

GEELY

# 吉利汽車控股有限公司

GEELY AUTOMOBILE HOLDINGS LIMITED

Corporate Presentation

May 2013



全球鷹  
GLEAGLE



帝豪  
EMGRAND



英伦汽车  
Englon Automobile

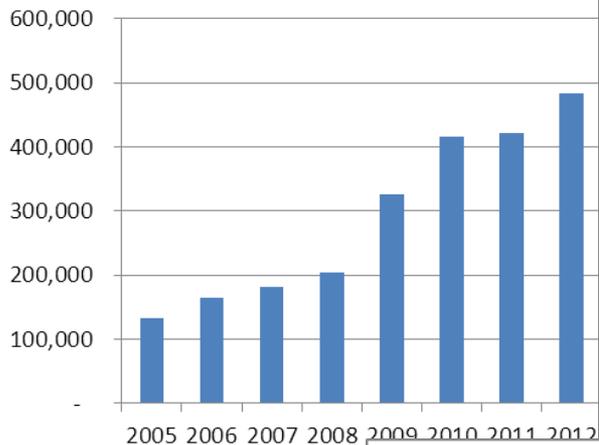
<b>Year started:</b>	<b>1998</b>
<b>Total workforce:</b>	<b>18,512 (on 31/12/2012)</b>
<b>Manufacturing facilities:</b>	<b>9 car plants in China</b>
<b>Products:</b>	<b>14 major sedan models under 5 platforms</b>
<b>Distribution network:</b>	<b>981 dealers in China, 37 sales agents, 43 sales and service outlets in 37 oversea countries</b>
<b>2012 sales volume:</b>	<b>483,483 units (22% 5-year CAGR)</b>
<b>2012 revenues:</b>	<b>US\$4 billion</b>
<b>Market Capitalization:</b>	<b>US\$4.0 billion (at 19 April 2013)</b>



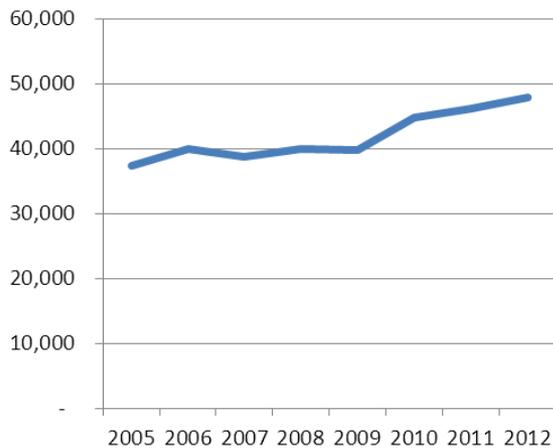
- ❖ **Management-owned, market-driven**
- ❖ **Cost effective supply chain**
- ❖ **Professional management team**
- ❖ **Abundant intellectual resources**
- ❖ **A vertically integrated operation**
- ❖ **Experience and track-record in China**
- ❖ **Strong cooperative relationship with Volvo Car**



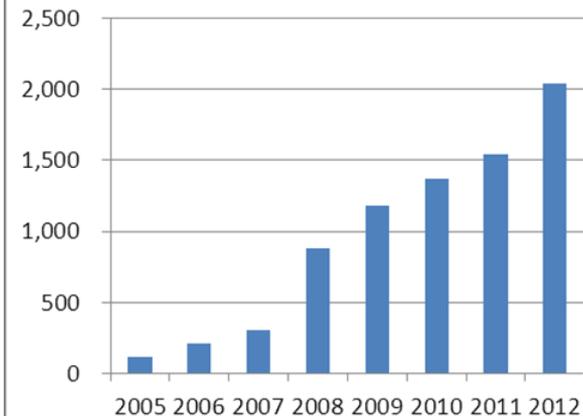
**Annual Sales Volume**



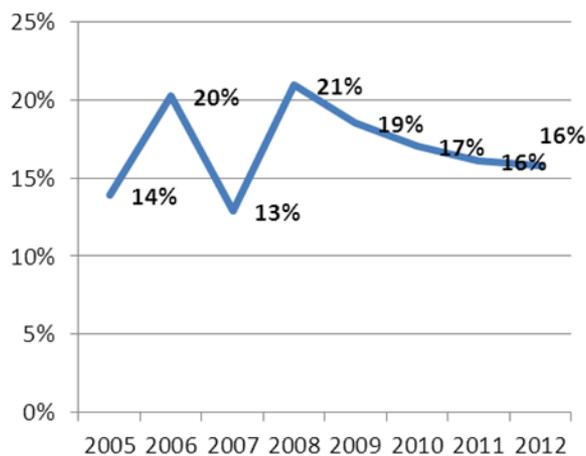
**Average Ex-factory Price**



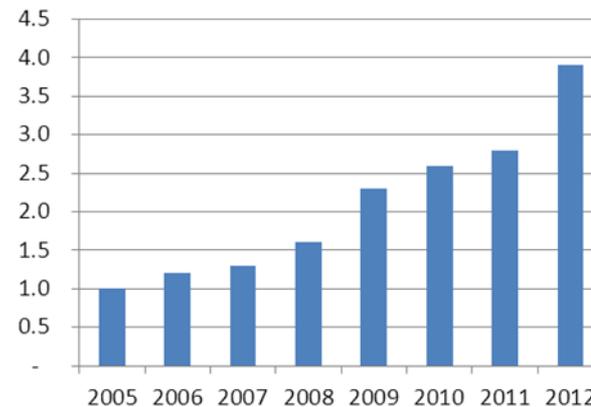
**Net Profit**



**Return on Equity**



**Cash Dividend Per Share (HK Cents)**



<b>Products</b>	<b>Platform and modular architecture; Focus on powertrain technology; In-house international design capabilities and philosophy with Chinese inspiration; Joint product architecture with Volvo Car; Partnership to speed up new energy product offerings; Strategic alliances to upgrade component supplies</b>
<b>Services</b>	<b>1,000 dealers in China; 37 exclusive oversea sales agents; An independent servicing franchise chain; Financing and used car trading</b>
<b>Branding</b>	<b>Three product brands tailored to different customer segments in China; Single brand for export markets</b>

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	2012 sales vol.	No. of dealers (12/2012)
GLEagle	Geely Panda GX2 Free Cruiser Vision GC7 GX7	176,999	324
Emgrand	EC7 EC7-RV EC8	155,274	297
Englon	Kingkong SC7 SC5-RV SC3 SC6 SX7	151,210	360





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Free Cruiser



Vision



GX2



GC7



GX7



帝豪  
EMGRAND



EC7



EC7-RV



EC8



英伦汽车  
Englon Automobile



SC3



SC5-RV



SC6



SC7



SX7



**英伦汽车**  
*Englon Automobile*

<b>Engine size:</b>	1.3L (5M/T)
<b>Dimension:</b>	4267/1680/1440
<b>Wheelbase:</b>	2434
<b>Maximum output:</b>	63Kw/6000rpm (1.3L)
<b>Retail prices:</b>	RMB40,800-47,800





**英伦汽车**  
*Englon Automobile*

<b>Engine size:</b>	1.5L (5M/T)
<b>Dimension:</b>	4342/1692/1435
<b>Wheelbase:</b>	2502
<b>Maximum output:</b>	75Kw/5800rpm (1.5L)
<b>Retail prices:</b>	RMB53,800-60,800



搜狐汽车  
auto.sohu.com



帝豪  
EMGRAND

**Engine:** 2.0L, 2.4L GeTec Engine  
**Transmissions:** 5MT, 6MT, DSI 6AT  
**Dimension:** 4905/1830/1495  
**Wheelbase:** 2805  
**Retail prices:** RMB99,800-209,800





**英伦汽车**  
*Englon Automobile*

<b>Engine size:</b>	1.8L, 2.0L, 2.4L
<b>Transmissions:</b>	5MT, 6AT
<b>Dimension:</b>	4553/1833/1700
<b>Wheelbase:</b>	2661
<b>Maximum output:</b>	119kw/5700rpm (2.4L)
<b>Retail prices:</b>	RMB92,800-129,800



EX8



EV8



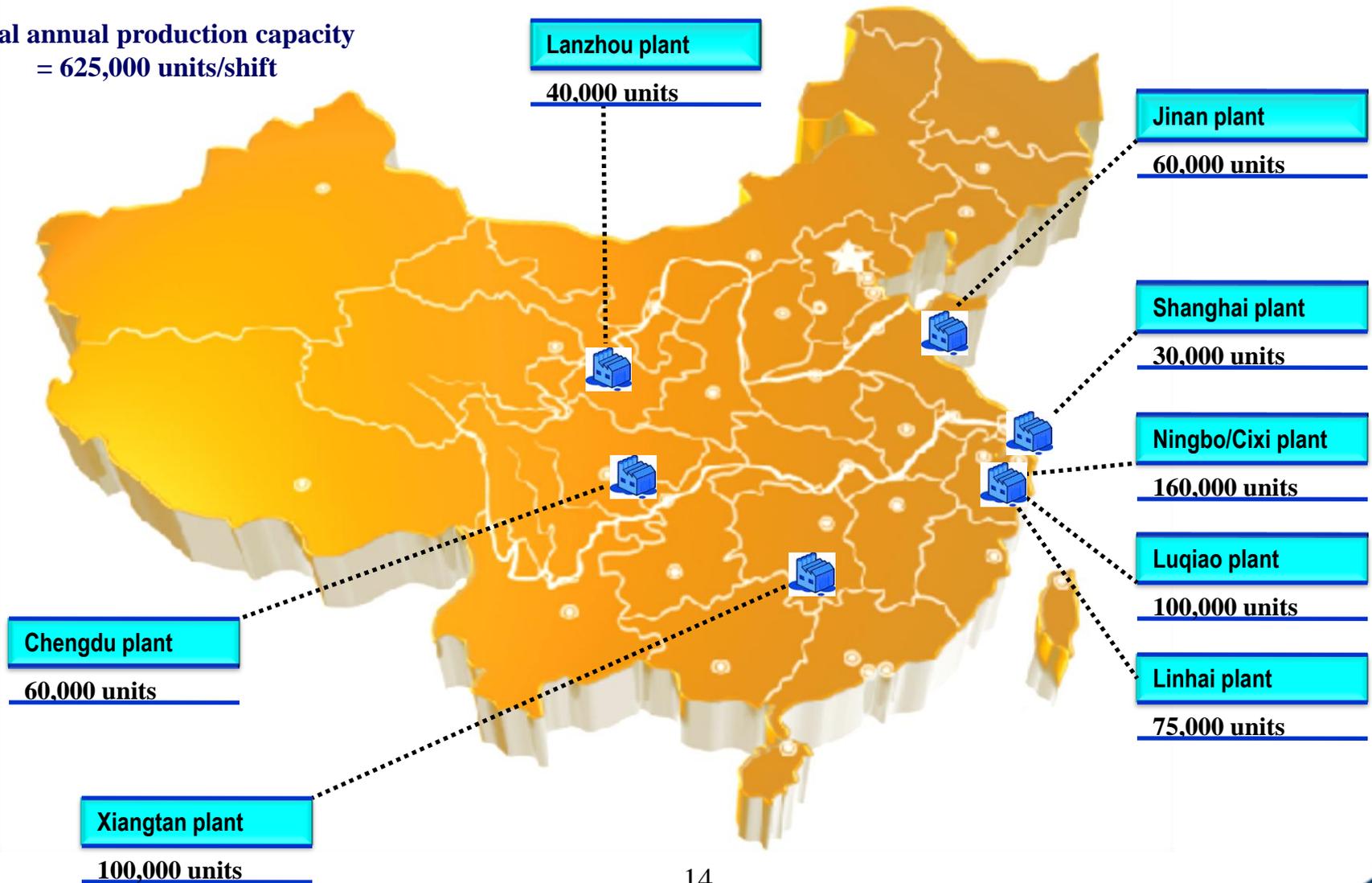
EC7



SX7



Total annual production capacity  
= 625,000 units/shift



Y/E Dec. (RMB m)	2012	2011	YoY change
Sales volume (units)	483,483	421,611	+15%
Turnover/Revenue	24,628	20,965	+17%
Gross margin	18.5%	18.2%	+2%
Operating margin ratio*	11.5%	11.9%	-4%
Profit after tax	2,069	1,716	+21%
Attributable profit	2,059	1,543	+33%
Diluted EPS (RMB cents)	26.57	19.20	+38%
Cash dividend/share (HK cents)	3.90	2.80	+39%
Shareholders' equity	12,906	9,582	+35%
Net cash/(debt)**	1,750	-1,517	-

\* 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

Year	Test	Models	Ratings
2009	C-NCAP	Geely Panda	5 star (45.3 pts)
2010	C-NCAP	Emgrand EC7	5 star (46.8 pts)
2011	Euro-NCAP	Emgrand EC7	4 star
2011	C-NCAP	Emgrand EC8	5 star (49.6 pts)
2012	C-NCAP	GLEagle GX7	5+star (50.3 pts)





**J.D.Power Asia Pacific  
2012 China Customer Service Index (CSI) Study<sup>SM</sup>**

Brand	Points#	Overall Rank <sup>^</sup>	Sector Rank <sup>*</sup>
GLEagle	865	12	1
Englon	861	14	2
Emgrand	850	17	4
Industry Average	832		

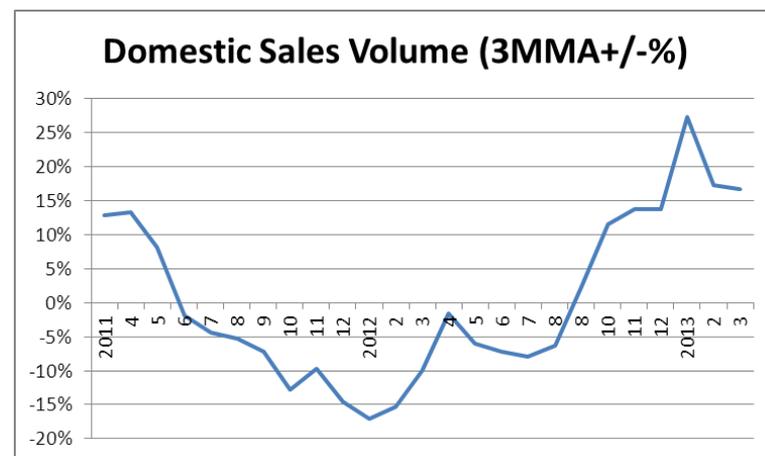
# based on a 1,000-point scale

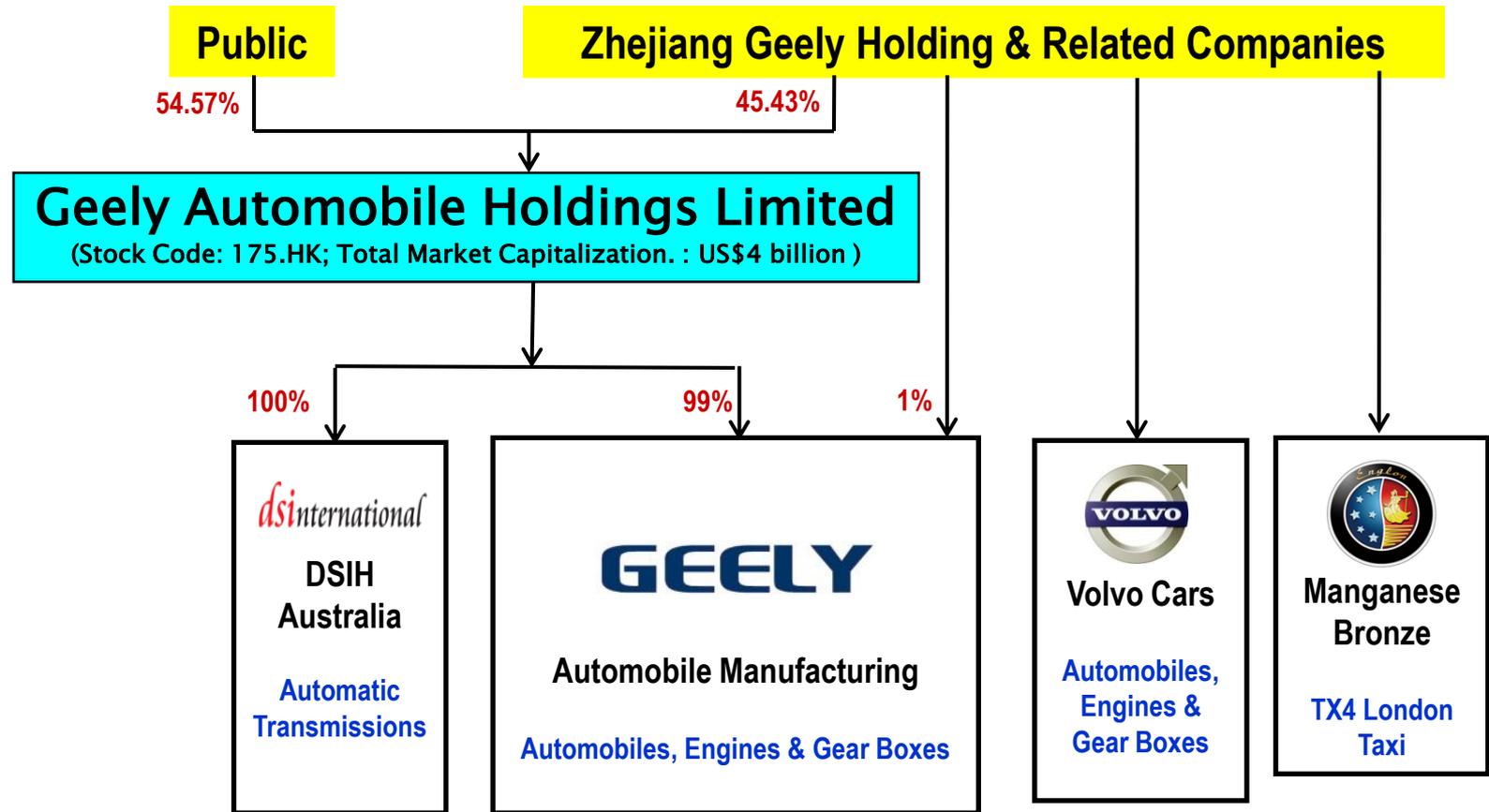
<sup>^</sup> a total of 68 passenger vehicle brands were examined

<sup>\*</sup> ranking amongst indigenous brands in China

Source: J.D.Power Asia Pacific 2012 China Consumer Service Index (CSI) Study<sup>SM</sup>

- Significant improvement in competitive advantages in brand image, product and service quality
- Technology cooperation with Volvo Car should further strengthen the Group's competitiveness
- Other positive drivers in 2013: (1) more 6AT models; (2) broader product range through more SUV and MPV models; (3) replacement of older models; (4) continued good contributions from new models in 2012
- Target to grow sales volume by 16% to 560,000 units in 2013







**Safe**  
**Environmental Friendly**

**Energy Efficient**



*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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