

GEELY

**吉利汽車控股有限公司**

**GEELY AUTOMOBILE HOLDINGS LIMITED**

**Corporate Presentation**

January 2014



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

# Sales Performance

First 11 Months of 2013

**Overall:** 488,702 units, +15% YoY  
**Domestic:** 381,633 units +15% YoY  
**Exports:** 107,069 units +18% YoY



帝豪  
EMGRAND



EC7

170,801 units +37% YoY



英伦汽车  
Englon Automobile



KingKong

44,735 units -37% YoY



全球鹰  
GLEAGLE



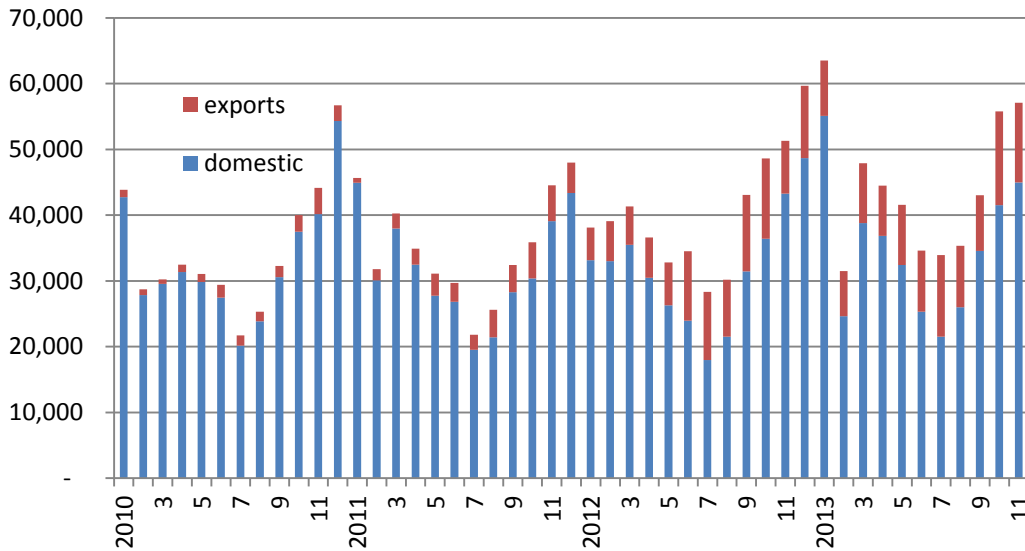
GX7

43,259 units +58% YoY

# Sales Performance

First 11 Months of 2013

Monthly Sales Volume



GC7

(29,754 units +124%YoY)



Vision

(34,426 units +25%YoY)



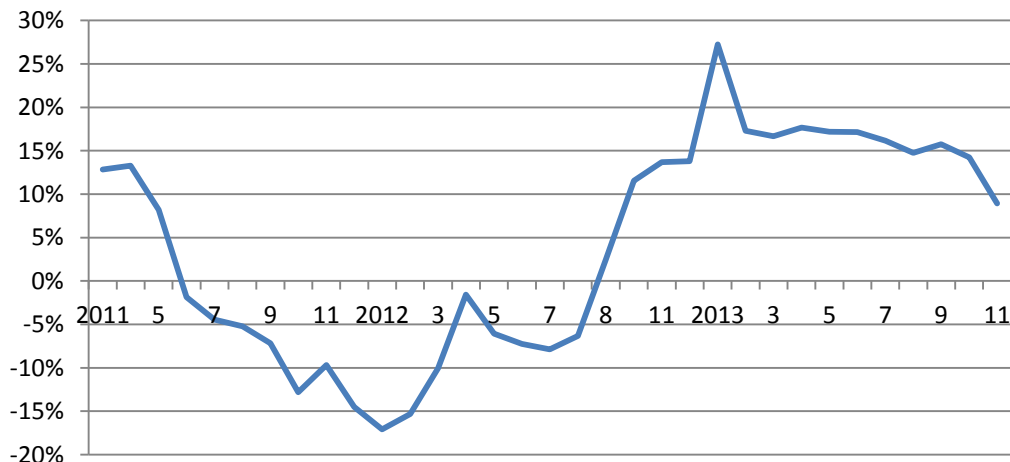
SC6

(23,569 units +164%YoY)

# Domestic Market

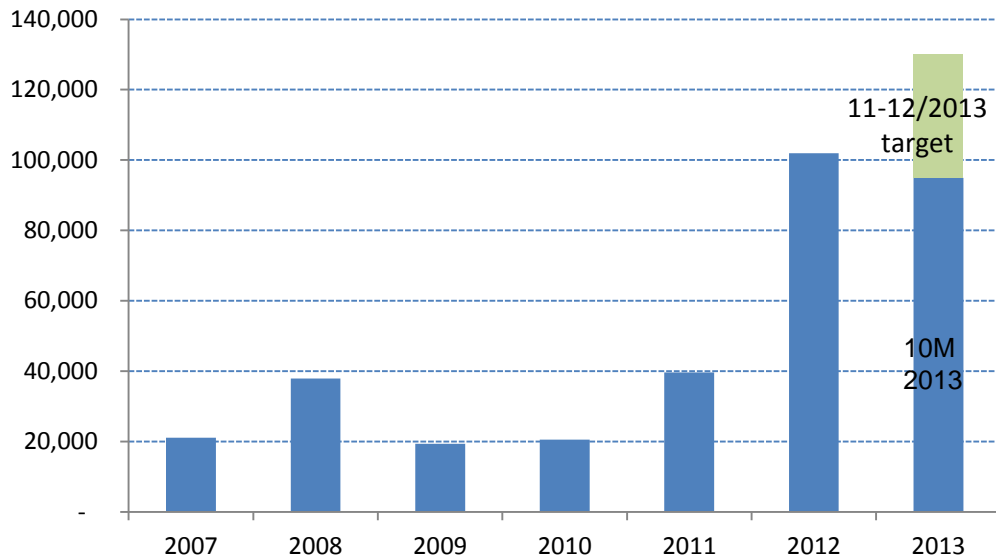
- Sales volume growth in China averaged over 10% over the past one year, but started to slow down since 4Q2013 due to higher base for comparison in same period previous year
- Current level of growth appears sustainable given the improved economic environment in China

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

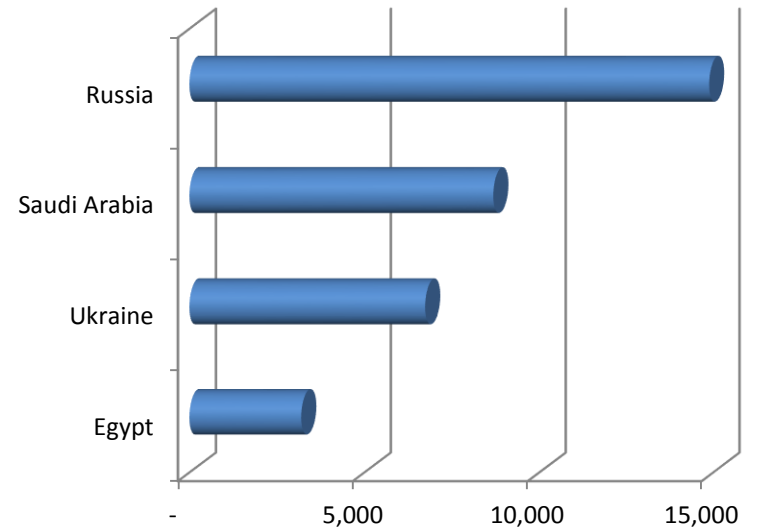


# Exports

**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	4.7%

Source: Focus2move

• YTD July 2013

\*\* YTD Oct. 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 107,069 units of vehicles in the first 11 months of 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

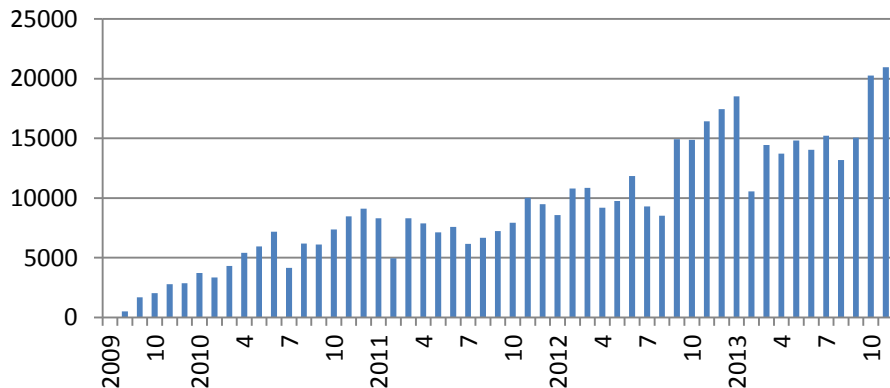
EC7 is the best-selling model, accounting for 35% of Geely's total sales volume in the first 11 months of 2013.

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)**

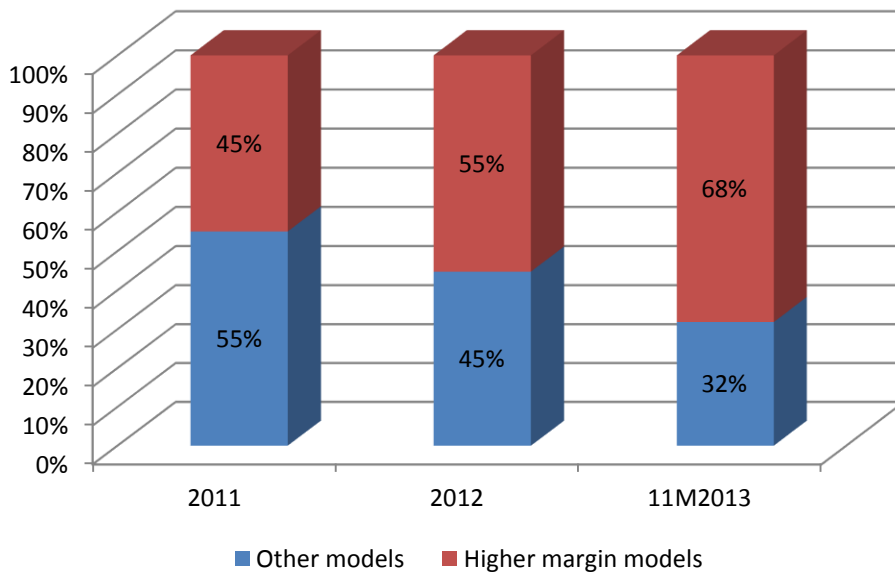
**Monthly Salse Volume of EC7**



<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

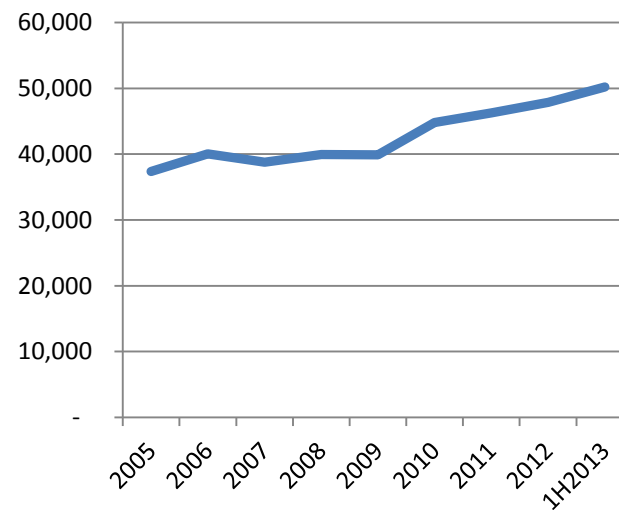


# Product Mix Improvement



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

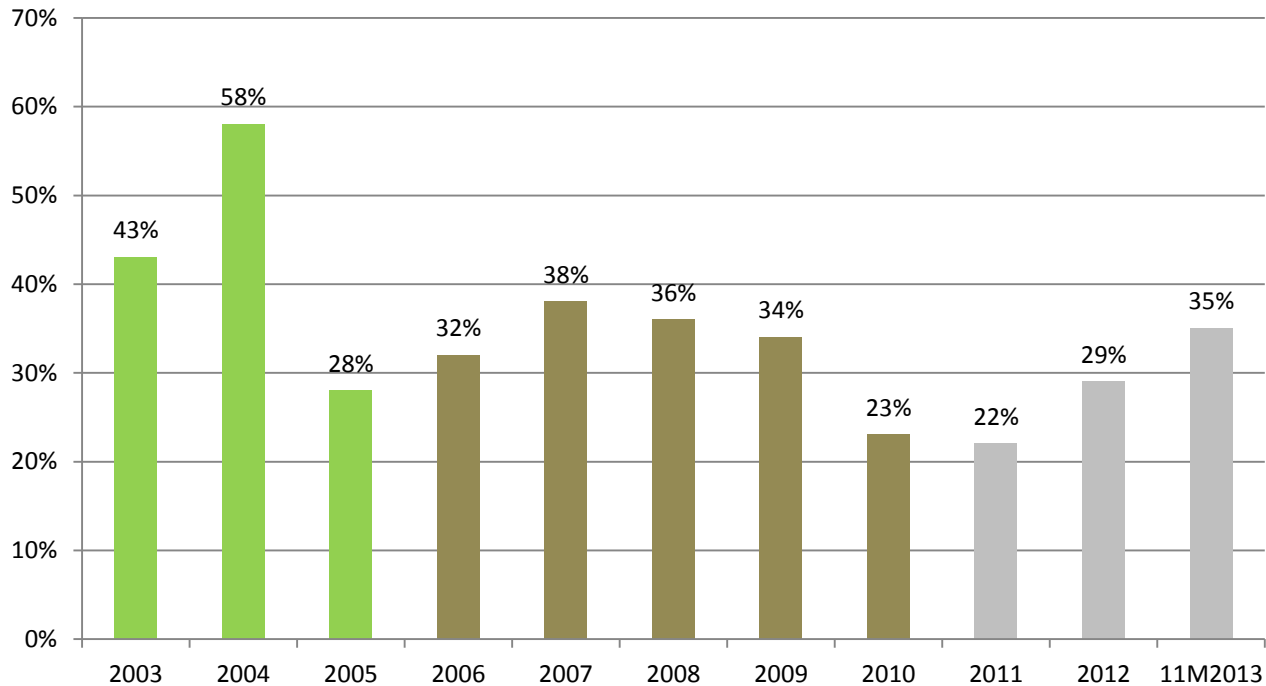
Average Ex-factory Price



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**



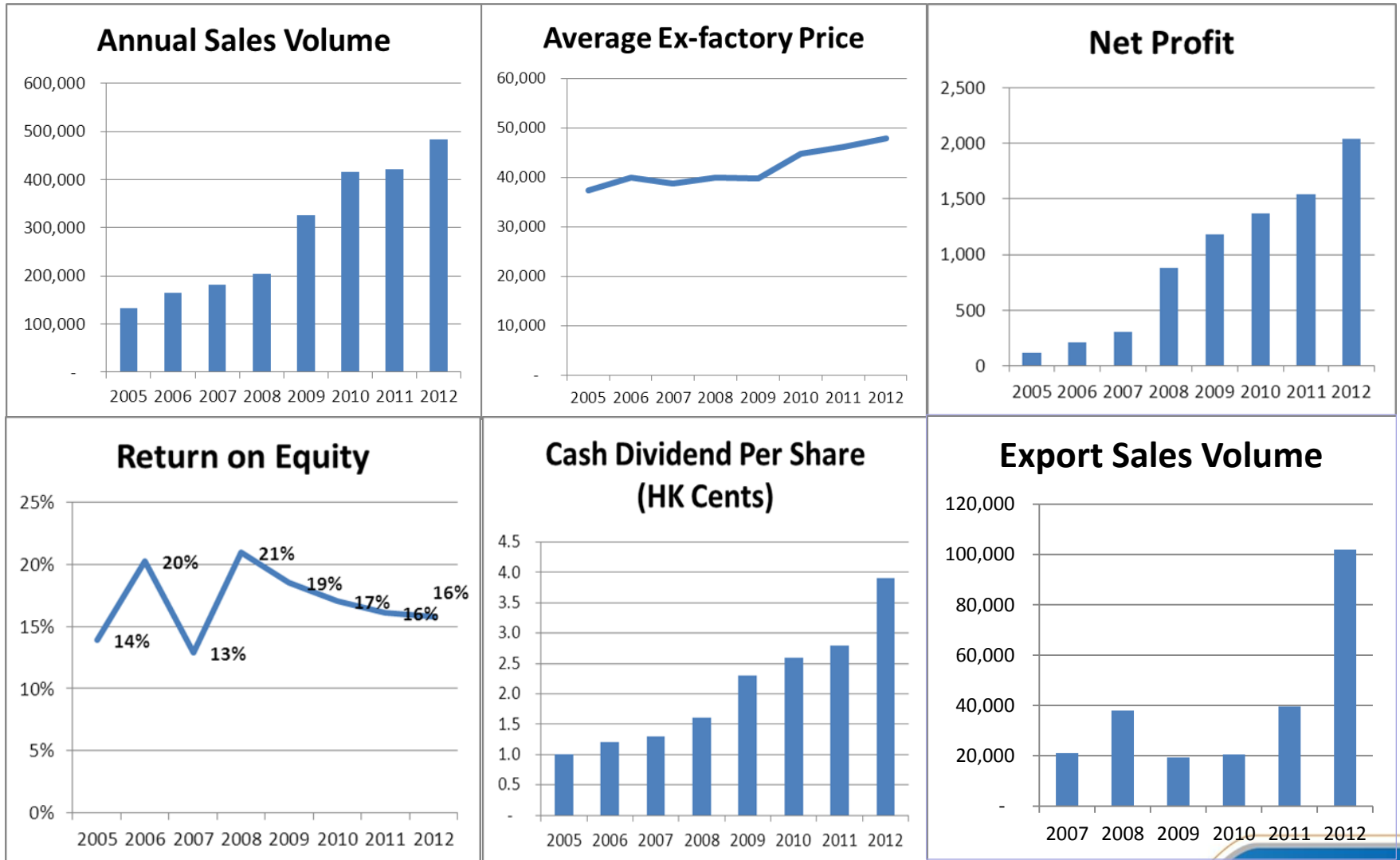
**JLB-4G13T**

<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 overseas 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>2012 sales volume:</b>	<b>483,483 units (22% 5-year CAGR)</b>
<b>2012 revenues:</b>	<b>US\$4 billion</b>
<b>Market Capitalization:</b>	<b>US\$4.2 billion (at 2 Jan. 2014)</b>



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