

GEELY

# 吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

## Corporate Presentation

February 2014



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

# Sales Performance

Full Year 2013

**Overall:** 549,518 units, +14% YoY  
**Domestic:** 430,606 units +13% YoY  
**Exports:** 118,912 units +17% YoY



帝豪  
EMGRAND



EC7

192,226 units +35% YoY



英伦汽车  
Englon Automobile



KingKong

51,247 units -35% YoY



全球鹰  
GLEAGLE



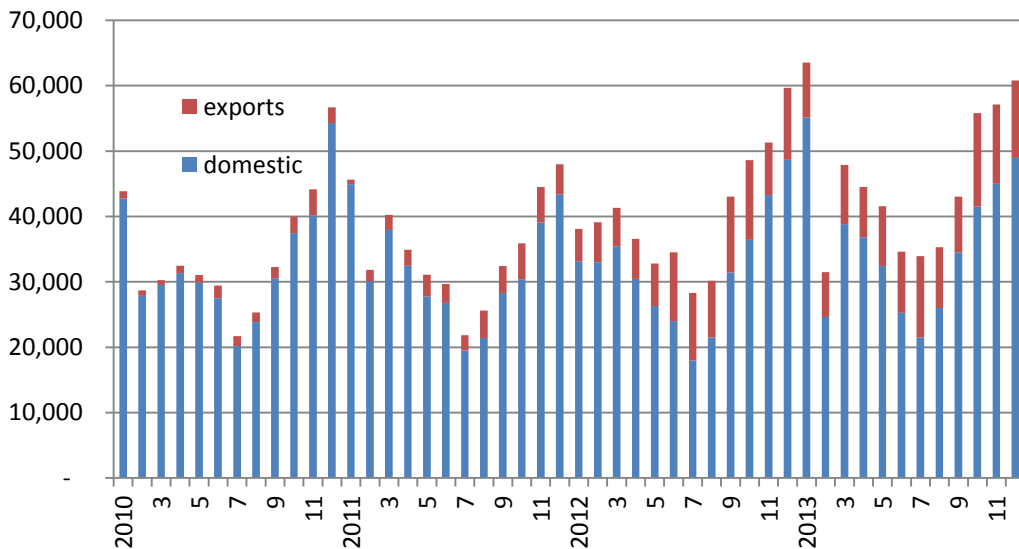
GX7

49,578 units +61% YoY

# Sales Performance

Full Year 2013

## Monthly Sales Volume



**GC7**

(35,589 units +138%YoY)



**Vision**

(36,529 units +10%YoY)



**SC6**

(27,607 units +143%YoY)

# Domestic Market

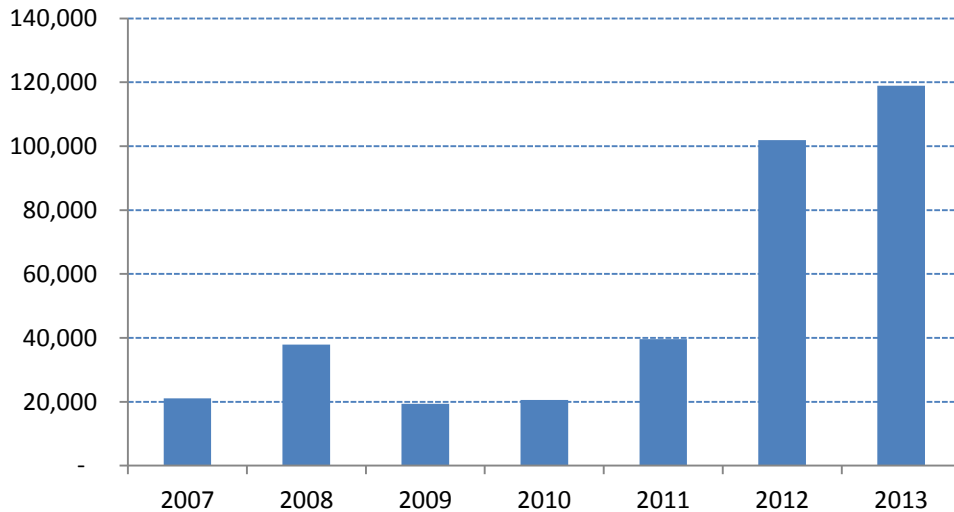
- Sales volume growth in China averaged at about 15% level during early part of 2013, but started to slow down since 4Q2013 due to higher base for comparison in same period previous year
- Current level of single digit growth appears sustainable given the improved economic environment in China

**Domestic Sales Volume (3MMA+/-%)**

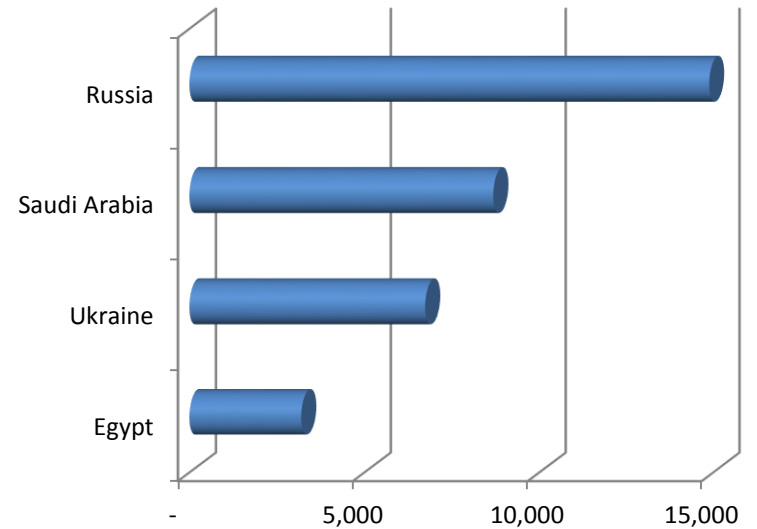


# Exports

**Export Sales Volume**  
(units)



**Top Export Destination**  
(1H 2013, units)



Emgrand7 (EC7) is the most popular export model, accounting for half of the total exports volume

# Major Export Markets



Country	Overall Rank (YTD Nov. 2013)	Market Share (YTD Nov. 2013)
Russia**	Number 25	1.0%
Saudi Arabia*	Number 9	2.3%
Ukraine	Number 3	6.9%
Egypt	Number 5	5.1%

Source: Focus2move

• YTD July 2013

\*\* Full Year 2013

Geely is the best selling Chinese brands in all these 4 markets during the period

# Overseas Manufacturing Facilities



## Uruguay plant

- 50% stake;
- partner: Nordex;
- annual capacity: 20,000 units
- models: Geely LC, Emgrand7



## Belarus plant: "BelGee"

- 32.5% stake;
- partners: BelAZ, SOYUZ;
- initial annual capacity: 10,000 units
- model: Geely SL

Geely exported a total of 118,912 units of vehicles in 2013 and is now the largest light passenger vehicle exporter in China

+ contract manufacturing partners in Russia, Ukraine, Indonesia, Sri Lanka, Uruguay, Egypt and Ethiopia

# Products – EC7

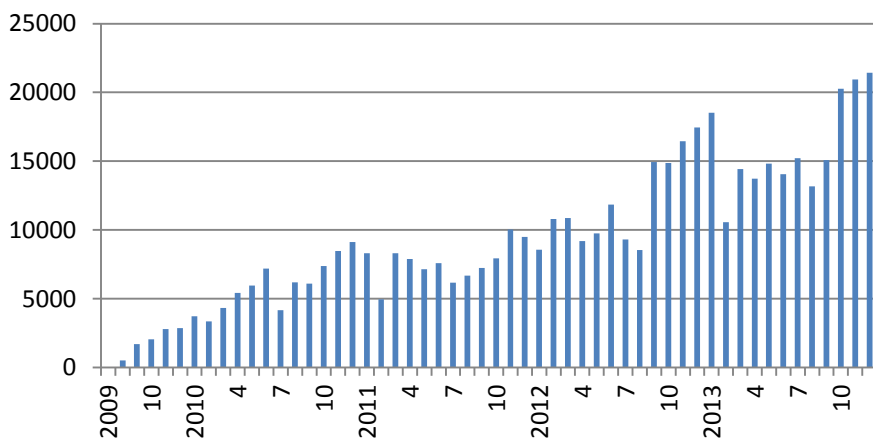
EC7 is the best-selling model, accounting for 35% of Geely's total sales volume in 2013.

The model is one of the top selling car models in China (19<sup>th</sup>), Ukraine (3<sup>rd</sup>), Egypt (3<sup>rd</sup>) and Saudi Arabia (20<sup>th</sup>).



**EC7**  
**(Emgrand7)**

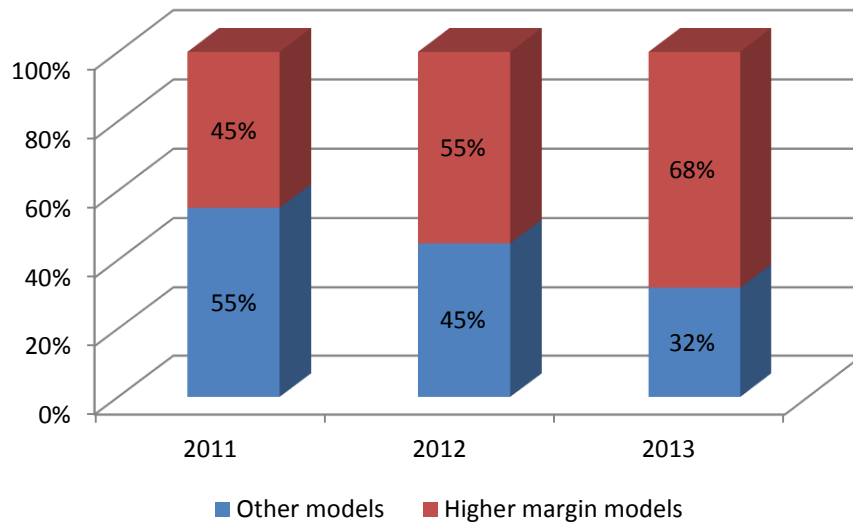
**Monthly Salse Volume of EC7**



<b>Engine:</b>	1.5L, 1.8L petro engines
<b>Transmissions:</b>	5MT, CVT
<b>Dimension:</b>	4635/1789/1470
<b>Wheelbase:</b>	2650
<b>Safety:</b>	Euro-NCAP 4 star C-NCAP 5 star
<b>Fuel efficiency:</b>	6.0L/100km (1.5 MT) 7.2L/100km (1.8 MT)
<b>MSRP:</b>	RMB71,800-113,800

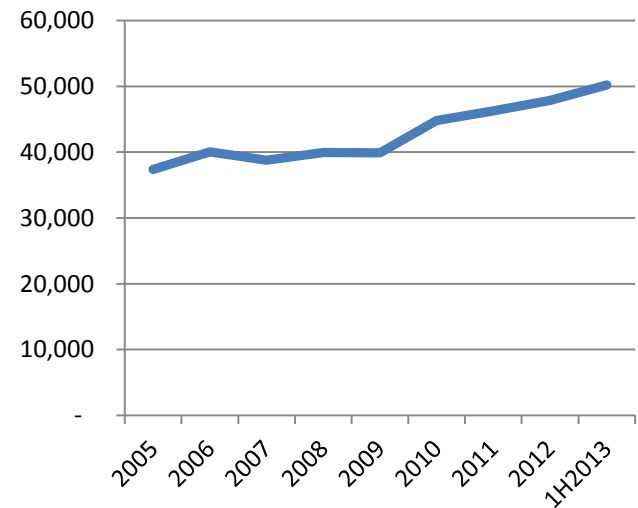


# Product Mix Improvement



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

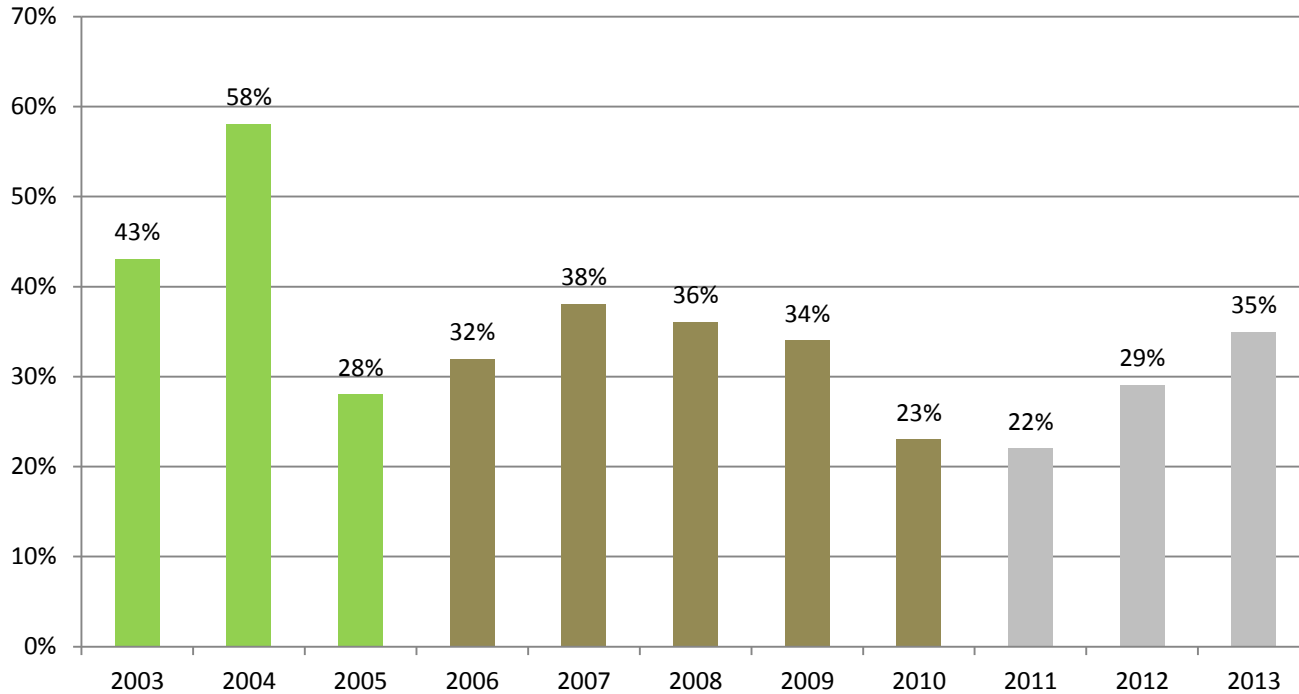
## Average Ex-factory Price



As a result of the success of EC7, higher margin models currently account for 68% of Geely's total sales volume, and ASP was up 26% over the last four years

# Most Popular Models

(% of total sales volume)



**Haoqing**  
1.0L, 1.3L  
RMB30-43K



**Free Cruiser**  
1.0L, 1.3L  
RMB35-45K



**EC7**  
1.5L, 1.8L  
RMB72-114K

# New Products - SUVs



**GX7**



**EX8**

<b>Engine:</b>	1.8L, 2.0L, 2.4L petro engines
<b>Transmissions:</b>	5MT, 6AT
<b>Dimension:</b>	4541/1833/1700
<b>Wheelbase:</b>	2661
<b>Safety:</b>	C-NCAP 5 star+
<b>Seat capacity:</b>	5
<b>MSRP:</b>	RMB92,900-129,900

<b>Engine:</b>	2.4L petro, 2.0L diesel engines
<b>Transmissions:</b>	6MT, 6AT
<b>Dimension:</b>	4839/1884/1715
<b>Wheelbase:</b>	2800
<b>Seat Capacity:</b>	5 or 7

# New Products – Sedans



EC8



KC

<b>Engine:</b>	2.0L, 2.4L petro engines
<b>Transmissions:</b>	5MT, 6AT
<b>Dimension:</b>	4905/1830/1495
<b>Wheelbase:</b>	2805
<b>Safety:</b>	C-NCAP 5 star
<b>MSRP:</b>	RMB99,800-209,800

<b>Engine:</b>	1.8T, 3.5L petro engines
<b>Transmissions:</b>	6AT, 7DCT
<b>Dimension:</b>	4956/1860/1516
<b>Wheelbase:</b>	2850

# New Products – Engines



**JLB-4G15**



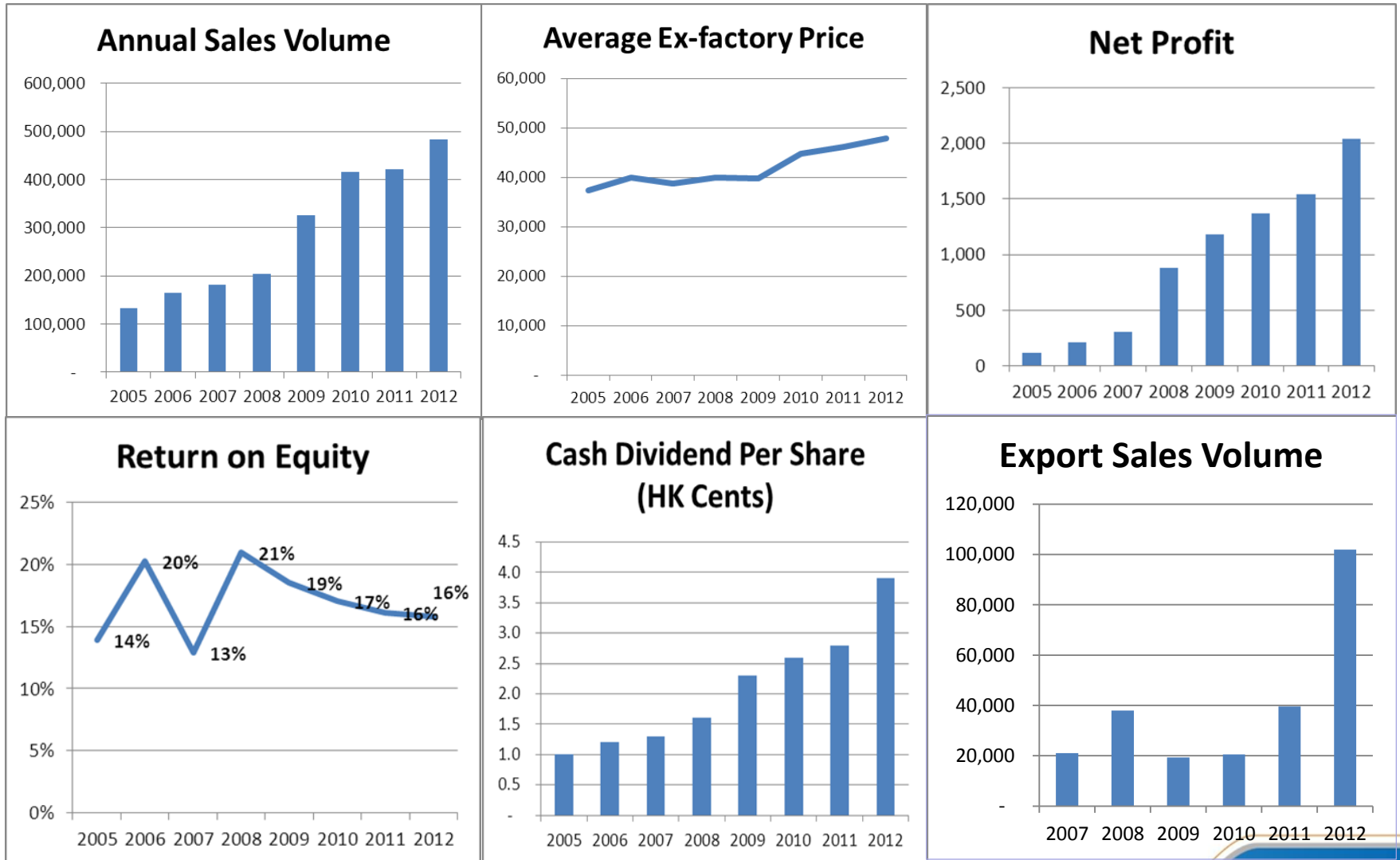
**JLB-4G13T**

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

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



# Financial Performance



# 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 and philosophy with Chinese inspiration;</li> <li>• Joint product architecture with Volvo Car;</li> <li>• Partnership to speed up electrification offerings;</li> <li>• Strategic alliances to upgrade technologies</li> </ul>
<p>Services</p>	<ul style="list-style-type: none"> <li>• 1,068 dealers in China;</li> <li>• 38 sales agents, 490 sales and service outlets in 38 oversea countries;</li> <li>• An independent servicing franchise chain in China;</li> <li>• Planned financing and used car trading operations</li> </ul>
<p>Branding</p>	<ul style="list-style-type: none"> <li>• Three product brands tailored to different customer segments in China;</li> <li>• Single brand for export markets</li> </ul>

## Vehicle Safety

Year	Test	Models	Ratings
2009	C-NCAP	Geely Panda	5 star (45.3 pts)
2010	C-NCAP	Emgrand EC7	5 star (46.8 pts)
2011	Euro-NCAP	Emgrand EC7	4 star
2011	C-NCAP	Emgrand EC8	5 star (49.6 pts)
2012	C-NCAP	GLEagle GX7	5+star (50.3 pts)
2013	C-NCAP	Englon SC515	5 star (55.4 pts)





# Sales Satisfaction



## J.D.Power Asia Pacific 2013 China Sales Satisfaction Index (SSI) Study<sup>SM</sup>

Brand	Points#	Overall Rank	Sector Rank*
GLEagle	651	12	2
Emgrand	647	15	4
Local Brand Average	599		
Mass Market Average	647		

# based on a 1,000-point scale and study of 47 mass market brands in China

\* ranking amongst Chinese domestic brands in China

Source: J.D.Power Asia Pacific 2013 China Sales Satisfaction Service Index (SSI) Study<sup>SM</sup>

# Customer Satisfaction



## J.D.Power Asia Pacific 2013 China Customer Service Index (CSI) Study<sup>SM</sup>

Brand	Points#	Overall Rank	Sector Rank*
Englon	848	9	1
GLEagle	843	11	3
Emgrand	826	20	6
Mass Market Average	811		

# based on a 1,000-point scale and study of 71 passenger vehicle brands in China

\* ranking amongst Chinese domestic brands in China

Source: J.D.Power Asia Pacific 2013 China Customer Service Index (CSI) Study<sup>SM</sup>

# Geely Automobile In Figures

<b>Year started:</b>	<b>1998</b>
<b>Total workforce:</b>	<b>18,375 (on 30/6/2013)</b>
<b>Manufacturing facilities:</b>	<b>8 car plants in China</b>
<b>Products:</b>	<b>16 major sedan models under 5 platforms</b>
<b>Distribution network:</b>	<b>1,068 dealers in China, 38 sales agents, 490 sales and service outlets in 38 oversea countries</b>
<b>2013 sales volume:</b>	<b>549,518 units (22% 5-year CAGR)</b>
<b>2012 revenues:</b>	<b>US\$4 billion</b>
<b>Market Capitalization:</b>	<b>US\$3.7 billion (at 24 Jan. 2014)</b>



# Important Notice

*The information contained herein is meant for presentation purposes only and may not be used and relied upon by any other party. It is not to be taken in substitution for the exercise of judgement. You shall be solely responsible for making your own independent investigation of the merits of the discussions mentioned in this presentation. Geely Automobile Holdings Limited does not make any representations, warranty or guarantee as to the accuracy, completeness or correctness of the contents contained herein. The reproduction and/or dissemination of the contents herein is prohibited without our prior approval. Geely Automobile Holdings Limited and its officers, directors and employees accept no liability whatsoever for any direct or consequential loss howsoever arising from any use of this presentation or further communication given in relation to this presentation or its contents or otherwise arising in connection therewith.*

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