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专注 专业 专家

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SUV领导者



WEY
中国豪华SUV开创者

长城汽车股份有限公司
Great Wall Motor Company Limited *

2016年度业绩
2016 Annual Results

*仅供参考

* For identification purpose only



2017年3月
March 2017

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业绩摘要

Results Highlights

主要利润指标 Major profit indicators

人民币 百万元 Rmb:Mn	2016	2015	同比增长率% YoY %
营业总收入 Operating revenue	98,616	76,033	29.7
净利润 Net profit	10,554	8,060	30.9
归母净利润 Net profit attributable to shareholders of the Company	10,551	8,059	30.9

主要资产指标 Major asset indicators

人民币 百万元 Rmb:Mn	2016.12.31	2015.12.31	变动% Change %
总资产 Total assets	92,309	71,911	28.4
总负债 Total liabilities	44,955	33,524	34.1
总权益 Total equity	47,354	38,387	23.4

销量数据 Sales volume data (units)

品类 Category	2016	2015	同比增长率% YoY growth %
皮卡 Pick-up truck	104,054	100,739	3.3
SUV	932,985	693,346	34.6
轿车 Sedan	32,140	51,799	-38.0
其他 Others	226	388	-41.8
合计 Total	1,069,405	846,272	26.4

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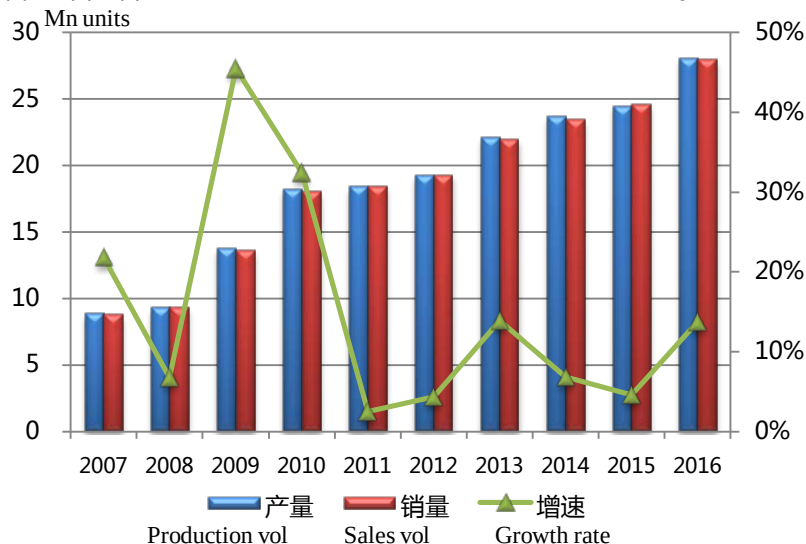
2016年行业运行情况 2016 Auto Industry Overview

中国汽车行业保持平稳增长

Stable growth in the PRC's auto industry

汽车行业产销量

单位：百万台 Production and sales volume of auto industry

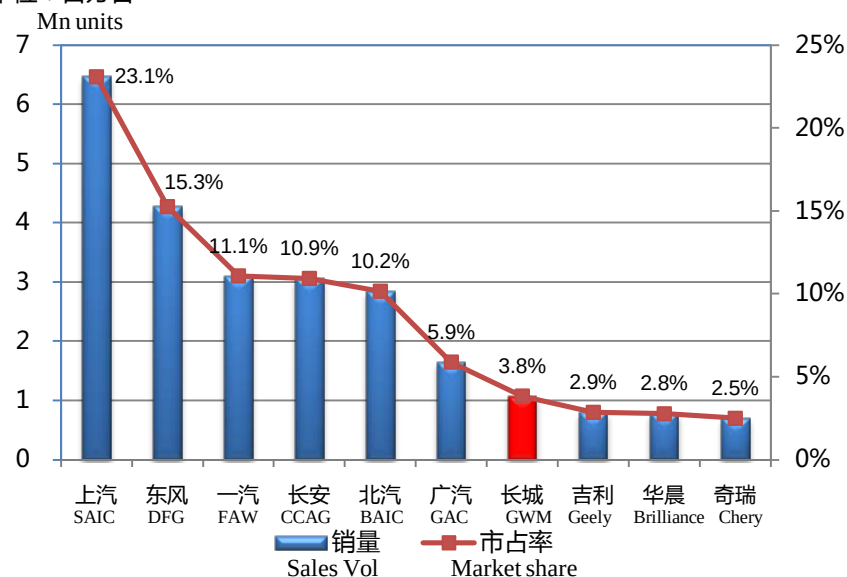


总量持续增长，增速回升

Total sales volume continued to grow, with faster growth rate

汽车行业销量前十

单位：百万台 Top 10 auto makers in terms of sales vol



公司销量突破100万辆，行业排名第七，市占率达3.8%

The Company's sales volume exceeded 1 million, ranking the seventh in the industry with a 3.8% market share



2016年行业运行情况 2016 Auto Industry Overview

乘用车保持稳定增长，SUV占比进一步提升

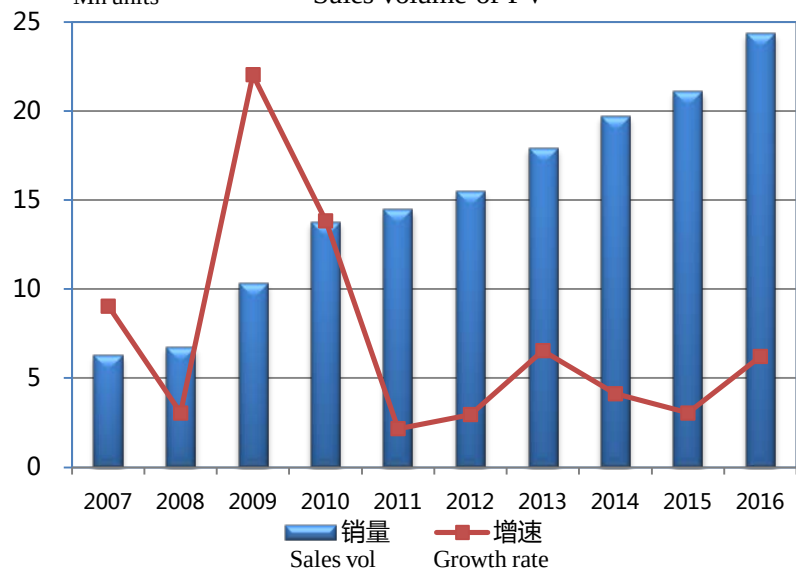
Stable sales growth of PV, with a higher SUV proportion

单位：百万台

Mn units

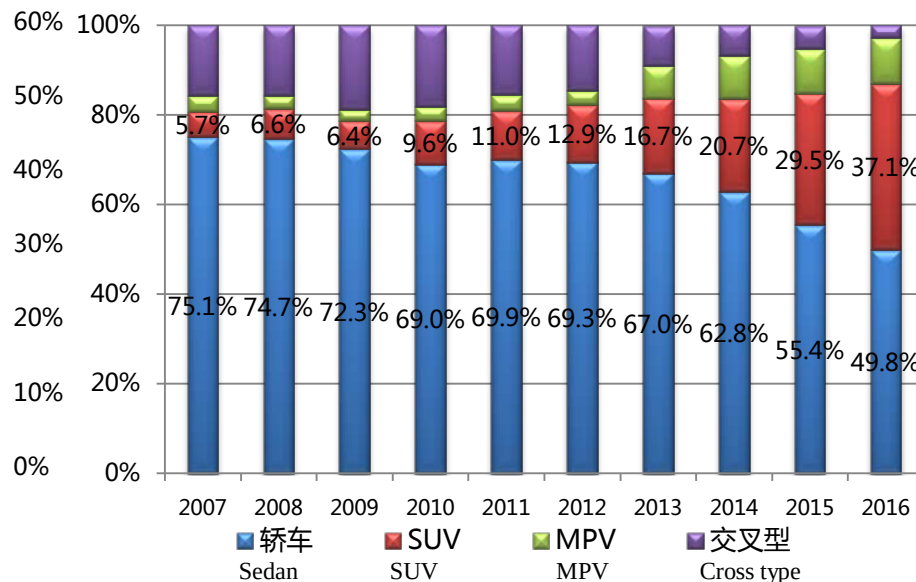
乘用车销量

Sales volume of PV



乘用车销量保持更高的增速水平，成为拉动汽车行业增长的驱动力
PV maintained a higher speed growth in sales volume, becoming a major driving force for the growth of the auto industry

SUV占乘用车销量比例
SUV as % of sales vol of PV



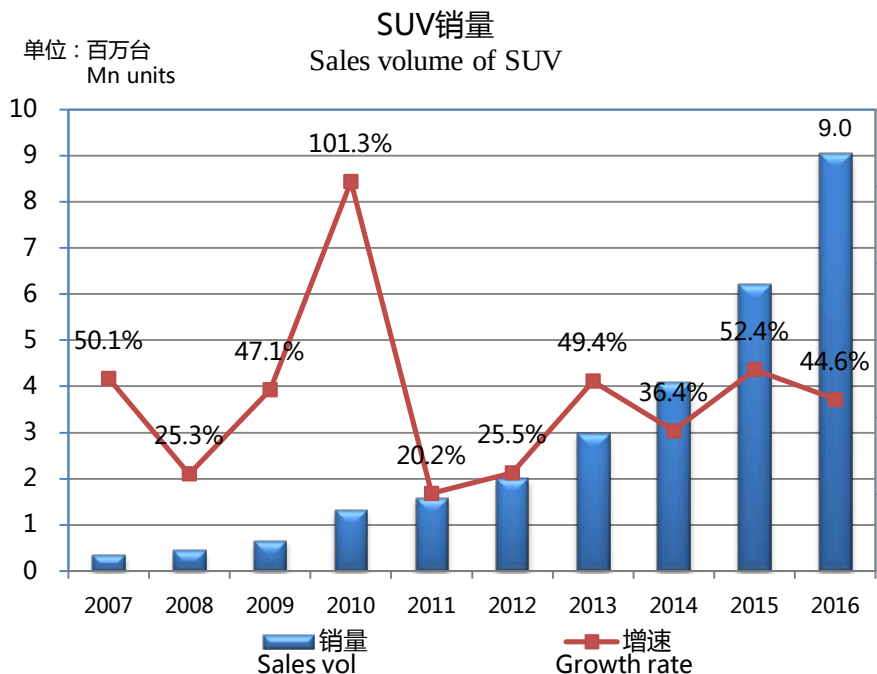
SUV占比稳步提升，预计SUV占比将继续提升
Proportion of SUV increased steadily, and is expected to increase further



2016年行业运行情况 2016 Auto Industry Overview

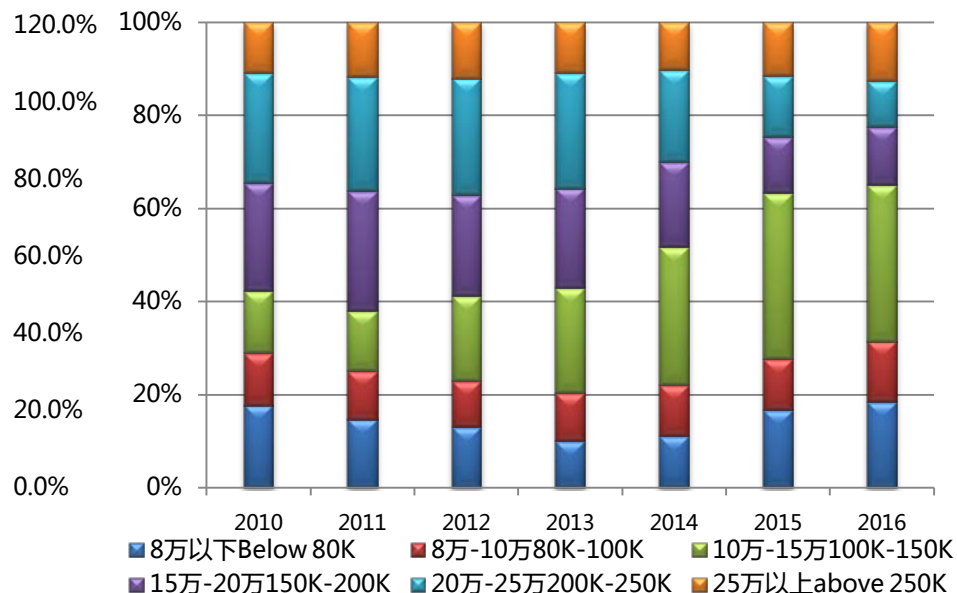
SUV保持高速增长，中低端SUV占比提升

SUV continued to maintain a high-speed growth, with increased proportion of low to middle-end SUV



SUV品类持续保持高速增长,预计未来SUV车型销量将持续走强
SUV segment continued to maintain a high-speed growth; sales volume of SUV is expected to continue to be robust in future

不同价位SUV销量占比
Sales volume by different SUV prices



10-15万价格区间市场最大，未来15-20万元价格区间有潜力
Of all SUVs, those with a 100K-150k price range have the biggest market share; those with a 150K-200k price range have great potential in future



2016年行业运行情况 2016Auto Industry Overview

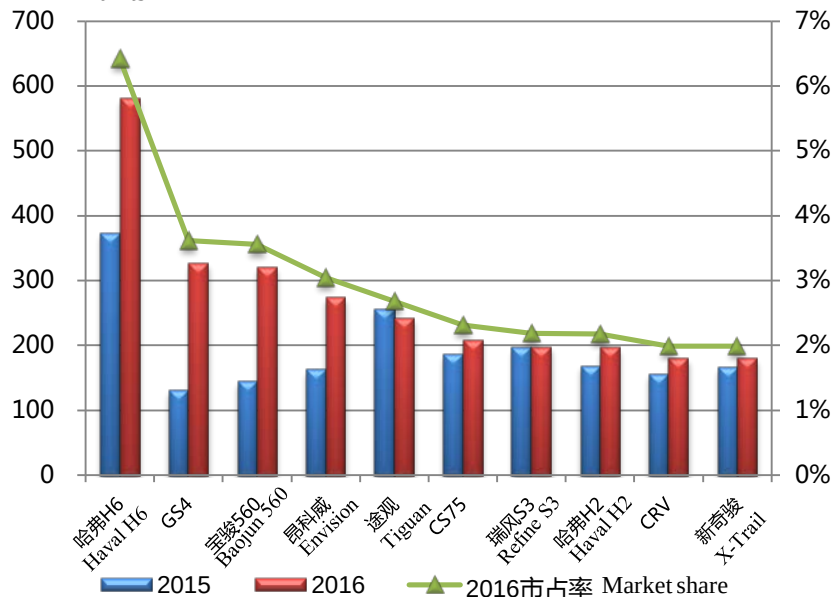
SUV市场前十车型及前十车企

Top 10 SUV models and top 10 SUV makers

SUV销量前十车型

Top 10 SUV models by sales vol

单位：百万台
Mn units



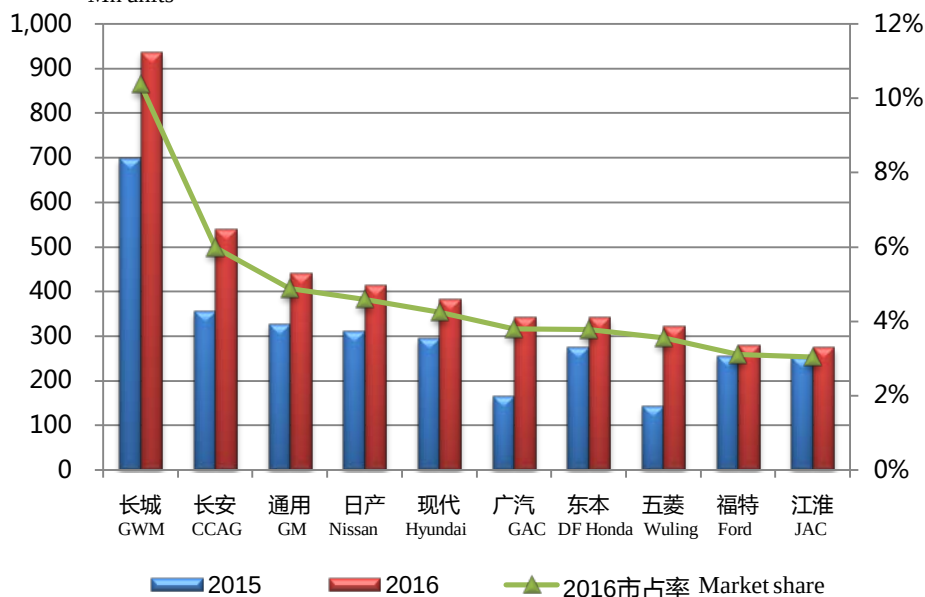
哈弗H6保持市场绝对第一的领先地位

Haval H6 secures No 1 position in the market by sales volume

SUV前十企业

Top 10 SUV makers

单位：百万台
Mn units



哈弗SUV总销量遥遥领先于其他企业

Haval SUV total sales volume is far ahead of that of other companies

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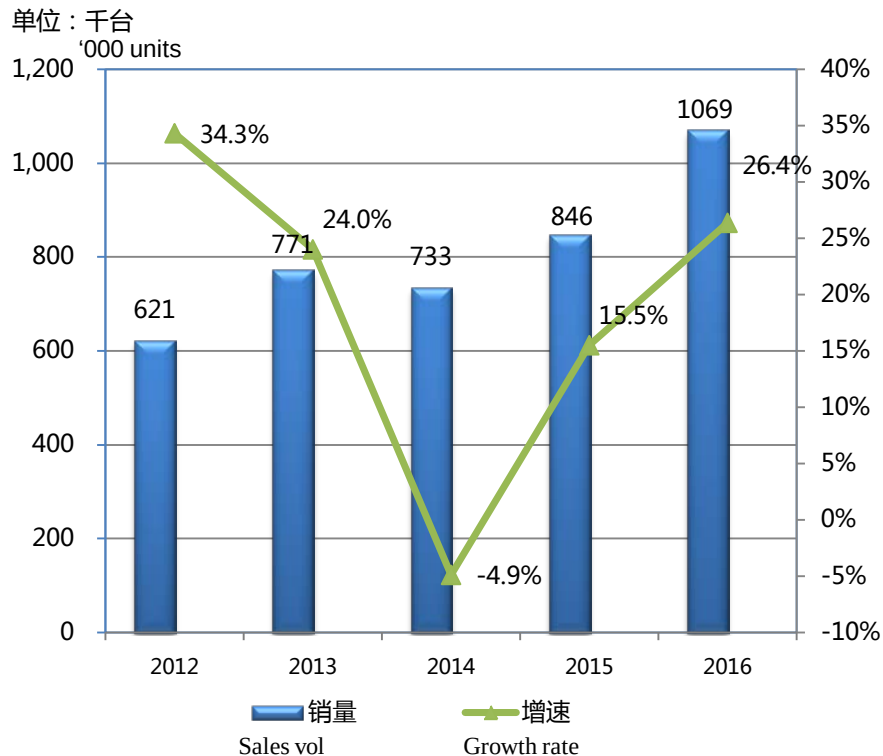
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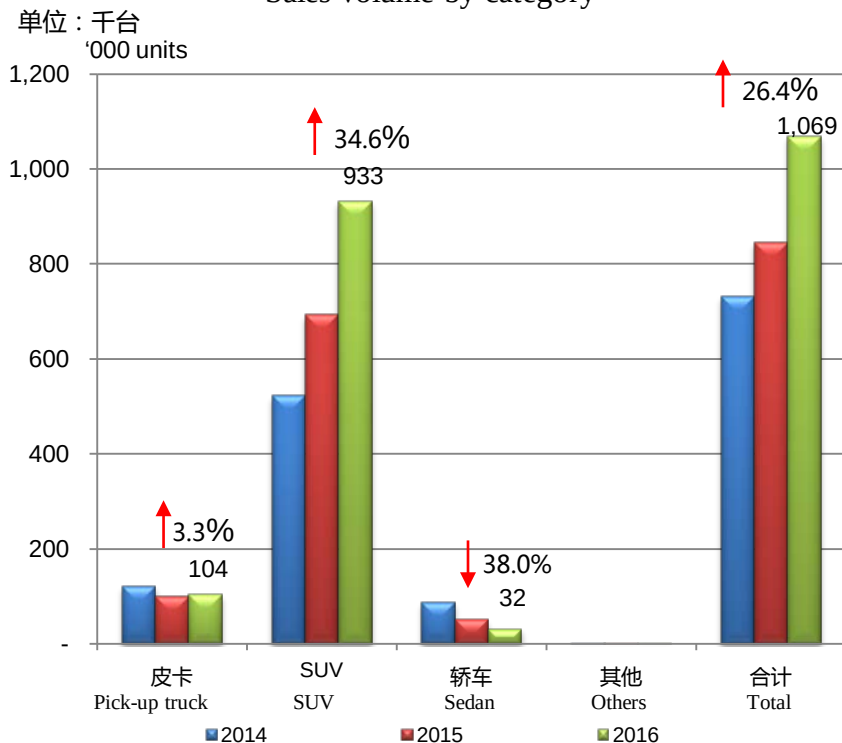


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总销量
Total sales volume



分品类销量
Sales volume by category



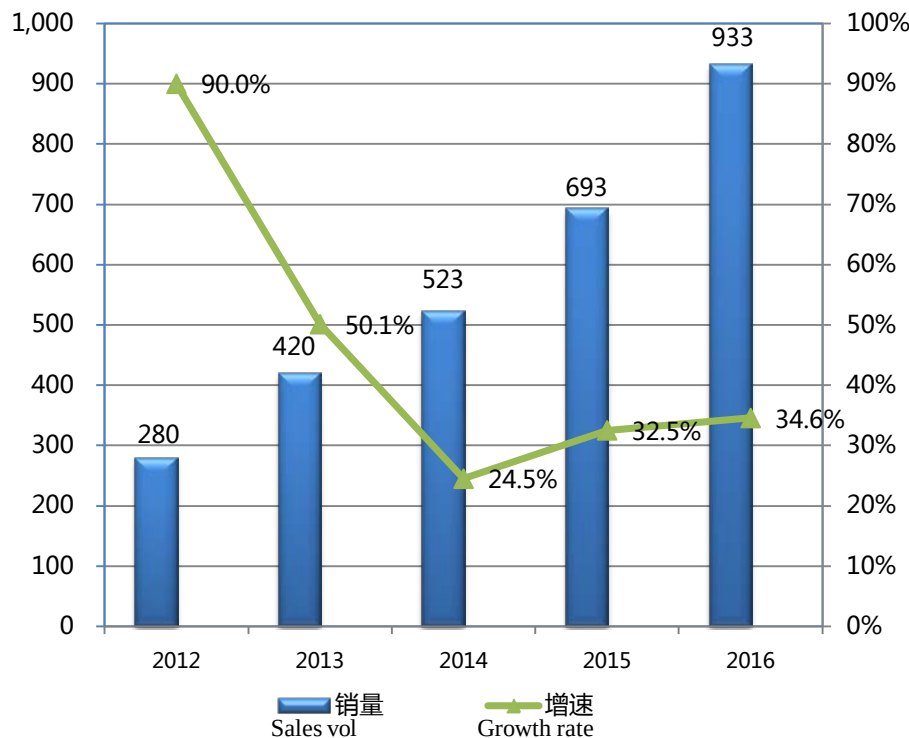


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SUV销量

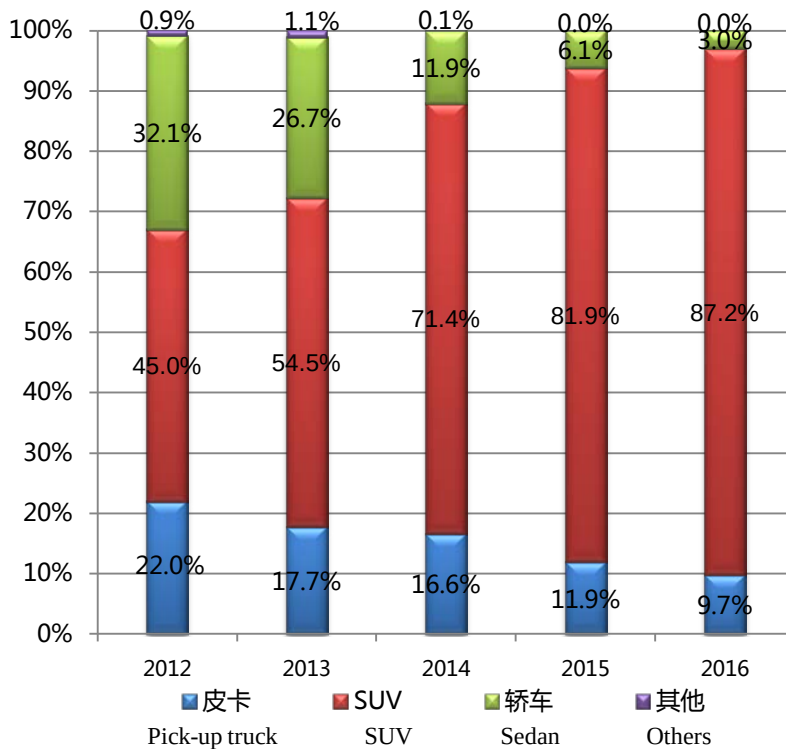
Sales volume of SUV

单位：千台
'000 units



分品类占比

Sales proportion by category





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经销商满意度 Dealer satisfaction

排名 Ranking	品牌 Brand	得分均值 Ave score	排名 Ranking	品牌 Brand	得分均值 Ave score
1	哈弗 Haval	83.2	6	广汽丰田 GAC Toyota	78.6
2	东风本田 DF Honda	82.8	7	吉利汽车 Geely	77.6
3	长安 CCAG	82.2	8	北京现代 BJ Hyundal	74.7
4	奇瑞 Chery	81.3	9	雷克萨斯 Lexus	74.5
5	奔驰 Benz	81.1	10	一汽丰田 FAW-Toyota	73.2

中华全国工商业联合会汽车经销商商会
China Auto Dealers Chamber of Commerce

2016汽车品牌百强榜 Brand Finance Auto100 2016

企业 Company	中国品 牌排名 China ranking	总榜单排名 Global ranking	企业 Company	中国品 牌排名 China ranking	总榜单排名 Global ranking
长城 GWM	1	30	吉利 GEELY	6	61
上汽 SAIC	2	32	江淮 JAC	7	63
长安 CCAG	3	35	比亚迪 BYD	8	68
东风 DF	4	56	江铃 JIANGLIN G	9	70
北汽 BAIC	5	59	宇通 YUTONG	10	76

品牌金融
Brand Finance

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资产负债表 Balance Sheet

单位：人民币百万元
RMB Mn

	截至2016.12.31止 As at 31 Dec 2016	截至2015.12.31止 As at 31 Dec 2015	截至2014.12.31止 As at 31 Dec 2014	变动 Change (%)
流动资产 Current assets	53,928	40,390	35,314	33.5
其中： Including:				
货币资金 Cash and bank balances	2,154	3,642	3,394	-40.9
应收票据 Bills receivable	39,786	28,162	23,352	41.3
非流动资产 Non-current assets	38,381	31,521	26,031	21.8
负债合计 Total liabilities	44,955	33,524	27,827	34.1
资产总值 Total assets	92,309	71,911	61,345	28.4
股东权益 Total shareholders' equity	47,354	38,387	33,518	23.4



2016年公司财务情况 2016 Financial Review

利润表 Income Statement

单位：人民币百万元
RMB Mn

	2016	2015	2014	变动 Change (%)
营业总收入 Total operating revenue	98,616	76,033	62,599	29.7
毛利 Gross profit	24,238	19,162	17,347	26.5
营业利润 Operating profit	12,276	9,280	9,244	32.3
归属于本公司股东的净利润 Net profit attributable to shareholders of the Company	10,551	8,059	8,042	30.9
基本每股收益 (元) Basic earnings per share (RMB)	1.16	0.88	0.88	30.9



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现金流量表 Cash Flow Statements

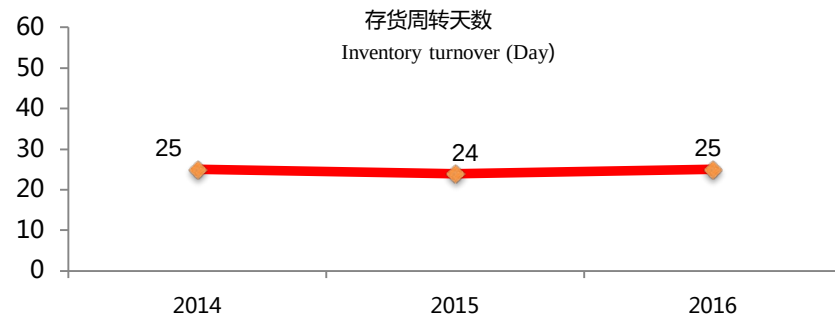
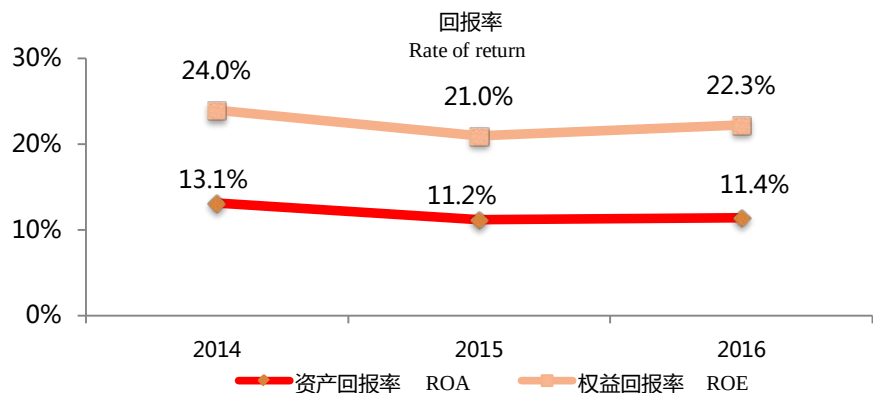
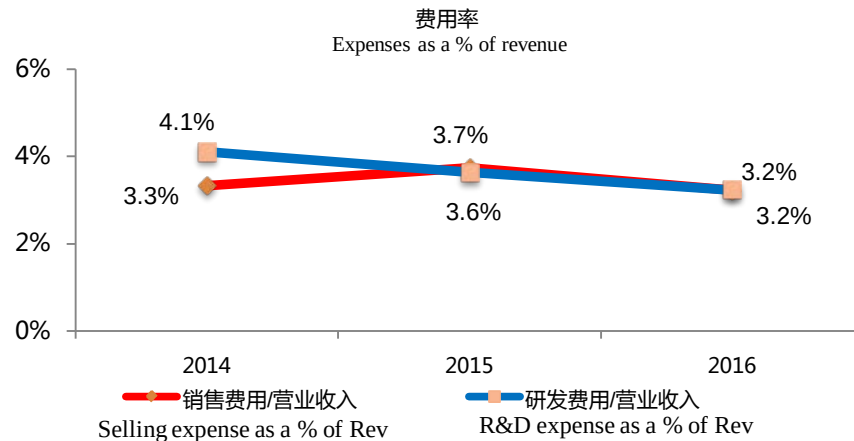
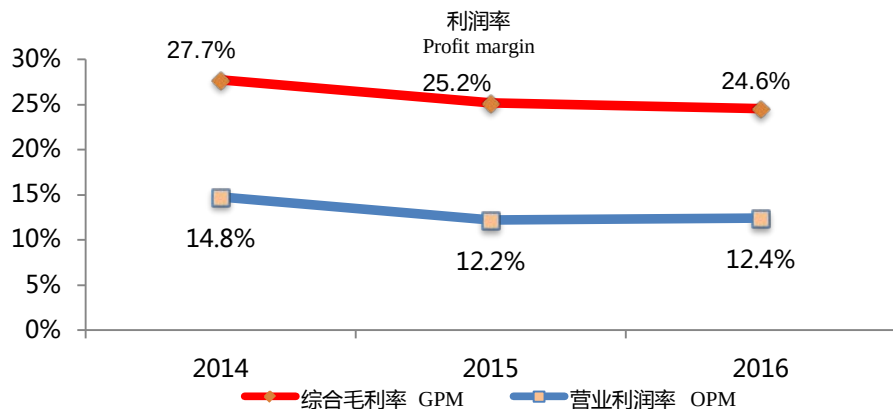
单位：人民币百万元
RMB Mn

	2016	2015	2014	变动 Change (%)
经营活动产生的现金流量净额 Net cash flow from operating activities	8,835	10,034	6,096	-11.9
投资活动产生的现金流量净额 Net cash flow from investing activities	-8,367	-6,517	-7,210	28.4
筹资活动产生的现金流量净额 Net cash flow from financing activities	-1,116	-4,112	-1,309	-72.9
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	82	-28	-18	-393.3
现金及现金等价物净增加额 Net increase in cash and cash equivalents	-566	-623	-2,441	-9.1
期末现金及现金等价物余额 Cash and cash equivalents at the end of the period	1,892	2,458	3,082	-23.0



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其他财务指标 Other Financial Indicators



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研发方向与布局 R&D strategy



传统汽车：
轻量化、小排量
电子化、智能化
Traditional car:
Lightweight, low-
emission
electronic, intelligent

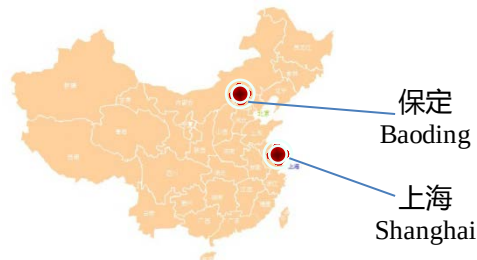


纯电动汽车：
基于轿车开发
新能源汽车
Pure electric
vehicle:
Develop NEV
based on sedan
model

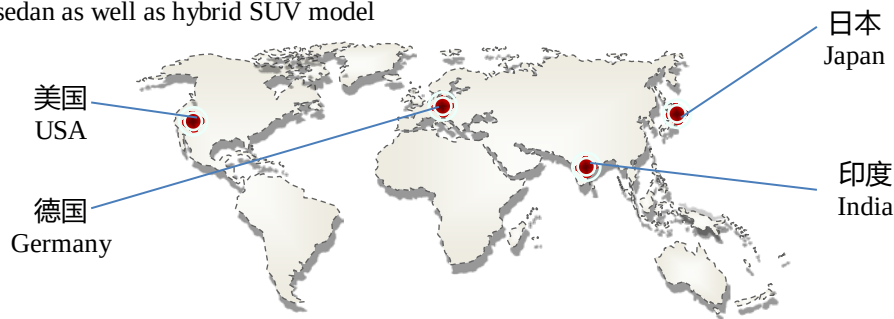


混合动力汽车：
HEV
PHEV
Hybrid vehicle:
HEV
PHEV

技术方向：传统汽车轻量化、智能化，降低油耗水平，开发纯电动轿车车型，基于SUV车型开发混合动力车型
Technology direction: For traditional cars, the Group will work on lightweight models, with intelligent features and lower fuel consumption; the Group will also develop pure electric sedan as well as hybrid SUV model



中国研发 Domestic R&D



全球研发 Global R&D

研发设施：增加研发设施投入，国内设立保定、上海研发中心；海外设立日本横滨、印度班加罗尔、德国汉堡、美国阿卡迪亚研发中心
R & D facilities: The Group will increase investment in R & D facilities. In China, the Group will set up R&D facilities in Baoding and Shanghai; abroad, the Group will establish R&D facilities in Yokohama of Japan; Bengaluru of India; Hamburg of Germany and Arcadia of USA



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生产规划

Production Plan

保定工厂 Baoding Plant



保定产能 Plant capacity in Baoding

总产能 Total Capacity 250,000

天津工厂 Tianjin Plant



天津产能 Plant capacity in Tianjin

总产能 Total Capacity 450,000

徐水工厂 Xushui Plant



徐水产能 Plant capacity in Xushui

总产能 Total Capacity 450,000

所产车型 Car models



H1



H2s



风骏 Wingle



H5



C30



H6运动版 H6 Sporty version



H6升级版 H6 Upgraded version



H2



H6Coupe



H7



H8



H9



WEY



2017年全年展望 2017 Prospects

销量目标及新产品上市计划

Sales volume target and new product launch schedule

2017年上市多款新车及改款车型，公司设定2017年全年销量目标为125万辆

In 2017, the Group will launch a variety of new car models and facelift models. The Group has set an automobile sales volume target of 1.25 million units for 2017



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W01



W02



W03

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全新H6-红标
All new H6 Red Label



全新H6-蓝标
All new H6 Blue Label



H6Coupe-红标
H6 Coupe Red Label



长城汽车
专注 专业 专家



C30EV



1.3T直喷发动机
1.3 T direct injection engine



1.5T直喷发动机
1.5T Direct injection engine



7DCT



2017年全年展望

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2017年经营方针

2017 Operation strategy

推进以目标型经营为导向，构建研供产销全价值链高效协同的“大研发”工作模式

Implement a goal-oriented operation model and develop an “extensive R&D” approach aimed at achieving optimal efficiency and synergies of a value chain consisting of R&D, supply, production and sale

坚持“研发过度”投入策略，整合全球资源，打造具有国际一流水平的技术开发能力

Insist on implementing a lavish R&D spending strategy to integrate global resources, thereby cultivating world-class technology development capability

以打造顾客惊喜为核心，聚焦可靠性质量，开展诚信经营，以出色的品质和服务，不断提升品牌价值

Committed to delighting customers, focusing on reliable quality, while ensuring business integrity; leverage excellent product quality and services to enhance brand equity

继续推进战略经营，打造支撑企业长远发展的核心竞争能力，提升公司系统能力

Persist with strategic operations, develop core competitiveness that supports the Company's long-term development and improve its operations management ability



问答环节 Q&A Session

