

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation
May 2012



Key Challenges

- How to grow sales fast to achieve economies of scale when growth at China market entered a period of cyclical low ?
- How to cooperate and integrate with Volvo Cars to improve Geely's overall competitiveness ?
- How to differentiate Geely's brands and products from the increasing number of local brands and to compete with the newly emerged joint-venture local brands ?
- How to further improve Geely's quality and efficiency ?
- How to survive in a possible global economic downturn ?



What Have We Achieved So Far ?

- ✓ **Completion of a major reshuffle of brands and distribution channels, creating three new brands, marketing Geely's products through a total of 1,000 shops in China.**
- ✓ **Successful development of key technologies: 5 product platforms, engines, manual and automatic transmissions.**
- ✓ **Building 9 production plants in China with total initial annual capacity of 600,000 units per shift.**
- ✓ **Maintaining its 4% market share in China's sedan market.**
- ✓ **Selling 40,000 vehicles a year to oversea markets.**
- ✓ **Access to valuable resources and expertise through strategic alliance with major international auto parts suppliers and acquisitions**



Geely Automobile In Figures

Year started:	1998
Total workforce:	17,288
Manufacturing facilities:	9 car plants, 4 engines plants and 2 gearbox plants
Products:	9 major sedan models under 5 platforms
Number of dealers:	976 (at 31 December 2011)
2011 sales volume:	421,611 units (21% 5-year CAGR)
2010 revenues:	US\$3.2 billion
Market Capitalization:	US\$3.1 billion (5 April 2012)



Strengths

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



Geely
JL3G10CVVT
Petrol Engine

Strategies

- ❖ **Expansion of Sales Volume**
(Geographically & broadening product line)
- ❖ **New Product Development Focus**
(42 new models in 5 years)
- ❖ **Technology Focus**
(Focus on power-train technologies)
- ❖ **Expansion of Production Capacity**
(New plants, upgrading & contract manufacturing)
- ❖ **Focus on Quality, Services, Customer Satisfaction**
- ❖ **Expansion through M&As & Strategic Alliances**



Strategic Transformation

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



Product Brand



Brand	Models	2011 sales volume	No. of dealers (Y/E 2011)
GLEagle	Geely Panda GX2 Free Cruiser Vision GC7 GX7	177,730	336
Emgrand	EC7 EC7-RV EC8	106,676	245
Englon	Kingkong SC7 SC5-RV	137,205	395



Product Line-up



Free Cruiser



Vision



GX2



GC7



GX7



EC7



EC8



Kingkong



SC5-RV



SC7

GLEagle – GC7



Engine size:	1.8L CVVT, DVVT (5MT, DSI 6AT)
Dimension:	4547/1734/1470
Wheelbase:	2600
Engine:	JL-4G18 (1.8L) JLalpha-4G18 (1.8L)
Retail prices:	RMB67K-90K



GLEagle – GX7



全球鹰
GLEAGLE

Engine size:	1.8L, 2.0L, 2.4L
Transmissions:	6AT, 5MT
Dimension:	4700/1855/1720
Wheelbase:	2660
Maximum output:	102Kw/6200rpm (1.8L)
Engine:	JLalpha-4G18 (1.8L)
Retail prices:	RMB92,900-129,900



ENGLON – SC3



英伦汽车
Englon Automobile

Engine size:	1.0L, 1.3L, 1.5L (5M/T)
Dimension:	4194/1680/1440
Wheelbase:	2434
Maximum output:	52Kw (1.0L) 63Kw (1.3L) 75Kw (1.5L)



Other New Products



Emgrand EC7 - 2012 Version

- new interior design
- new DVVT engine
- new 6AT gearbox
- ESC & GSG



δ 4G20

δ 4G24

ω 4D20

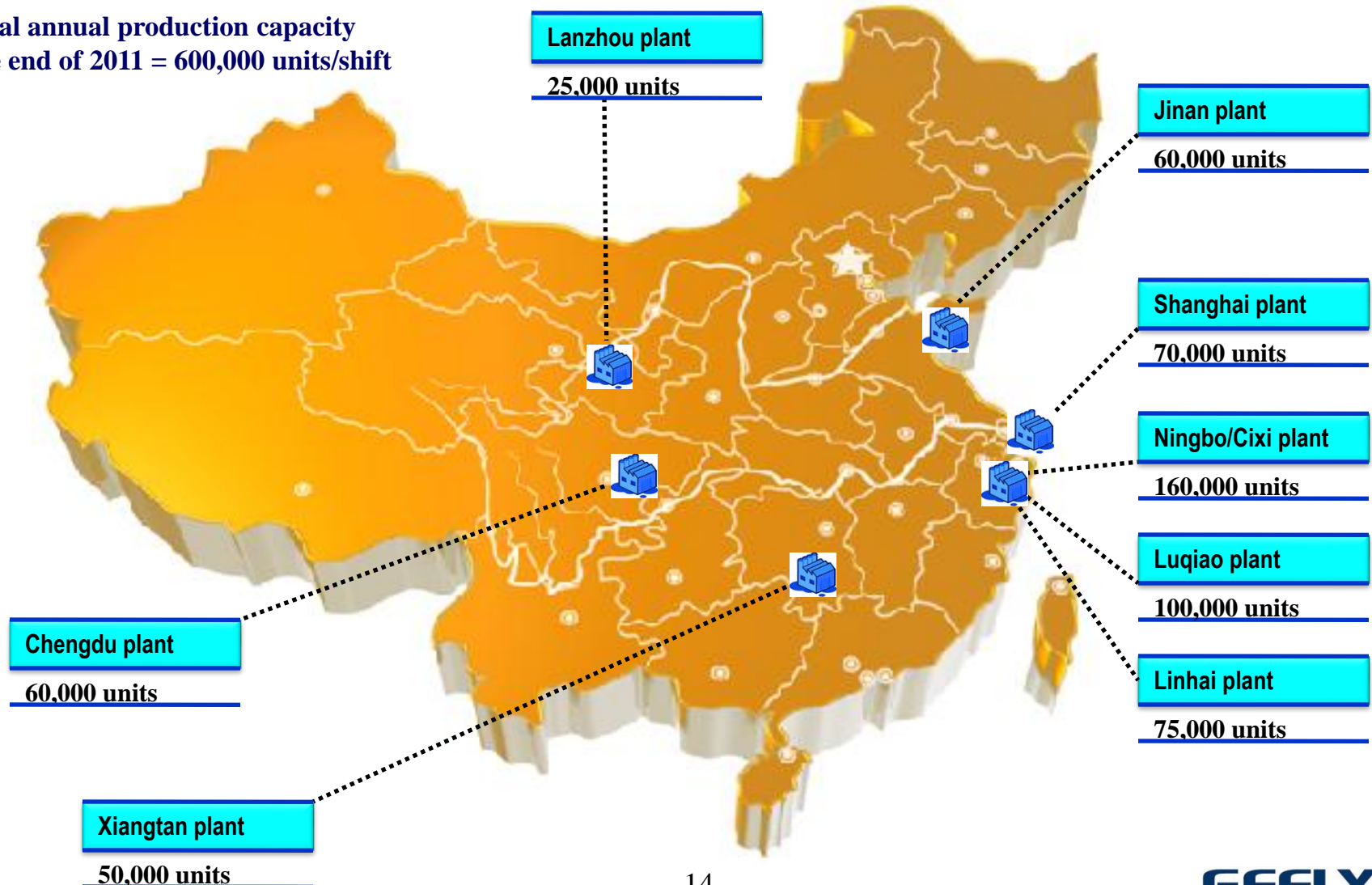


6AT (DSI)

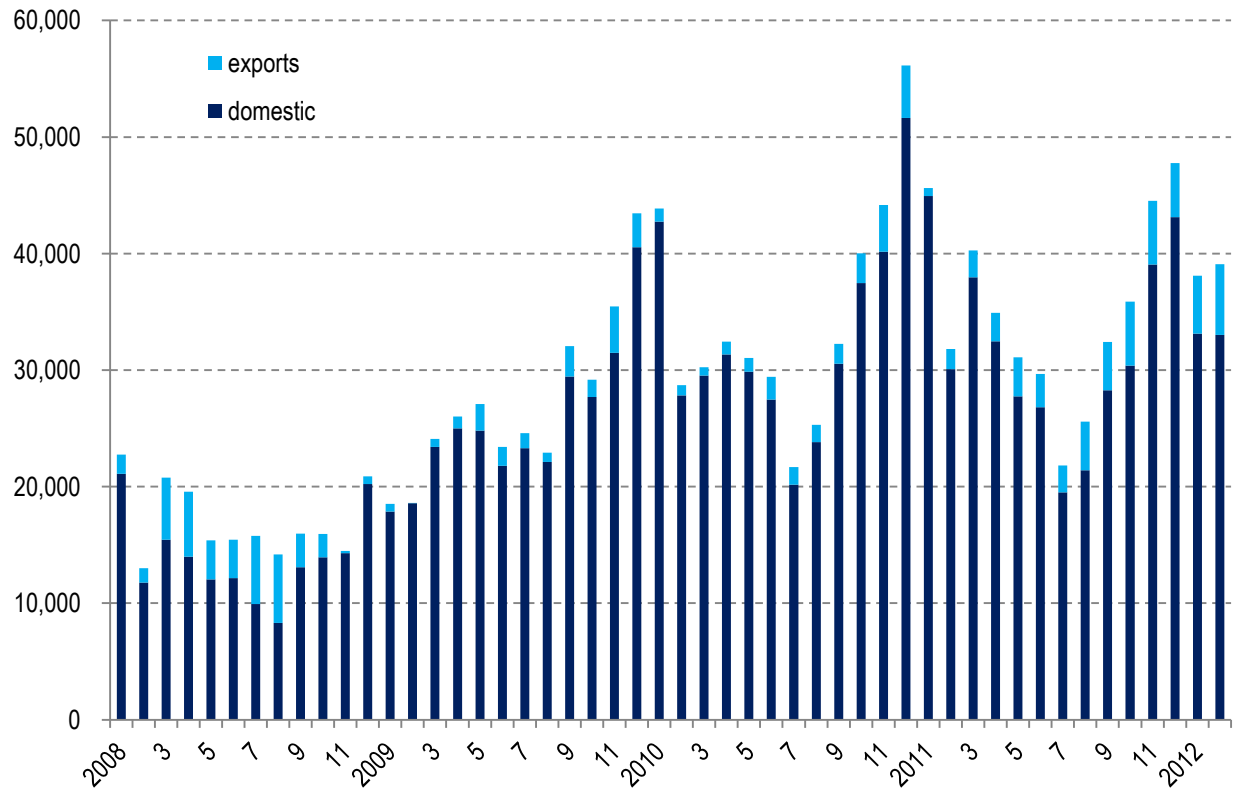
7DCT

Production Facilities

Total annual production capacity
By the end of 2011 = 600,000 units/shift



Monthly Sales Volume



2011 sales volume:

+1% to 421,611 units

2012 sales target:

+9% to 460,000 units

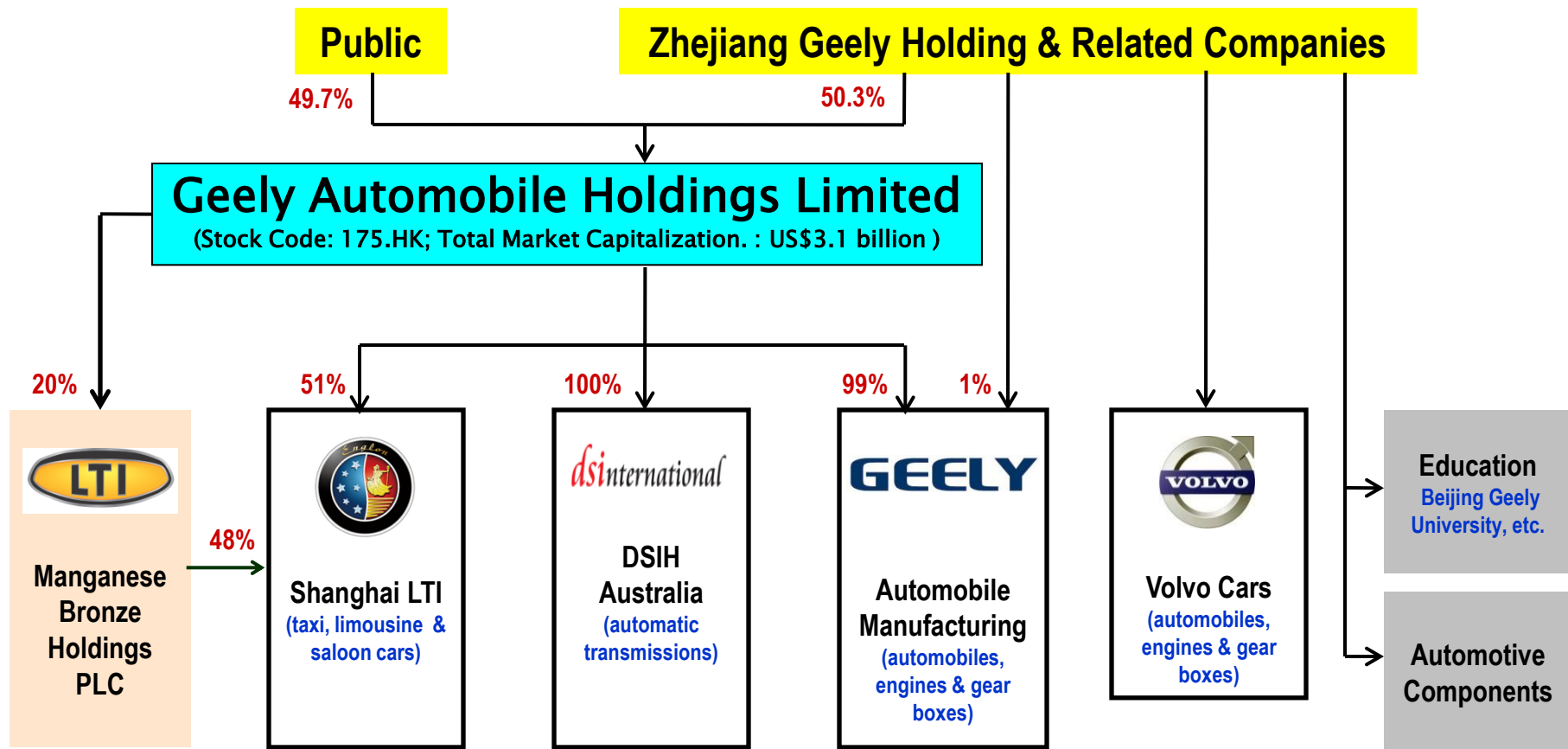
2011 Financial Performance

Y/E Dec (RMB m)	2011	2010	YoY %
Sales volume (units)	421,611	415,843	+1%
Turnover/Revenue	20,965	20,099	+4%
Operating margin ratio*	12.1%	12.1%	0%
Profit after tax	1,716	1,550	+11%
Attributable profit	1,543	1,368	+13%
Diluted EPS (RMB cents)	19.20	17.15	+12%
Cash dividend/share (HK cents)	2.80	2.60	+8%
Shareholders' equity	9,582	8,022	+19%
Net (debt)/cash**	-1,517	494	-

* 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

Corporate Structure





“To Provide the Safest, the Most Environmental Friendly, the Most Energy Efficient Vehicles.”



corporate website: 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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