

GEELY

# 吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

July 2012



全球鷹  
GLEAGLE



帝豪  
EMGRAND



英伦汽车  
Englon Automobile

- **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 ?**



- ✓ **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**



<b>Year started:</b>	<b>1998</b>
<b>Total workforce:</b>	<b>17,288</b>
<b>Manufacturing facilities:</b>	<b>9 car plants in China</b>
<b>Products:</b>	<b>10 major sedan models under 5 platforms</b>
<b>Distribution network:</b>	<b>976 dealers in China, 63 sales agents, 351 2nd-tier shops in 52 oversea countries</b>
<b>2011 sales volume:</b>	<b>421,611 units (21% 5-year CAGR)</b>
<b>2011 revenues:</b>	<b>US\$3.3 billion</b>
<b>Market Capitalization:</b>	<b>US\$2.54 billion (16 July 2012)</b>



- ❖ **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** - localization in major 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"> <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>



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





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Free Cruiser



Vision



GX2



GC7



GX7



帝豪  
EMGRAND



EC7



EC7-RV



EC8



英伦汽车  
Englon Automobile



Kingkong



SC5-RV



SC7



**全球鹰**  
**GLEAGLE**

<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>	RMB67,000-90,000





**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





**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)





帝豪EX8

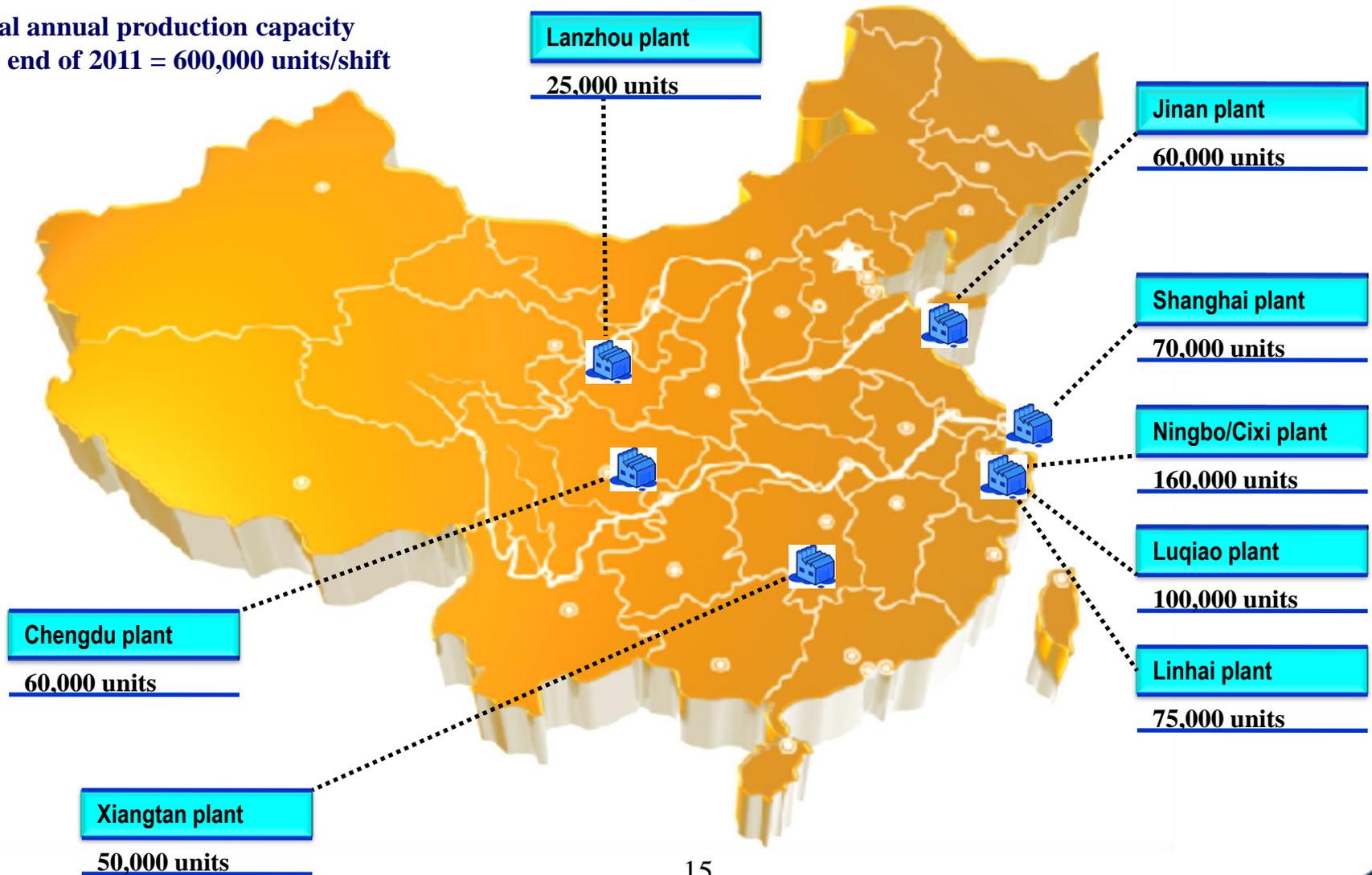


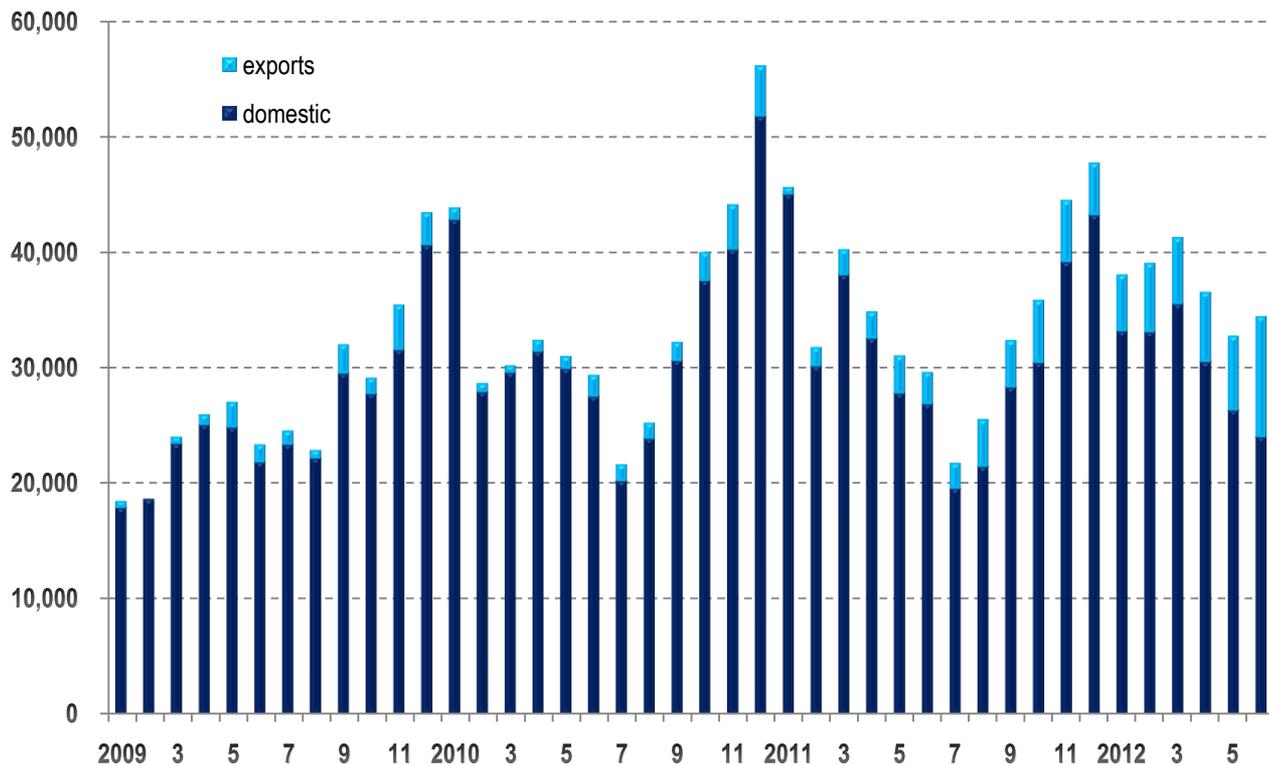
英伦SC6



帝豪EV8

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





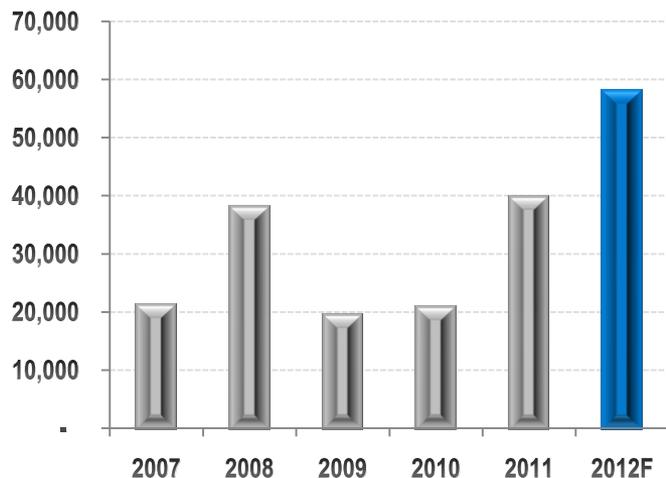
**2011 sales volume:**

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

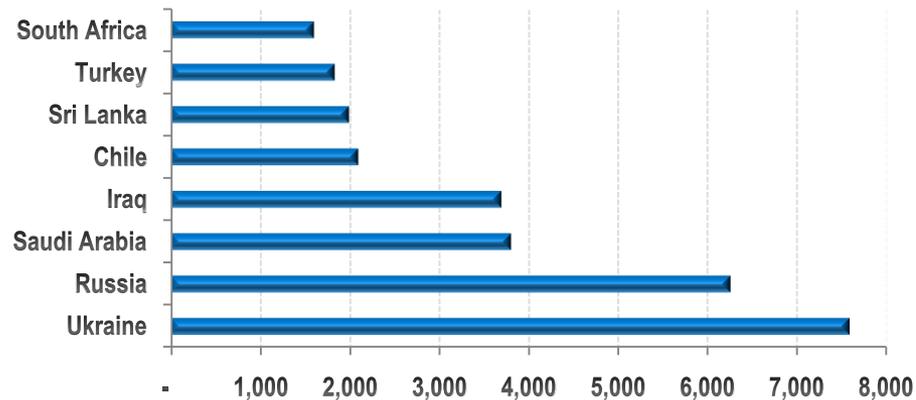
**2012 sales target:**

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

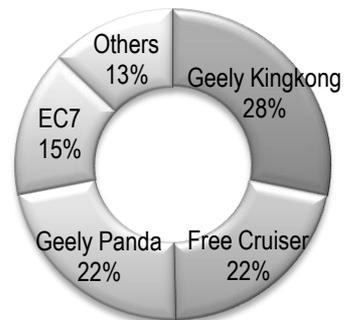
### Export Sales Volume



### Top Export Destinations (2011)



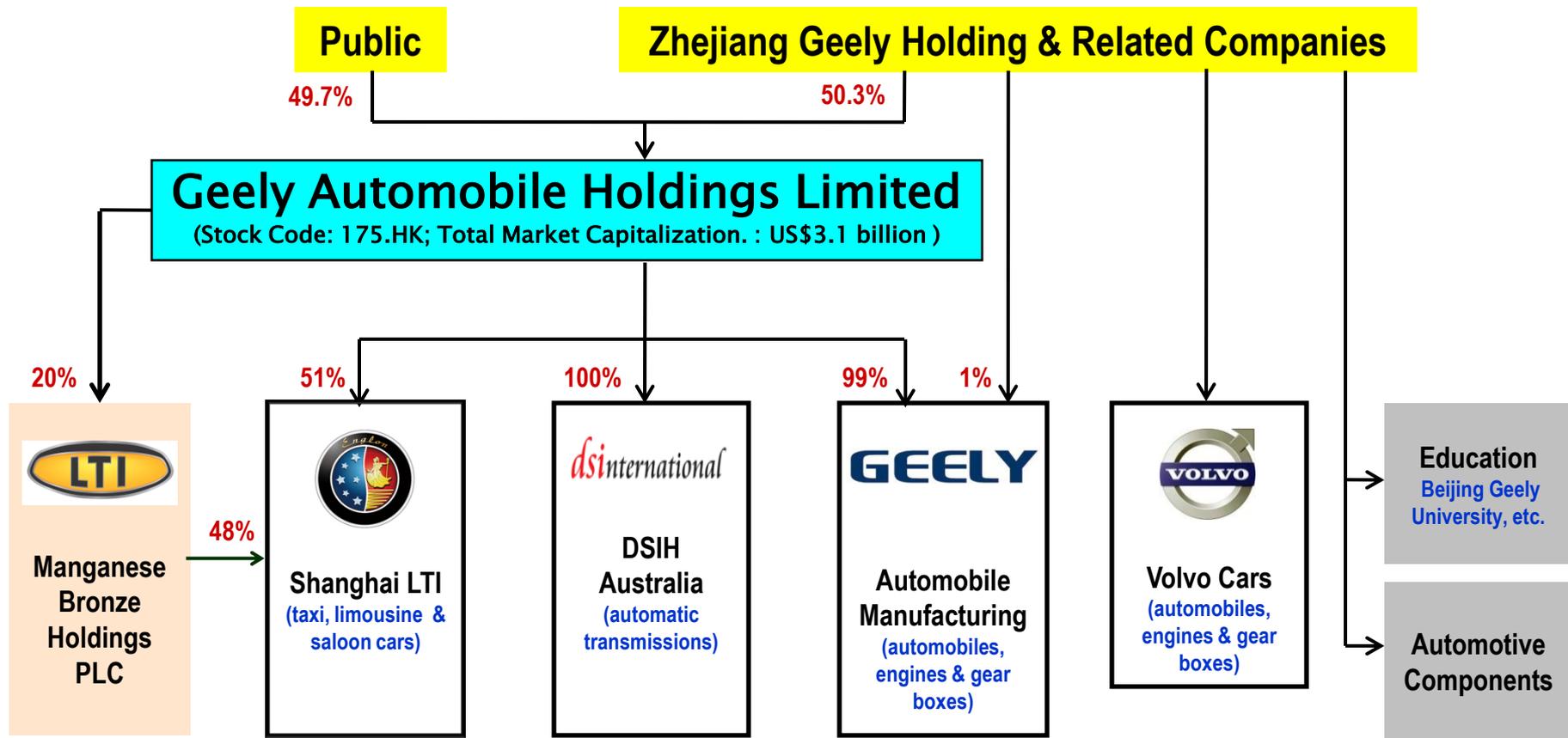
### Top Export Models (2011)



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





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



*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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