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purpose only

2022年中期业绩

2022 Interim Results



2022年8月
Aug. 2022

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New Car Models
- 04 科技长城
Great Wall Technology



第一部分

Section 1

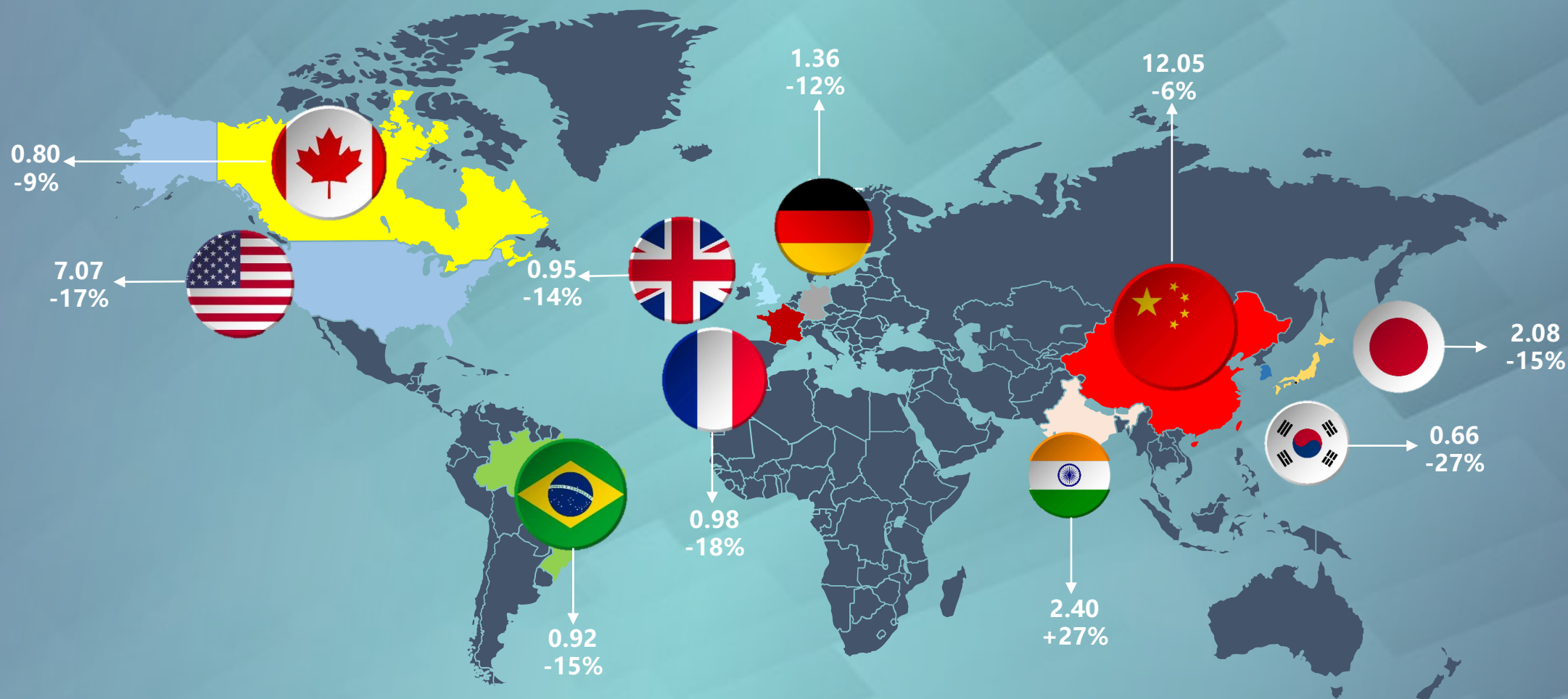
行业概况

Auto Industry Overview



行业概况——2022年上半年全球销量前十国家

Auto Industry Overview – 2022 H1 top 10 countries in terms of global car sales volume



单位: 百万台
Unit: million

数据来源: MarkLines/ Source: MarkLines

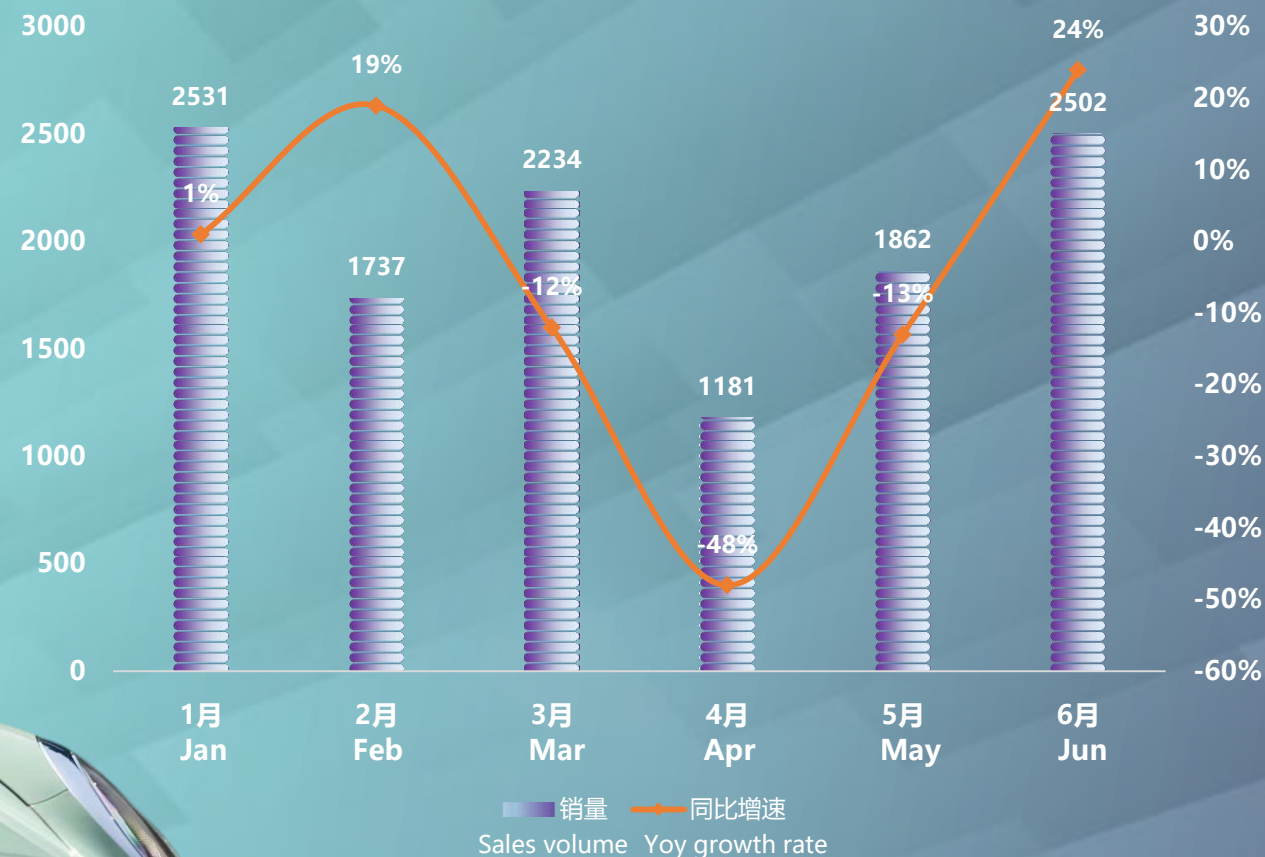
行业概况——2022年上半年中国市场月度销量及增速

Auto Industry Overview – 2022 H1 China market's monthly sales volume and growth rate



2022年上半年中国市场月度销量及增速 Monthly sales volume and growth rate in the China market in 2022H1

单位：千台
'000 units



数据来源：中国汽车工业协会 / Source: CAAM

行业概况——中国汽车保有情况

Auto Industry Overview – No. of vehicles in China

310,000,000



行业概况——中国新能源汽车保有情况

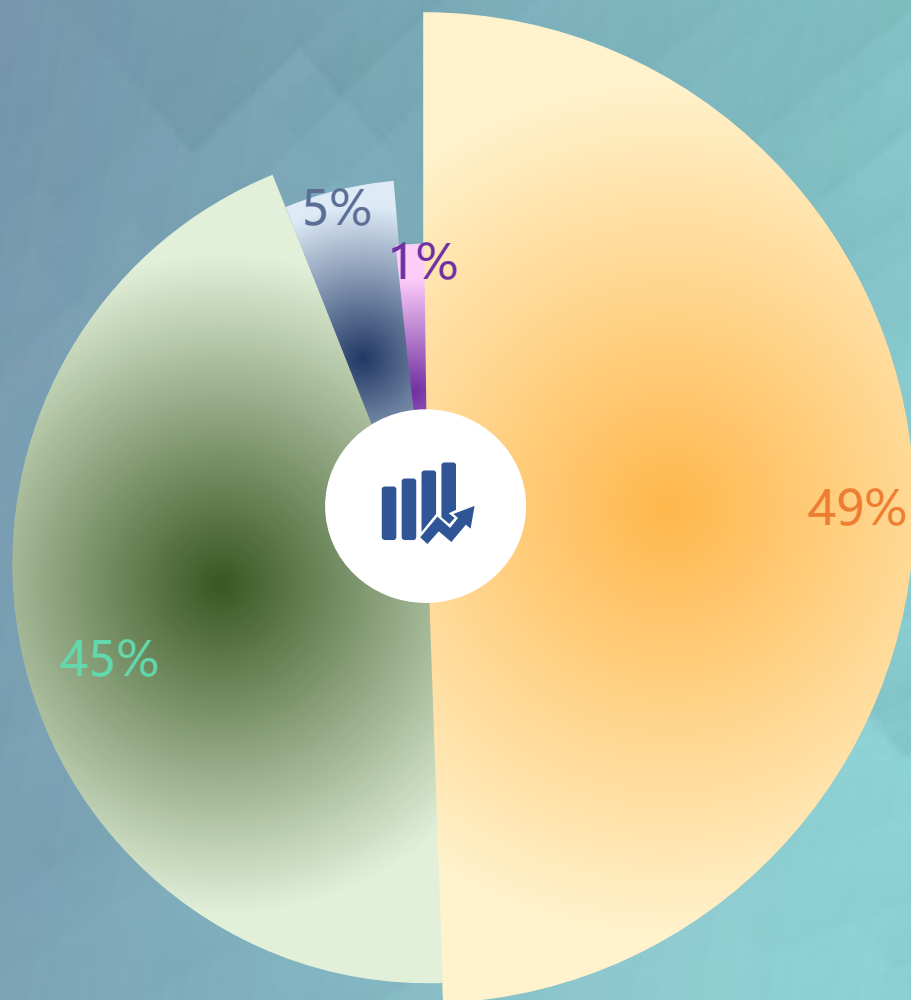
Auto Industry Overview – No. of new energy vehicles in China

10M



行业概况——乘用车销售结构

Auto Industry Overview – Passenger vehicle (PV) sales by type



乘用车销售结构中，轿车与SUV并驾齐驱，其中SUV市场份额达到45%，由于消费升级、政策、空间优势的原因，SUV市场份额仍有较大上升空间。

Among PV sales, SUV sales were almost on par with sedan's, with SUV market share reaching 45%. Owing to factors including consumption upgrade, policies and SUV's advantage in spaciousness, there is still large room for growth in SUV market share.

轿车
Sedan

49%

MPV

5%

SUV

45%

交叉型
Cross type

1%

第二部分

Section 2

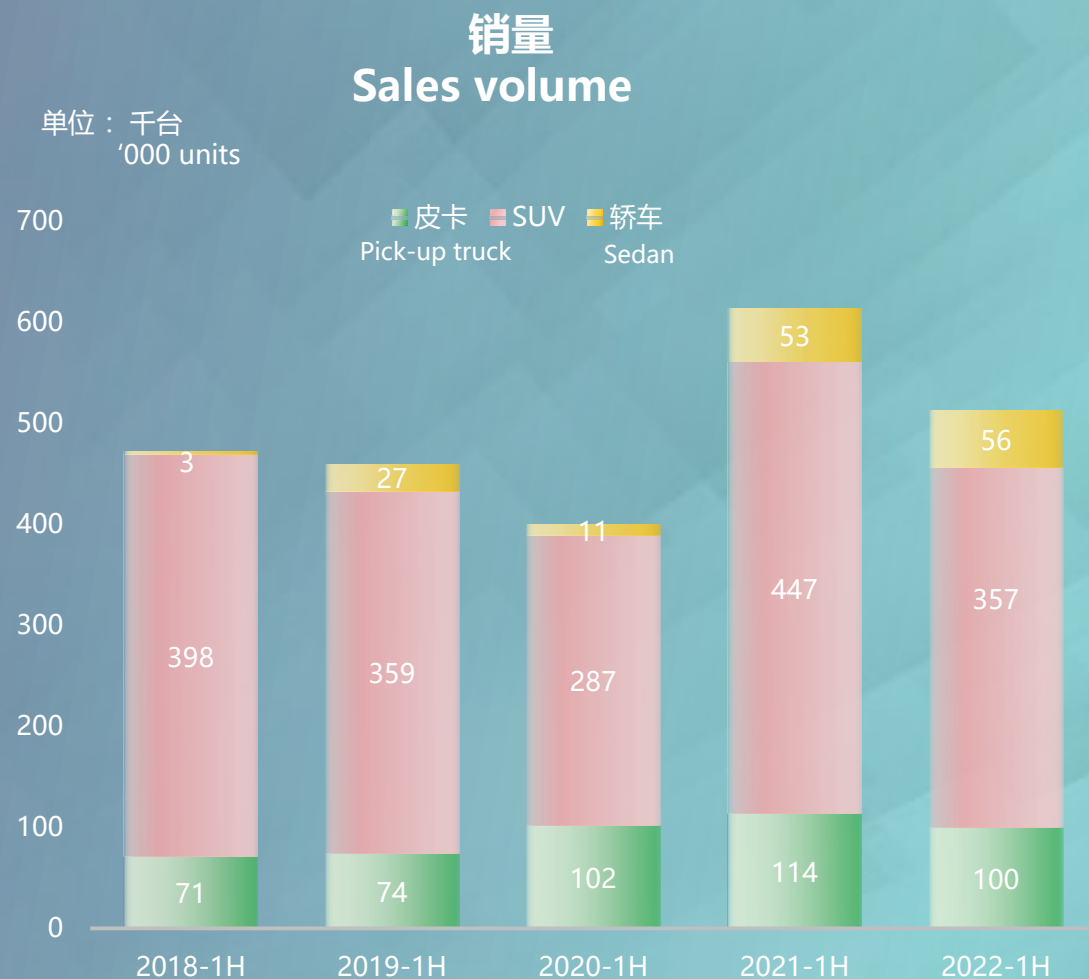
公司经营情况

Auto Industry Overview



公司经营情况——销量近况

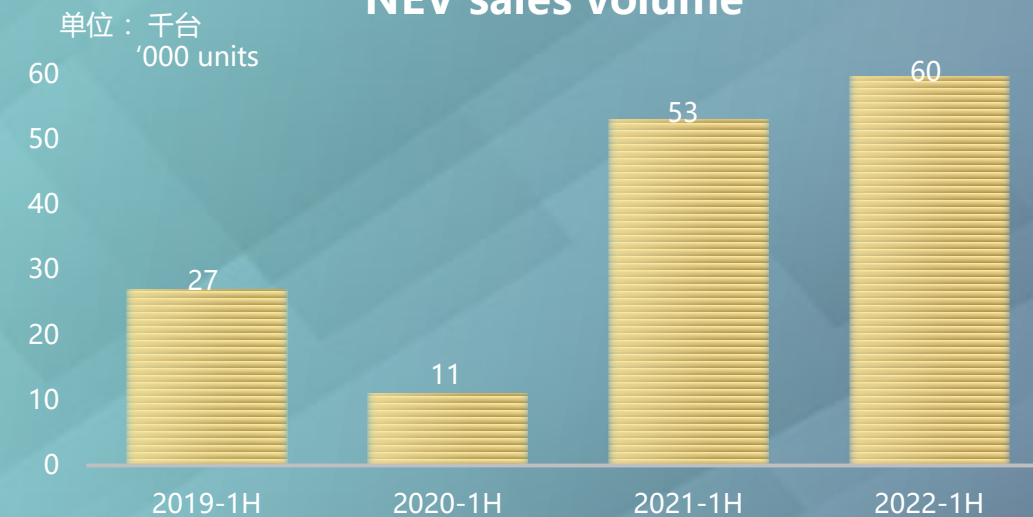
Operations Review – Sales volume



数据来源：公司半年报 / Source: Company's Interim Report

新能源汽车销量

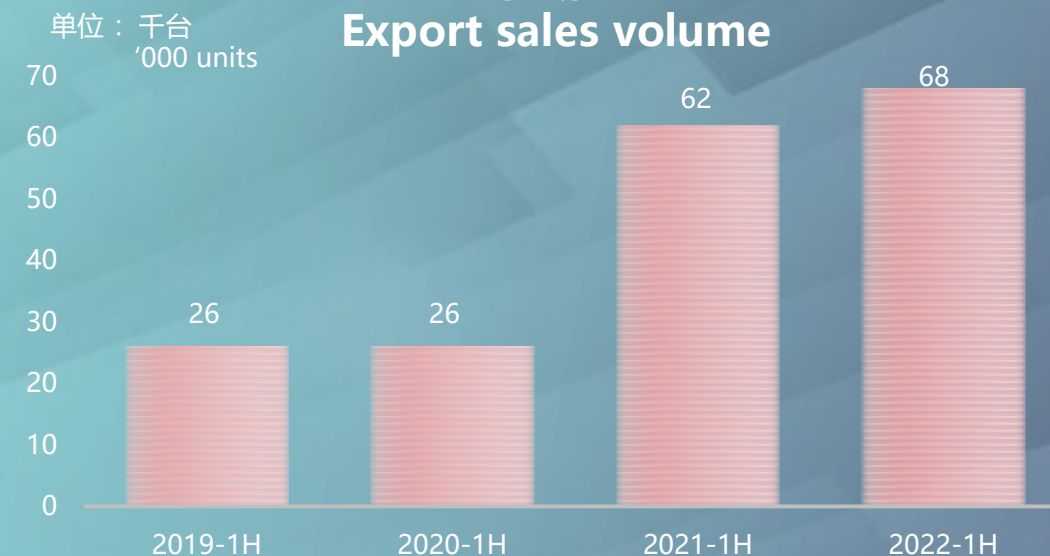
NEV sales volume



数据来源：公司半年报 / Source: Company's Interim Report

出口销量

Export sales volume



数据来源：公司半年报 / Source: Company's Interim Report

公司经营情况——大事记

Operations Review – Significant events

哈弗品牌价值提升

Haval brand value increased

1月26日，长城汽车旗下哈弗品牌首次入选《2022年全球品牌价值500强》榜单

On 26 January, the Haval brand under Great Wall Motor was, for the first time, included in the list of 2022 World's 500 Most Valuable brands



专利公开量及授权量夺冠

Ranked number one in terms of number of patents disclosed and granted

长城汽车获中国民营企业、在华车企新能源汽车领域年度专利公开量及授权量双料年度冠军

Great Wall Motor ranked number one for the year in terms of number of patents disclosed and granted among China's private enterprises and Chinese automobile companies in the field of new energy



巴西战略发布全球化加速

Globalization accelerated with the release of Brazil strategy

1月27日，长城汽车正式接收巴西工厂，发布巴西战略，长城汽车全球化加速布局

On 27 January, Great Wall Motor officially took over a plant in Brazil and released its strategy in Brazil, accelerating its globalisation



长城炮30万台整车下线

The 300,000th Great Wall POER rolled off the production line

5月8日，长城炮第30万台整车在长城汽车重庆智慧工厂正式下线

On 8 May, the 300,000th Great Wall POER officially rolled off the production line at Great Wall Motor's Chongqing smart factory



获年度十佳发动机奖

Received top 10 engines annual award

3月26日，长城汽车1.5T柠檬混动DHT系统摘得“中国心”2021年度十佳发动机奖

On 26 March, Great Wall Motor's 1.5T Ningmeng hybrid DHT system won "China's Heart" 2021 Top 10 Engines



坦克500上市即热销

TANK 500 sold like hot cakes immediately after launched

3月18日，坦克500正式上市，共推出4个版本6款车型

On 18 March, TANK 500 officially launched, introducing 4 versions and 6 models



公司经营情况——研产体系

Operations Review – R&D and production

生产 Production

亚洲 Asia

中国
China

泰国
Thailand

美洲 America

巴西
Brazil

研发

R&D

亚洲 Asia

中国
China

韩国
South Korea

日本
Japan

印度
India

美洲 America

美国
USA

加拿大
Canada

欧洲 Europe

德国
Germany

奥地利
Austria



研产中心

R&D and production center



全工艺整车生产基地

Fully integrated automobile manufacturing base



研发中心

R&D center

公司经营情况——业绩亮点

Operations Review – Results highlights

长城汽车近三年单车售价走势

Price movement of Great Wall Motor's single model in the past three years

单位：千元
Unit: RMB' 000



数据来源：公司半年报 / Source: Company's Interim Report

长城汽车近三年研发投入走势

Great Wall Motor's R&D investment in the past three years

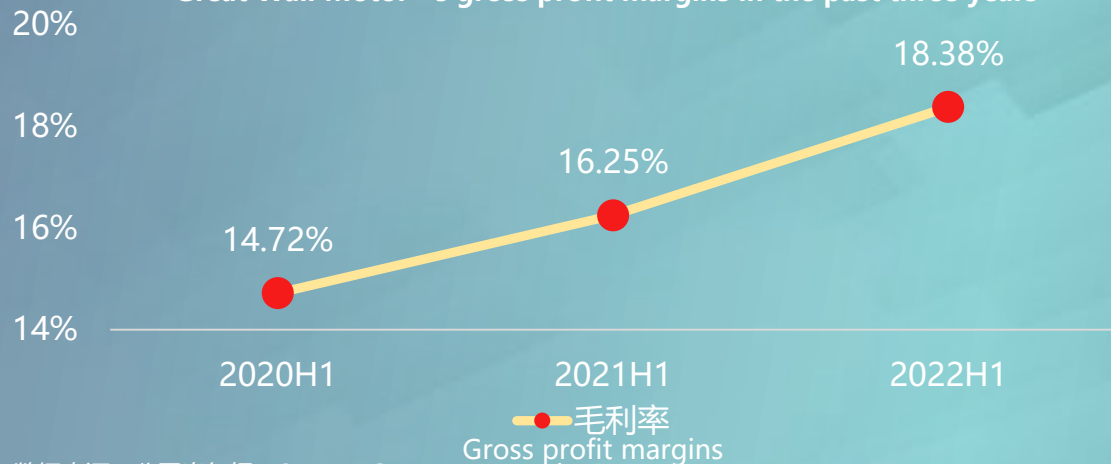
单位：百万元
Unit: RMBmillion



数据来源：公司半年报 / Source: Company's Interim Report

长城汽车近三年毛利率走势

Great Wall Motor's gross profit margins in the past three years



数据来源：公司半年报 / Source: Company's Interim Report

长城汽车近三年净利润走势

Great Wall Motor's net profit in the past three years

单位：百万元
Unit: RMBmillion



数据来源：公司半年报 / Source: Company's Interim Report

公司经营情况——公司变革——组织机制

Operations Review – Corporate reform – Organizational mechanism

研发理念

R&D ideology

精准投入 追求行业领先

Targeted investment, pursue industry leadership

技术品牌

Technology brands

柠檬 坦克 咖啡智能

Ningmeng, TANK and COFFEE Intelligence

商业模式

Business model

产品+软件+服务

Product+Software+Service

公司定位

Company's positioning

全球化智能科技公司

Global intelligent technology company

核心理念

Core value

以用户为中心

User orientation

用户运营模式

User operation model

C2B

◎长城汽车IR团队

自成立以来，我们十分注重与投资者的交流与沟通，也非常欢迎广大投资者和潜在投资者通过多元化的渠道与我们联系，我们希望展现长城汽车的经营情况及发展情景，并同时与外界实现双向沟通，以树立长城汽车在资本市场上的良好形象，实现利益相关者价值最大化。

◎Great Wall Motor IR team

Since our establishment, we have been paying high regard to making exchanges and communication with investors. We also welcome investors and potential investors to contact us through diverse channels. We hope to show them Great Wall Motor's operating performance and development prospects. While realizing two-way communication, we also establish a positive image of Great Wall Motor in the capital market, thereby maximizing stakeholders' value.

公司经营情况——财务信息

Operations Review – Financial information

资产负债表Balance Sheet

单位：人民币百万元 RMB Mn

	截至2022.06.30止 As at 30 Jun 2022	截至2021.12.31止 As at 31 Dec 2021	截至2020.12.31止 As at 31 Dec 2020	变动 Change (%)
流动资产 Current assets	114,145	108,366	99,399	5.3
其中： Including:				
货币资金 Cash and bank balances	43,055	33,048	14,588	30.3
应收账款 Accounts receivable	5,777	5,422	3,936	6.5
应收款项融资 Receivables financing	23,562	31,500	52,985	-25.2
非流动资产 Non-current assets	73,003	67,042	54,613	8.9
负债合计 Total liabilities	117,448	113,280	96,670	3.7
资产总值 Total assets	187,148	175,408	154,011	6.7
股东权益 Total shareholders' equity	69,700	62,128	57,342	12.2

利润表Income Statement

单位：人民币百万元 RMB Mn

	2022-1H	2021-1H	2021	变动 Change (%)
营业总收入 Total operating revenue	62,134	61,928	136,405	0.3
毛利 Gross profit	11,420	10,064	22,037	13.5
营业利润 Operating profit	5,303	3,859	6,369	37.4
归属于母公司股东的净 利 润 Net profit attributable to shareholders of the Company	5,601	3,529	6,726	58.7
基本每股收益(元) Basic earnings per share (RMB)	0.61	0.39	0.73	56.4

现金流量表Cash Flow Statement

单位：人民币百万元 RMB Mn

	2022-1H	2021-1H	2021
经营活动产生的现金流量净额 Net cash flow from operating activities	8,164	15,110	35,316
投资活动产生的现金流量净额 Net cash flow from investing activities	-4,809	-4,946	-11,175
筹资活动产生的现金流量净额 Net cash flow from financing activities	-3,028	-2,641	-9,632
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	-65	-51	-192
现金及现金等价物净增加额 Net increase in cash and cash equivalents	262	7,473	14,316
期末现金及现金等价物余额 Cash and cash equivalents at the end of the period	28,170	21,064	27,908

第三部分

Section 3

新车型

New Car Models



新车型——欧拉——芭蕾猫

New Car Models – ORA – Ballet Cat

移动化妆间

Makeup storage compartment

大尺寸化妆镜
LED环绕光源

Large makeup mirror
Ambient LED lighting



暖男模式

Warm man mode
一键开启空调

方向盘加热

座椅加热

Turn on air conditioning
with one click
Heated steering
wheel Heated seats



女性专属设计座椅

Car seats designed
exclusively for women

更贴合女性坐姿

More suitable for women's
sitting posture



女性专属设计方向盘

Steering wheel exclusively
designed for women

更适合女性掌控

More suitable for women



优雅复新弧线美学

An elegant, retro, curved aesthetic appeal

优美弧线

传递女性之美

gracious curves
accentuate the beauty
of women



欧拉 芭蕾猫 ORA – Ballet Cat



乘风破浪模式

Ride the wind and waves mode

突遇雨天

为你护航

Activate in case
of sudden rain
giving you reassurance



女神模式

Goddess mode

方向盘轻盈

驾驶得心应手

Steering wheel slim
and easy to manoeuvre
Driving with ease



儿童模式

Child mode

杜绝分心

安心带娃

Eliminate distractions
Give you peace of mind
when driving with kids



新车型——哈弗——酷狗

New Car Models – Haval – Cool Dog

敢性力量美学

Aesthetics of boldness and power

星光十字大灯

日出天际腰线

Starlight cross headlights
Waistline resembling
sunrise skyline



高通过性底盘调校

High ground clearance achieved
through chassis tuning

最小离地间隙196mm

接近角21°离去角25°

Minimum ground clearance:
196mm Approach angle 21
degrees, departure
angle 25 degrees



智能适时四驱系统

Intelligent timely four-wheel drive system

五种驾驶模式

应对多种路况

Five driving modes
to adapt to various
road conditions



高效动力输出组合

High-efficient combined power output

1.5T高功率发动机

7DCT变速器

1.5T high voltage engine
7DCT transmission



高保真品牌扬声器

JVC speakers

顶级调音师倾心调校

18扬声器立体声场

Speakers tuning by top-notch
tuning expert
18 stereo speakers



哈弗 酷狗 Haval – Cool Dog



4D燃音座舱

4D surround sound system

前排座椅律动

雷石KTV功能

Front seats with built-in
Vibrators Leishi
KTV system



L2智能驾驶辅助

L2 intelligent assisted driving

双12.3英寸全彩液晶屏

50W无线充电

Dual 12.3-inch color
LCD displays 50W
wireless charging



越级大空间

Spaciousness

1.1m²全景天窗

后备箱纯平放倒

1.1 m² panoramic sunroof
Fold down rear seats to
expand cargo area



新车型——坦克——坦克500

New Car Models – TANK– TANK 500

中国顶级动力

China's top-notch engine

3.0T V6大排量发动机

9AT纵置变速器

3.0T V6 large displacement engine
9AT vertical transmission



全球领先智能四驱

World's leading intelligent
four-wheel drive

Mlock锁止机构

毫秒级0-100扭矩分配

Mlock locking mechanism
0-100 torque distribution
in milliseconds



智能越野

Intelligent off-road vehicle

全地形系统

坦克转弯

蠕行模式

all terrain system
tank turn
creep mode



安全可靠

Safe and reliable

非承载车身

高强度钢

冗余主动安全

non-load bearing body
high-strength steel
active safety redundancy



磅礴造型

Majestic

大尺寸古典中正

大空间山河恢弘

Large with a classic
two-box configuration
Magnificently spacious



坦克 500 TANK 500



智能科技

Intelligent technology

L2级智能驾驶

智能座舱

智能网联

L2 intelligent driving
smart cockpits
intelligent connectivity



格调内饰

Stylish interior

Nappa真皮

皮绒顶棚

水晶档把

Nappa genuine leather
faux leather headliner
crystal gear selector



奢享配置

Luxury features

行政级别

前后座椅

图书馆级静谧

Executive-level
Front and rear seats
quiet as a library



新车型——长城皮卡——金刚炮

New Car Models – Great Wall Pickup – King Kong Cannon

1.82米纯平长厢

1.82 m flat-bottom cargo box

载货空间

领先同级

Load capacity
leading among products
of same grade



车联网系统

Internet of vehicles system



12.3寸+3.5寸

12.3 inches + 3.5 inches

双悬浮屏

Two floating displays



车身稳定系统

Electronic stability program



6MT

手动变速箱

Manual transmission



长城皮卡 金刚炮

Great Wall Pickup – King Kong Cannon



同级唯一

The only model among products
of same grade

货箱照明

with truck bed lights



智能胎压监测

Intelligent tire pressure monitoring



400N·m

柴油发动机

Diesel engine



新车型——欧拉——闪电猫

New Car Models – ORA – Lightning Cat

豪华运动座舱

Cabin designed with luxury and sports elements



双电机四驱

Dual electric motors, four-wheel drive



智慧领航 辅助驾驶

Driver assistance system with intelligent navigation



香氛系统 电动空调风口

Fragrance diffuser system
Electric air conditioning



自适应 电动尾翼

Active electric rear spoiler



无框车门

Frameless doors



欧拉 闪电猫 ORA – Lightning Cat



全车座椅加热+ 前排通风按摩

Car seat heating system+front-row ventilated and massaging seats



女神模式 乘风破浪模式

Goddess mode Ride the wind and waves mode



新车型——魏牌——摩卡DHT-PHEV

New Car Models – WEY – Mocha DHT-PHEV

5.55L

WLTC百公里

WLTC 100 km



充电

Charging

35分钟 10%-80%

35 min 10%-80%



7大NVH

7 major NVH

静音技术

noise reduction technologies



续航

Range

纯电续航204KM

Range in pure electric mode: 204KM



哈曼

Harman

Infinity12扬声器

Infinity12 Speakers



魏牌 摩卡DHT-PHEV WEY – Mocha DHT-PHEV



NOH

智慧领航

辅助驾驶系统

Intelligent, pilot-assisted driving system



9.2英寸

9.2 inch

液晶仪表

LCD panel



14.6英寸

14.6-inch

触控高清显示屏

HD touchscreen display



新车型——魏牌——拿铁DHT-PHEV

New Car Models – WEY – Latte DHT-PHEV

医疗级

Medical-grade

空气净化

air purifier



超级防火墙

Super firewall



深度定制

Special-designed

儿童座椅

seats for children



婴幼儿级

Use of safe materials

材料安全

for infants and toddlers



主动降噪

Active noise reduction

提升后排静音性

makes rear areas quieter



魏牌 拿铁DHT-PHEV WEY – Latte DHT-PHEV



电控

Electronic control

主动悬架

suspension



乘车专属管家

Child mode

一键启动

one button to activate



铝制

Aluminium

后摆臂

rear swing arm



第四部分

Section 4

科技长城

Great Wall Technology



2023
端到端的智能驾驶
End-to-end autonomous driving

2022
咖啡智能IDC3.0
COFFEE Intelligence IDC3.0

2025
全场景自动驾驶
All-scenario autonomous driving



前方是红灯，先加速后减速到停等候

前方路口合流，先



2022
高效率座舱系统
High-efficient cockpit system

2023
高效率座舱平台
High-efficient cockpit platform

2025
多智融合智能座舱
Multi intelligences integrated smart cockpit



科技长城——智能化——线控底盘

Great Wall Technology – Intelligentization– Chassis-by-Wire

线控悬架

Suspension by wire

操控性

Maneuverability

舒适性

comfort

线控转向系统

Steer by wire system

控制器冗余

controller redundancy

传感器冗余

sensor redundancy

电源冗余

redundancy in power supply

通讯冗余

redundancy in communication

后轮转向

Rear wheel steering

灵活性

Flexibility

稳定性

stability

线控制动系统

Braking system by wire

有望成为全球首个量产电

子机械制动

likely to become the world's first

mass-produced electromechanical

braking system

扭矩矢量

Torque vectoring

动力性

dynamic

加速性

acceleration

脱困性

able to free itself when stuck in difficult situation

操控性

maneuverability

可成长

Capable of improving

有个性

Personality

有思想

Capable of thinking

高性能

High performance

高安全

Advanced safety features

2022
GEEP4.0

计算 智能驾驶 智能座舱

区域 区域 区域

2023
GEEP...



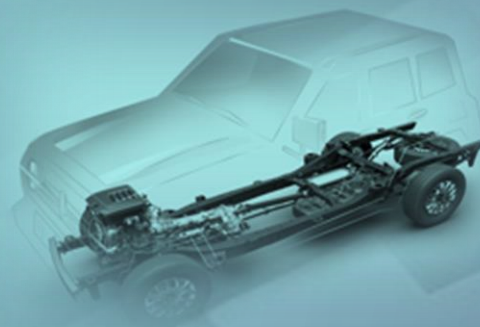
2025
GEEP...



柠檬混动DHT Ningmeng Hybrid DHT



纵置P2 Longitudinal P2



L400

磷酸铁锂电芯

Lithium iron phosphate battery

两挡双电机混联架构

Two speed dual-motor two-mode hybrid structure

全速域全场景性能效能优势

High performance and efficiency for different driving scenarios at all speeds

智能

Intelligence

整车能量管理

Vehicle energy management

自主研发

Self-development

3.0T V6发动机

3.0T V6 engine

120kW

大功率P2电机

High voltage P2 electric motor

自主研发

Self-development

9HAT混动变速箱

9HAT hybrid transmission

电池系统 Battery system



多元化新技术路线

Diverse new technology directions

多种化学体系电芯：磷酸铁锂、三元、无钴

Various battery chemistries: lithium iron phosphate, ternary, cobalt-free

多形态：方形、短刀

Polymorphism: square, short knife

纯电安全 Battery electric safety



结构创新

Innovative structure

热失控隔断技术

Thermal runaway cutoff technology

18ms碰撞极速断电技术

Technology to cut off power within 18ms after collision

电驱动系统 Electric drive system



多功率版本

Different voltage selection

100 Kw-220Kw系列化产品

100Kw-220Kw product series

极速充电 Extremely fast charging



大功率快充

High voltage fast charging

800V 4C快充

800V 4C fast charging

控制策略 Control strategy



能量分配

Energy distribution

超低温热泵技术

Ultra-low temperature heat pump technology

智能AI能量管理

AI energy management

燃电系统

Gas power system



燃料电池发动机
Fuel cell engine

储氢系统

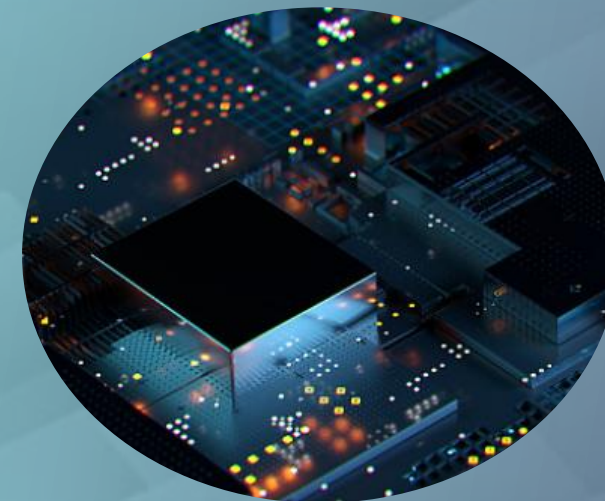
Hydrogen storage system



IV型储氢气瓶
IV-type hydrogen
storage tank

安全系统

Safety system



软件系统
Software system

问答环节

Q&A Session

