

Corporate Presentation

November 2011



吉利汽車控股有限公司
GEELY AUTOMOBILE HOLDINGS LIMITED

(Stock Code : 0175)

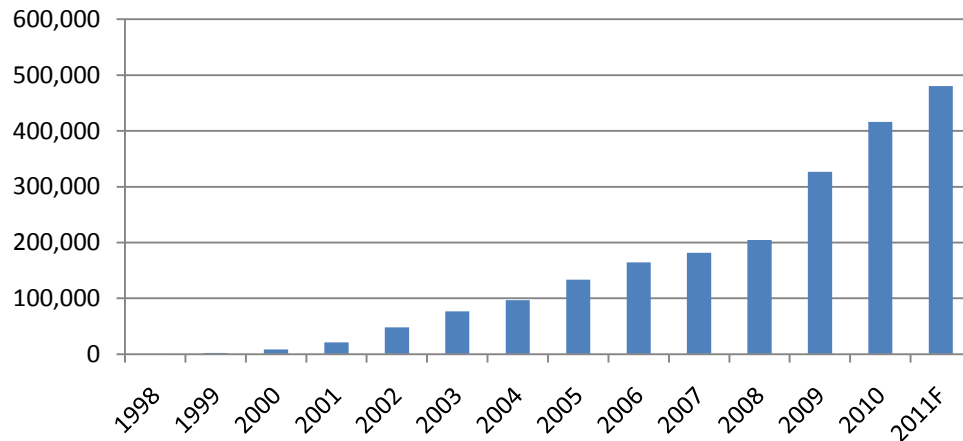
Geely Automobile In Figures

Year started:	1998
Total workforce:	17,783 (15% R&D staff)
Manufacturing facilities:	8 car plants, 4 engines plants and 2 gearbox plants
Products:	8 major sedan models under 4 platforms
Number of dealers:	941 (at 30 June 2011)
2010 sales volume:	415,843 units (26% 5-year CAGR)
2010 revenues:	US\$3 billion
Market Capitalization:	US\$2 billion (31 October 2011)

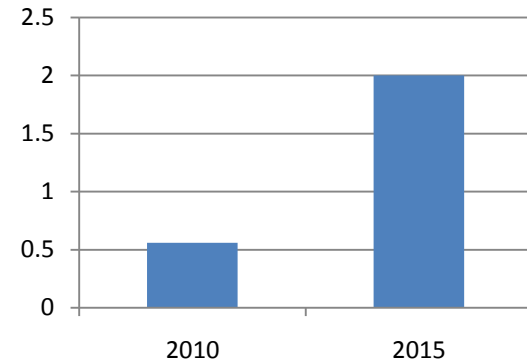


Long-term Plan and Targets

Sales Volume (units)



Production Capacity (million units)



Supplying the Safest, the Most Environmental Friendly and the Most Energy Efficient Vehicles

Strengths

- ❖ **Privately-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



Quality Focus

(2011 onwards)

- **Globalization**
- **Sustainable Growth**
- **Brand Management**



Technology Competence

(2007-2010)

- ◆ **Multi-brand**
- ◆ **Platform Strategy**






Price Competitive




(1998-2007)



Product Line-up

	GLEagle 	Geely Panda		1.0L, 1.3L	RMB43-56K
		GX2		1.3L, 1.5L	RMB52-66K
	Englon 	SC7		1.5L, 1.8L	RMB64-102K
		SC5-RV		1.5L	RMB55-59K
		TX4		2.4L 2.5L Diesel	RMB208-228K
	Emgrand 	EC7 EC7-RV		1.5L, 1.8L	RMB76-112K
		EC8		2.0L, 2.4L	RMB106-160K

New Product Brands

	Brand	Models	2010 sales volume	Number of shop at 30/6/2011	Key Features
	GLEagle	Geely Panda GX2 Free Cruiser Vision	199,198	311	Personality, Style, Passion, Leisure, Fun Core Value: "Creating for the Future"
	Englon	Kingkong SC7 SC5	139,652	405	Classic, Rational, Mature, Family, Trust Core Value: "Rational and Low Profile"
	Emgrand	EC7 EC8	72,660	225	Solid, Strength, Luxury, Elegance Core Value: "Chinese Wisdom, World Quality"

GLEAGLE – GX2



Engine size:	1.3L, 1.5LVVT
Dimension:	3815/1648/1530
Wheelbase:	2340
Maximum output:	63Kw/6200rpm (1.3L) 75Kw/6200rpm (1.5L)
Engine:	MR479Q(1.3L), MR479QN(1.5LVVT)
Fuel Efficiency:	7.2L/100km
Retail Prices:	RMB 51,800-65,800



全球鹰
GLEAGLE



ENGLON – SC5-RV



Engine size:	1.5L (5M/T)
Dimension:	3919/1745/1505
Wheelbase:	2461
Maximum output:	69Kw/6,000rpm
Engine:	MR479QA
Retail Prices:	RMB55,300-59,300



英伦汽车
Englon Automobile



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EMGRAND – EC7



帝豪
EMGRAND



Engine size:	1.5L, 1.8L (5 M/T, CVT)
Dimension:	4635/1789/1470
Wheelbase:	2650
Maximum output:	102Kw/6,000rpm (1.8L)
Top speed:	185 km/hour (1.8L)
Engine:	GETEC JLy4G18
Fuel Efficiency:	6.5L/100km (1.8L)
Emission:	National IV
Retail prices:	RMB75,800 – 111,800



EMGRAND – EC8



Engine size:	2.0L, 2.4L petrol
Transmission:	5M/T, 6A/T
Dimension:	4905/1830/1495
Wheelbase:	2805
Drive mode:	FF
Seat:	5
Plant:	Jinan plant
Retail prices:	RMB105,800 - 159,800



帝豪
EMGRAND



New Products



8 4G20

8 4G24

ω 4D20



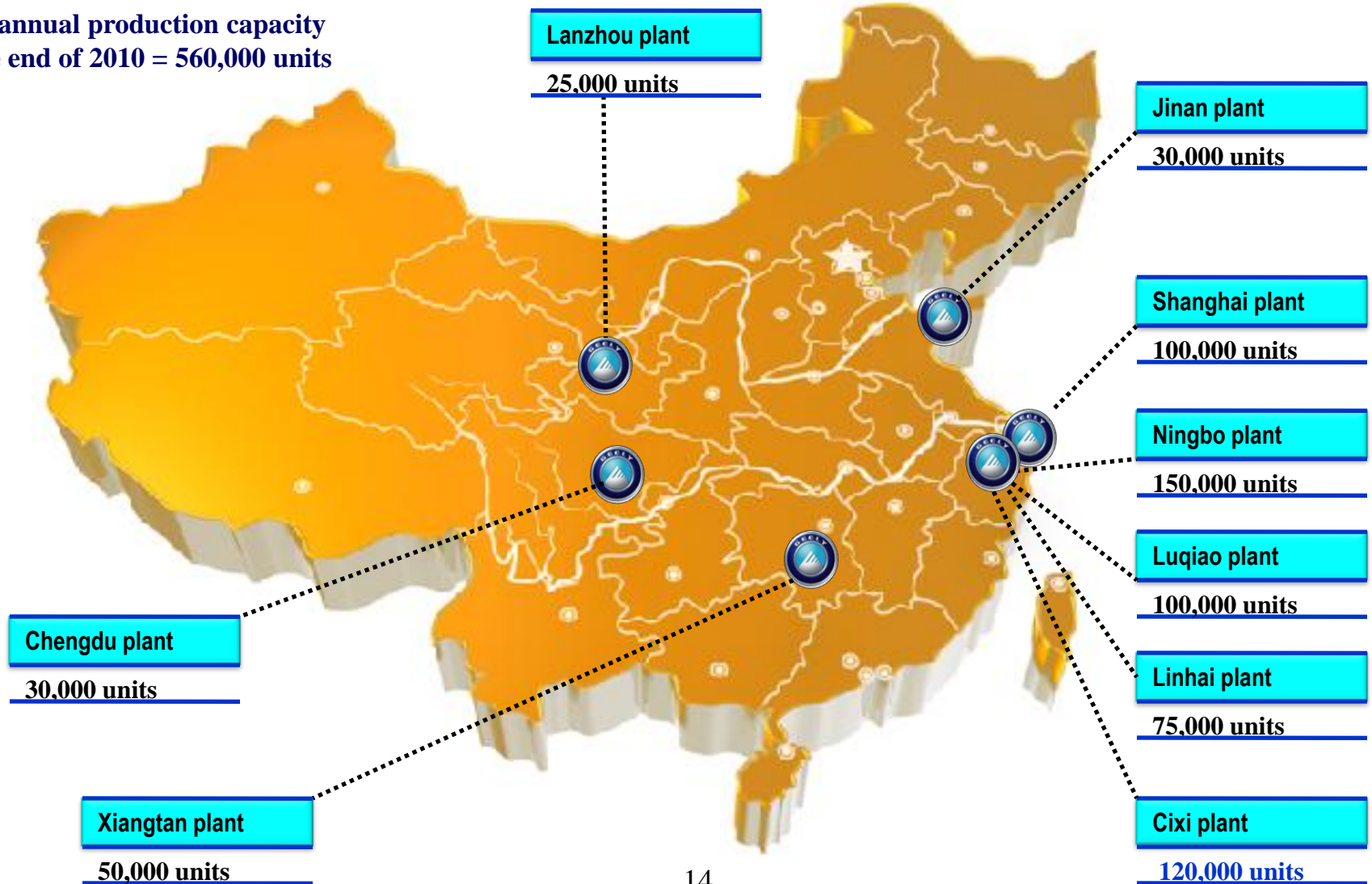
6AT (DSI)

7DCT

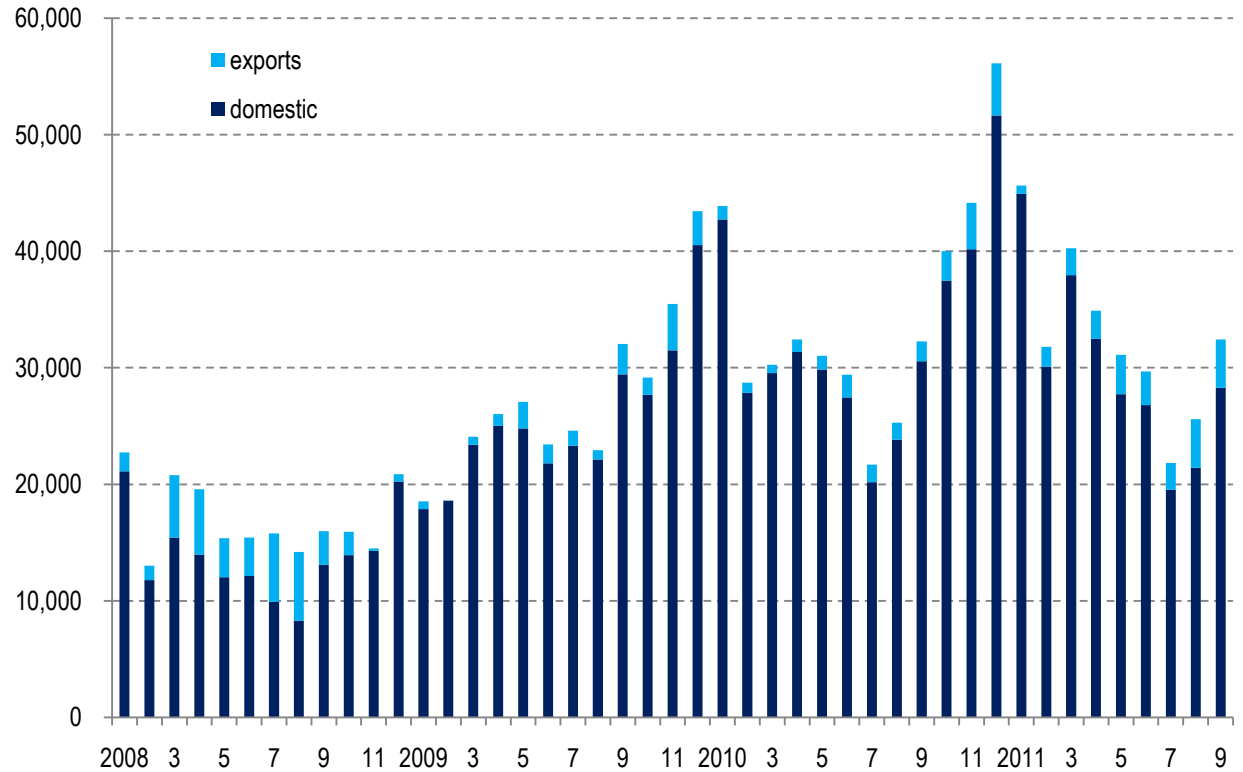
2011 Sales Volume Target: 480,000 units (+15% YoY)

Production Facilities

Total annual production capacity
By the end of 2010 = 560,000 units



Monthly Sales Volume



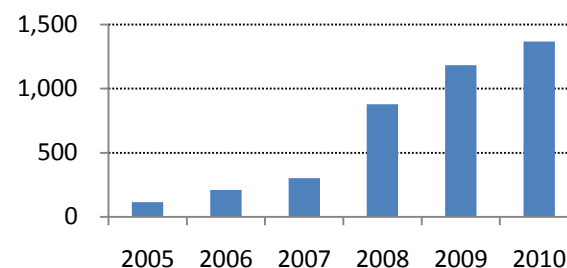
1H2011 Financial Performance

(6M to June, RMB million)	2011	2010	YoY%
Sales volume (units)	213,381	195,734	9%
Turnover/Revenue	10,538	9,236	14%
Gross profit	1,834	1,748	5%
Gross margin	17.4%	18.9%	-8%
Operating margin *	13.4%	15.1%	-11%
Profit after tax	1,031	912	13%
Attributable profit	938	805	17%
Diluted EPS (RMB cents)	11.48	9.96	15%
	30 Jun	31 Dec	
	2011	2010	YoY%
Shareholders' equity	8,890	8,022	11%
Net cash/(debt) **	363	494	-27%

(6M to June)	2011	2010	YOY%
Sales of motor vehicles (RMB m)	9,606.5	8,706.7	10%
Average unit ex-factory price (RMB)	45,020	44,483	1%
Return on Equity	21.1%	20.1%	5%
Gross Margin	17.4%	18.9%	-8%
Operating Margin	13.4%	15.1%	-11%
Distributive/selling expenses/turnover	5.6%	5.3%	5%
Administrative expenses/turnover	4.3%	4.9%	-11%

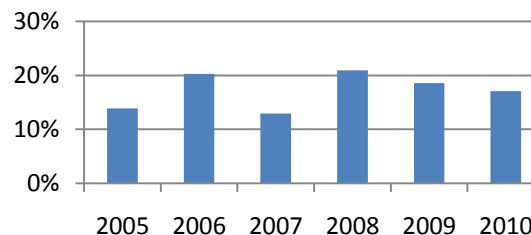
Net Profit

(RMB M)

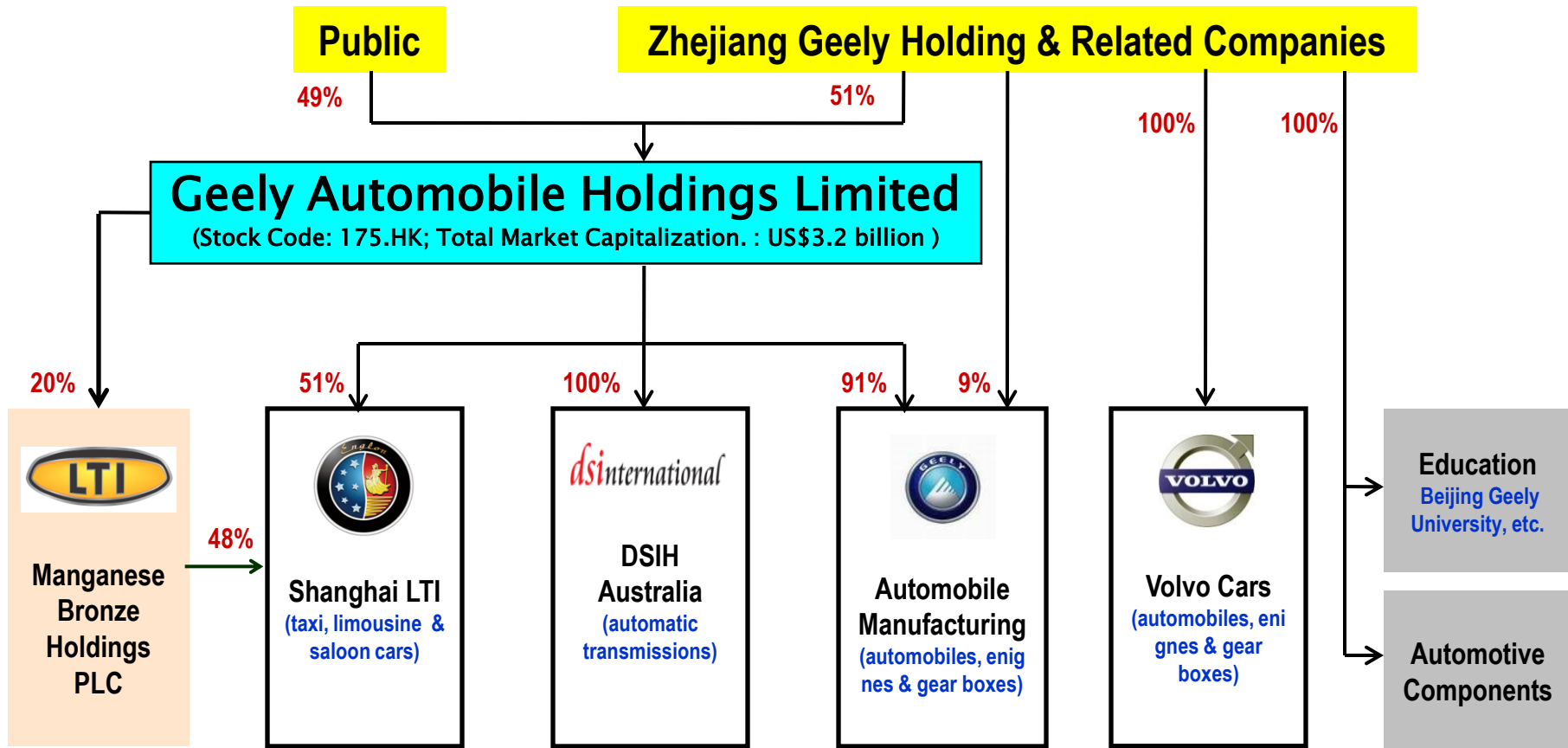


Return on Equity

(%)



Corporate Structure





Chinese Wisdom, World Quality

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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