

2018年中期业绩 2018 Interim Results



*仅供参考
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2018年8月
Aug 2018



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业绩摘要

Results Highlights

销量保持稳定

Steady growth in sales volume

整车销售47.2万辆，同比增长3.1%

Total automobile sales volume reached 472,000 units, up by 3.1% YoY

经营业绩平稳

Stable operating results

营业总收入486.8亿元，同比上升18%

Total operating revenue amounted to RMB48.68bn, up by 18% YoY

SUV继续领跑

Remained SUV market leader

SUV销量位居前列，哈弗H6累计单品销量57个月第一

SUV sales volume ranked on top, with Haval H6 ranking the first in sales volume for a single product for 57 months

推出新品牌与新车型

Launched New Brand and New Model

2018年4月推出WEY P8，开启混动新市场；4月底发布全新电动车品牌——欧拉

Tapped into PHEV vehicle market via the launch of WEY P8 in April 2018; introduced new electric vehicle brand "ORA" at the end of April



目录
Catalog

行业情况 Auto Industry Overview

公司经营情况 Operations Review



长城汽车
专注 专业 专家

33.4-44.4C
SUV领导者



WEY
WARRIOR

第一部分 *Section 1*

行业运行情况 Auto Industry Overview





行业运行情况

Auto Industry Overview

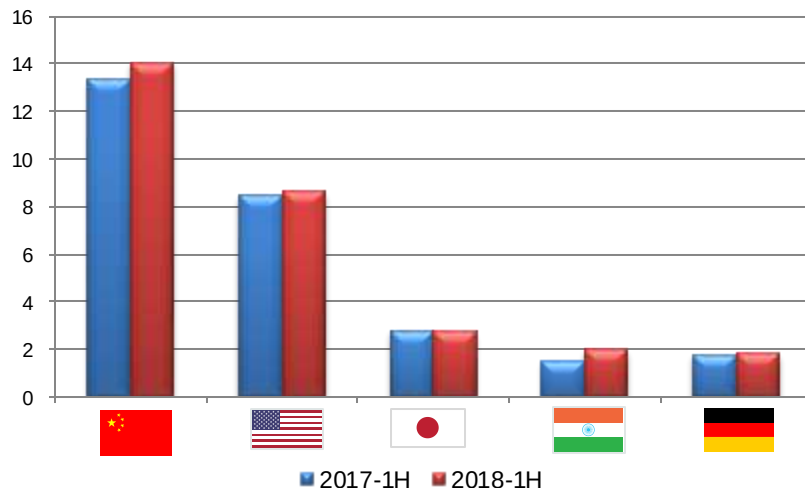
中国汽车市场为全球最大市场

The PRC has become the world's largest automobile market.

2017年及2018年上半年全球销量前五国家

Top 5 countries in terms of global auto sales
in 2017 1H and 2018 1H

单位: 百万台
Mn units



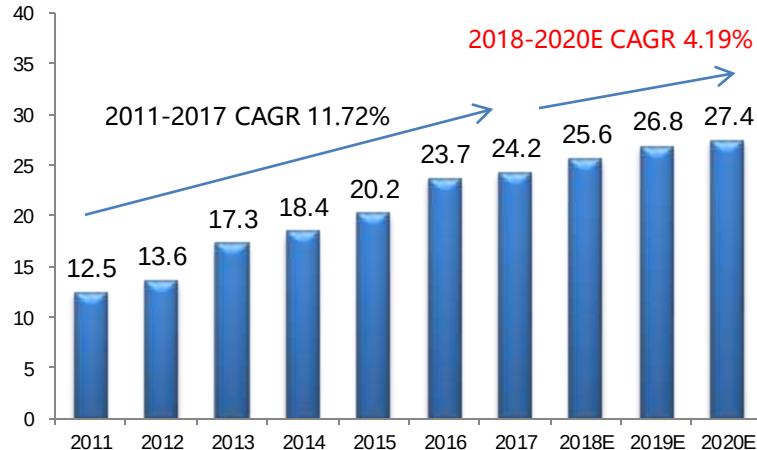
中国汽车市场为全球最大市场, 2018年上半年销量超1400万辆

The PRC has become the world's largest automobile market, with sales volume exceeding 14 million units in 2018 1H.

乘用车销量保持稳定增长

Sales volume of PV sustained steady growth

单位: 百万台
Mn units



中国乘用车销量保持稳定增长, 但增速放缓

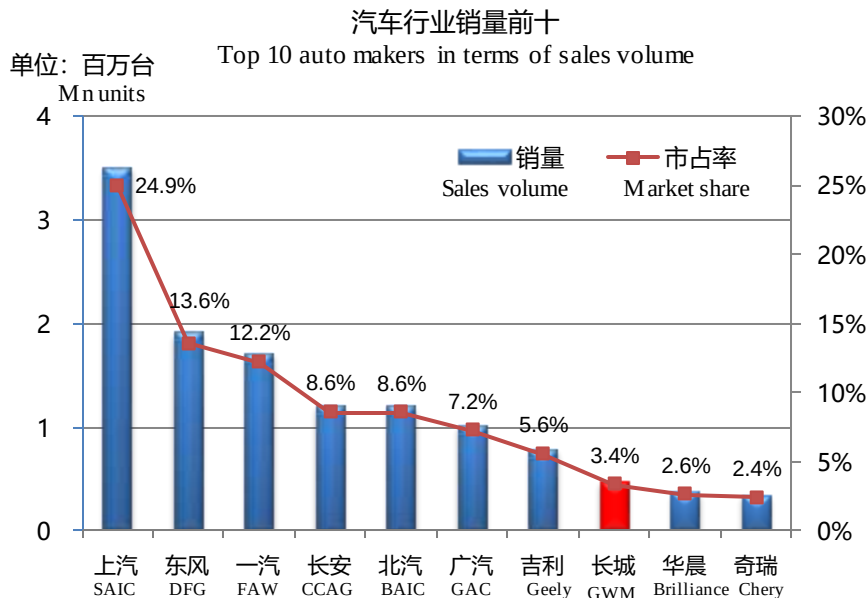
The PRC sales volume of PV maintained steady growth, but its growth had slowed down



行业运行情况 Auto Industry Overview

汽车市场销量前十

Top 10 auto makers in terms of sales volume



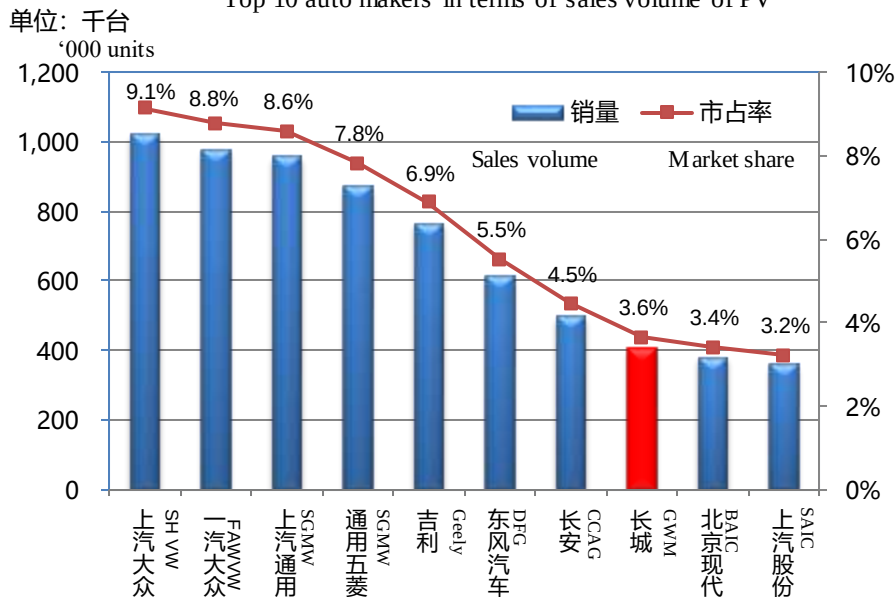
公司销量47.2万辆，市场份额3.4%

The Company's sales volume reached 472,000 units, with a market share of 3.4%.

数据来源: 中国汽车工业协会/ Source: CAAM

乘用车销量前十企业

Top 10 auto makers in terms of sales volume of PV



公司乘用车销量接近41万辆，市场份额3.6%

The Company's PV sales volume was close to 410,000 units, with a market share of 3.6%.

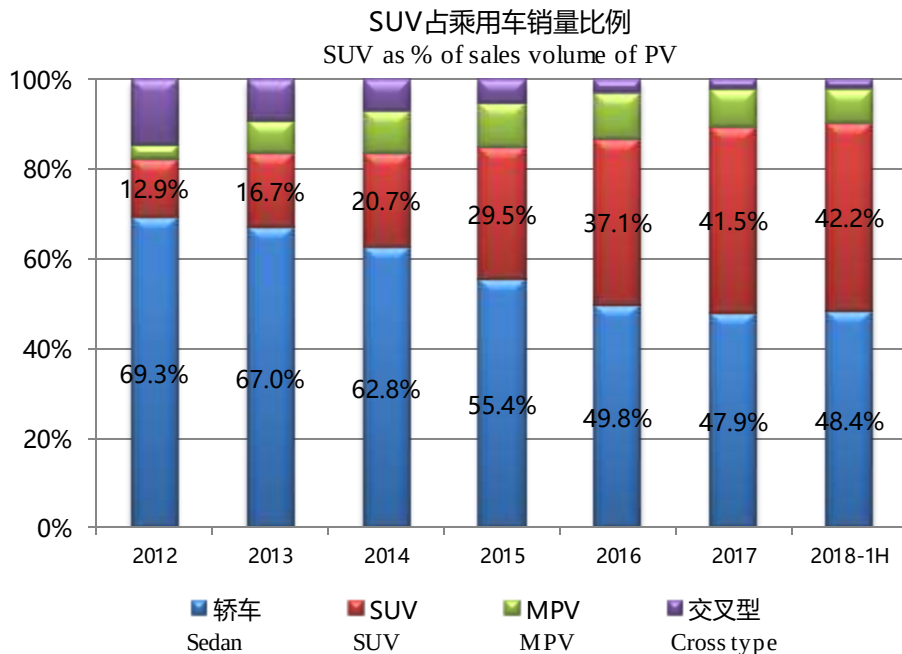


行业运行情况

Auto Industry Overview

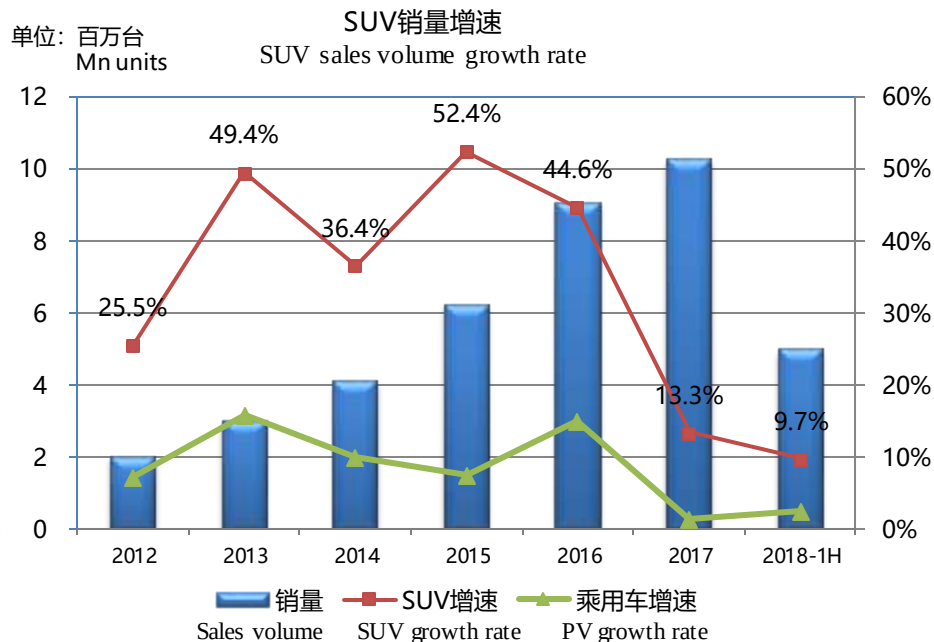
SUV 销量增速保持高于行业增速

SUV sales volume growth rate continued to surpass that of the industry



SUV占比稳步提升，达到42.2%，预计SUV占比将继续提升

The sales proportion of SUV had been growing steadily, reaching 42.2%. It is expected that the SUV sales proportion will continue to increase.



SUV品类增速放缓，但保持增长，仍是乘用车增长引擎，预计未来SUV车型销量将持续走强。

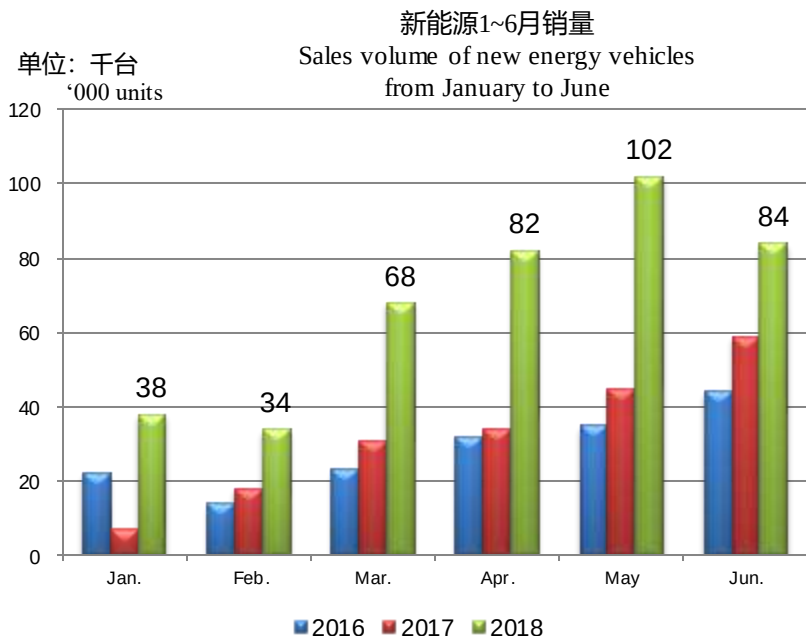
The SUV segment continued to grow, though its growth rate had slowed down; nonetheless SUV continued to be the growth driver of PV. It is expected that the sales volume of SUV will remain strong.



行业运行情况 Auto Industry Overview

新能源汽车销售快速增长，长城皮卡稳居行业头名

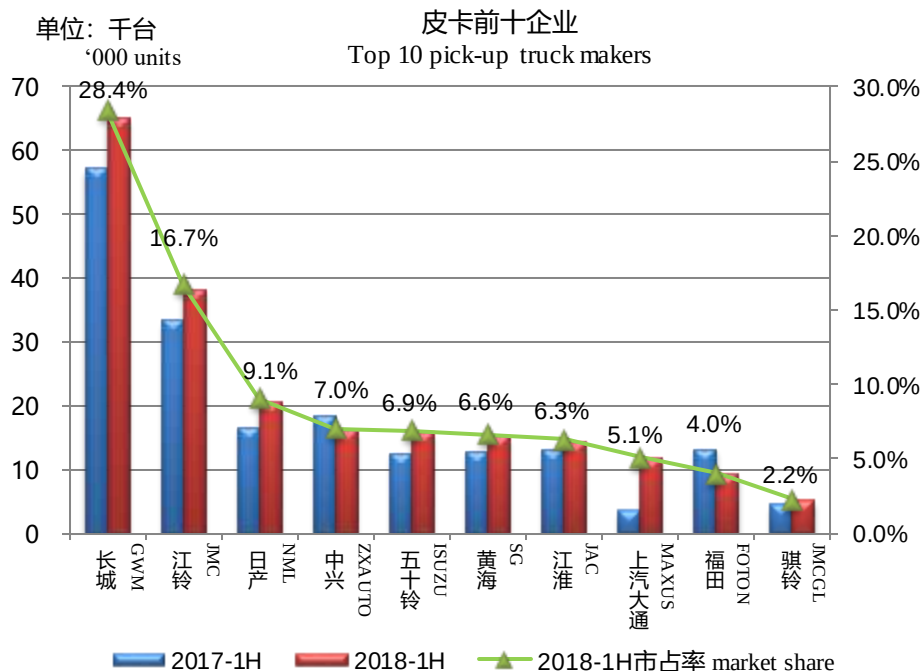
New energy vehicles recorded rapid growth in sales volume; the Company's pick-up trucks continued to rank first in the industry



新能源汽车1~6月销量基数尚小，但增长迅速

The sales volume of new energy vehicles from January to June was still small, but its growth was rapid

数据来源：中国汽车工业协会/ Source: CAAM



本公司皮卡总销量第一，同比增长13.6%，市场占有率达到28.4%

Total sales volume of the Company's pick-up trucks ranked first, up by 13.6% YoY, with a market share of 28.4%



长城汽车
专注 专业 专家

33.4%
SUV领导者



WEY
RESURGE

第二部分 *Section 2*

公司经营情况 Operations Review



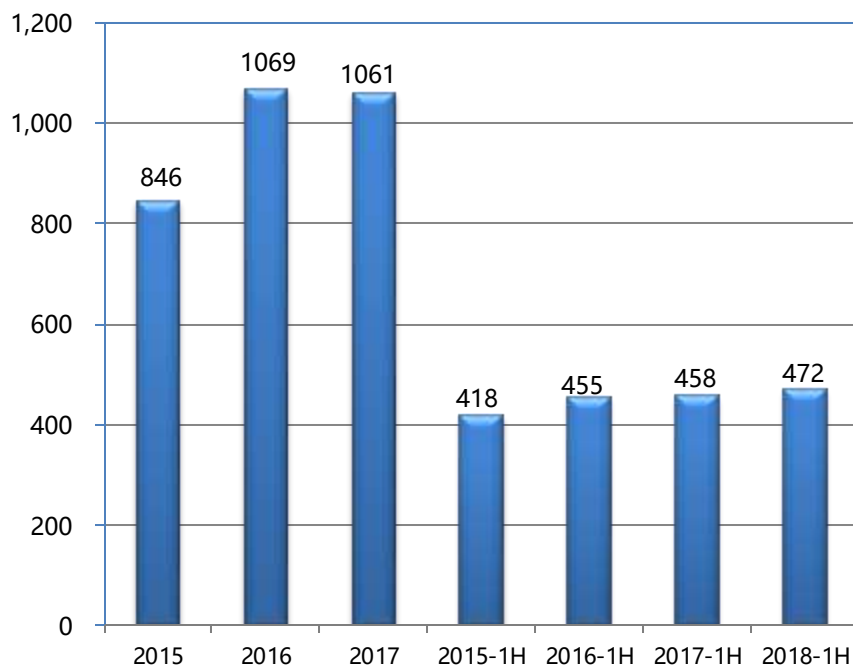


公司经营情况 Operations Review

总销量

单位：千台
'000 units

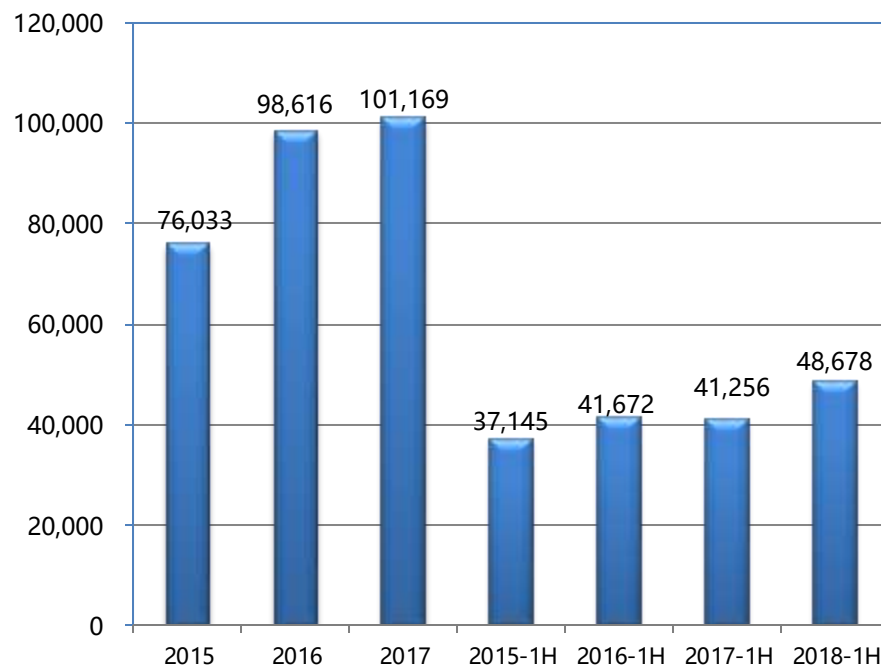
Total sales volume



营业总收入

单位：百万人民币
RMB Mn

Total operating revenue

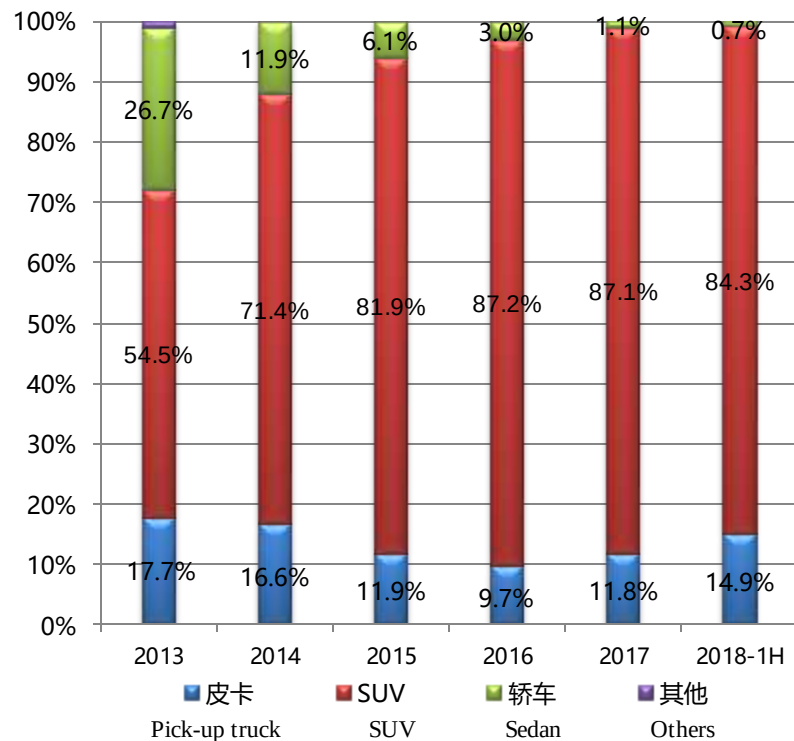




公司经营情况 Operations Review

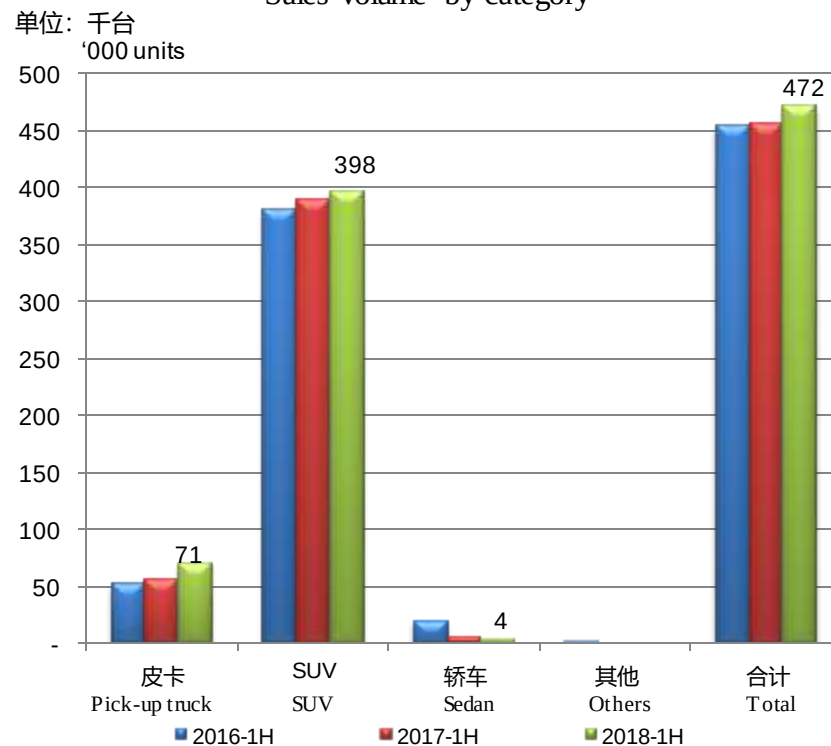
分品类占比

Sales proportion by category



分品类销量

Sales volume by category



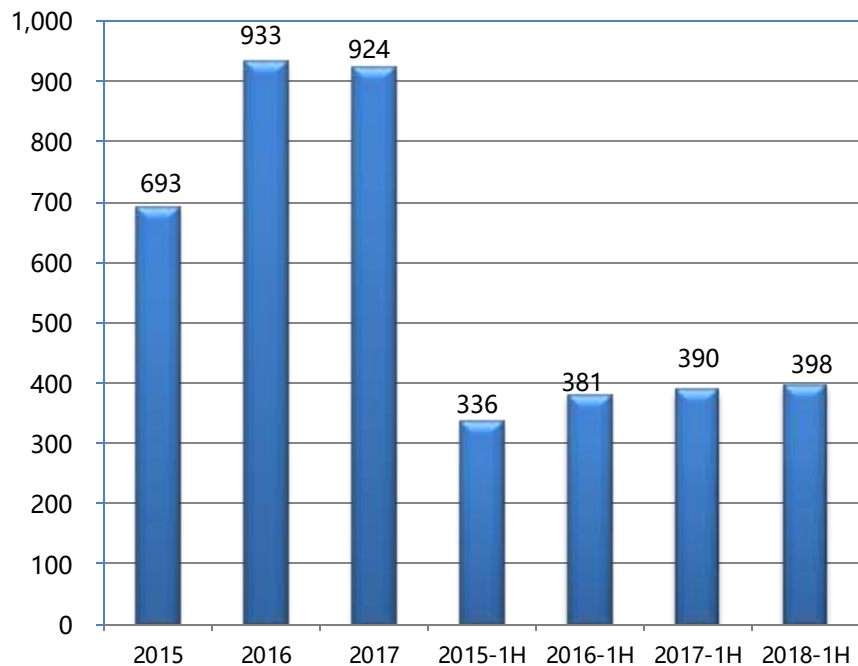


公司经营情况 Operations Review

SUV销量

Sales volume of SUV

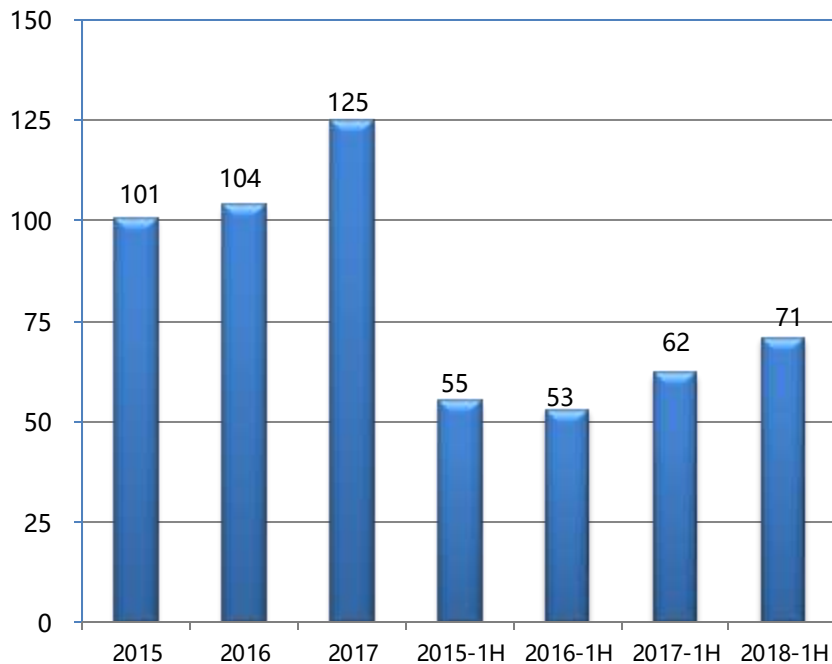
单位: 千台
'000 units



皮卡销量

Sales volume of pick-up truck

单位: 千台
'000 units





公司经营情况 Operations Review

公司推出全新车型

Launch of new models

哈弗H4 红标版
Haval H4 Red Label



哈弗H4 蓝标版
Haval H4 Blue Label



尺寸 Dimension (mm)	轴距 Wheelbase(mm)	排量 Displacement	变速器 Transmission	售价 Price (RMB)
H4红标版 Red Label 4420x1845x1695	2660	1.5T/1.3T	湿式7速双离合变速器 7 wet DCT	10.6万元-11.6万元 106,000-116,000
H4蓝标版 Blue Label 4410x1845x1695				



公司经营情况 Operations Review

公司推出全新车型

Launch of new models

全新H6 Coupe 红标版

Brand new H6 Coupe Red Label



P8



尺寸 Dimension (mm)	轴距 Wheelbase (mm)	排量 Displacement	变速器 Transmission	售价 Price (RMB)
H6 Coupe 红标版 Red Label 4590*1845*1700	2720	1.5T	7挡双离合 7DCT	12.1万元-12.7万元 121,000-127,000
WEY P8 4760*1931*1655	2950	2.0T	6挡双离合 6DCT	29.28万元-31.28万元 292,800-312,800



公司财务情况

Financial Review

资产负债表 Balance Sheet

单位：人民币百万元
RMB Mn

	截至2018.06.30止 As at 30 Jun 2018	截至2017.12.31止 As at 31 Dec 2017	截至2016.12.31止 As at 31 Dec 2016	变动 Change (%)
流动资产 Current assets	60,988	69,293	53,928	-12.0
其中： Including:				
货币资金 Cash and bank balances	8,728	4,831	2,154	80.6
应收票据 Bills receivable	1,543	49,949	40,304	-96.9
非流动资产 Non-current assets	43,206	41,254	38,381	4.7
负债合计 Total liabilities	52,901	61,289	44,955	-13.7
资产总值 Total assets	104,194	110,547	92,309	-5.7
股东权益 Total shareholders' equity	51,293	49,258	47,354	4.1



公司财务情况

Financial Review

利润表 Income Statement

单位：人民币百万元
RMB Mn

	2018-1H	2017-1H	2017	变动 Change (%)
营业总收入 Total operating revenue	48,678	41,256	101,169	18.0
毛利 Gross profit	10,112	8,201	19,123	23.3
营业利润 Operating profit	4,355	2,795	5,854	55.8
归属于本公司股东的净利润 Net profit attributable to shareholders of the Company	3,696	2,420	5,027	52.7
基本每股收益 (元) Basic earnings per share (RMB)	0.40	0.27	0.55	52.7



公司财务情况 Financial Review

现金流量表 Cash Flow Statements

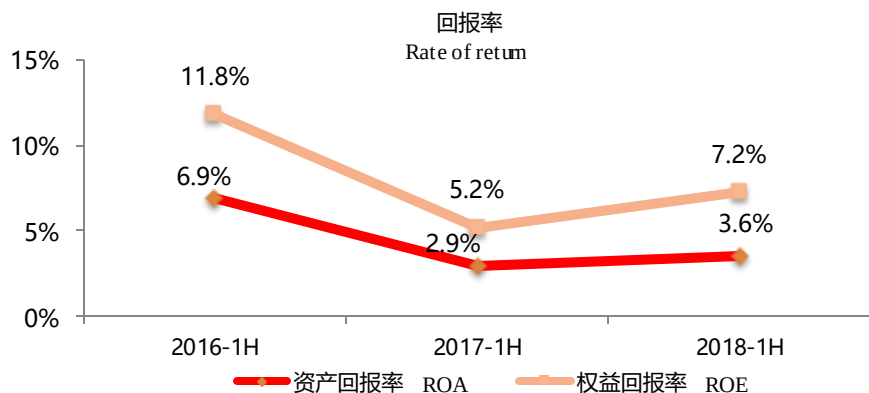
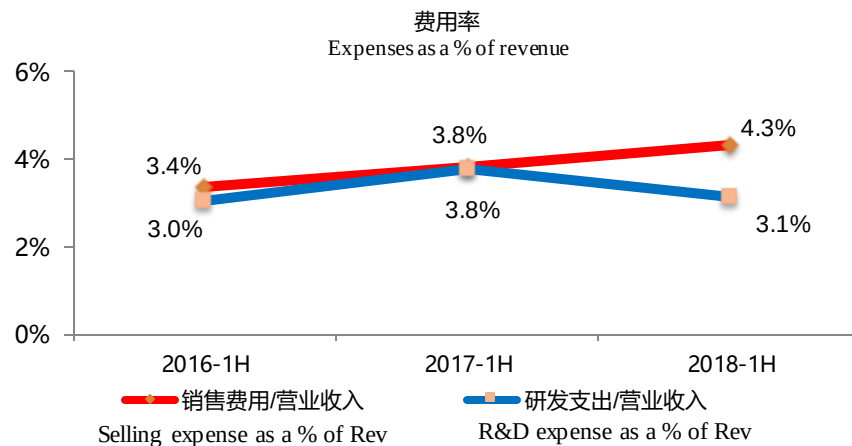
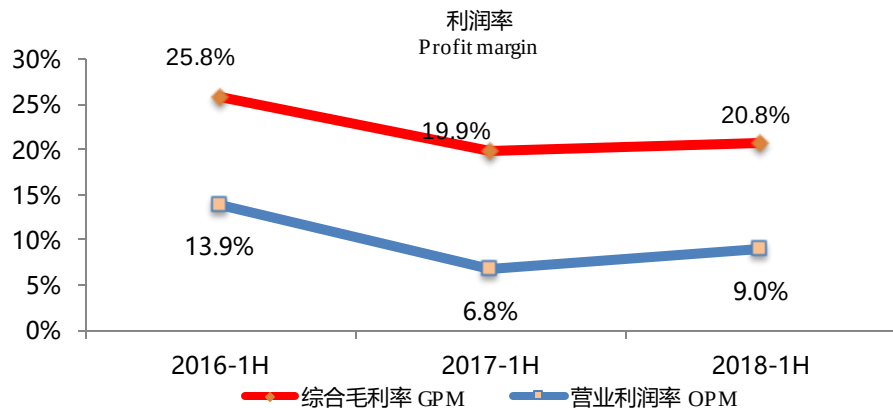
单位：人民币百万元
RMB Mn

	2018-1H	2017-1H	2017	变动 Change (%)
经营活动产生的现金流量净额 Net cash flow from operating activities	14,146	8,339	-1,077	69.6
投资活动产生的现金流量净额 Net cash flow from investing activities	-11,012	-6,087	-3,056	80.9
筹资活动产生的现金流量净额 Net cash flow from financing activities	1,302	1,622	6,089	-19.7
汇率变动对现金及现金等价物的影响 Effect of foreign exchange rate changes on cash and cash equivalents	-155	-5	-5	3056.9
现金及现金等价物净增加额 Net increase in cash and cash equivalents	4,281	3,869	1,952	10.7
期末现金及现金等价物余额 Cash and cash equivalents at the end of the period	8,125	5,761	3,844	41.0



公司财务情况 Financial Review

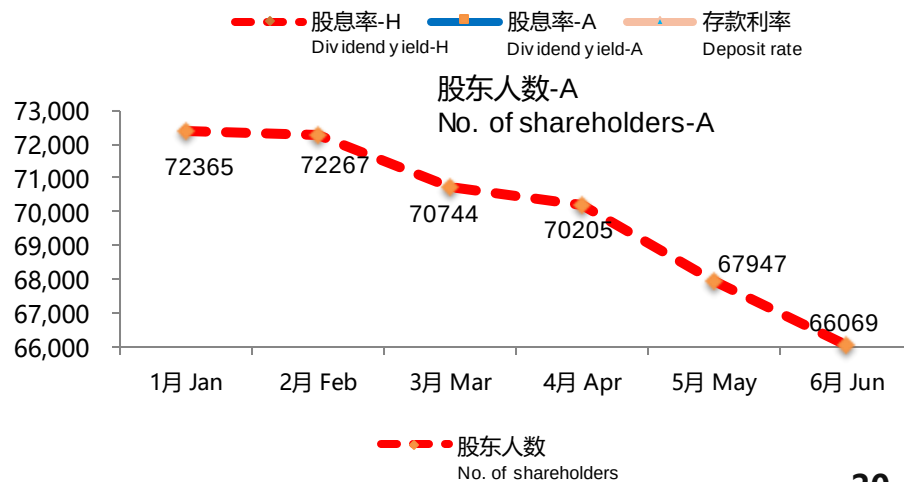
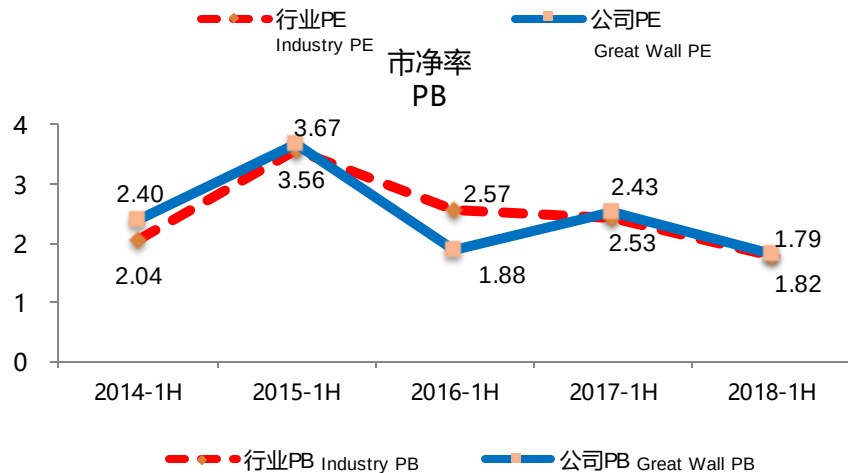
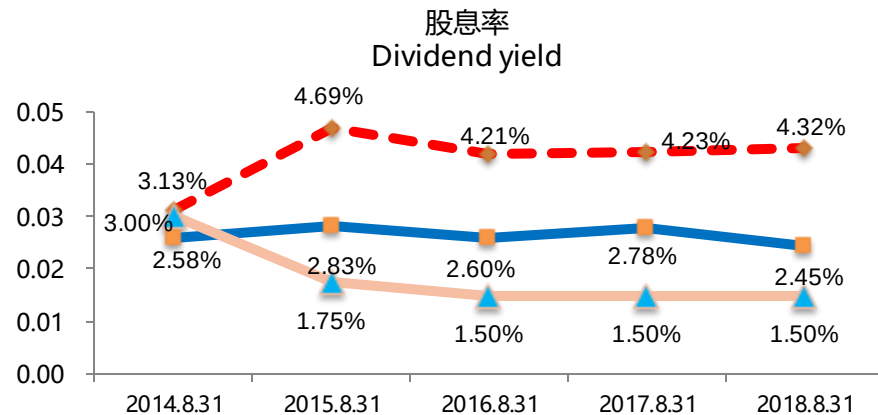
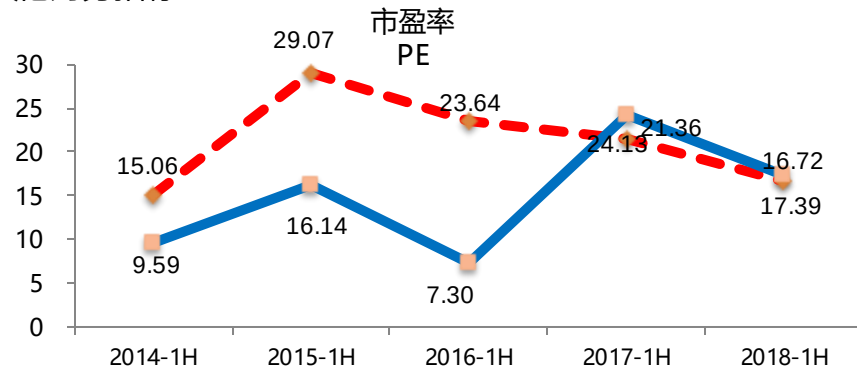
其他财务指标 Other Financial Indicators





公司财务情况 Financial Review

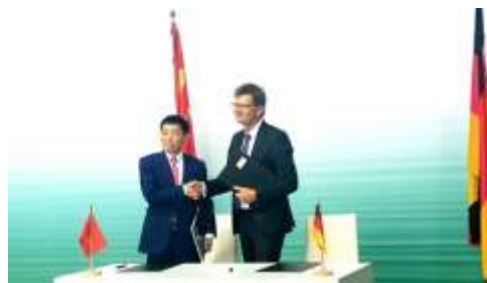
其他财务指标 Other Financial Indicators





全年展望 Prospects

宝马合作 Cooperation with BMW



2018年7月10日，在中德两国政府官员的见证下，本公司与宝马汽车正式签署合资合同，双方各持股50%。新公司命名为光束汽车有限公司，注册资金17亿人民币，此次合作将有力促进双方的全球化进程，将有力促进本集团新能源的布局和发展。

On 10 July 2018, witnessed by government officials from the PRC and Germany, the Company entered into a joint venture contract with BMW. Both parties will each hold 50 per cent shareholding in the joint venture company and the name of the joint venture company is Spotlight Automotive Ltd. (光束汽车有限公司), with a registered capital of RMB1.7 billion. This cooperation will facilitate the globalization process of both parties and will help to promote the strategy and development of Great Wall Motor's new energy business.



全年展望 Prospects

品牌独立与零部件拆分 Individual branding and component subsidiaries

四大品牌 Four individual brands



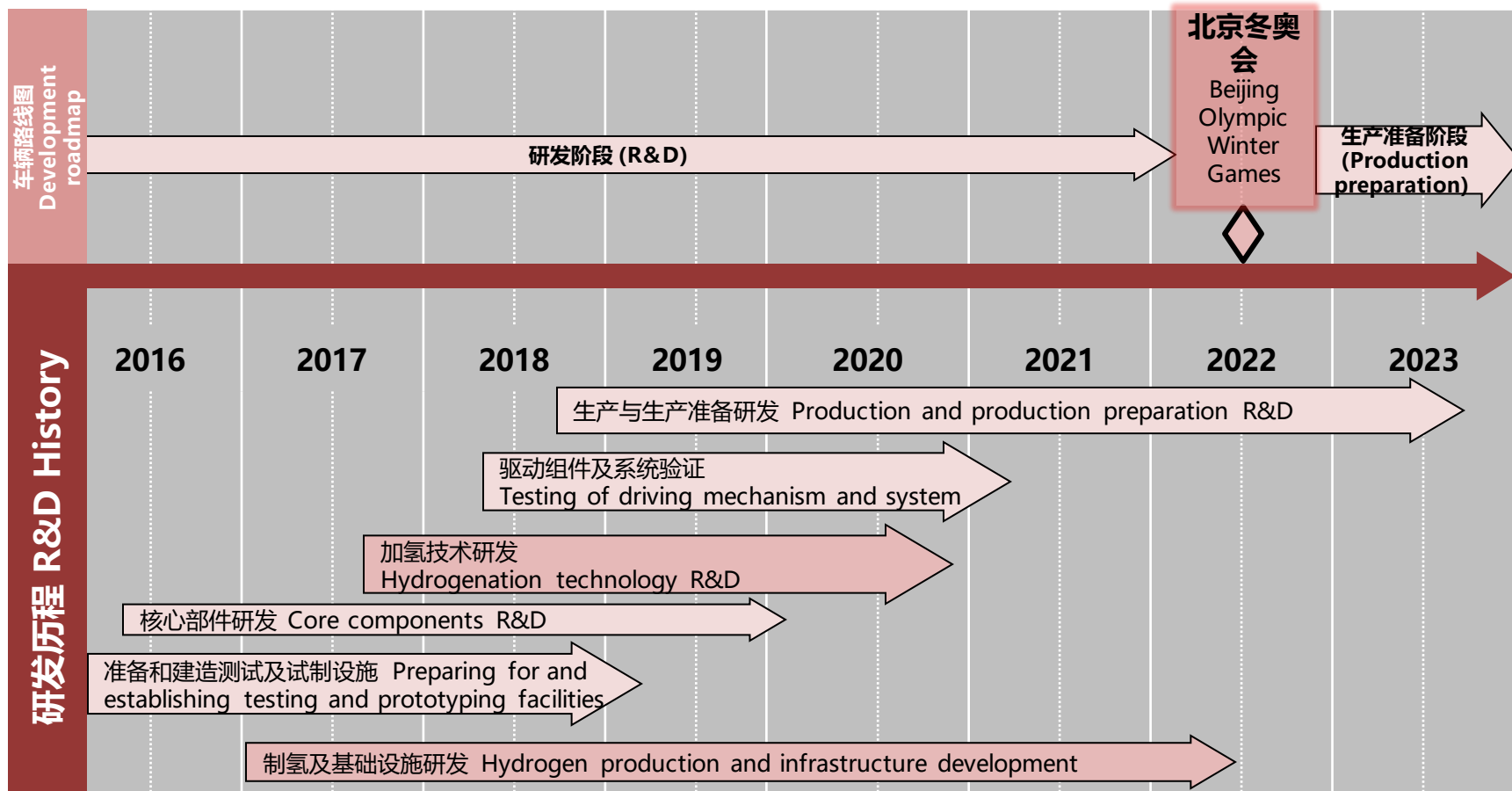
四大零部件集团 Four auto parts subsidiaries

集团 Group	主营业务 Principal business
蜂巢易创 FECO E-Chuang	发动机、变速器、电机、电控、电池 Engine, transmission, motor, electric control, battery
曼德 Mind	空调、灯具、线缆 Air conditioning, lighting, cable
诺博 Nuobo	橡胶制品、塑料制品 Rubber products, plastic products
精诚工科 Exquisite	汽车零部件、车身、仪器仪表、模具、检具 Auto parts, car body, dashboard, mould-making, diagnostic tools



全年展望 Prospects

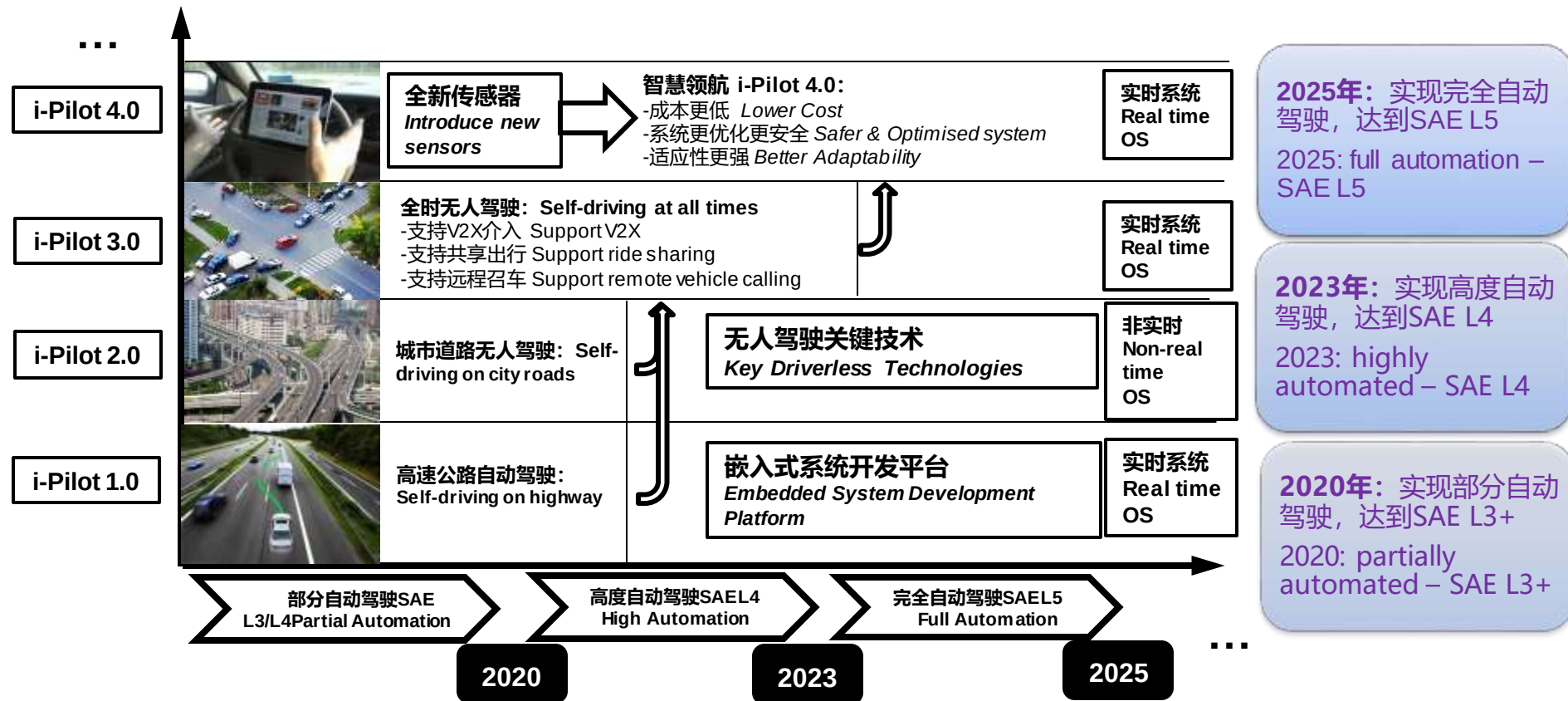
氢能源未来规划——XEV Future Plans for Hydrogen Energy ——XEV





全年展望 Prospects

智能驾驶系统未来规划——i-Pilot System Future Plans for i-Pilot System

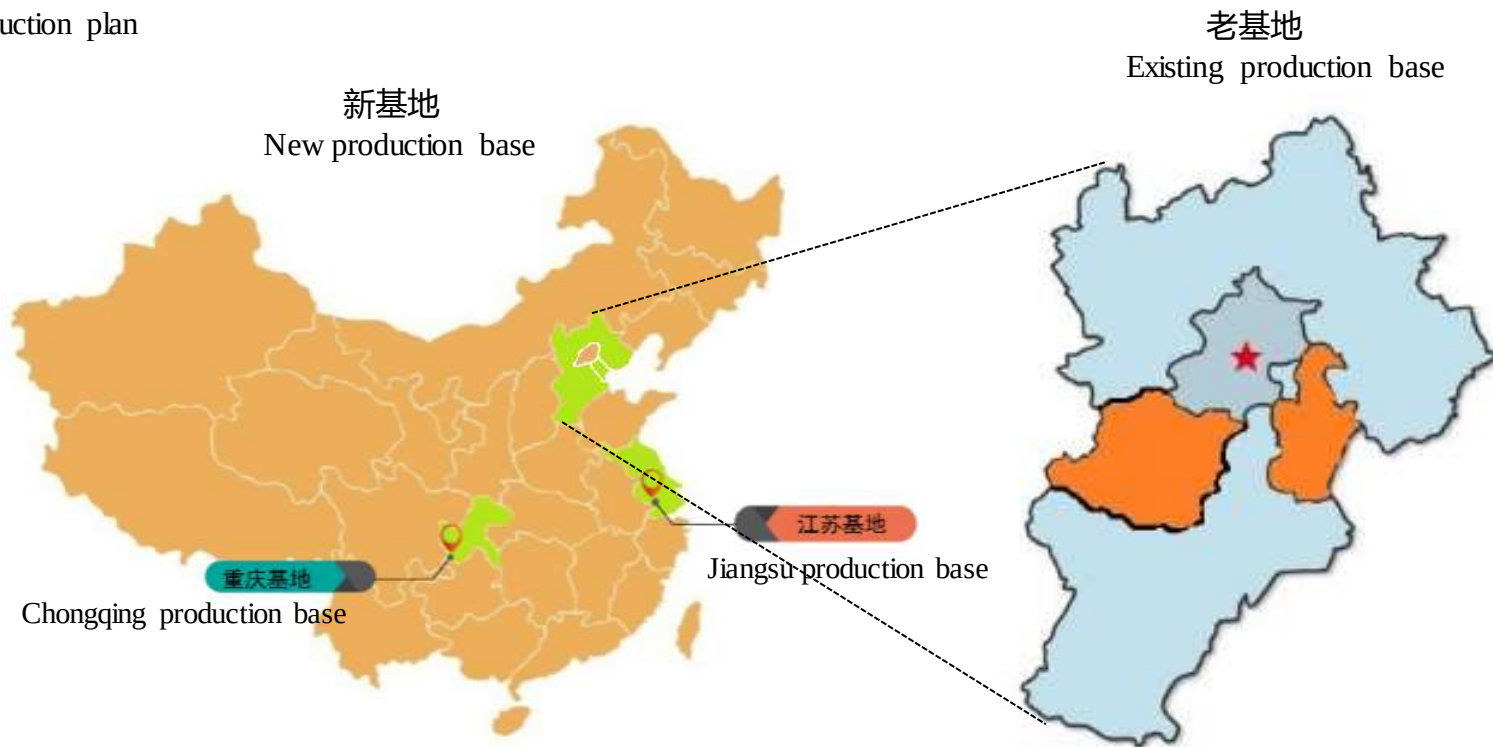




全年展望 Prospects

生产规划

Production plan



长城汽车2018年1月和2月分别在重庆和江苏设立整车生产基地和电池生产基地。

In January and February 2018, Great Wall Motor set up an automobile production base and a battery production base in Chongqing and Jiangsu respectively.



长城汽车
专注 专业 专家

HAVAL
SUV领导者

WEY
中国豪华SUV开创者



全年展望 Prospects

销售规划

Sales plan

2018年上市多款新车及改款车型，公司设定2018年全年销量目标为116万辆

In 2018, the Group will launch a variety of new car models and facelift models. The Group has set an automobile sales volume target of 1.16 million units for 2018 full year



WEY
中国豪华SUV开创者



P8



VV6



VV7GT



P8GT

HAVAL
SUV领导者



M6



H6



H4



F5



F7



F7x



ORA
欧拉汽车



IQ



R1



R2



全年展望 Prospects

2018年公司愿景

2018 Company Vision

追求高质量经营，打造专业SUV品牌，成为全球最具活力的汽车制造商。

Pursue high-quality operation, establish professional SUV brand, and become the most dynamic automobile manufacturer in the world.

创新科技，提供愉悦轻松的驾乘感受和驾驶乐趣。

Develop innovative technology to provide pleasant and relaxing driving experience.

为全球用户提供人·车·生活一体化的综合出行服务解决方案。

Provide people-car-life integrated travel solutions to users across the world.

保护地球环境，营造安心生活的美好社会，为世界繁荣和环境改善作出巨大贡献。

Protect the environment, create a safe and pleasant living environment, and make great contributions to global prosperity and environmental improvement.

问答环节

Q&A Session

