

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

July 2014

www.geelyauto.com.hk

Sales Performance

First Half 2014

Overall: 187,186 units, -29% YoY
Domestic: 152,856 units -28% YoY
Exports: 34,330 units -32% YoY

Mid-Size Sedans
(EC7+GC7+SC7+Vision)

96,476 units -32% YoY



SUVs (GX7+SX7)

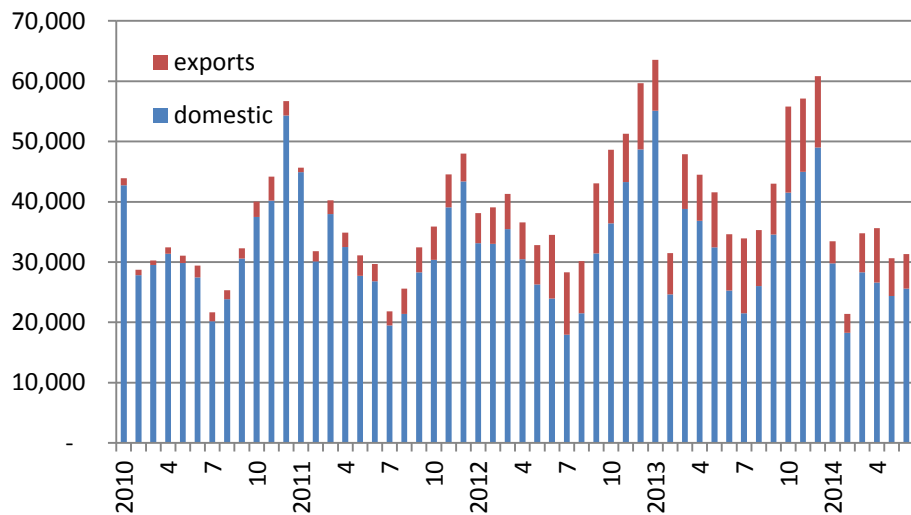
29,333 units +4% YoY



Sales Performance

First Half 2014

Monthly Sales Volume



KingKong

(30,655 units +16%YoY)



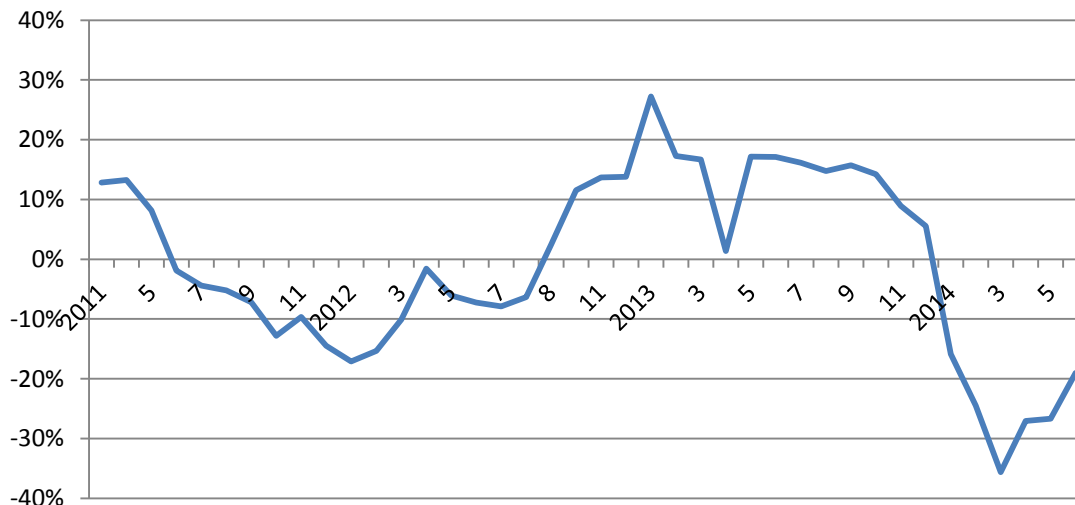
GC7

(10,004 units -4%YoY)

Domestic Market

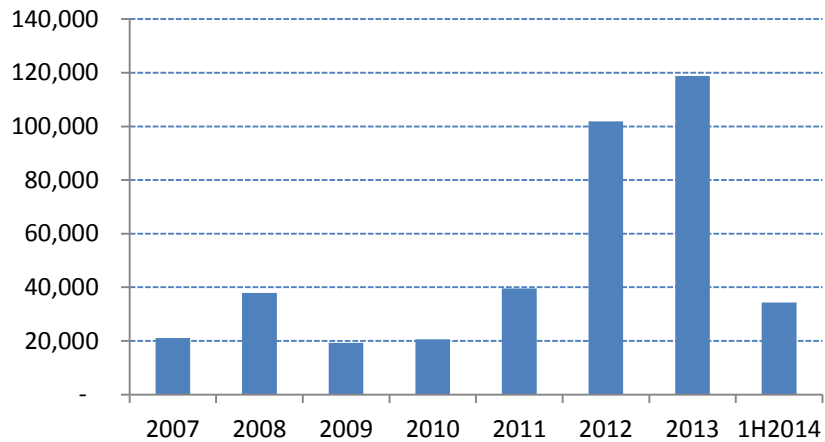
- Sales volume in China fell in the first half of 2014 due to the reshuffle of the sales and marketing system and the current major model upgrading cycle, but started to recover since March 2014
- Sales volume in January 2014 was also affected by the Group's effort to cut dealer inventory ahead of major new model launches in 2014

Domestic Sales Volume (3MMA+/-%)

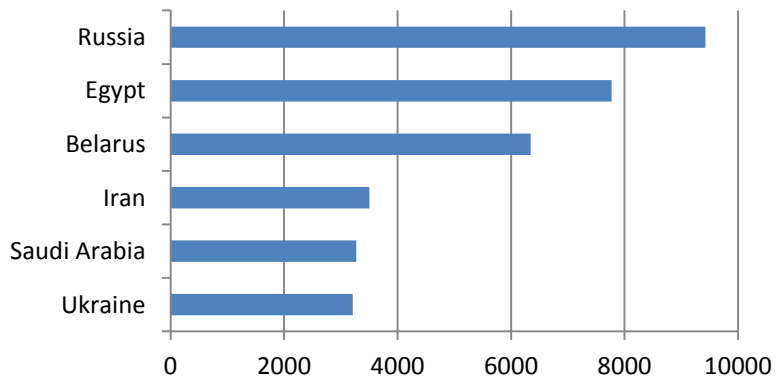


Exports

Export Sales Volume
(units)



Top Export Destinations
1H2014



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

Products – EC7

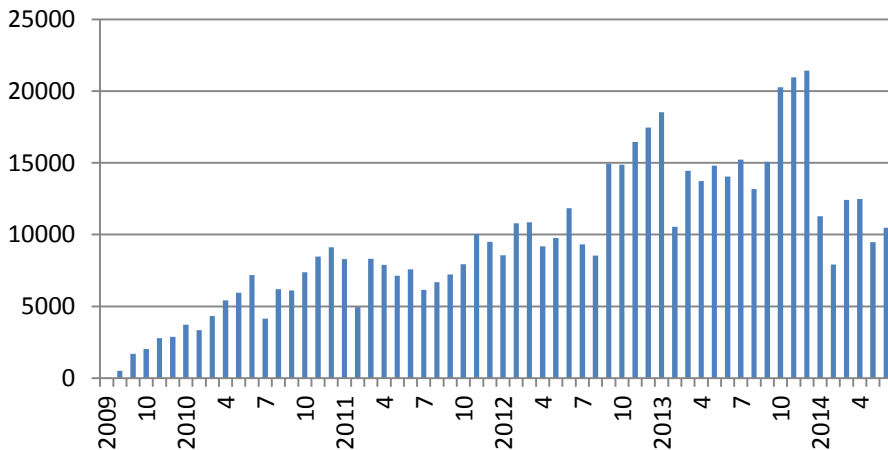
EC7 is the best-selling model, accounting for 35% of Geely's total sales volume in 2013.

The model is one of the top selling car models in China (18th), Ukraine (3rd), Egypt (3rd) and Saudi Arabia (26th).



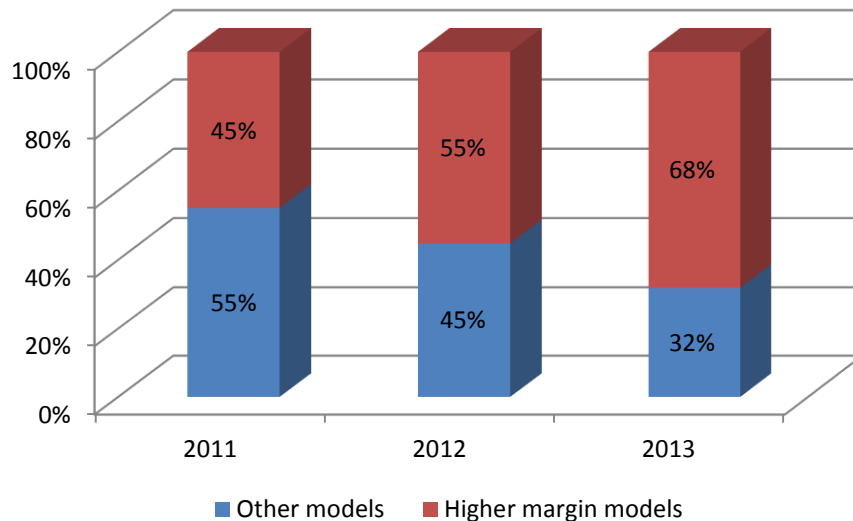
EC7
(Emgrand7)

Monthly Salse Volume of EC7



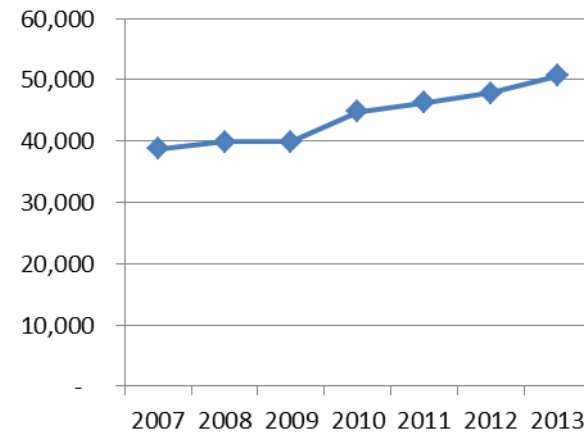
| | |
|-------------------------|--|
| Engine: | 1.5L, 1.8L petro engines |
| Transmissions: | 5MT, CVT |
| Dimension: | 4635/1789/1470 |
| Wheelbase: | 2650 |
| Safety: | Euro-NCAP 4 star C-NCAP 5 star |
| Fuel efficiency: | 6.0L/100km (1.5 MT) 7.2L/100km (1.8 MT) |
| MSRP: | RMB71,800-113,800 |

Product Mix Improvement



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

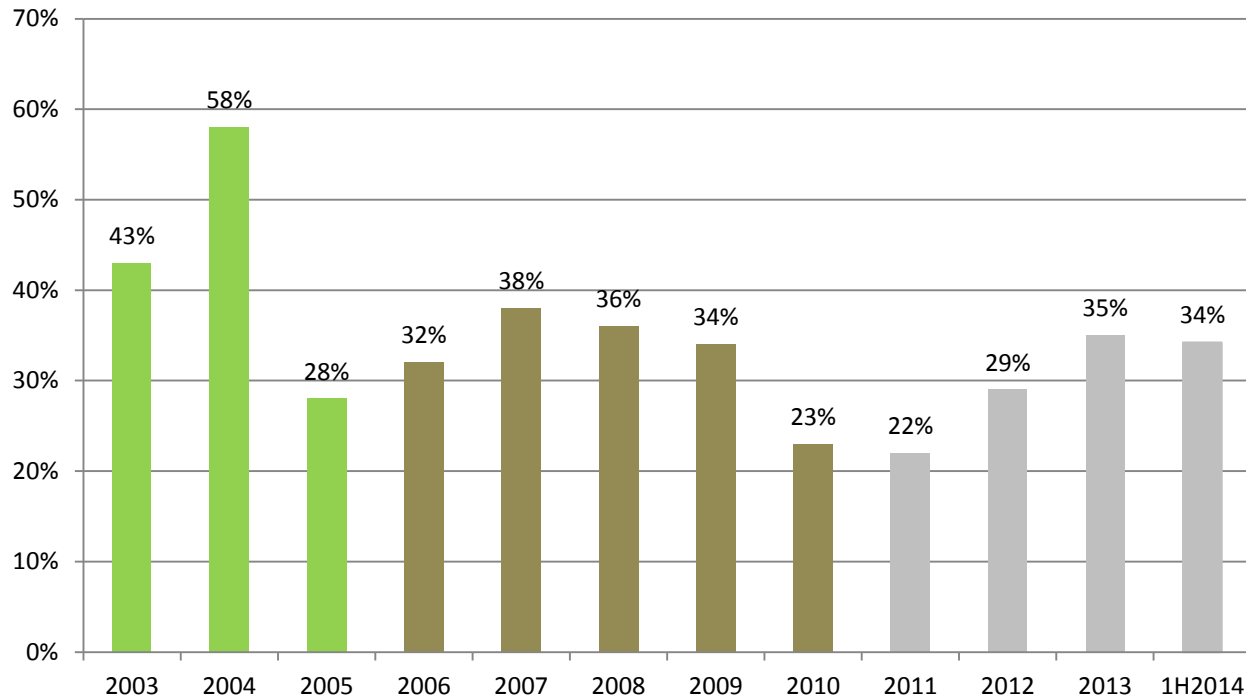
Average Selling Prices (RMB)



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 31% over the last six 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 – 2014 EC7



2013 EC7



2014 EC7

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

| | |
|-----------------------|---------------------------|
| Engine: | 1.3L Turbocharged engines |
| Transmissions: | 6MT, CVT |
| Power: | 98/5500(Kw/rpm) |
| Max. Torque: | 185/2000-4500 N.m/rpm |
| Emission: | Euro V |

New Products - SUVs



GX7



GX9

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

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

New Products – Sedans



EC8



EC9

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

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

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 |



New Energy Vehicles



**JL7001BEV
(2013)**



**EC7-EV
(2014/2015)**

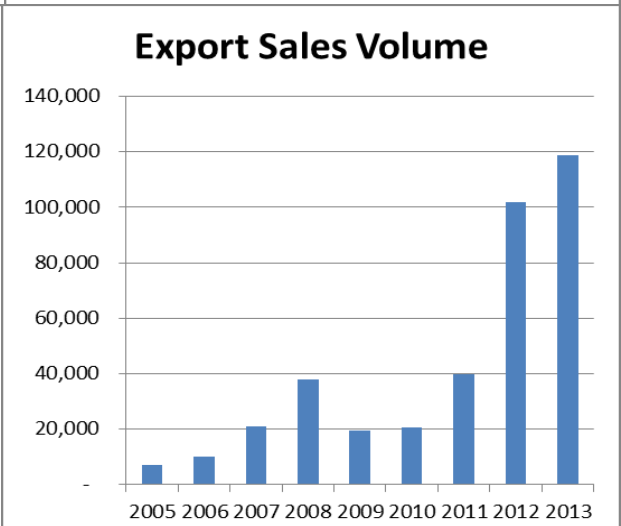
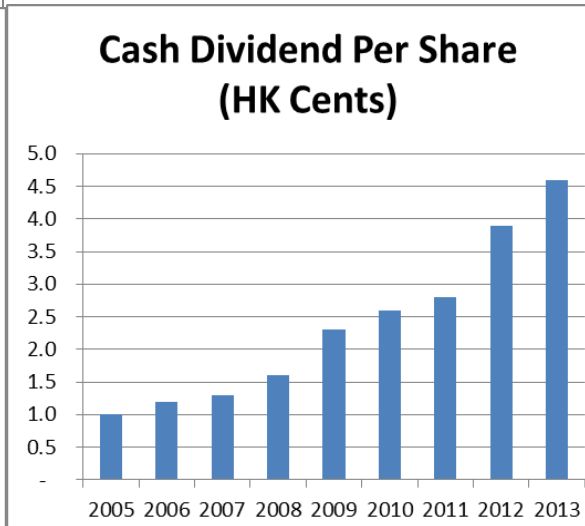
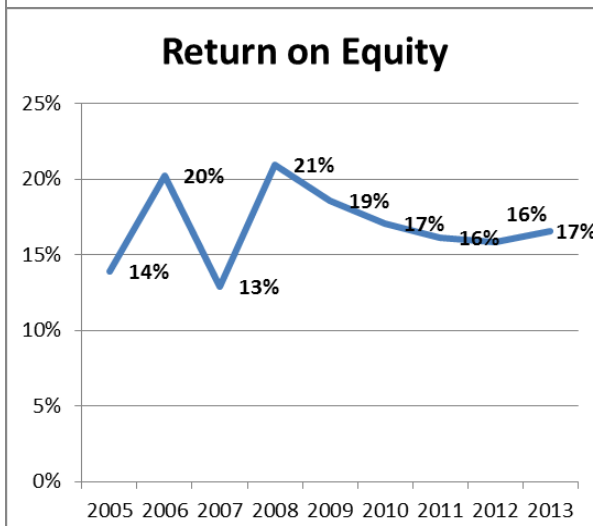
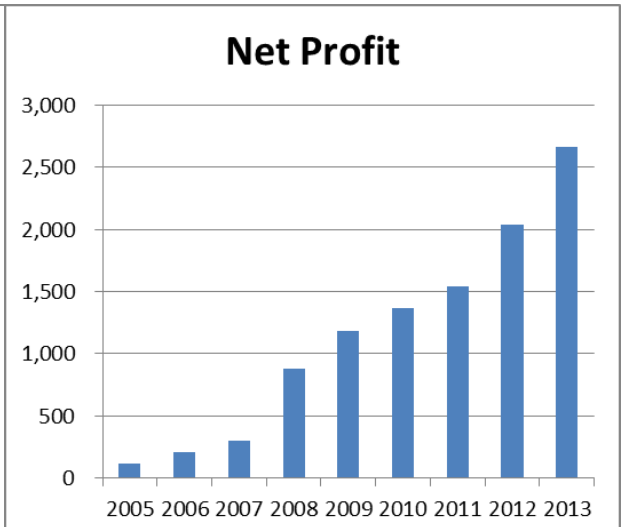
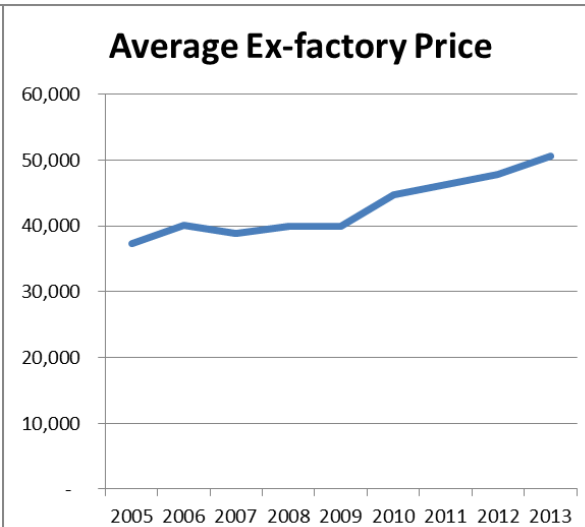
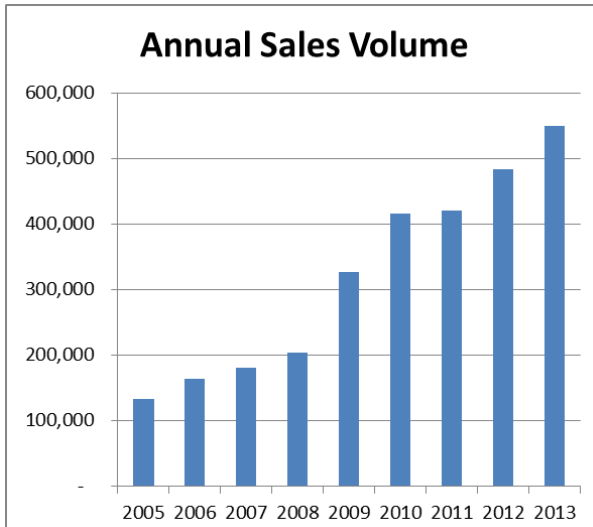


**EC7 Petro Hybrid
(2014/2015)**



**Emgrand Cross Plug-in Hybrid
(2015)**

Financial Performance



Strategy

| | |
|----------|--|
| 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">• 882 dealers in China;• 41 sales agents, 527 sales and service outlets in 41 oversea countries;• An independent servicing franchise chain in China;• 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 |

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) |



Geely Automobile In Figures

| | |
|----------------------------------|---|
| Year started: | 1998 |
| Total workforce: | 18,138 (on 31/12/2013) |
| Manufacturing facilities: | 8 car plants in China |
| Products: | 16 major sedan models under 5 platforms |
| Distribution network: | 882 dealers in China, 41 sales agents, 527 sales and service outlets in 41 oversea countries |
| 2013 sales volume: | 549,468 units (22% 5-year CAGR) |
| 2013 revenues: | US\$4.6 billion |
| Market Capitalization: | US\$3.2 billion (at 9 July 2014) |



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