

# Corporate Presentation

April 2011



**吉利汽車控股有限公司**

**GEELY AUTOMOBILE HOLDINGS LIMITED**

(Stock Code : 0175)

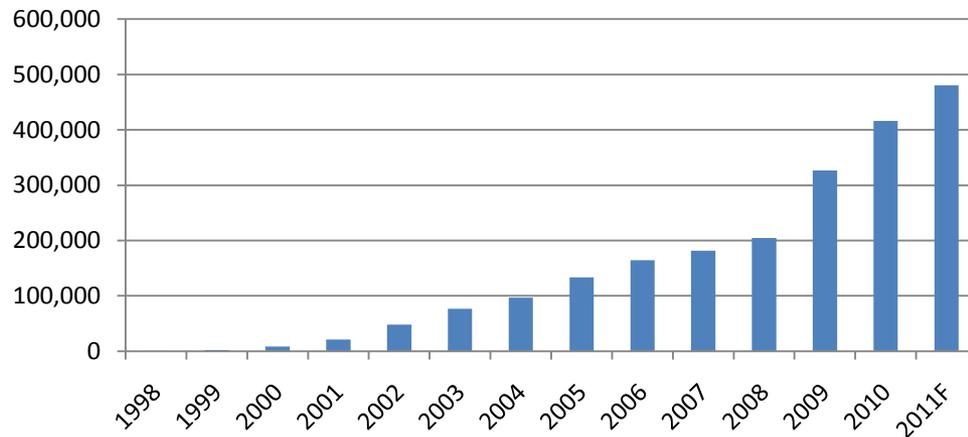
# Geely Automobile In Figures

<b>Year started:</b>	<b>1998</b>
<b>Total workforce:</b>	<b>17,102 (14% R&amp;D staff)</b>
<b>Manufacturing facilities:</b>	<b>8 car plants, 4 engines plants and 2 gearbox plants</b>
<b>Products:</b>	<b>7 major sedan models under 4 platforms</b>
<b>Number of dealers:</b>	<b>1,038 (Y/E 2010)</b>
<b>2010 sales volume:</b>	<b>415,843 units (26% 5-year CAGR)</b>
<b>2010 revenues:</b>	<b>US\$3 billion</b>
<b>Market Capitalization:</b>	<b>US\$2.7 billion (M/E 3/2011)</b>

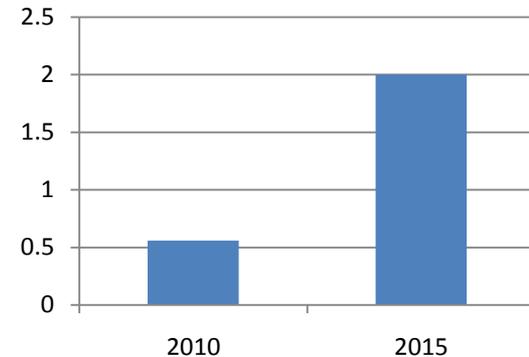


# Long-term Plan and Targets

## Sales Volume (units)



## Production Capacity (million units)



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

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

# New Product Brands

	<b>Brand</b>	<b>Models</b>	<b>2010 sales volume</b>	<b>Number of shop at Y/E 2010</b>	<b>Key Features</b>
	<b>GLEagle</b>	Geely Panda GX2 Free Cruiser Vision	199,198	363	Personality, Style, Passion, Leisure, Fun Core Value: "Creating for the Future"
	<b>Englon</b>	Kingkong SC7 SC5	139,652	463	Classic, Rational, Mature, Family, Trust Core Value: "Rational and Low Profile"
	<b>Emgrand</b>	EC7 EC8	72,660	212	Solid, Strength, Luxury, Elegance Core Value: "Chinese Wisdom, World Quality"

# GLEAGLE – GX2



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



**全球鹰**  
**GLEAGLE**



# ENGLON – SC5-RV



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



**英伦汽车**  
*Englon Automobile*



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# EMGRAND – EC7



帝豪  
EMGRAND



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



# EMGRAND – EC8



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



帝豪  
EMGRAND



# New Products



8 4G20

8 4G24

ω 4D20



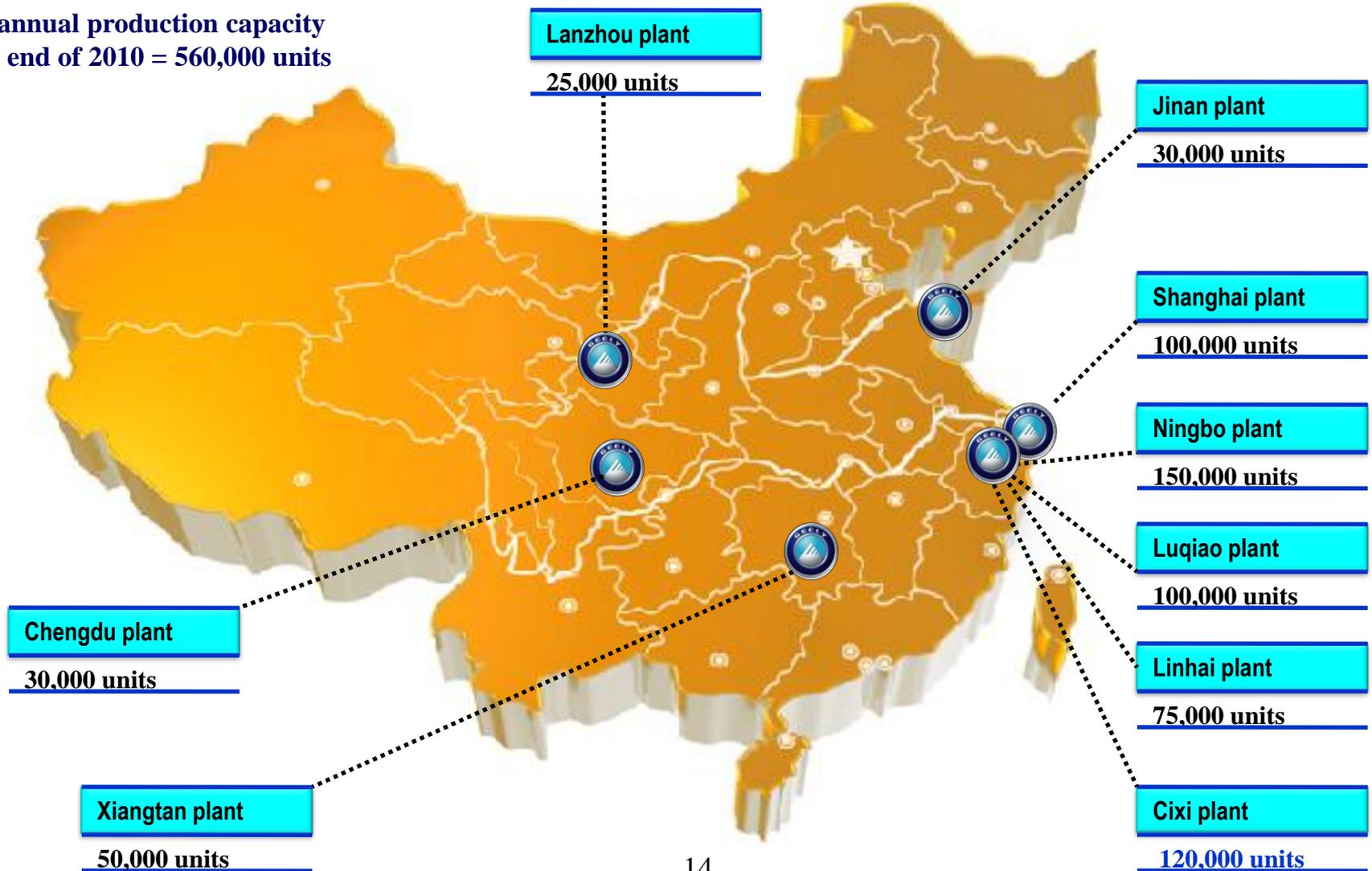
6AT (DSI)

7DCT

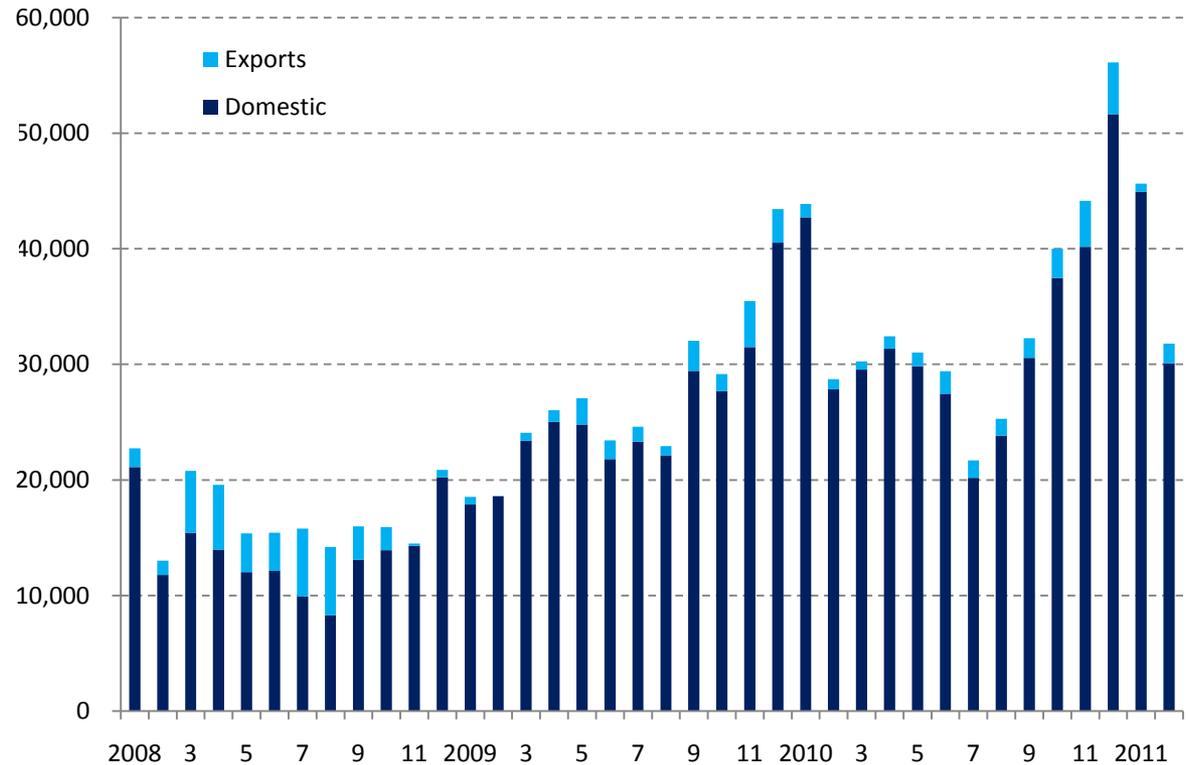
**2011 Sales Volume Target: 480,000 units (+15% YoY)**

# Production Facilities

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



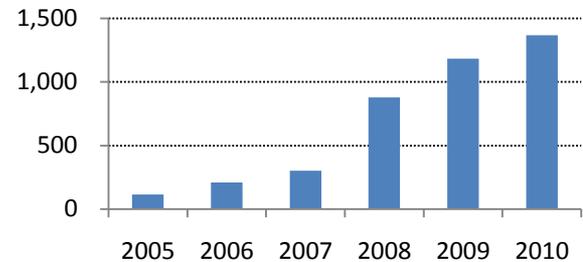
# Monthly Sales Volume



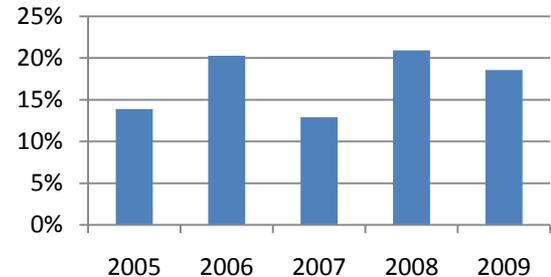
# 2010 Financial Performance

(Y/E December, RMB million)	2010	2009	YoY%
Sales volume (units)	<b>415,843</b>	326,710	27%
Turnover/Revenue	<b>20,099</b>	14,069	43%
Profit after tax	<b>1,550</b>	1,319	17%
Attributable profit	<b>1,368</b>	1,183	16%
Diluted EPS (RMB)	<b>17.15</b>	16.66	3%
Net profit - share-based payments	<b>1,642</b>	1,190	38%
Adjusted diluted EPS (RMB cents)	<b>20.36</b>	16.76	21%
Cash dividend per share (HK cents)	<b>2.60</b>	2.30	13%
Sales of motor vehicles	<b>18,625.0</b>	13,034.6	43%
Average unit ex-factory price (RMB)	<b>44,789</b>	39,897	12%
Return on Equity	<b>17.1%</b>	18.6%	-8%
Gross Margin	<b>18.4%</b>	18.1%	2%
Operating Margin	<b>12.1%</b>	12.0%	0%
Distributive/selling expenses/turnover	<b>5.9%</b>	5.4%	9%
Administrative expenses/turnover	<b>4.6%</b>	3.7%	25%

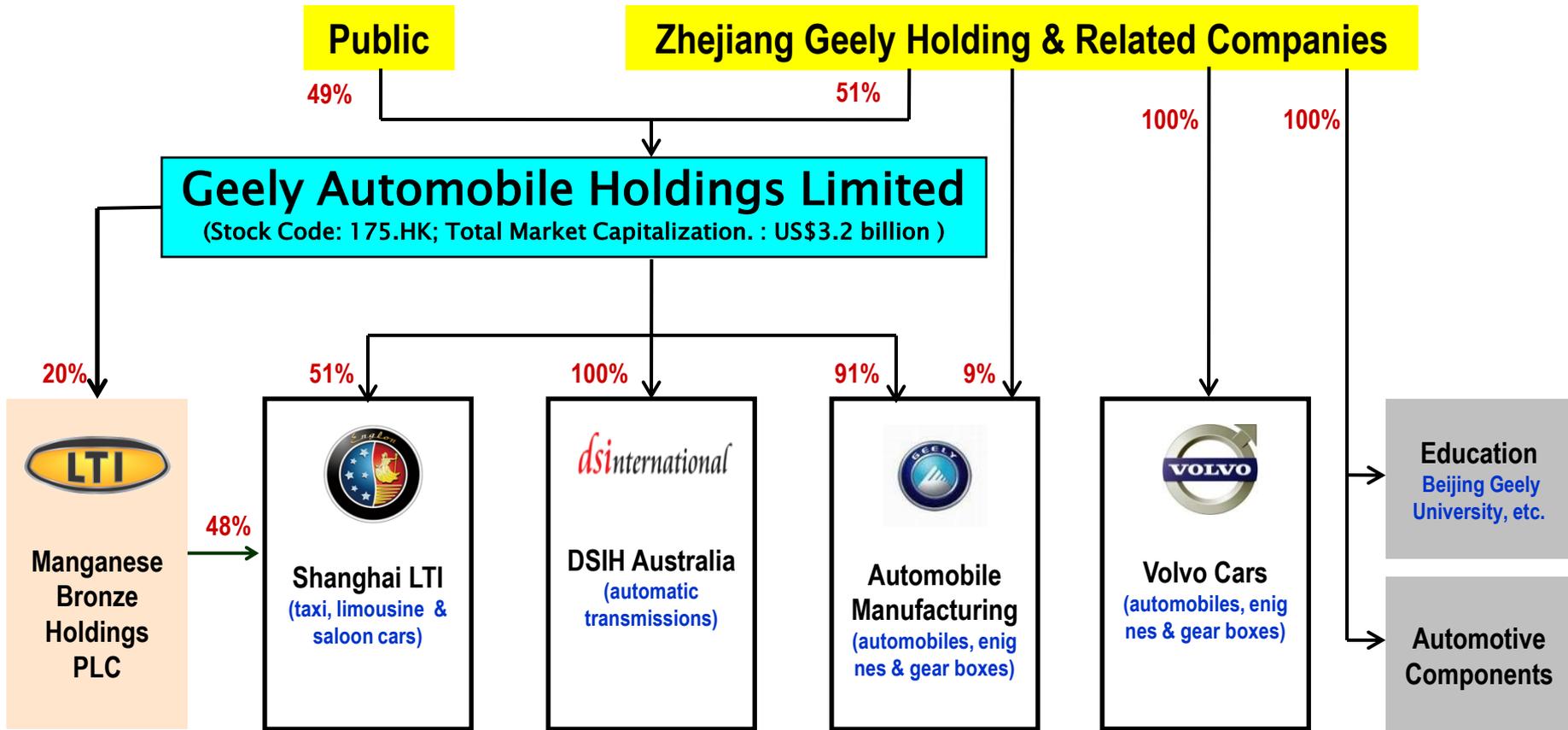
## Net Profit (RMB M)



## Return on Equity (%)



# Corporate Structure





## Chinese Wisdom, World Quality

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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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