

GEELY

# 吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation  
November 2013



全球鷹  
GLEAGLE



帝豪  
EMGRAND



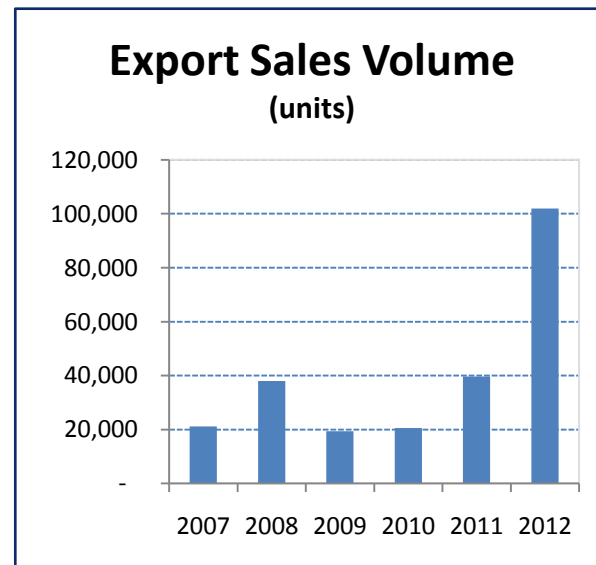
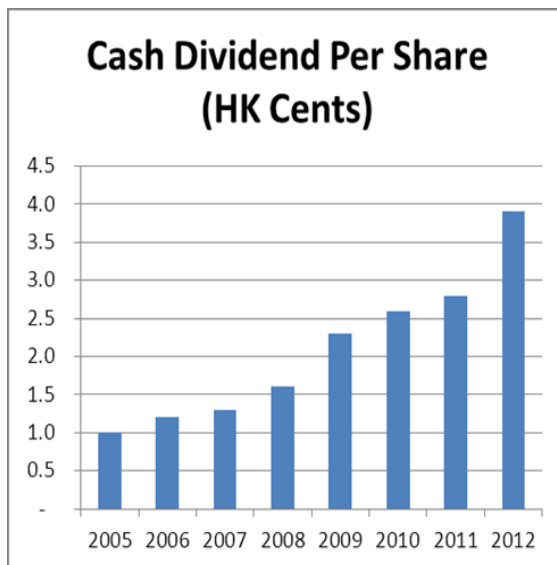
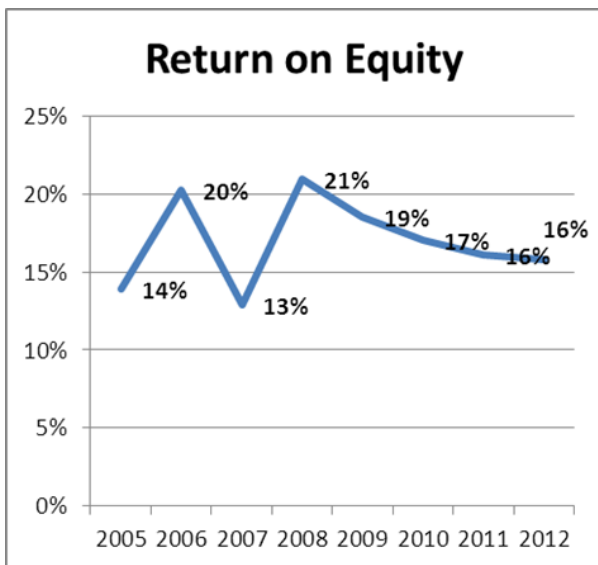
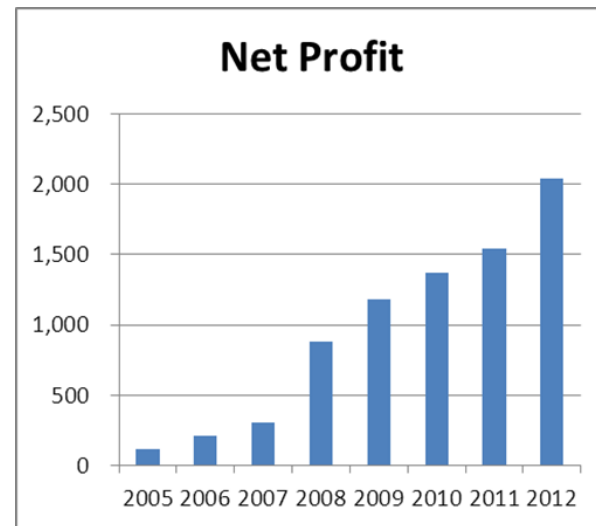
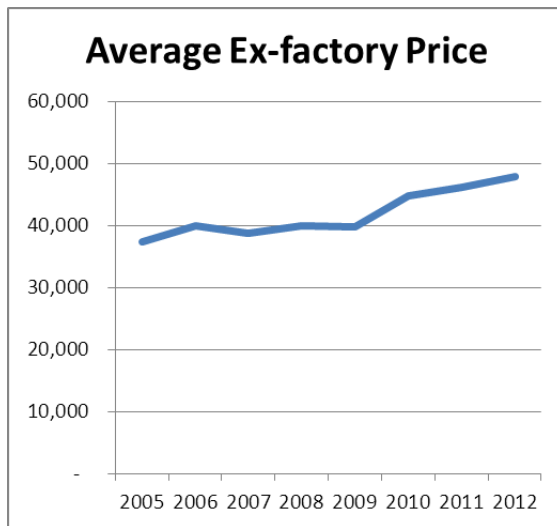
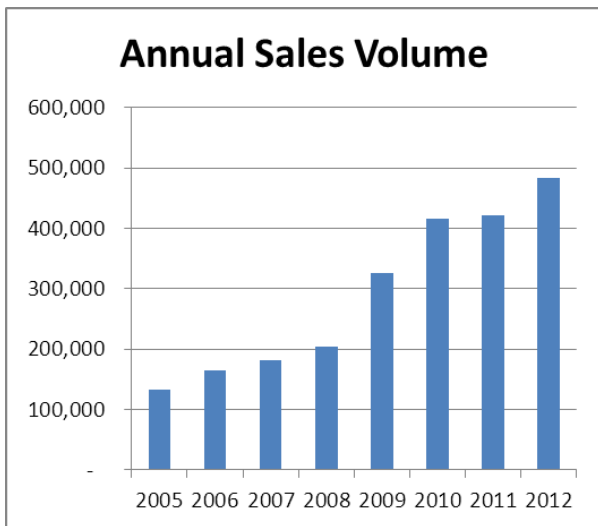
英伦汽车  
Englon Automobile

<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\$4.3 billion (at 29 Oct. 2013)</b>



- ❖ **Management-owned, market-driven**
- ❖ **Cost effective supply chain**
- ❖ **Professional management team**
- ❖ **Abundant intellectual resources**
- ❖ **A vertically integrated operation**
- ❖ **Experience and track-record in China**
- ❖ **Cooperative relationship with Volvo Car**





<b>Products</b>	<b>Platform and modular architecture; Focus on powertrain technology; In-house international design capabilities and philosophy with Chinese inspiration; Joint product architecture with Volvo Car; Partnership to speed up new energy product offerings; Strategic alliances to upgrade component supplies</b>
<b>Services</b>	<b>1,068 dealers in China; 38 exclusive oversea sales agents; An independent servicing franchise chain; Financing and used car trading</b>
<b>Branding</b>	<b>Three product brands tailored to different customer segments in China; Single brand for export markets</b>

1998 - 2007	2007 - 2010	2011 onwards
<ul style="list-style-type: none"> <li>• Market share</li> <li>• Fast Growth</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-brand</li> <li>• Platform Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Globalization</li> <li>• Sustainable Growth</li> <li>• Brand Management</li> </ul>



Brand	Models	1H2013 sales vol.	No. of dealers (6/2013)
GLEagle	Geely Panda GX2 Free Cruiser Vision GC7 GX7	94,304	363
Emgrand	EC7 EC7-RV EC8	92,344	337
Englon	Kingkong SC7 SC5-RV SC3 SC6 SX7	78,896	368





全球鹰  
GLEAGLE



Free Cruiser



Vision



GX2



GC7



GX7



帝豪  
EMGRAND



EC7



EC7-RV



EC8



英伦汽车  
Englon Automobile



SC3



SC5-RV



SC6



SC7



SX7





**英伦汽车**  
*Englon Automobile*

<b>Engine size:</b>	1.8L, 2.0L, 2.4L
<b>Transmissions:</b>	5MT, 6AT
<b>Dimension:</b>	4553/1833/1700
<b>Wheelbase:</b>	2661
<b>Maximum output:</b>	119kw/5700rpm (2.4L)
<b>Retail prices:</b>	RMB92,800-129,800





帝豪  
EMGRAND

**Engine:** 2.0L diesel  
2.4L petrol

**Transmissions:** 6MT, 6AT

**Dimension:** 4840/1845/1715

**Wheelbase:** 2800



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EX8



KC



EC7

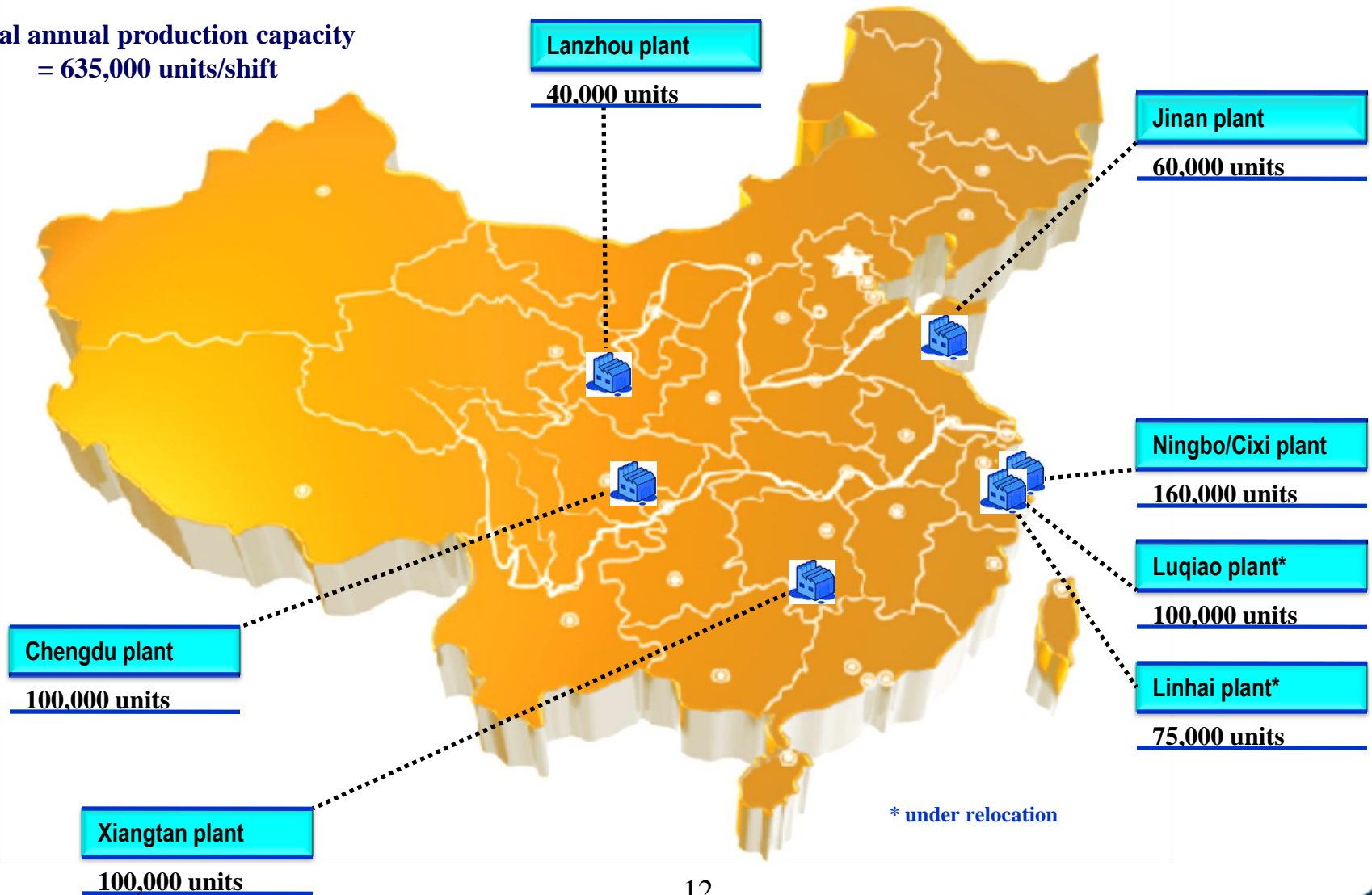


SX7



## Production Facilities in China

Total annual production capacity  
= 635,000 units/shift



6M to June (RMB m)	2013	2012	YoY change
Sales volume (units)	263,544	222,390	+19%
Turnover/Revenue	14,855	11,177	+33%
Gross margin	19.2%	17.4%	+10%
Operating margin ratio*	12.3%	12.8%	-4%
Profit after tax	1,402	1,027	+37%
Attributable profit	1,398	1,020	+37%
Diluted EPS (RMB cents)	16.16	12.49	+29%
	<u>June-2013</u>	<u>Dec-2012</u>	
Shareholders' equity	14,000	12,887	+9%
Net cash**	3,732	1,750	+113%

\* Operating margin ratio = (Pre-tax margin before finance costs , share-based payments and results of associates)/turnover

\*\* Net (debt)/cash = all cash /bank deposits – all bank borrowings – convertible bonds

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)





**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>



**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>



**Overall: 375,810 units, +16% YoY**

**Domestic: 295,151 units +17% YoY**

**Exports: 80,659 units +14% YoY**



**EC7**

**129,572 units +38% YoY**



**KingKong**

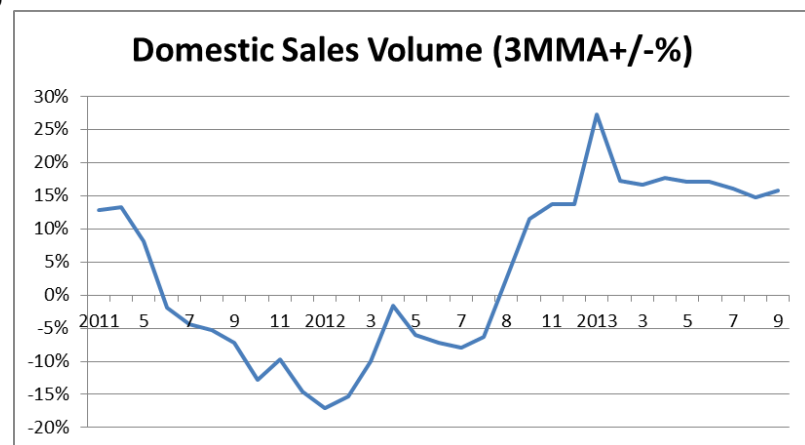
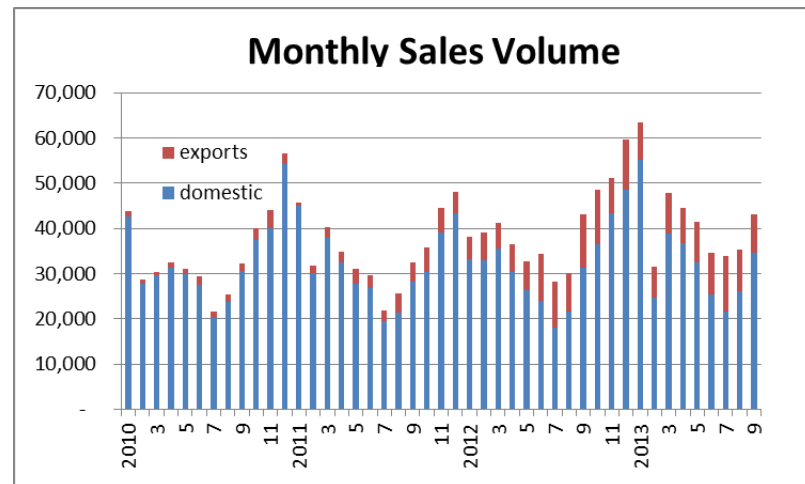
**34,542 units -42% YoY**

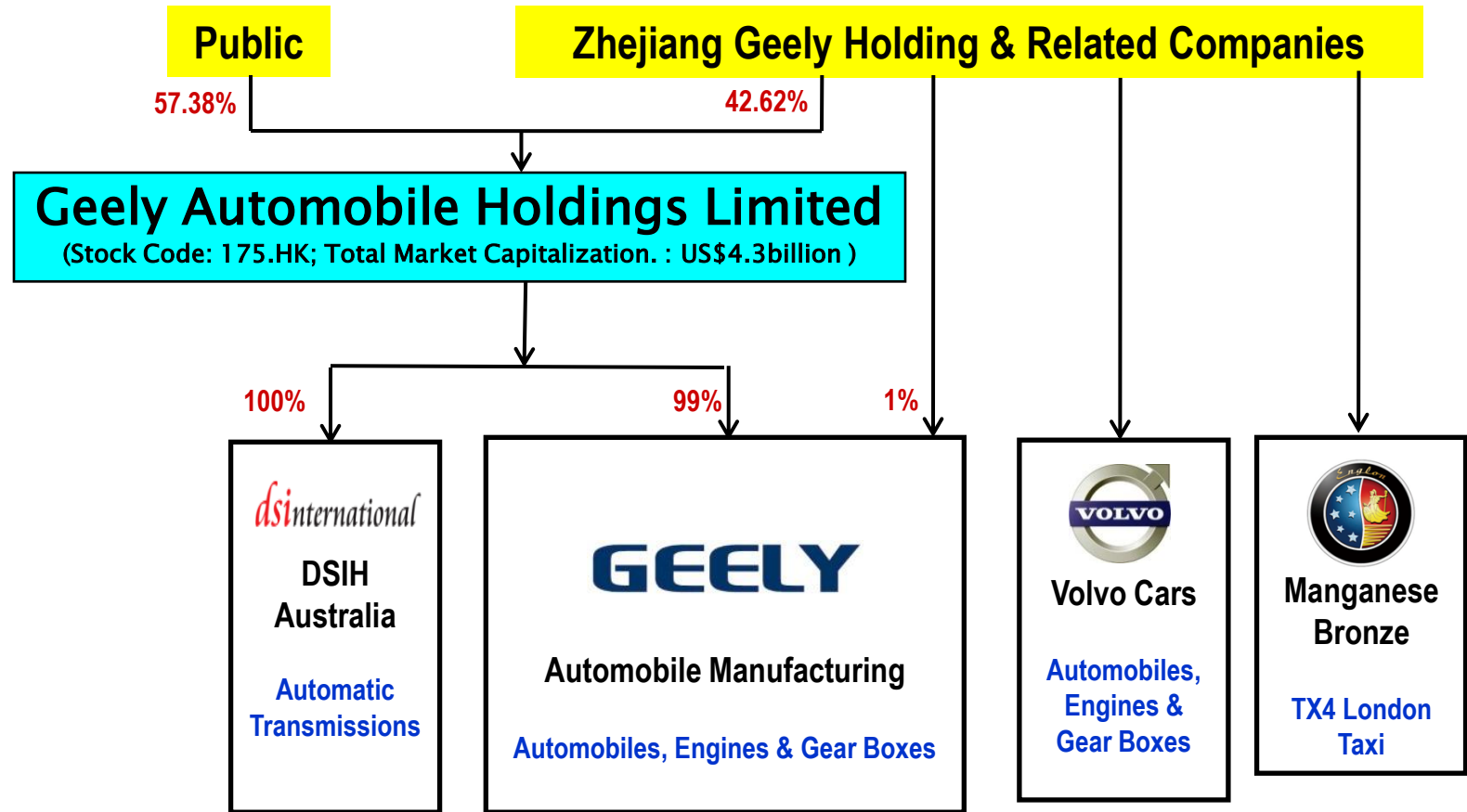


**GX7**

**31,923 units +76% YoY**

- Significant improvement in competitive advantages in brand image, product and service quality
- Technology cooperation with Volvo Car should further strengthen the Group's competitiveness
- Other positive drivers in 2H2013: (1) added capacity and thus output for SUVs, (2) more models qualified for government procurements, (3) better cost and penetration in Southern America and Eastern Europe following local production in Uruguay and Belarus.
- Target to grow sales volume by 16% to 560,000 units in 2013







**Safe**  
**Environmental Friendly**

**Energy Efficient**



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

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

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