

GEELY



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

(Stock Code : 0175)

Corporate Presentation

December 2011



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.**
- ✓ **Capturing and 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

Year started:	1998
Total workforce:	17,783 (15% R&D staff)
Manufacturing facilities:	9 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)



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 – GC7



全球鷹
GLEAGLE



Engine size:	1.5L, 1.8L DVVT (5MT, 6AT)
Dimension:	4547/1734/1470
Wheelbase:	2600
Maximum output:	78.5Kw/6000rpm (1.5L) 102Kw/6200rpm (1.8L)
Engine:	JLalpha-4G15 (1.5L) JLalpha-4G18 (1.8L)
Fuel Efficiency:	6.7L/100km (1.5L) 7.5L/100km (1.8L)
Retail Price:	RMB66,900-89,900



GLEagle – GX7



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



全球鷹
GLEAGLE



Englon – SC3

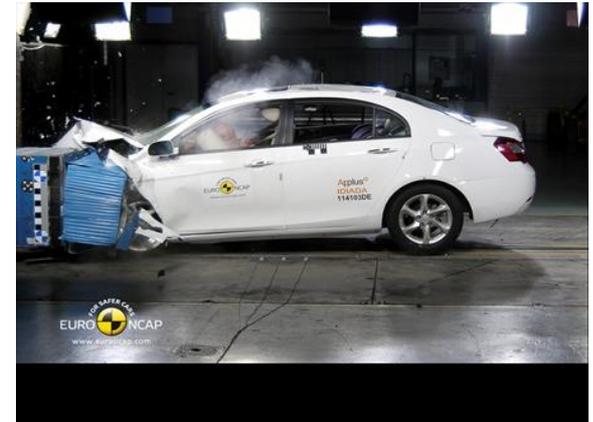


英伦汽车
Englon Automobile

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



Emgrand – New EC7

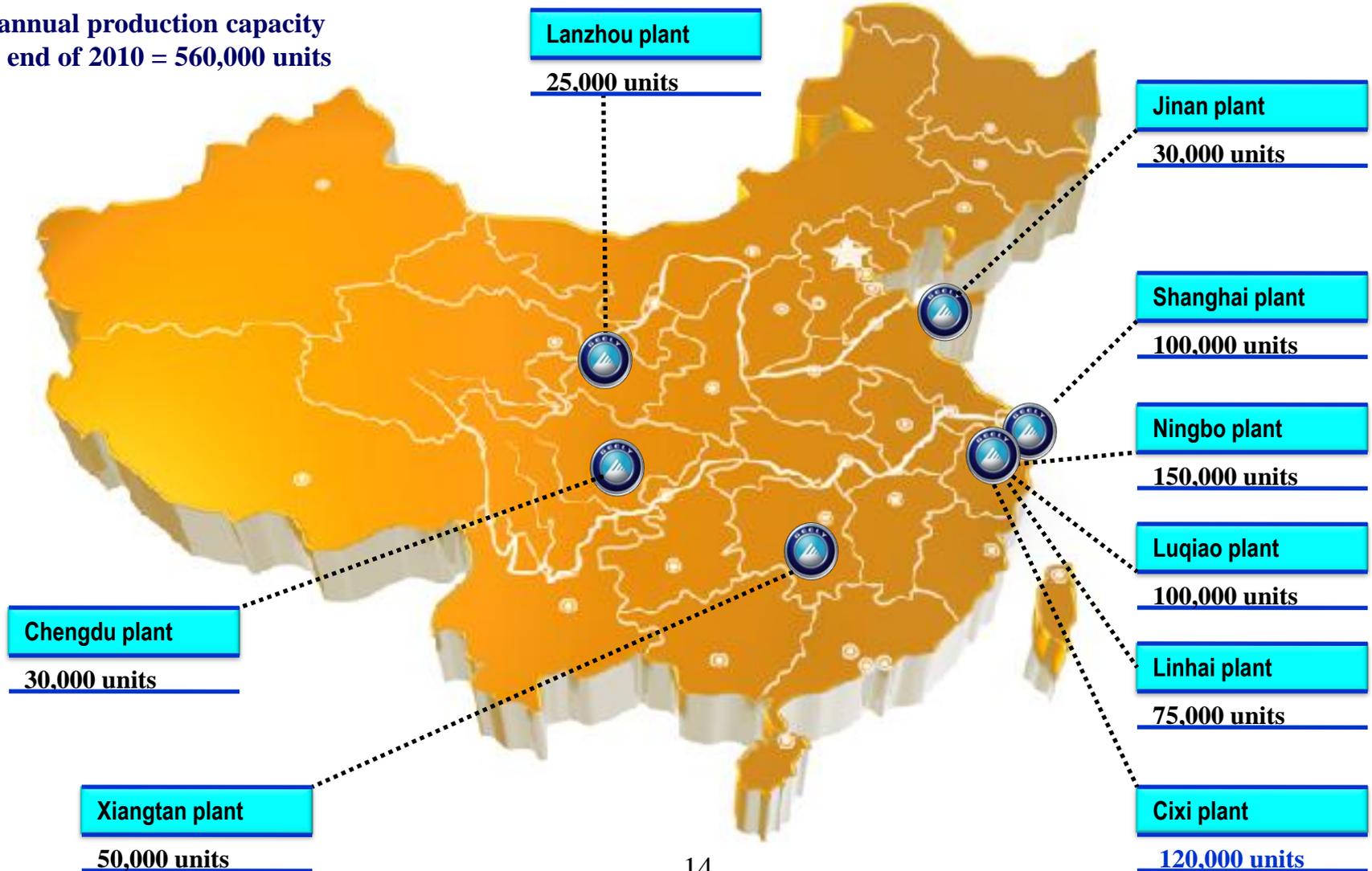


Emgrand EC7 - 2012 Verion

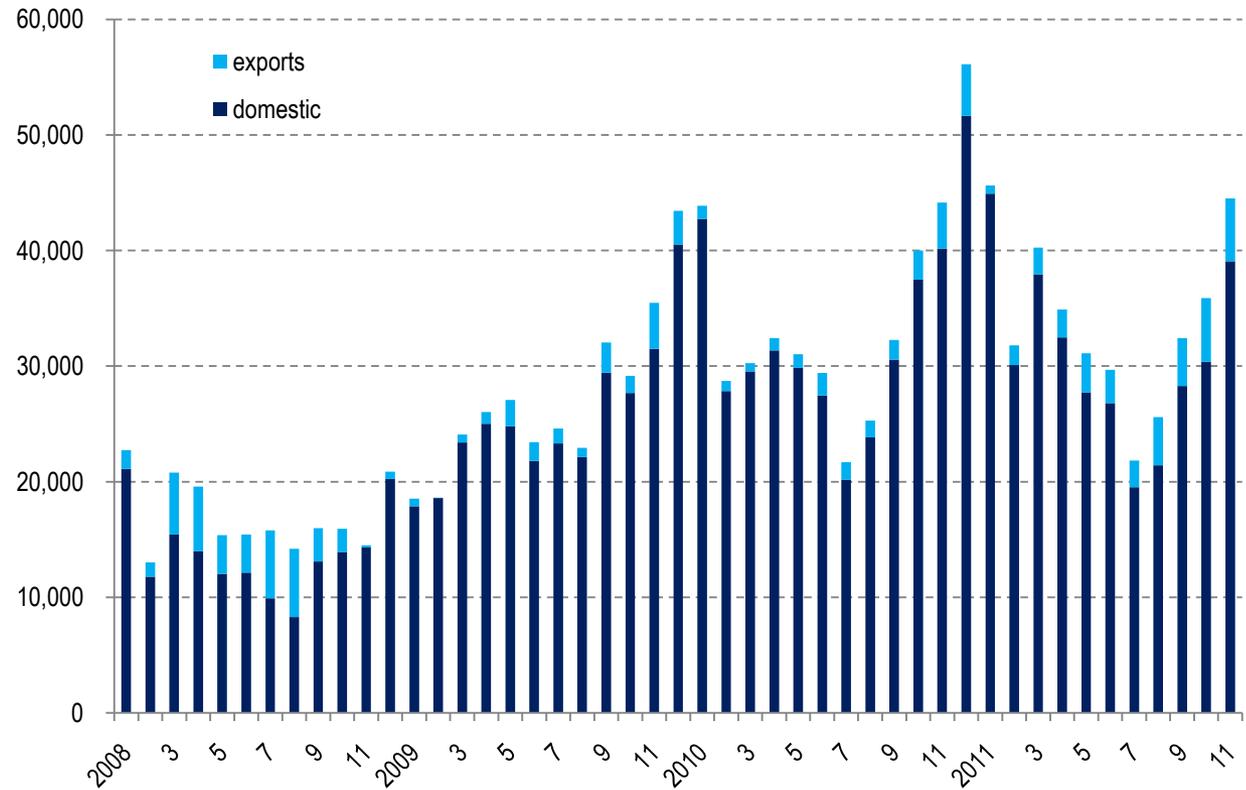
- new interior design
- new DVVT engine
- new 6AT gearbox
- ESC & GSG
- Euro NCAP 4 stars

Production Facilities

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



Monthly Sales Volume



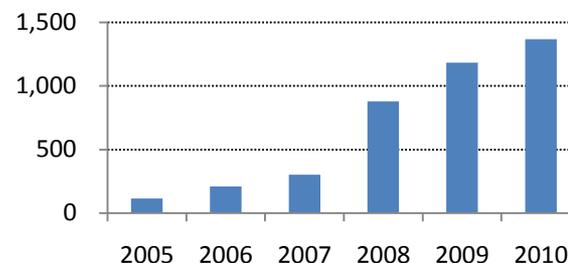
1H2011 Financial Performance

(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%

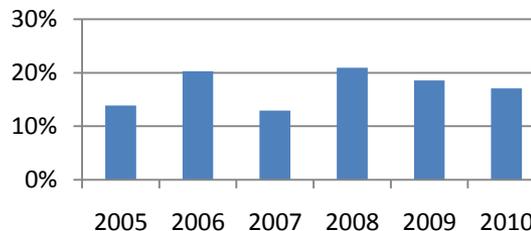
Net Profit

(RMB M)

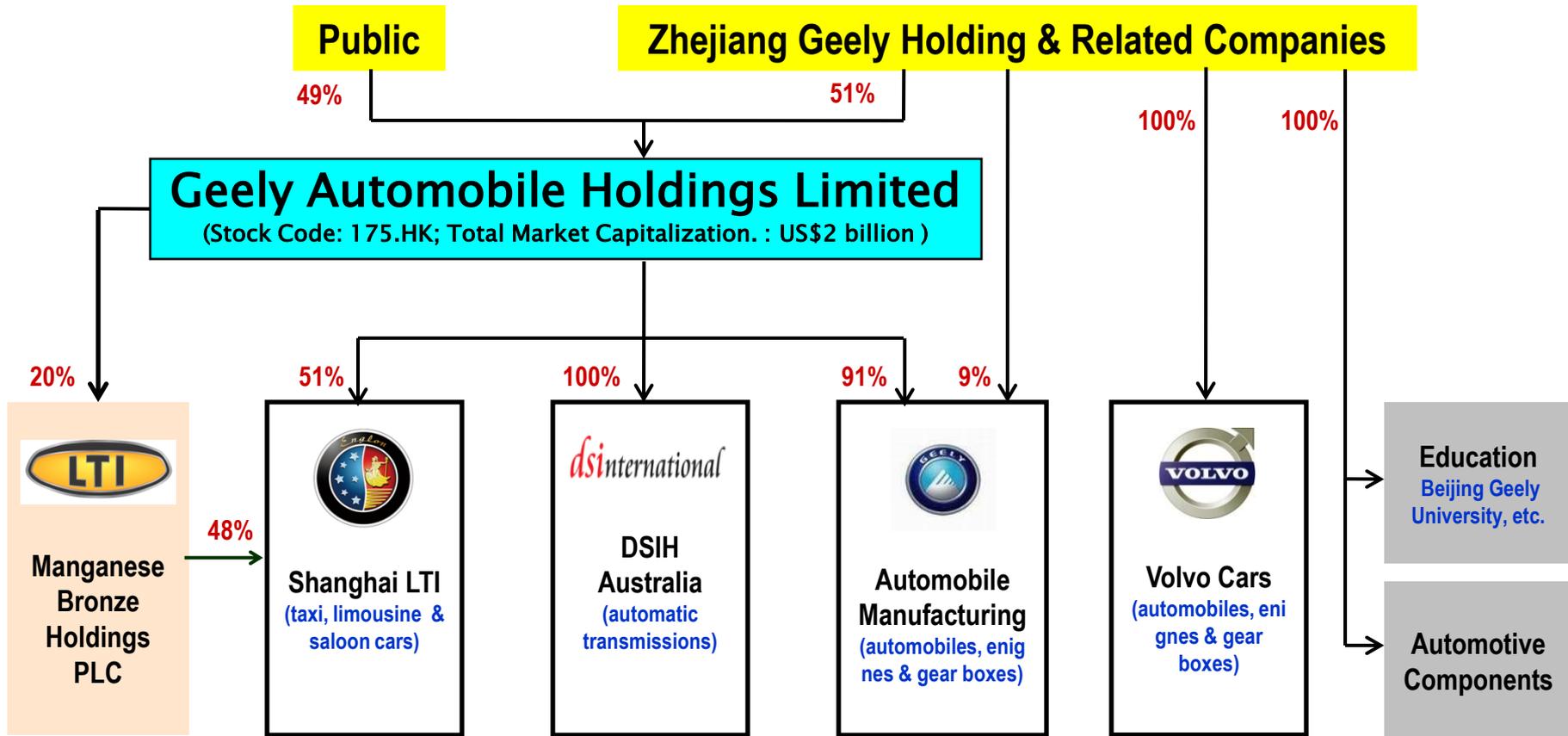


Return on Equity

(%)



Corporate Structure





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



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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