

# GEELY

## GEELY AUTOMOBILE HOLDINGS LIMITED

(Stock Code: 175)

**Corporate Presentation**  
April 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 capacity of 600,000 units per annum.**
- ✓ **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

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



# 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"><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>



# Product Brand



Brand	Models	2011 sales volume	No. of shops (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



Kinkong



SC5-RV



SC7



# GLEagle – GC7



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



**全球鹰**  
**GLEAGLE**



# GLEagle – GX7



<b>Engine size:</b>	1.8L DVVT (6AT, 5MT)
<b>Dimension:</b>	4600/1855/1720
<b>Wheelbase:</b>	2660
<b>Maximum output:</b>	102Kw/6200rpm (1.8L)
<b>Engine:</b>	JLalpha-4G18 (1.8L)



**全球鹰**  
**GLEAGLE**



# ENGLON – SC3



**英伦汽车**  
*Englon Automobile*

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



# Other New Products



## Emgrand EC7 - 2012 Verion

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



δ 4G20

δ 4G24

ω 4D20

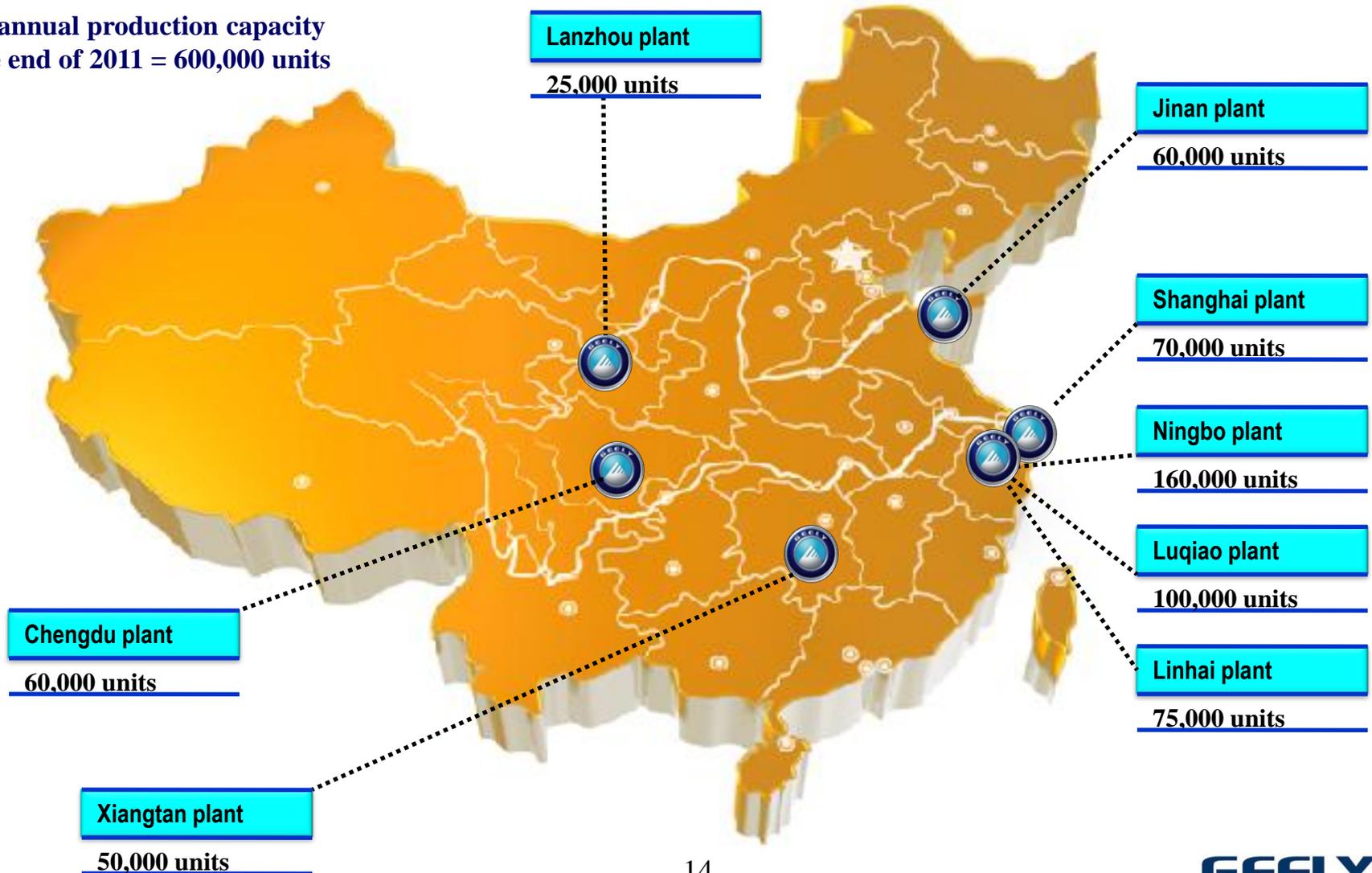


6AT (DSI)

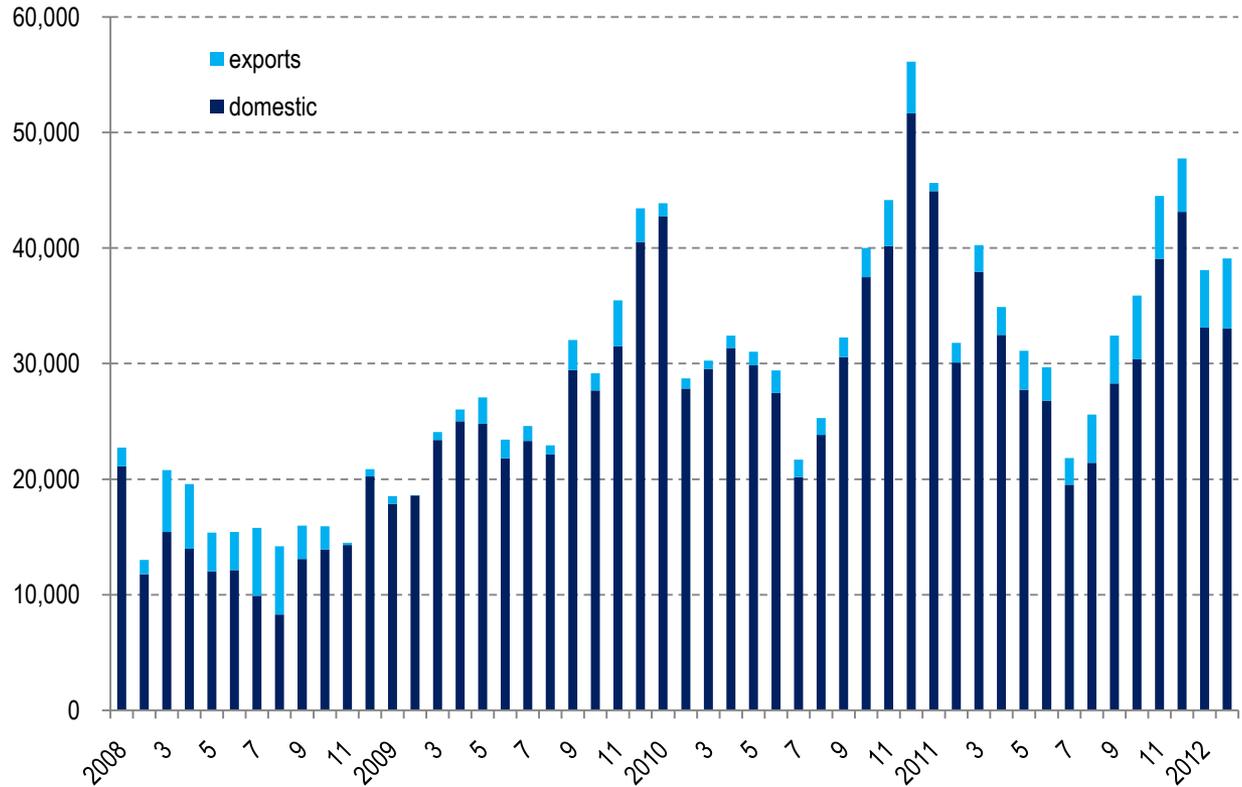
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# Production Facilities

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



# Monthly Sales Volume



**2011 sales volume:**

**+1% to 421,611 units**

**2012 sales target:**

**+9% to 460,000 units**

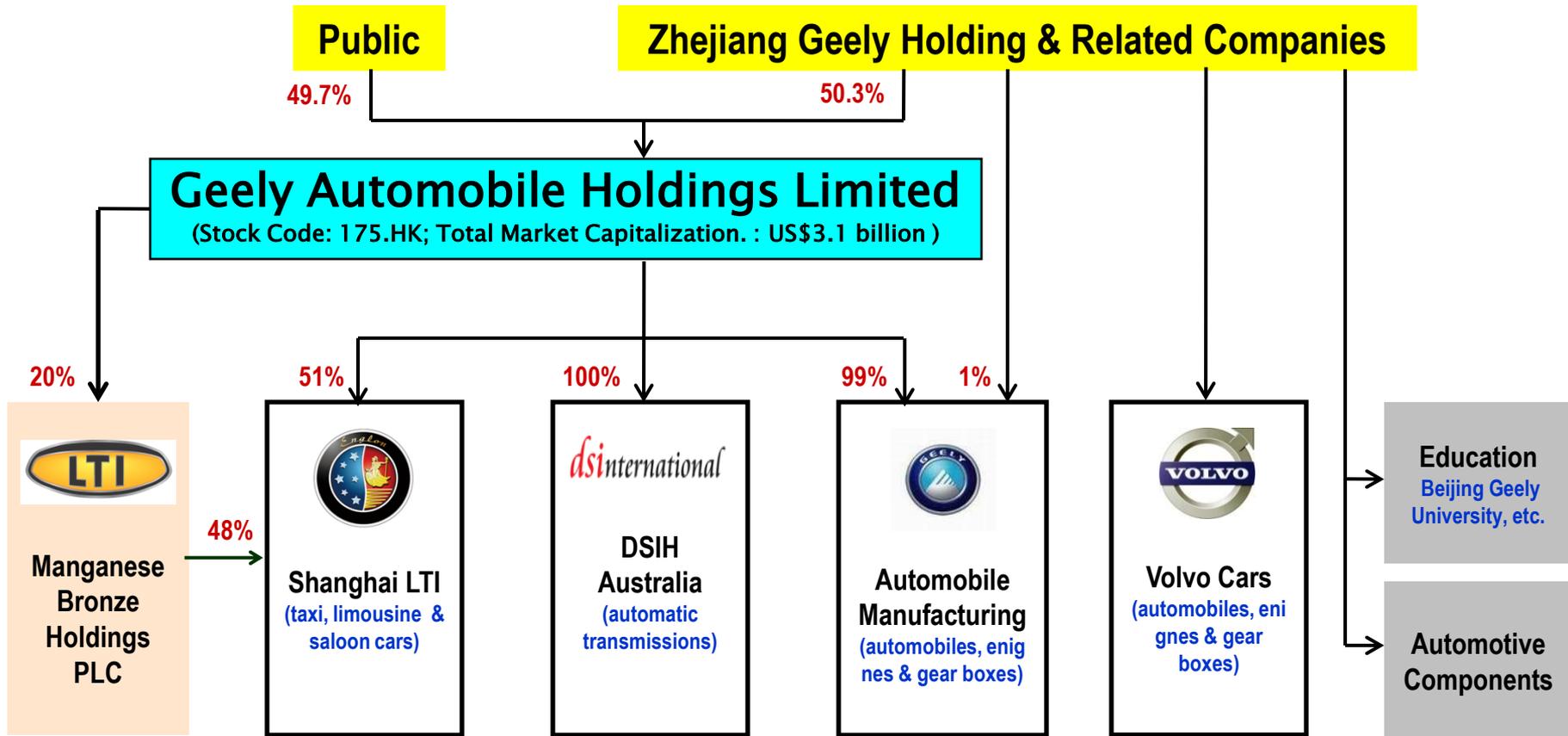
# 2011 Financial Performance

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.”**



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*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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