

GEELY

**吉利汽車控股有限公司**

**GEELY AUTOMOBILE HOLDINGS LIMITED**

**Corporate Presentation**

May 2015



# Sales Performance

1<sup>st</sup> Quarter 2015

**Overall:** 140,523 units, +57% YoY  
**Domestic:** 130,177 units +71% YoY  
**Exports:** 10,346 units -22% YoY

A-segment Sedans  
(EC7+Xindihao+GC7+SC7+Vision)

**93,963 units +85% YoY**



SUVs (GX7+SX7+GX9)

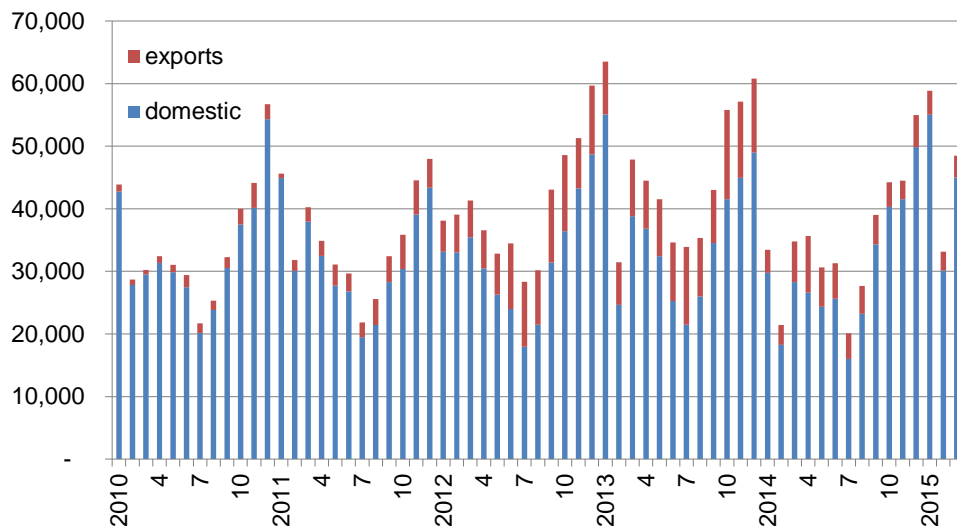
**18,431 units +64% YoY**



# Sales Performance

1<sup>st</sup> Quarter 2015

## Monthly Sales Volume



KingKong

(17,965 units +22%YoY)



Vision

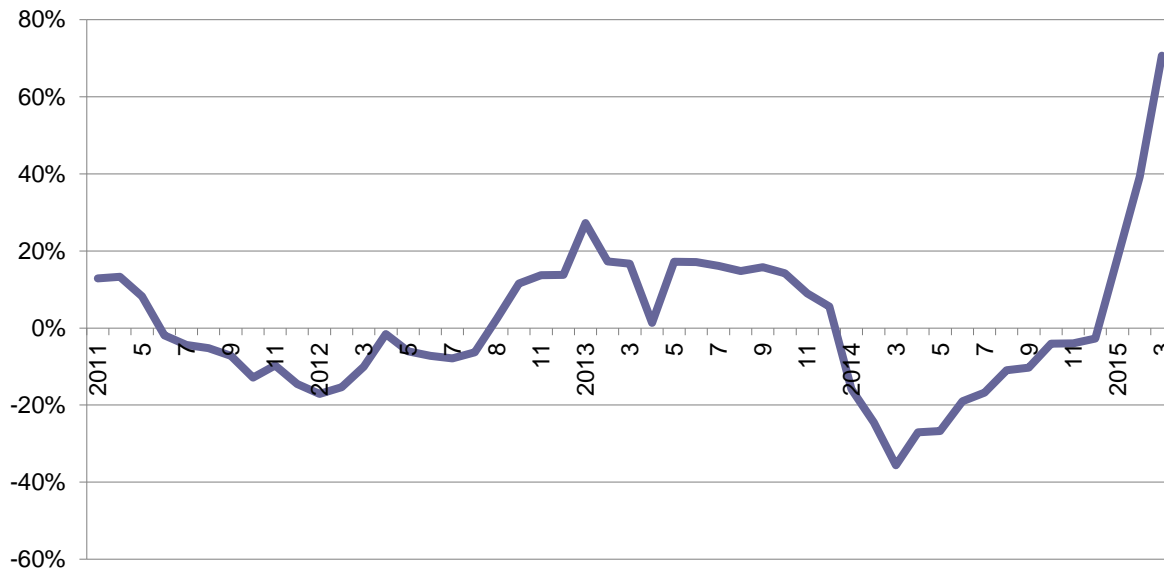
(29,253 units +838%YoY)

爱卡网  
XCAR.COM

# Domestic Market

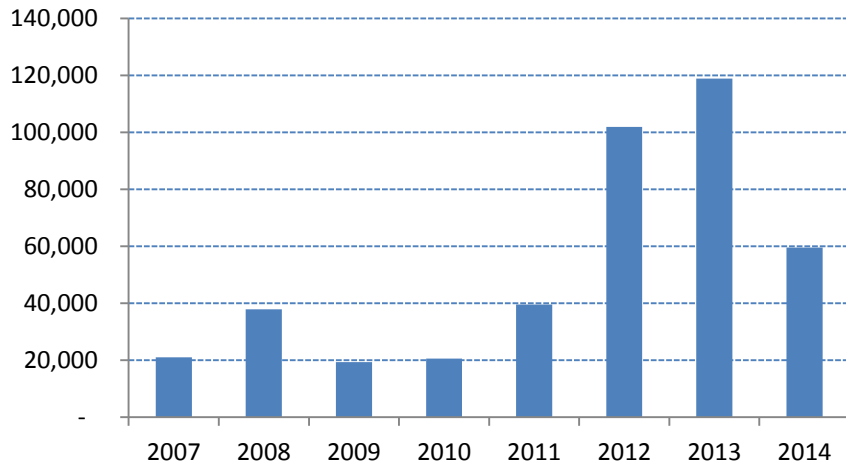
- Sales volume in China fell 17% in 2014 due to the reshuffle of the sales and marketing system and the major model upgrading cycle, but started to recover since mid-2014
- Sales volume in first three months of 2015 was boosted by the good response to new models like Xindi hao and New Vision.

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

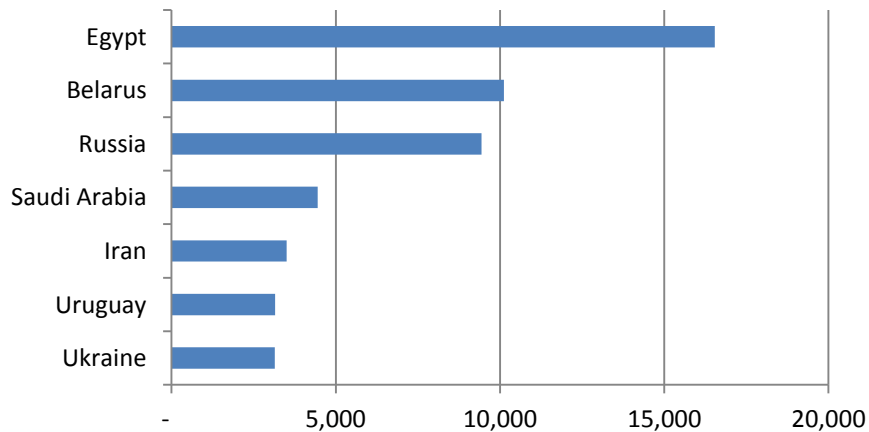


# Exports

**Export Sales Volume**  
(units)

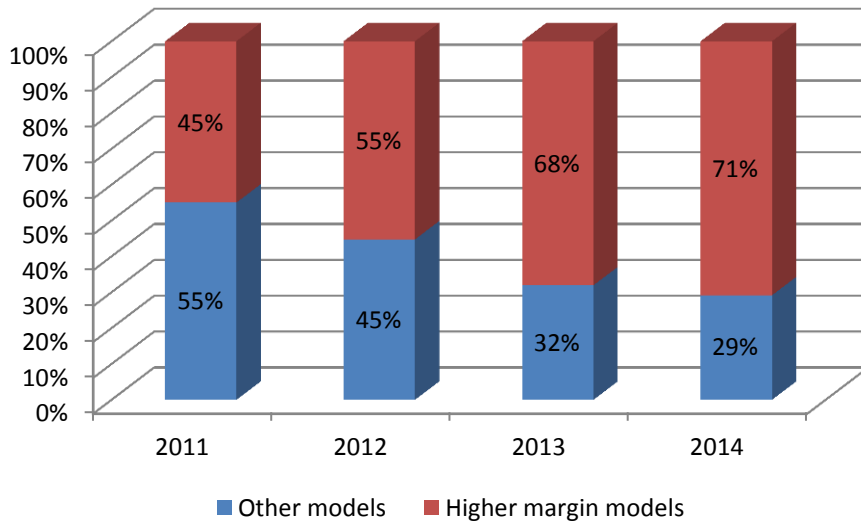


**Top Export Destinations**  
(2014)



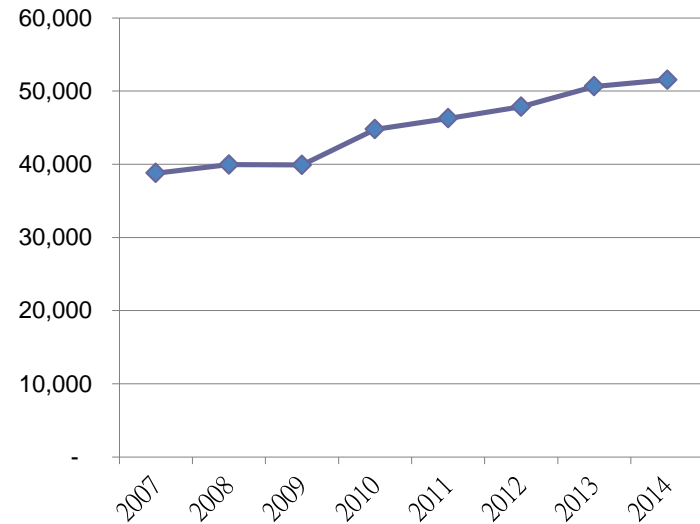
Emgrand7 (EC7) is the most popular export model, accounting for 45% of the total exports volume in 2014

# Product Mix Improvement



Higher margin models include EC7, SC7, GC7, Vision, Xindihao, GX7, SX7 and GX9

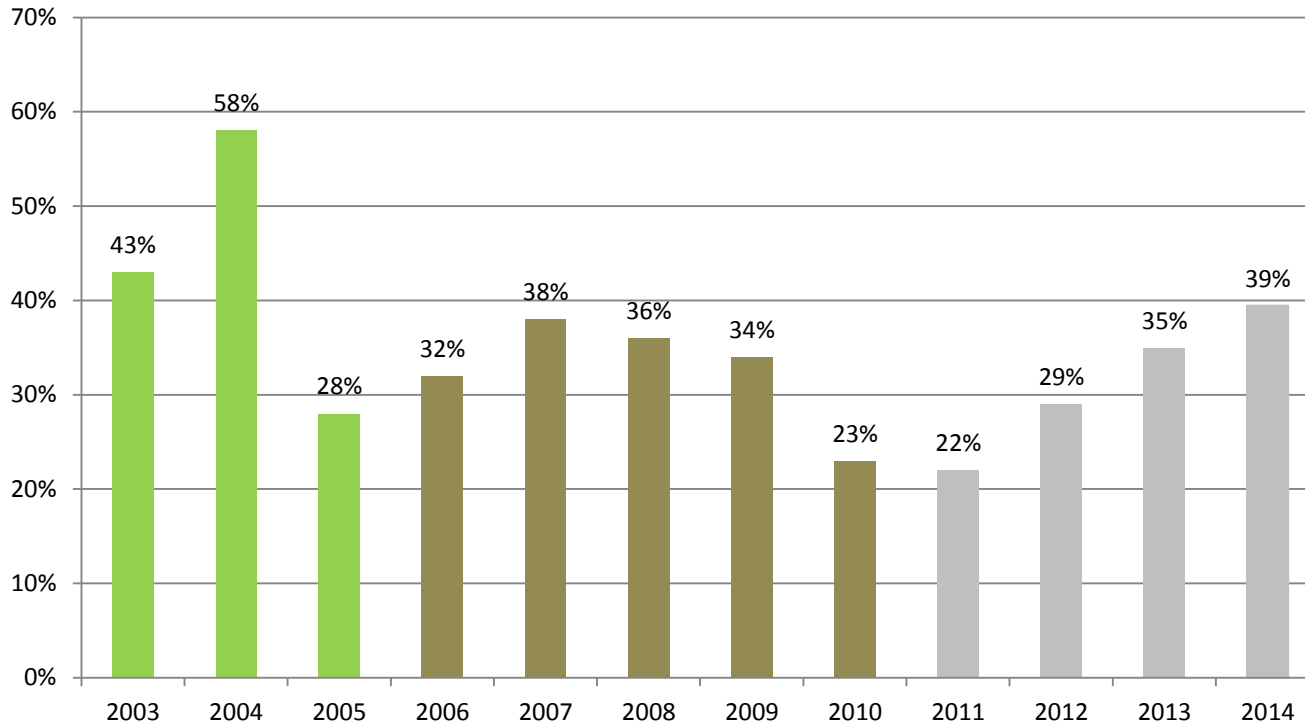
Average Selling Prices (RMB)



As a result of the success of Xindihao, higher margin models account for 71% of Geely's total sales volume in 2014, and ASP was up 30% over the last five years

# Most Popular Models

(% of total sales volume)



**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 Products – Xindihaio



2013 EC7



2014 Xindihaio

<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>Power:</b>	80/6000(Kw/rpm) (1.5L) 98/6000(Kw/rpm) (1.8L)
<b>Max. Torque:</b>	140/4400 N.m/rpm (1.5L) 170/4400 N.m/rpm (1.8L)
<b>Fuel efficiency:</b>	6.0L/100km (1.5L) 7.2L/100km (1.8L)
<b>MSRP:</b>	RMB71,800-113,800

<b>Engine:</b>	1.3L Turbo engines; 1.5L petro engines
<b>Transmissions:</b>	6MT, CVT
<b>Dimension:</b>	4631/1789/1470
<b>Wheelbase:</b>	2650
<b>Power:</b>	98/5500(Kw/rpm) (1.3T)
<b>Max. Torque:</b>	185/2000-4500 N.m/rpm (1.3T)
<b>Fuel Efficiency:</b>	5.7L/100km (1.3T, 6MT) 5.9L/100km (1.3T, CVT)
<b>MSRP:</b>	RMB69,800-100,800

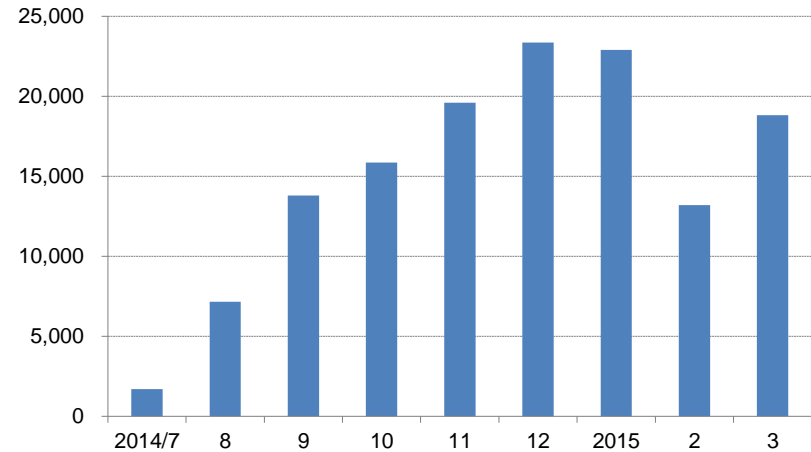


# New Product - Xindihaio



- 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

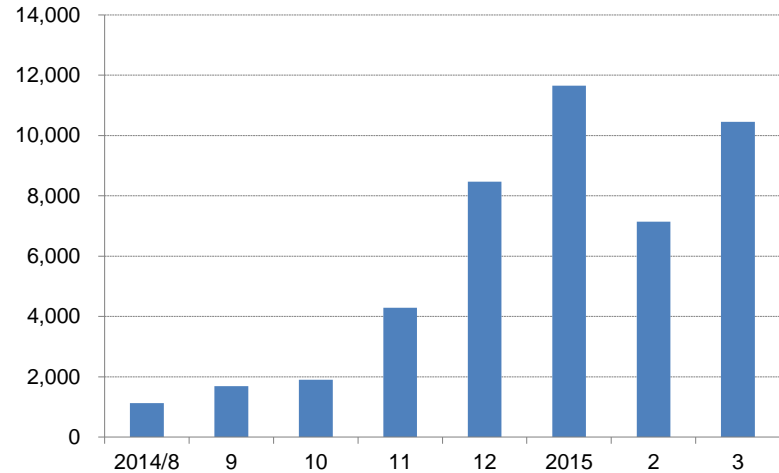
Monthly Sales Volume of Xindihaio



# 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



<b>Engine:</b>	1.8T, 2.4L, 3.5L V6
<b>Transmissions:</b>	6AT
<b>Dimension:</b>	4956/1861/1513
<b>Wheelbase:</b>	2850
<b>Power:</b>	122Kw (1.8T) 205Kw (3.5L V6)
<b>Max. Torque:</b>	250/1500 N.m/rpm (1.8T) 326/4700 N.m/prm (3.5L)
<b>MSRP:</b>	RMB119,800-229,800

- **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**



# 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



# Other New Products

- **GC9 B-segment Sedans (April 2015)**
- **Emgrand Electric Vehicles (2H 2015)**
- **Emgrand SUVs (end 2015)**
- **Compact SUVs (end 2015)**
- **Emgrand Cross Vehicles (early 2016)**
- **Emgrand 4-door Sedans (early 2016)**

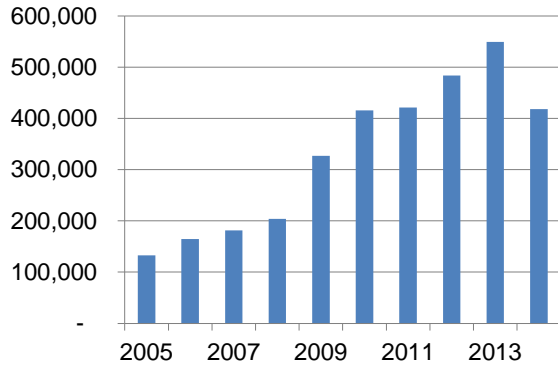
+ upgraded versions of SC7, GC7, Kingkong, Geely Panda

**2015 Sales Target at 450,000 units, up 8% YoY**

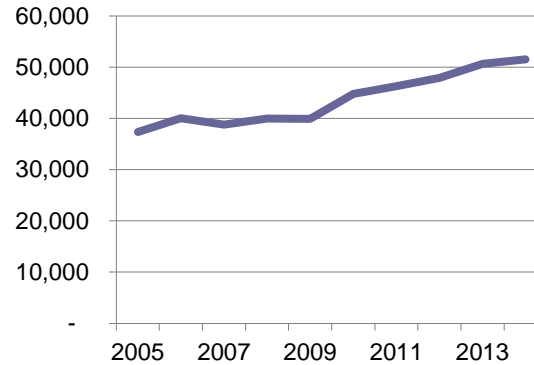


# Financial Performance

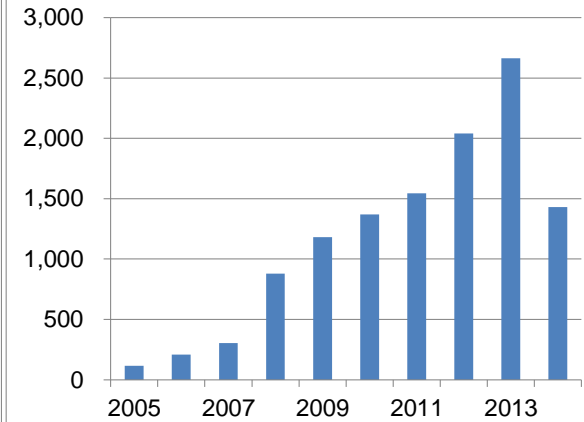
### Annual Sales Volume



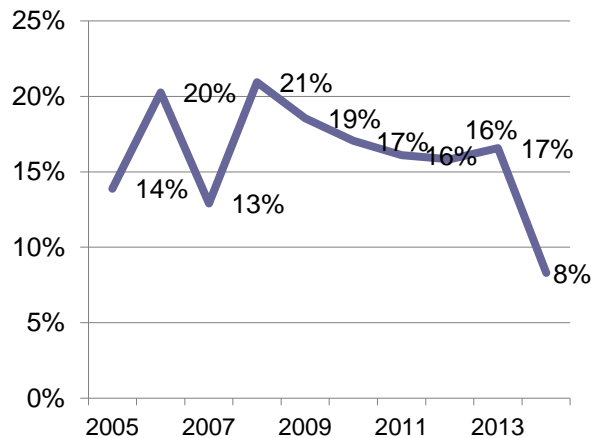
### Average Ex-factory Price



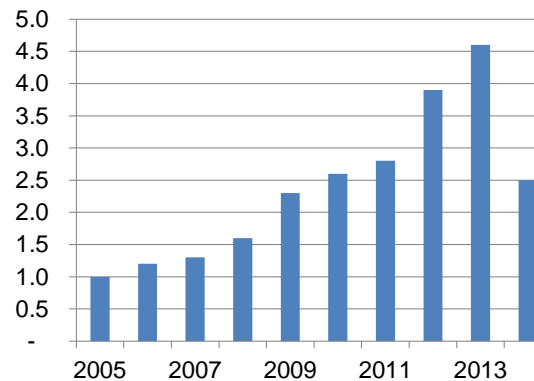
### Net Profit



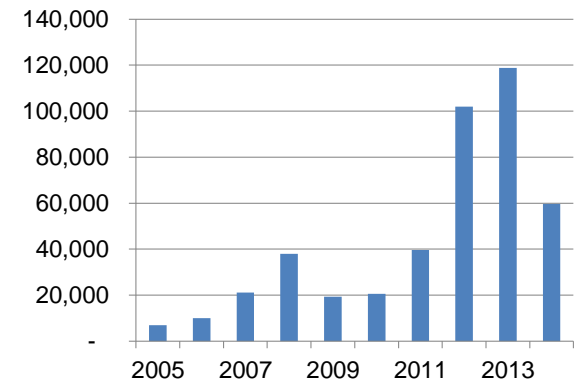
### Return on Equity



### Cash Dividend Per Share (HK Cents)



### Export Sales Volume



# Strategy

Products	<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>• Gradual transition from hybrid to pure electric;</li><li>• Partnership to speed up electrification offerings;</li><li>• Strategic alliance to upgrade technologies</li></ul>
Services	<ul style="list-style-type: none"><li>• 751 dealers in China;</li><li>• 38 sales agents, 476 sales and service outlets in 35 oversea countries;</li><li>• Vehicle finance JV with BNP Paribas Personal Finance</li></ul>
Branding	<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>

# Customer Service Satisfaction



## J.D.Power Asia Pacific 2014 China Customer Service Index (CSI) Study<sup>SM</sup>

Brand	Points#	Overall Rank	Sector Rank*
Geely	847	17	5
	(+8 YoY)		
Mass Market Average	824		

# based on a 1,000-point scale and study of 67 passenger vehicle brands in China

\* ranking amongst Chinese domestic brands

Source: J.D.Power Asia Pacific 2014 China Customer Service Index (CSI) Study<sup>SM</sup>



# Vehicle Quality, Attractiveness, Dependability



**J.D.Power Asia Pacific 2014 China**  
**Initial Quality Study<sup>SM</sup> (IQS)**  
**Automotive Performance, Execution & Layout (APEAL) Study<sup>SM</sup>**  
**Vehicle Dependability Study<sup>SM</sup> (VDS)**

Study	Segment	Model	Segment Rank
IQS#	Compact	Free Cruiser	3
APEAL*	Compact	Free Cruiser	1
VDS^	Compact	Geely Kingkong	1

# based on evaluations from 21,311 owners of new vehicles purchased between October 2013 and June 2014, including 212 different models from 62 different brands;

\* based on evaluations from 20,731 owners of new vehicles purchased between October 2013 and June 2014, including 212 different models from 62 different brands;

^ based on evaluations from 17,054 owners of vehicle purchased between June 2010 and August 2011, including 155 different models from 55 different brands

# Automaker Brand Websites



## J.D.Power Asia Pacific 2014 China Brand Website Evaluation (BWES) Study<sup>SM</sup>

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) Study<sup>SM</sup>

# Geely Automobile In Figures

<b>Year started:</b>	<b>1998</b>
<b>Total workforce:</b>	<b>18,481 (on 31/12/2014)</b>
<b>Manufacturing facilities:</b>	<b>6 car plants in China + 1 plant in Belarus + 1 plant in Uruguay</b>
<b>Products:</b>	<b>13 major sedan models under 5 platforms</b>
<b>Distribution network:</b>	<b>751 dealers in China, 38 sales agents, 476 sales and service outlets in 35 oversea countries</b>
<b>2014 sales volume:</b>	<b>417,851 units</b>
<b>2014 revenues:</b>	<b>US\$3.5 billion</b>
<b>Market Capitalization:</b>	<b>US\$5.0 billion (at 29 April 2015)</b>



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