

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

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



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">• 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



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



Kignkong



SC5-RV



SC7

GLEagle – GC7



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:	RMB67K-90K



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)



全球鹰
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)



Other New Products



Emgrand EC7 - 2012 Verion

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



δ 4G20

δ 4G24

ω 4D20

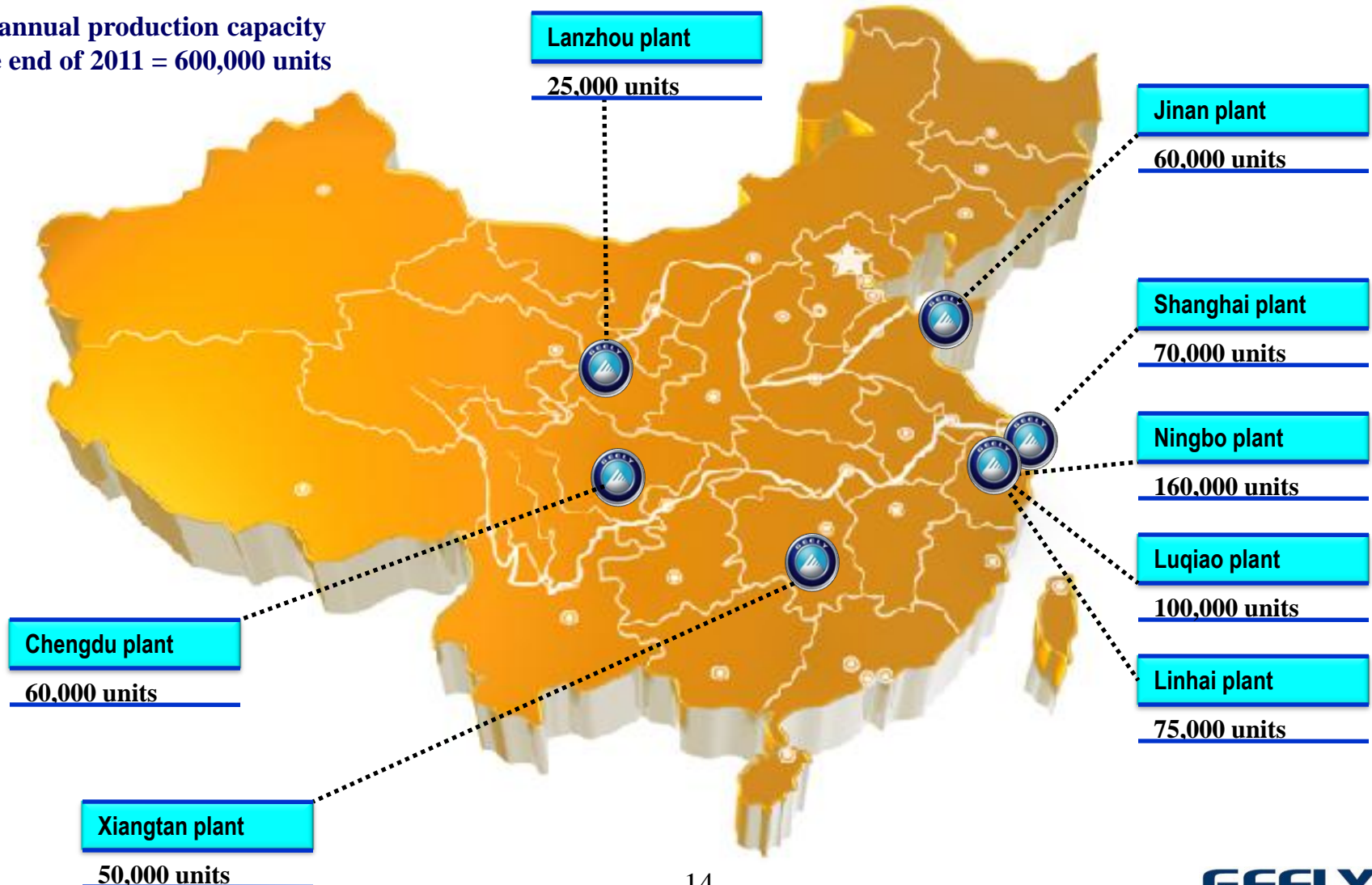


6AT (DSI)

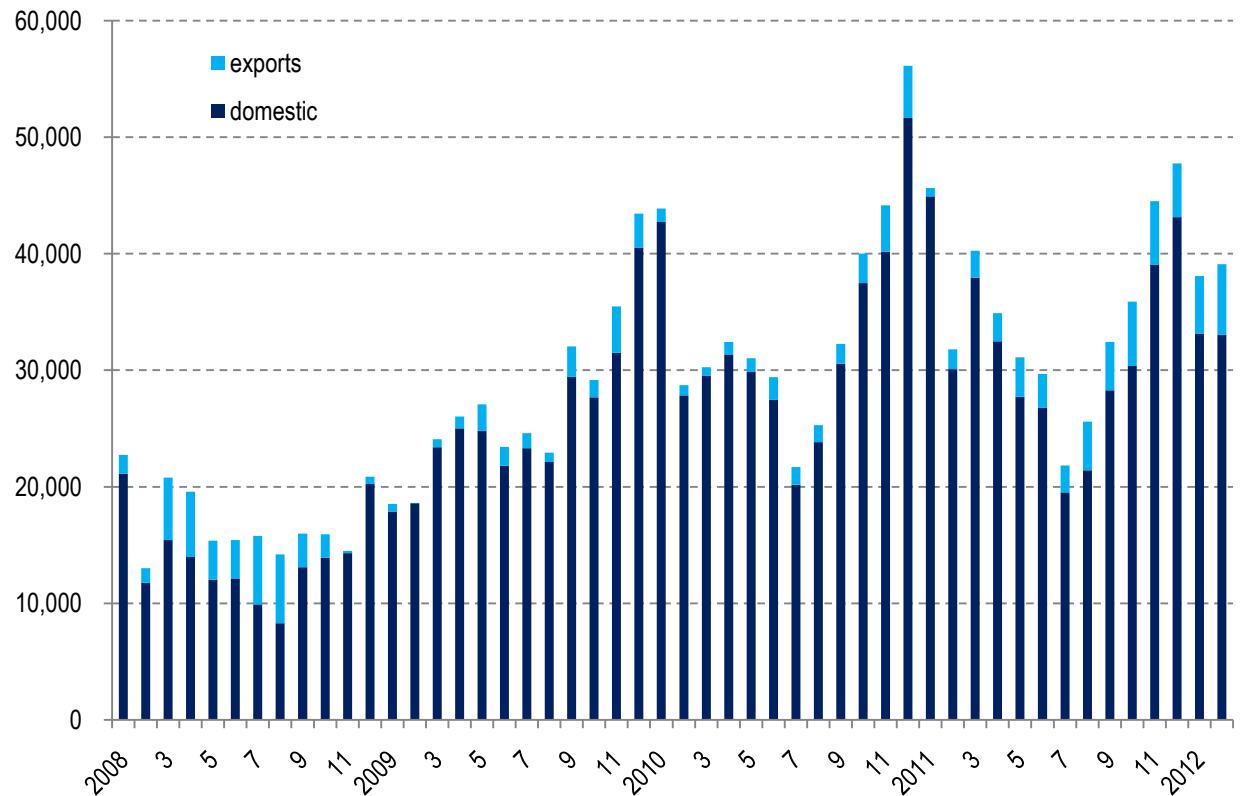
7DCT

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

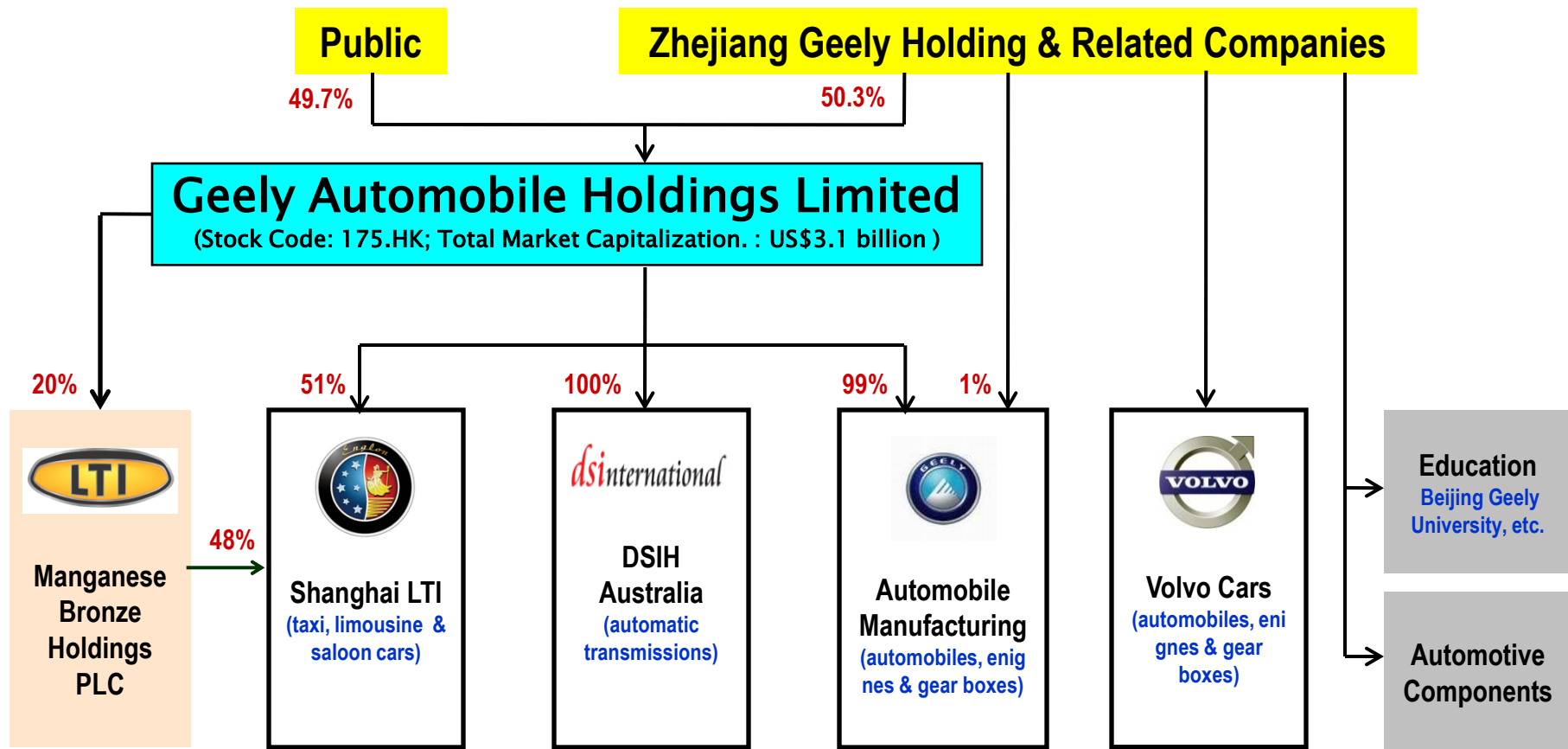
2011 Financial Performance

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.”



corporate website: www.geelyauto.com.hk

Note: Sources of all data contained in this presentation are from Geely Automobile Holdings, except specified otherwise.

Important Notice:

The information contained herein is meant for presentation purposes only and may not be used and relied upon by any other party. It is not to be taken in substitution for the exercise of judgement. You shall be solely responsible for making your own independent investigation of the merits of the discussions mentioned in this presentation. Geely Automobile Holdings Limited does not make any representations, warranty or guarantee as to the accuracy, completeness or correctness of the contents contained herein. The reproduction and/or dissemination of the contents herein is prohibited without our prior approval. Geely Automobile Holdings Limited and its officers, directors and employees accept no liability whatsoever for any direct or consequential loss howsoever arising from any use of this presentation or further communication given in relation to this presentation or its contents or otherwise arising in connection therewith.