

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

April 2014

Sales Performance

January-February 2014

Overall: 54,850 units, -42% YoY

Domestic: 48,021 units -40% YoY

Exports: 6,829 units -55% YoY

EC7+GC7+SC7+Vision

32,088 units -36% YoY



GX7+SX7

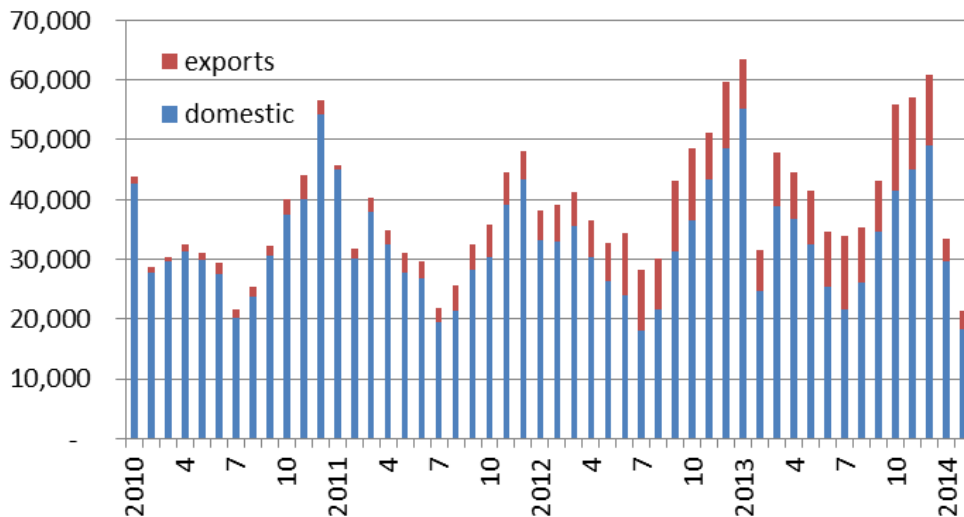
5,375 units -48% YoY



Sales Performance

First Two Months of 2014

Monthly Sales Volume



KingKong

(9,235 units -6%YoY)



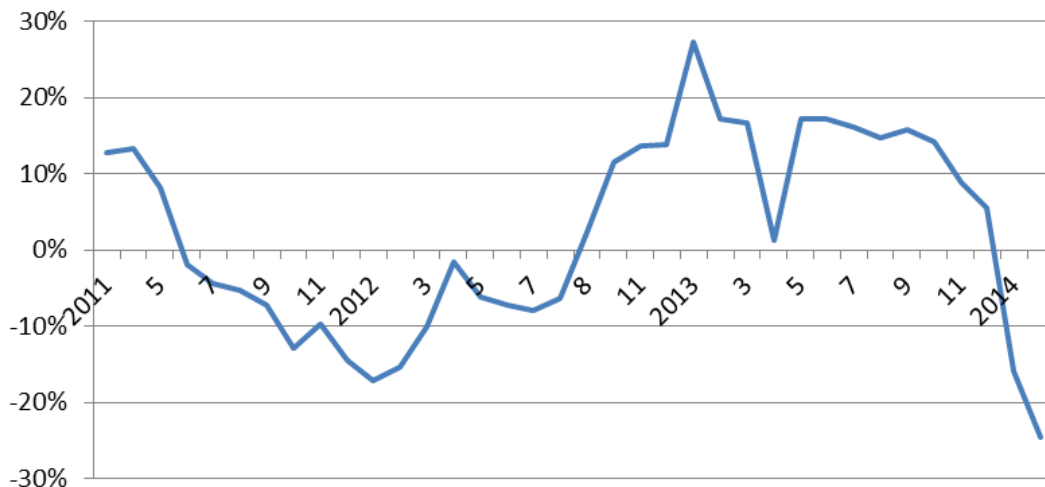
GC7

(4,560 units +29%YoY)

Domestic Market

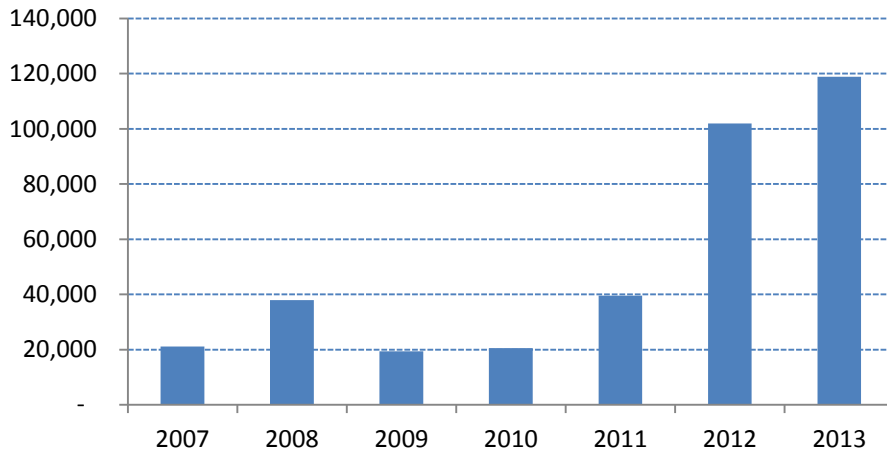
- Sales volume in China fell in the first two months of 2014 due to ongoing reshuffle of the sales and marketing system and the major model upgrading cycle starting from March 2014
- Sales volume in January 2014 was also affected by the Group's effort to cut dealer inventory ahead of major new model launches in 2014

Domestic Sales Volume (3MMA+/-%)

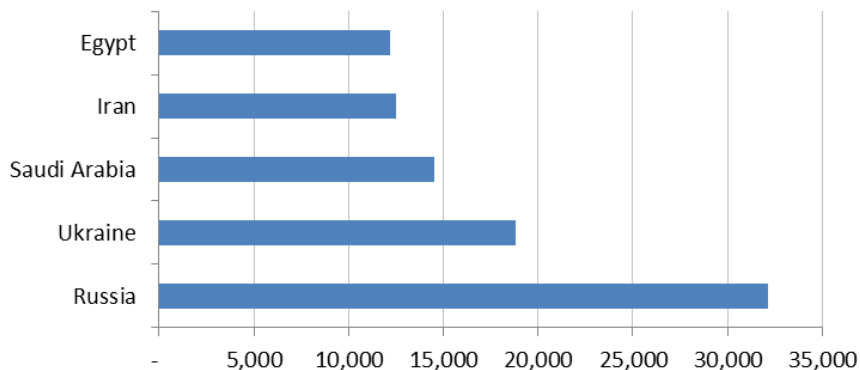


Exports

Export Sales Volume
(units)



Top Export Destinations
2013



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

Major Export Markets



Country	Overall Rank (Jan-Feb 2014)	Market Share (Jan-Feb 2014)
Russia	Number 26	0.8%
Saudi Arabia*	Number 9	2.3%
Ukraine	Number 1	13.3%
Egypt*	Number 5	5.0%

Source: Focus2move
 • 2013

Geely is the best selling Chinese brands in all these 4 markets in 2013

Overseas Manufacturing Facilities



Uruguay plant

- 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 118,871 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

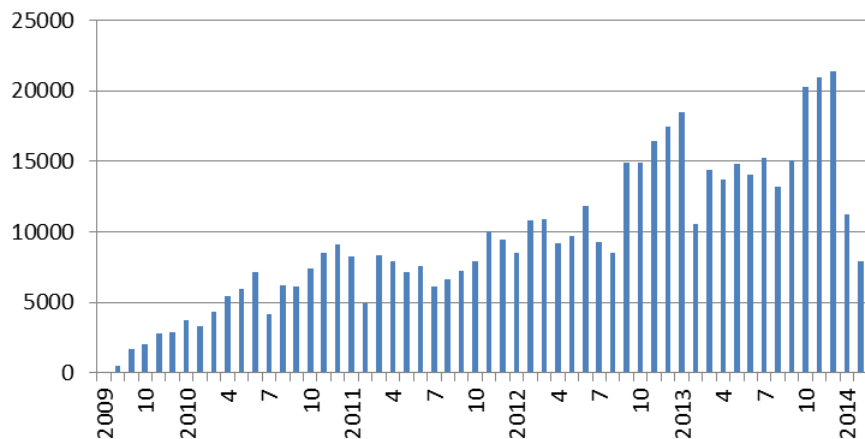
EC7 is the best-selling model, accounting for 35% of Geely's total sales volume in 2013.

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



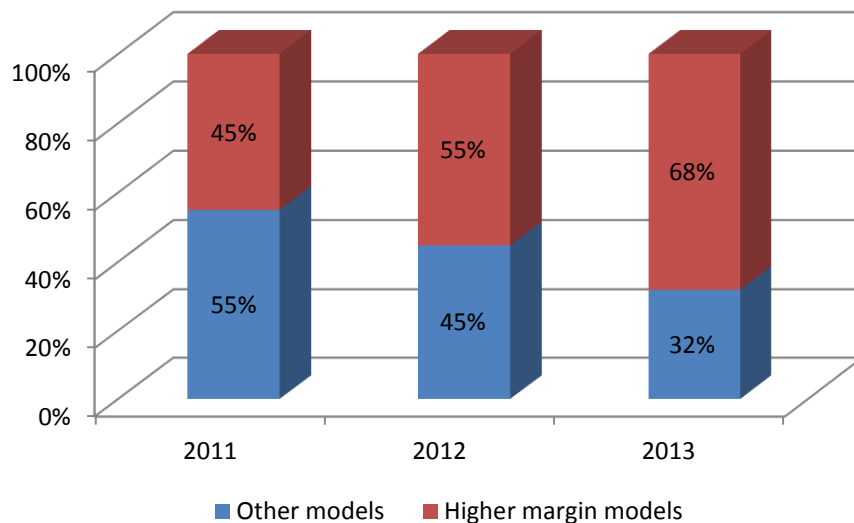
EC7
(Emgrand7)

Monthly Salse Volume of EC7



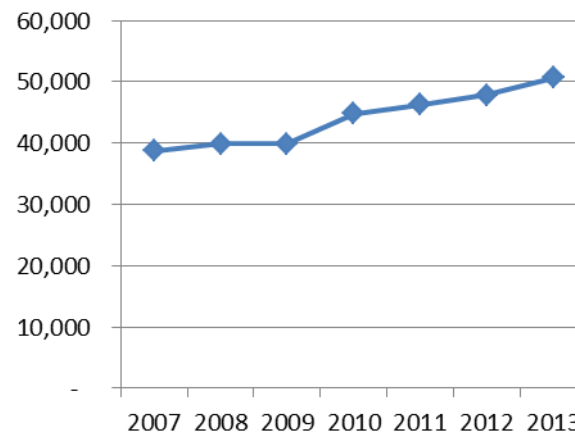
Engine:	1.5L, 1.8L petro engines
Transmissions:	5MT, CVT
Dimension:	4635/1789/1470
Wheelbase:	2650
Safety:	Euro-NCAP 4 star C-NCAP 5 star
Fuel efficiency:	6.0L/100km (1.5 MT) 7.2L/100km (1.8 MT)
MSRP:	RMB71,800-113,800

Product Mix Improvement



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

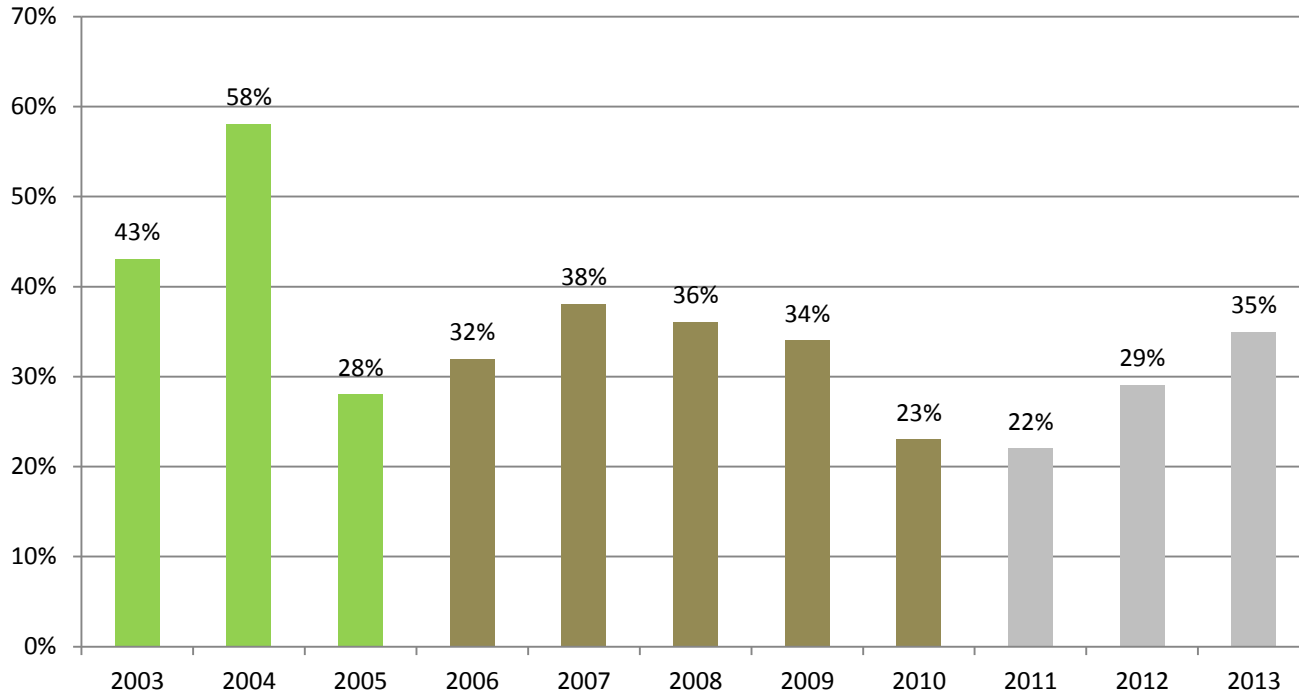
Average Selling Prices (RMB)



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 - 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



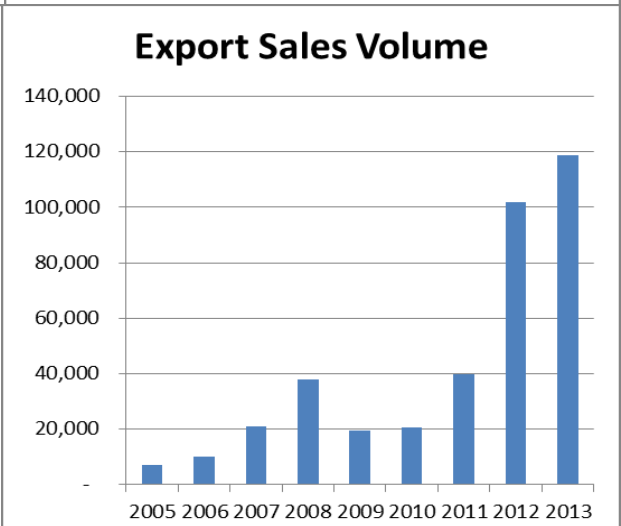
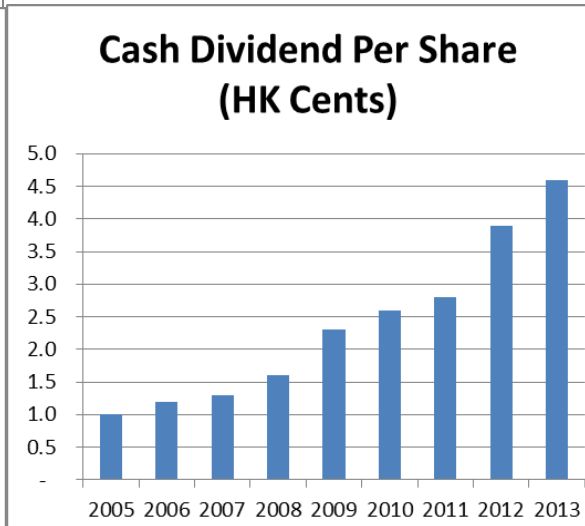
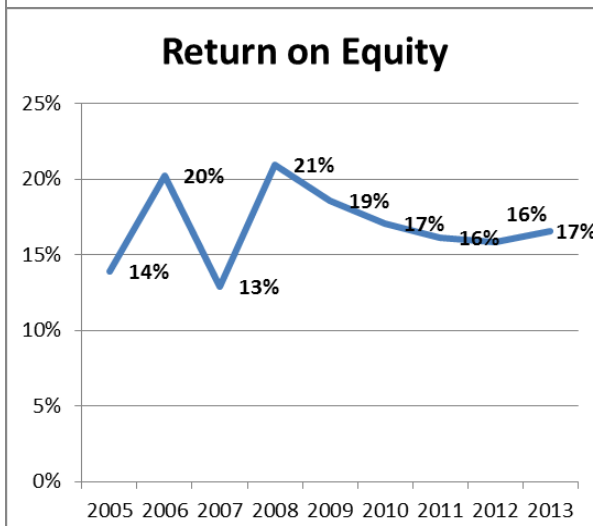
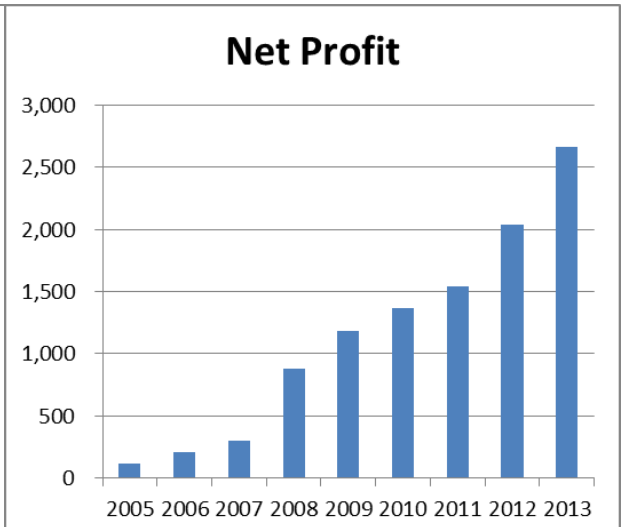
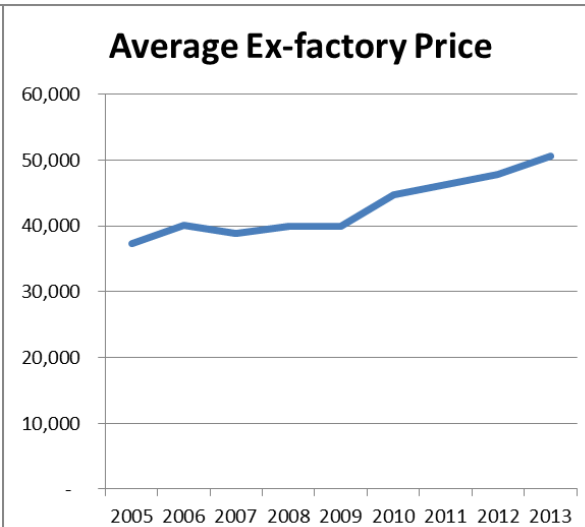
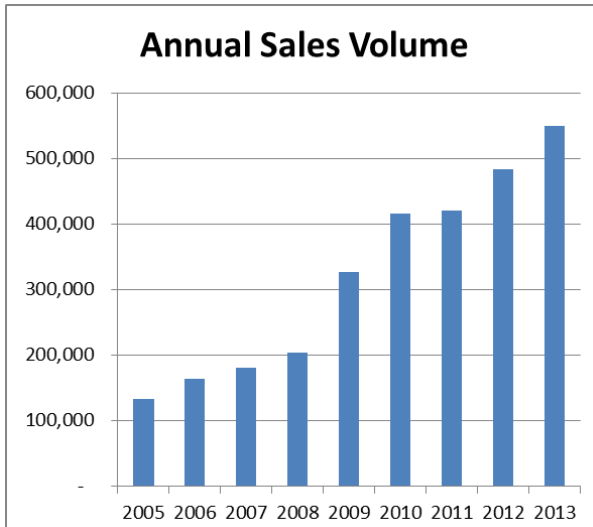
JLB-4G13T

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



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">• 1,000 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 product brands tailored to different customer segments in China;• 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)



Sales Satisfaction



J.D.Power Asia Pacific 2013 China Sales Satisfaction Index (SSI) StudySM

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) StudySM

Customer Satisfaction



J.D.Power Asia Pacific 2013 China Customer Service Index (CSI) StudySM

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) StudySM

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:	1,000 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\$3.5 billion (at 1 April 2014)



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