

GEELY

吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation
January 2013



全球鷹
GLEAGLE



帝豪
EMGRAND



英伦汽车
Englon Automobile

- ✓ **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 4-5% market share in China's sedan market.**
- ✓ **Selling 100,000 vehicles a year to oversea markets.**
- ✓ **Access to valuable resources and expertise through strategic alliance with major international auto parts suppliers and acquisitions**



| | |
|----------------------------------|--|
| Year started: | 1998 |
| Total workforce: | 17,695 (on 30/6/2012) |
| Manufacturing facilities: | 9 car plants in China |
| Products: | 12 major sedan models under 5 platforms |
| Distribution network: | 973 dealers in China, 46 sales agents, 348 2nd-tier shops in 49 oversea countries |
| 2011 sales volume: | 483,483 units (22% 5-year CAGR) |
| 2011 revenues: | US\$3.3 billion |
| Market Capitalization: | US\$4.4 billion (at 7 Jan. 2013) |



- ❖ **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**

- ❖ **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**



- ❖ **Product Strategy** - upgraded and wider product range
- ❖ **Technology Strategy** - direct injection, turbocharger, light weight, AT gearboxes, CNCAP 4-star or above, BMBS
- ❖ **Electrification Strategy** - development of core technologies, partnership to speed up product offerings
- ❖ **Export Strategy** – focus on developing countries, localization in major export markets
- ❖ **Brand Strategy** – launch of high-end brand through upgraded products, advanced technologies and cooperation with Volvo Cars



| 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 |



| Brand | Models | 1H/2012 sales vol. | No. of dealers (6/2012) |
|---------|--|--------------------|-------------------------|
| GLEagle | Geely Panda GX2 Free Cruiser Vision GC7 GX7 | 80,234 | 326 |
| Emgrand | EC7 EC7-RV EC8 | 69,447 | 273 |
| Englon | Kingkong SC7 SC5-RV | 72,710 | 374 |





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Free Cruiser



Vision



GX2



GC7



GX7



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EC7



EC7-RV



EC8



英伦汽车
Englon Automobile



KINGKONG



SC5-RV



SC7



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| | |
|-----------------------|---------------------------------------|
| 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: | RMB67,000-90,000 |





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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





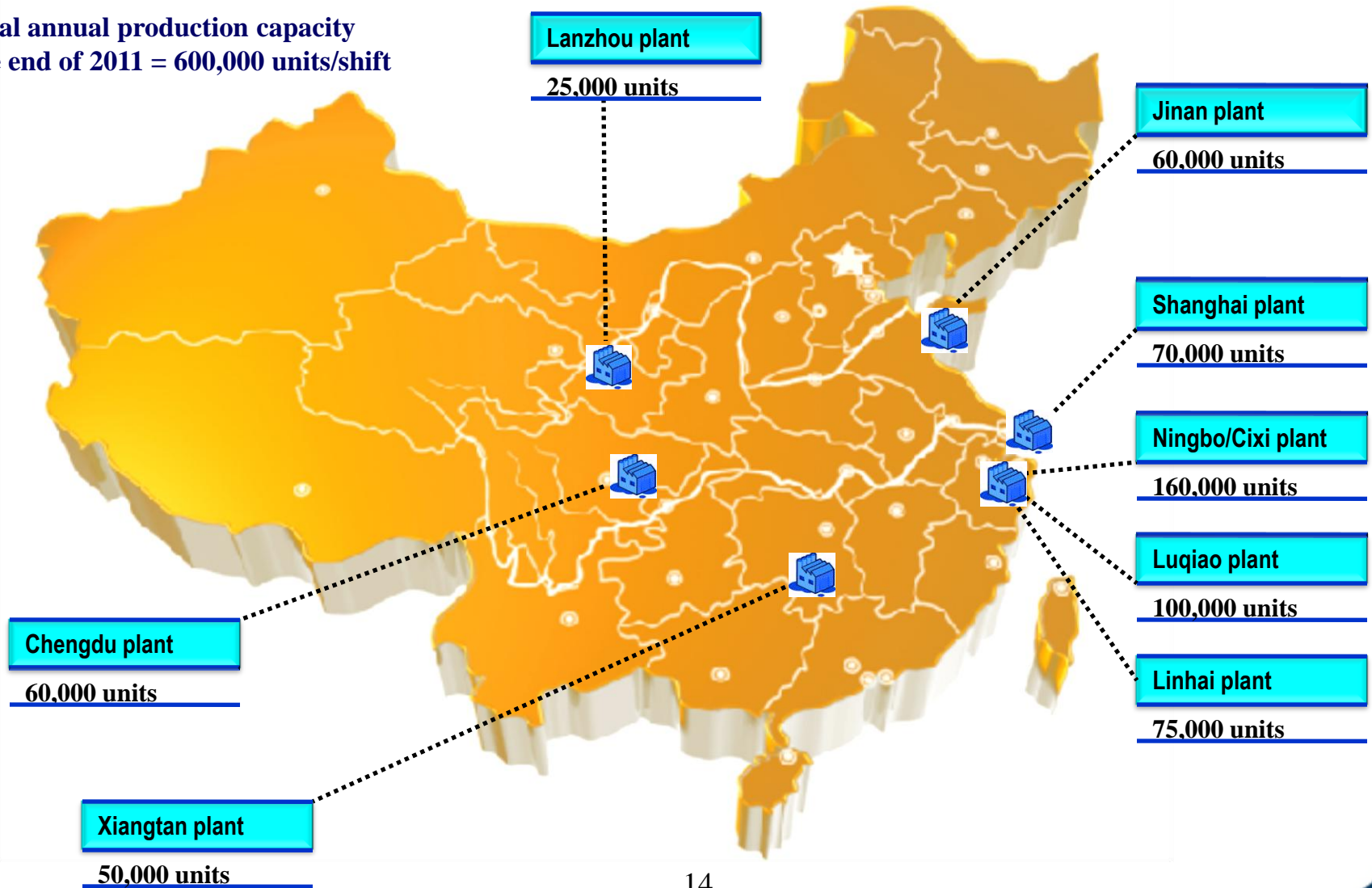
英伦汽车
Englon Automobile

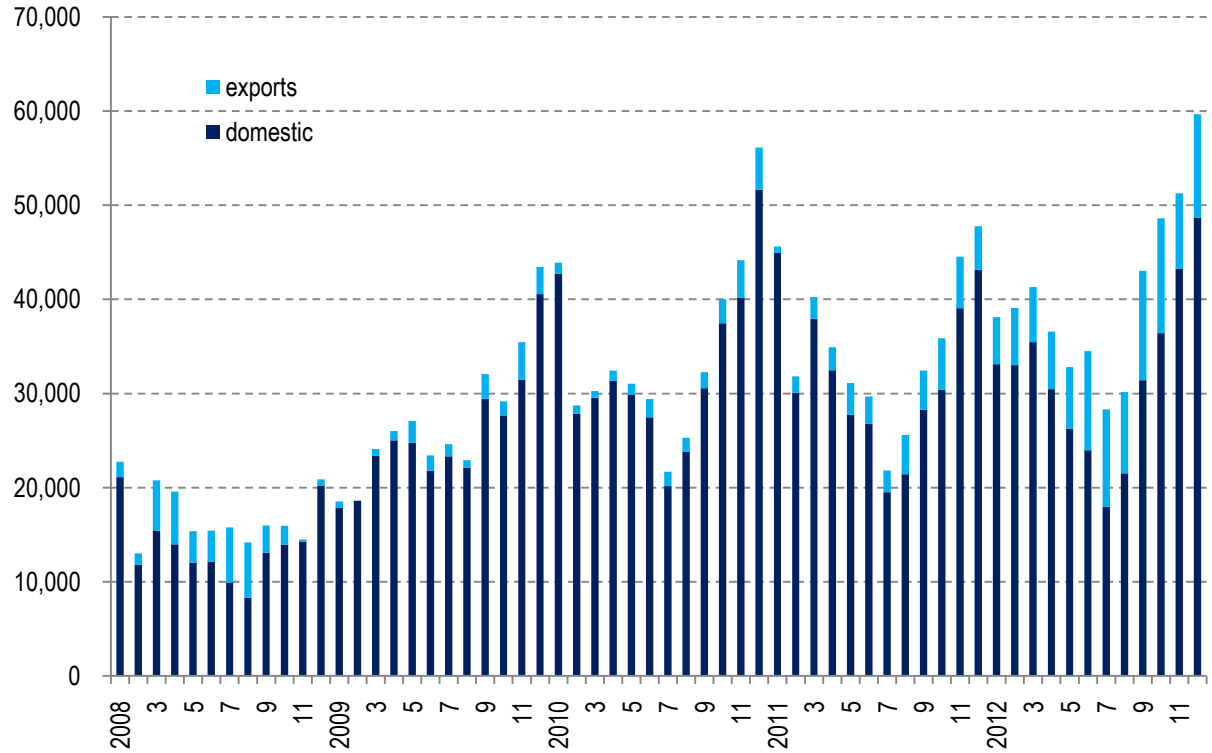
| | |
|------------------------|------------------|
| Engine size: | 1.3L (5M/T) |
| Dimension: | 4267/1680/1440 |
| Wheelbase: | 2434 |
| Maximum output: | 63Kw (1.3L) |
| Retail prices: | RMB40,800-47,800 |





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





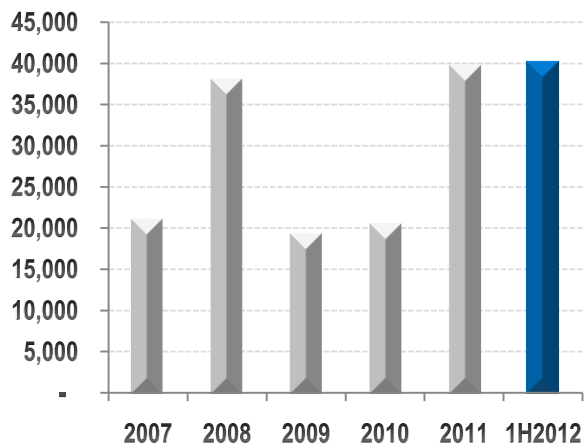
2012 sales volume:

+15% to 483,483 units

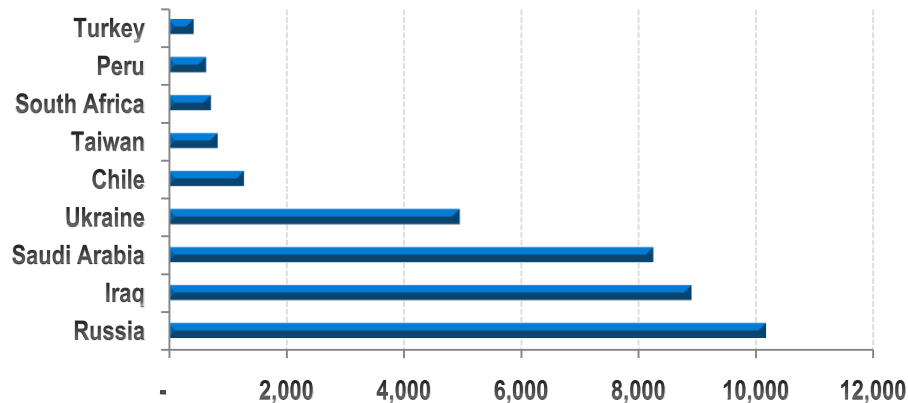
2013 sales target:

+16% to 560,000 units

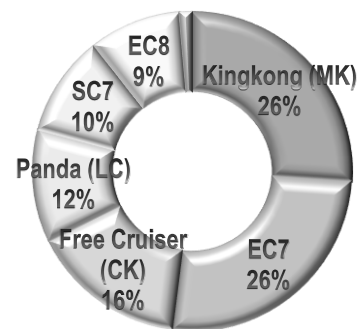
Export Sales Volume (units)



Top Export Destinations (1H2012, units)



Top Export Models (1H2012)



| 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) |





**J.D.Power Asia Pacific
2012 China Customer Service Index (CSI) StudySM**

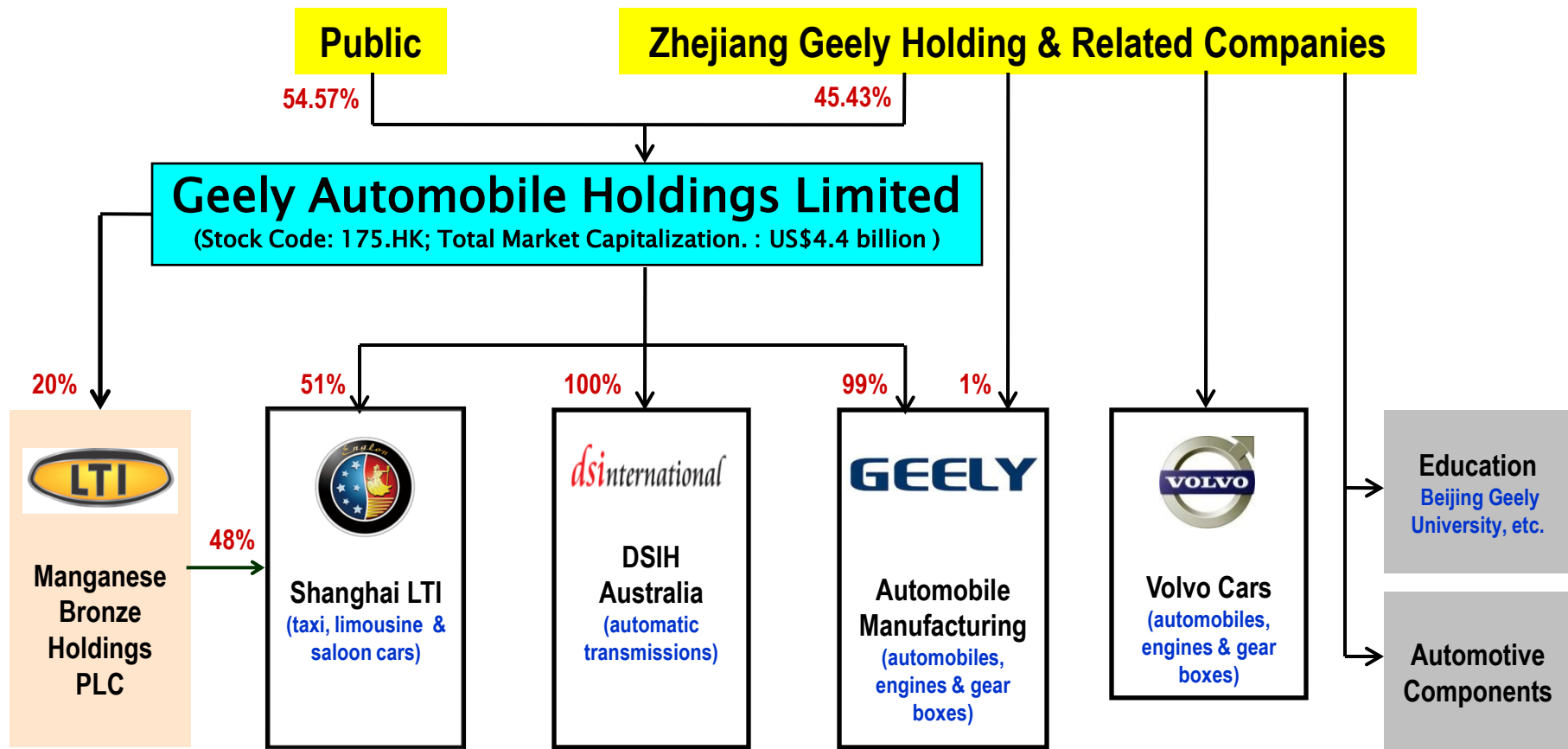
| Brand | Points# | Overall Rank [^] | Sector Rank [*] |
|------------------|---------|---------------------------|--------------------------|
| GLEagle | 865 | 12 | 1 |
| Englon | 861 | 14 | 2 |
| Emgrand | 850 | 17 | 4 |
| Industry Average | 832 | | |

based on a 1,000-point scale

[^] a total of 68 passenger vehicle brands were examined

^{*} ranking amongst indigenous brands in China

Source: J.D.Power Asia Pacific 2012 China Consumer Service Index (CSI) StudySM





Safe
Environmental Friendly

Energy Efficient



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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