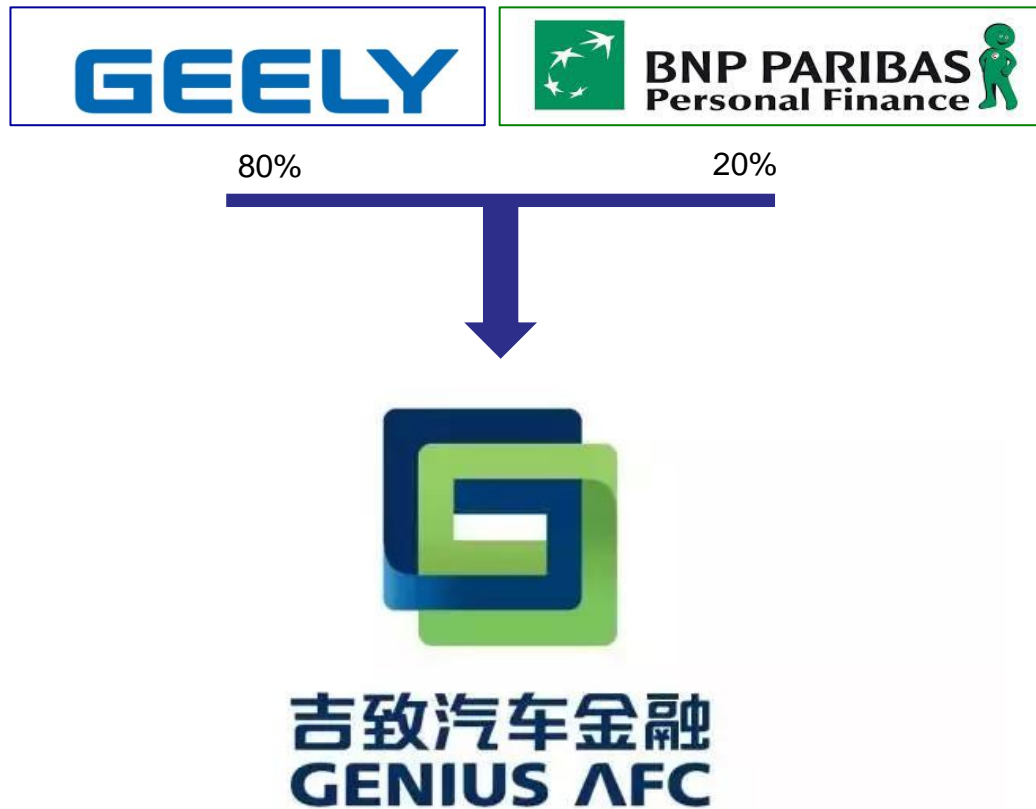
Brand	Points#	Overall Rank	Sector Rank*
Geely	741	8	3
Mass Market Average	674		

# based on a 1,000-point scale and study of 74 passenger vehicle brands in China

\* ranking amongst Chinese domestic brands

Source: J.D.Power Asia Pacific 2016 China Customer Service Index (CSI) Study<sup>SM</sup>

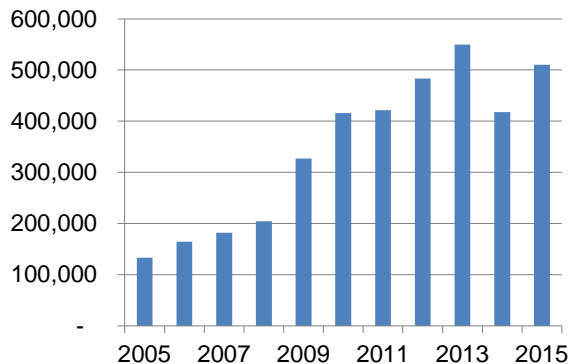
# Auto Finance Joint Venture



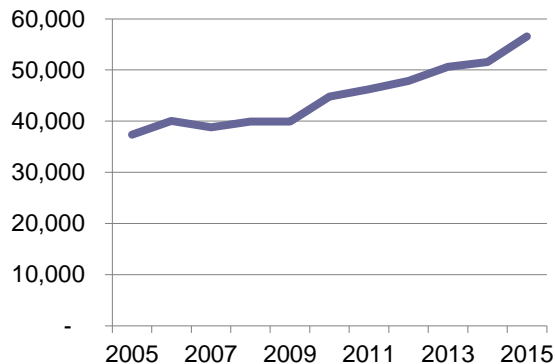
- Located in Shanghai
- RMB900m registered capital
- Commenced operation in September 2015
- Wholesales financing solutions to dealers
- Retail financing solutions to end-customers
- Focusing on Tier-1 & -2 cities initially
- Supporting both Geely and Volvo Car brands
- Progressively covering the whole China market

# Financial Performance

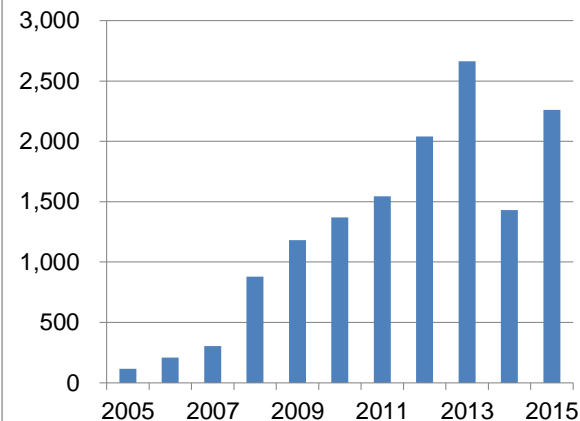
### Annual Sales Volume



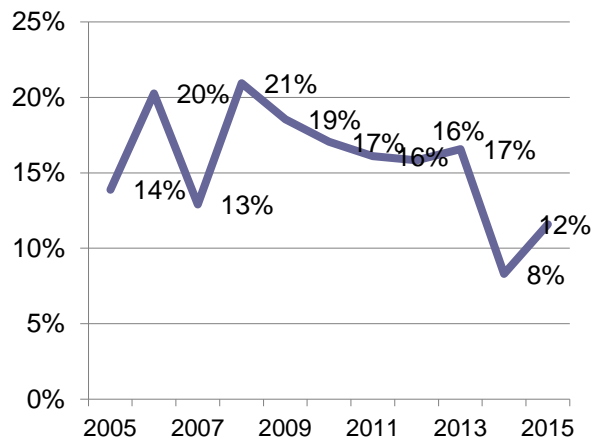
### Average Ex-factory Price



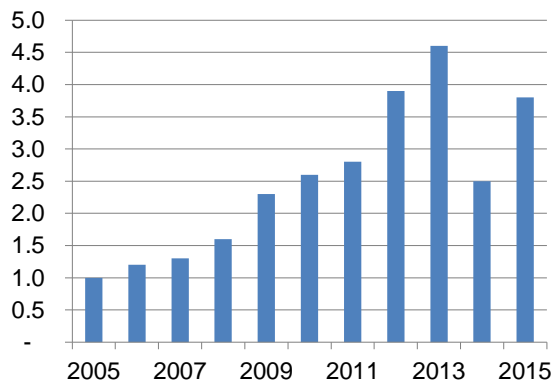
### Net Profit



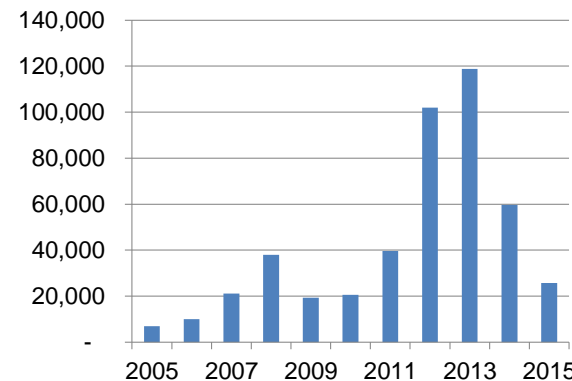
### Return on Equity



### Cash Dividend Per Share (HK Cents)



### Export Sales Volume



## 2016 Interim Results In Brief

**+36%**

Attributable profit increased to RMB1.91 billion

**+11%**

Total sales volume to 280,337 units

**+17%**

Rise in Average  
Unit Price

**17.7%**

Gross margin ratio  
stabilized at

**13.4%**

Operating margin  
ratio improved to

**RMB 9 bn**

Net cash up from  
RMB7.3 bn to

\* 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 ventures) / turnover

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

# Strategy

<p>Products</p>	<ul style="list-style-type: none"> <li>• Platform and modular architecture;</li> <li>• Focus on powertrain technology;</li> <li>• In-house international design capabilities;</li> <li>• Joint product architecture with Volvo Car;</li> <li>• Focus on EV, PHEV &amp; HEV to speed up new energy product offerings</li> <li>• Strategic alliance to upgrade technologies</li> </ul>
<p>Services</p>	<ul style="list-style-type: none"> <li>• 691 dealers in China;</li> <li>• 23 sales agents, 355 sales and service outlets in 24 oversea countries;</li> <li>• Vehicle finance JV with BNP Paribas Personal Finance</li> </ul>
<p>Branding</p>	<ul style="list-style-type: none"> <li>• 3-year transition period from three brands to single brand;</li> <li>• Single brand for export markets</li> </ul>



# 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*

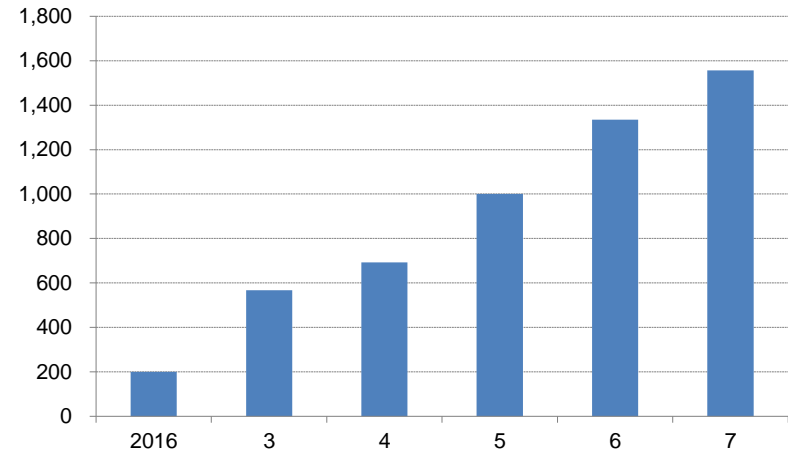


*Leading New Energy, Smart Car and Light  
Weight Technologies*

# New Product – Emgrand EV



Monthly Sales Volume of 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

<b>Year started:</b>	1998
<b>Total workforce:</b>	18,700 (on 31/12/2015)
<b>Manufacturing facilities:</b>	7 plants in China + 1 JV plant in Belarus + 1 JV plant in Uruguay
<b>Products:</b>	11 major models under 5 platforms
<b>Distribution network:</b>	683 dealers in China; 24 sales agents, 446 sales and service outlets in 24 oversea countries
<b>2015 sales volume:</b>	510,097 units (95% in China market)
<b>2015 revenues:</b>	US\$4.7 billion
<b>Market Capitalization:</b>	US\$6.3 billion (18 August 2016)

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