SUV领导者

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

2015年度业绩
2015 Annual Results

*仅供参考
* For identification purpose only

2016年3月
March 2016

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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	2015	2014	同比增长率% YoY %
营业总收入 Operating revenue	76,033	62,599	21.5
净利润 Net profit	8,060	8,041	0.2
归母净利润 Net profit attributable to shareholders of the Company	8,059	8,042	0.2

主要资产指标 Major asset indicators

人民币 百万元 Rmb:Mn	2015.12.31	2014.12.31	变动% Change %
总资产 Total assets	71,911	61,345	17.2
总负债 Total liabilities	33,524	27,827	20.5
总权益 Total equity	38,387	33,518	14.5

销量数据 Sales volume data (units)

品类 Category	2015	2014	同比增长率% YoY growth %
皮卡 Pick-up truck	100,739	121,602	-17.2
SUV	693,346	523,208	32.5
轿车 Sedan	51,799	87,479	-40.8
其他 Others	388	700	-44.6
合计Total	**846,272**	**732,989**	**15.5**

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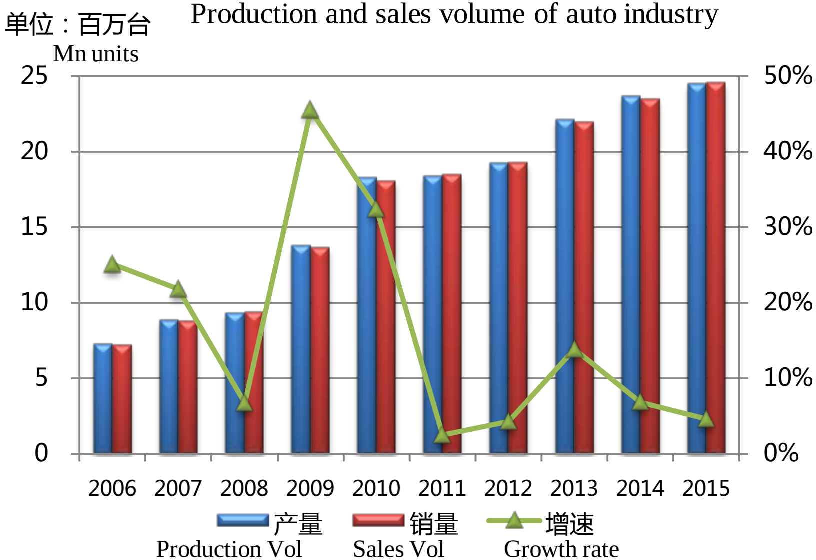
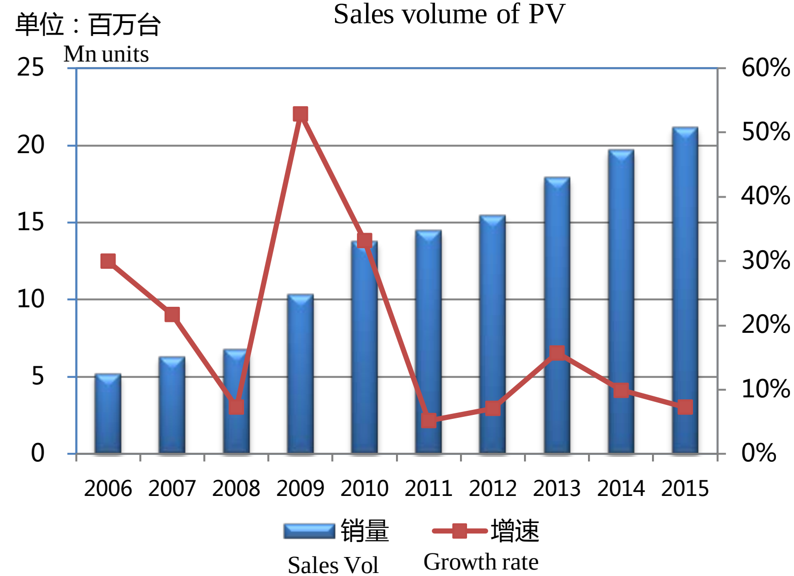
中国汽车行业保持平稳增长
Stable growth in the PRC's auto industry

汽车行业产销量
Production and sales volume of auto industry



乘用车销量
Sales volume of PV



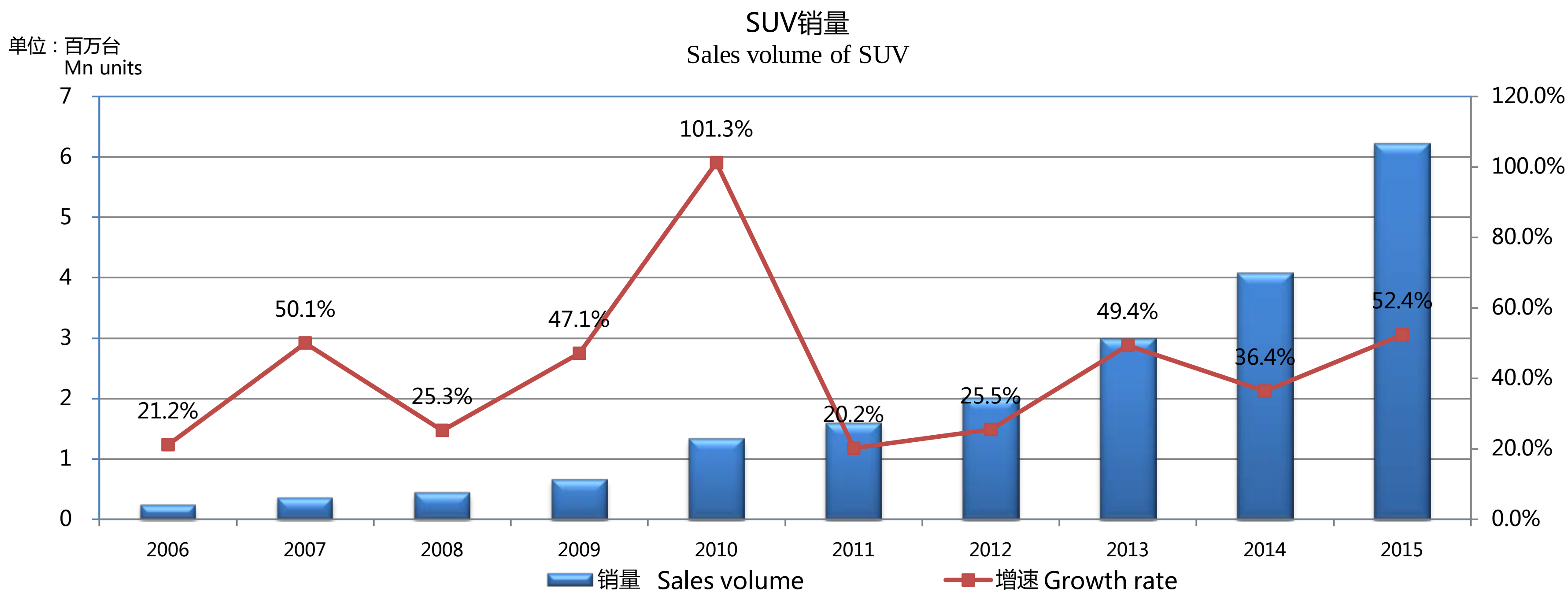
总量持续增长，增速有所放缓
Total sales volume continued to grow, though at a slower pace

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 sales volume maintained high-speed growth, becoming the major driving force for the growth of the auto industry

数据来源：中国汽车工业协会/ Source: CAAM

2015年行业运行情况
2015 Auto Industry Overview

近年SUV的销量及增长情况
Sales volume and growth rate of SUV in recent years

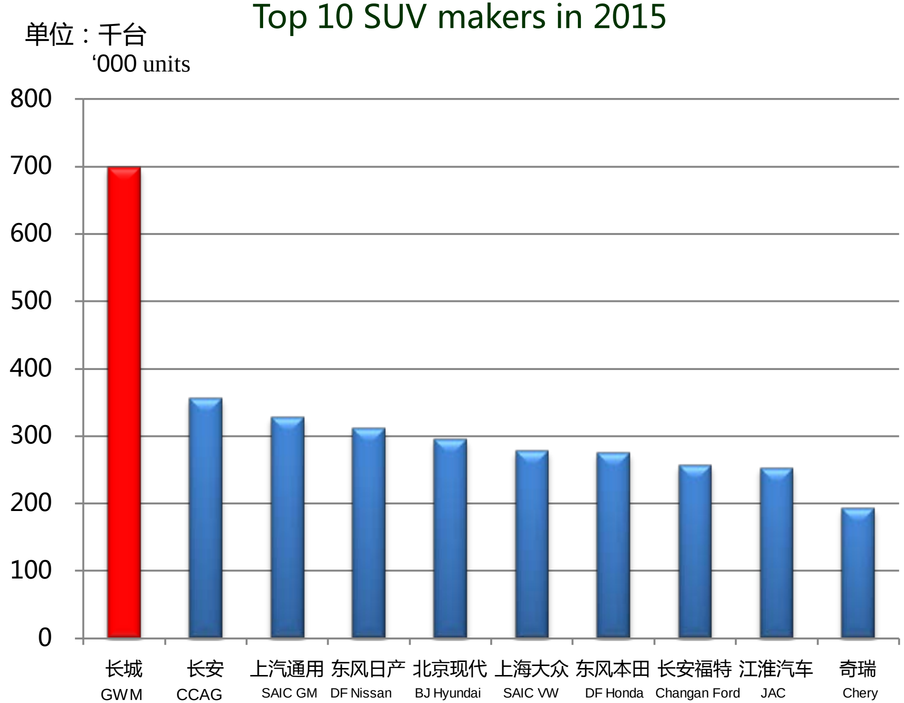


SUV品类持续保持高速增长,预计未来SUV车型销量将持续走强
SUV segment continued to maintain high-speed growth; sales volume of SUVs is expected to continue to be robust in future

数据来源：中国汽车工业协会/ Source: CAAM

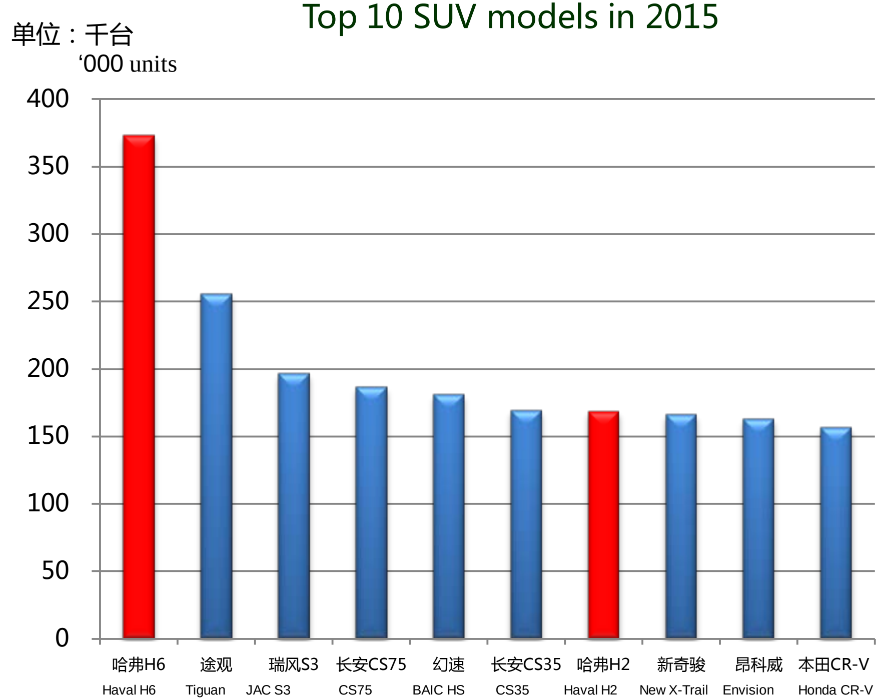
2015年行业运行情况
2015 Auto Industry Overview

2015年SUV销量前十企业排名
Top 10 SUV makers in 2015



本集团SUV销量持续增长，继续领跑SUV行业
The Group's SUV sales volume kept increasing, continuing to lead the SUV sector

2015年SUV销量前十车型排名
Top 10 SUV models in 2015



本集团两款车型入围销量前十的车型
Two models of the Group were listed among the top 10 best selling SUVs

数据来源：中国汽车工业协会/ Source: CAAM

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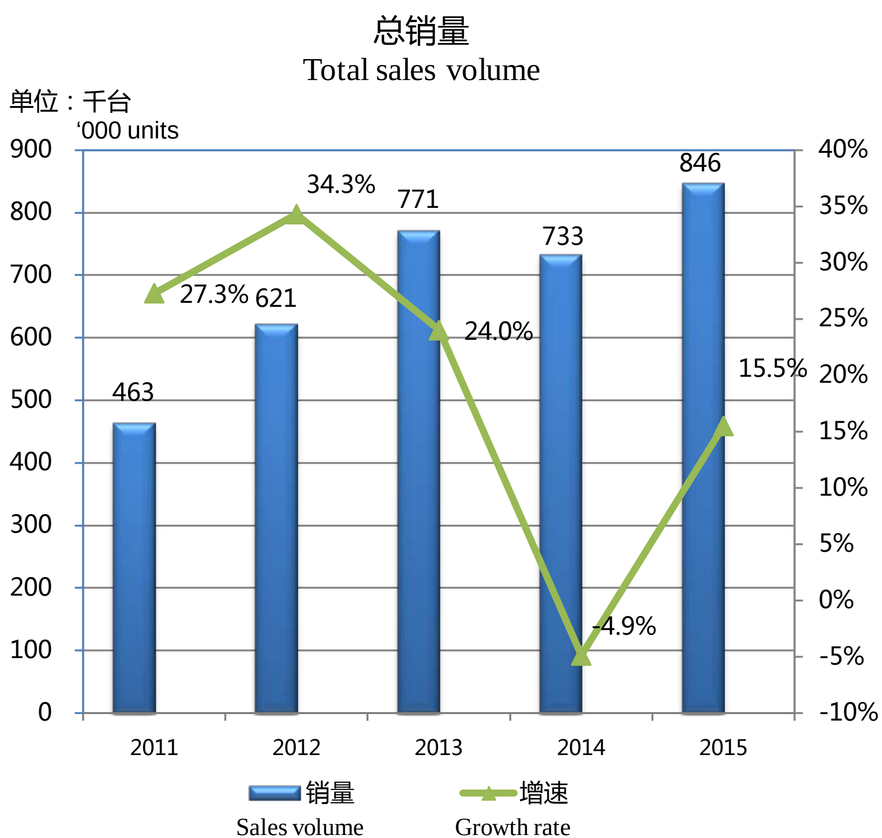

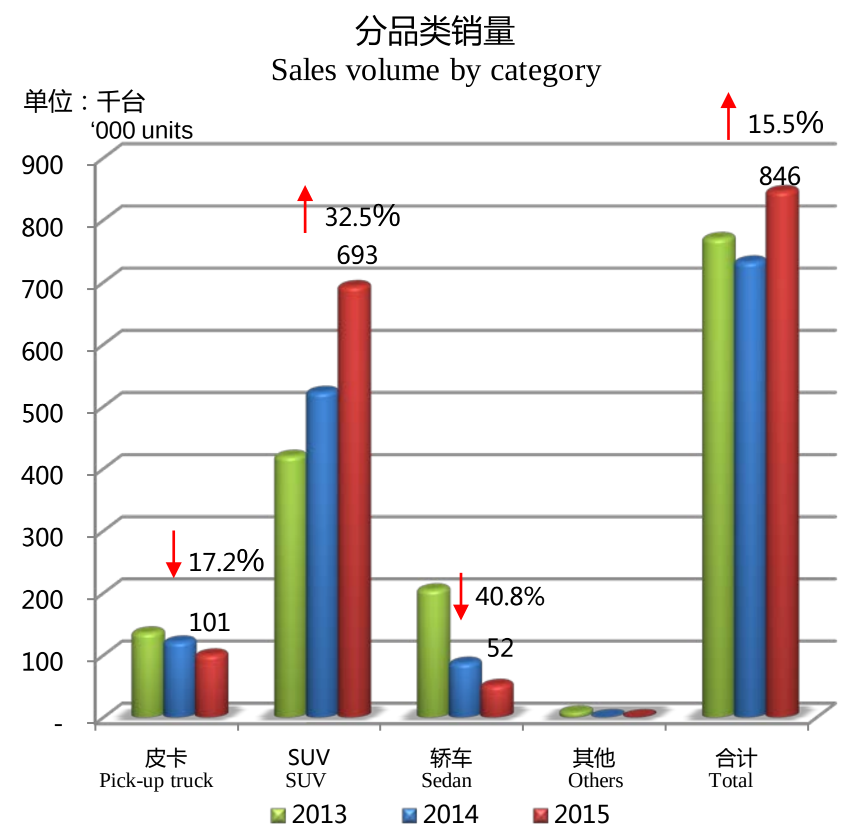

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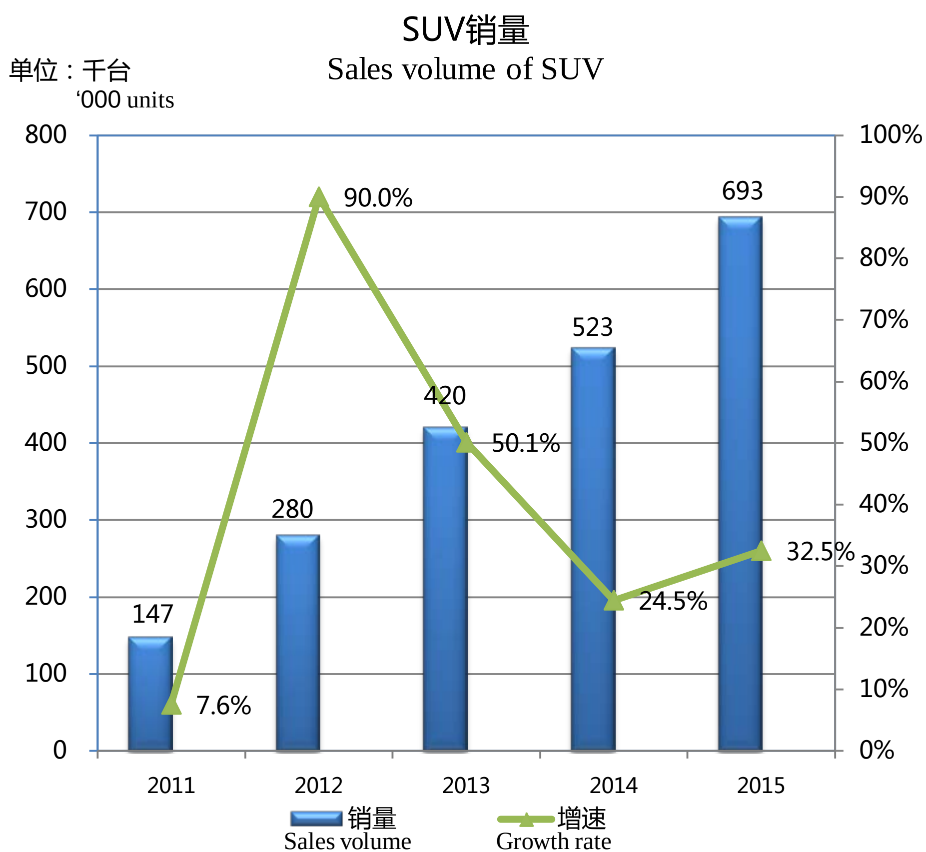

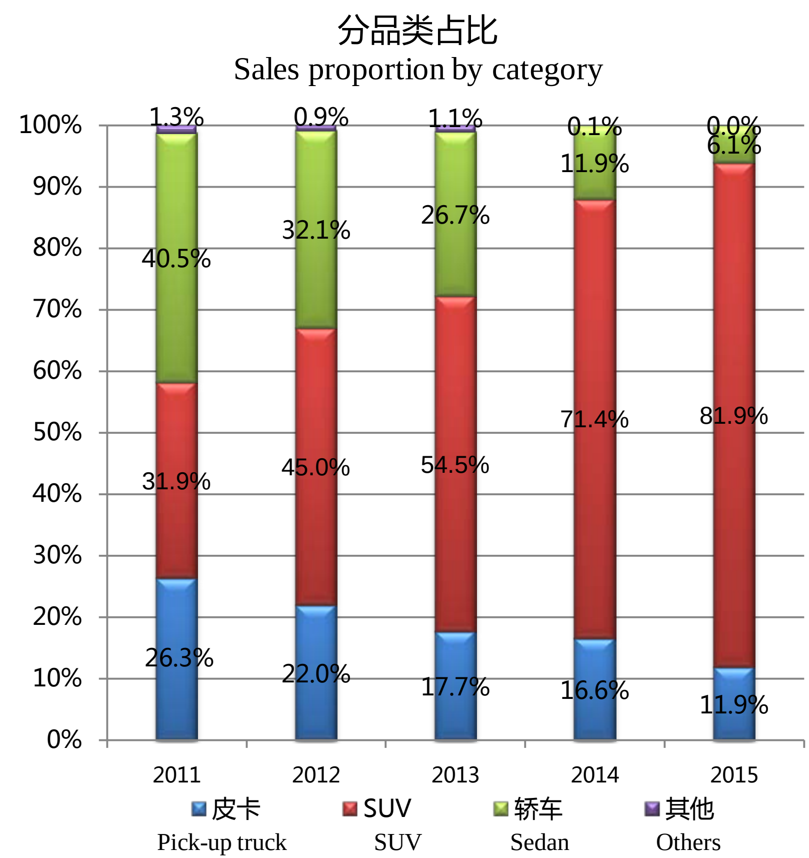

2015年公司经营情况
2015 Operations Review

经销商满意度
Dealer's 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	73.3	11	别克Buick	49.0
2	雪佛兰 Chevrolet	57.6	12	奔腾Benteng	48.9
3	奔驰Benz	55.9	13	吉利Geely	48.3
4	东风本田 DF Honda	53.4	14	福特Ford	48.3
5	广汽丰田 GAC Toyota	53.3	15	现代Hyundai	47.1
6	广汽本田 GAC Honda	52.7	16	上海大众 SAIC-VW	46.8
7	奇瑞Chery	51.7	17	长安CACC	46.2
8	一汽大众 FAW-VW	50.5	18	斯柯达Skoda	45.8
9	荣威Roewe	49.6	19	宝马BMW	44.6
10	一汽丰田 FAW-Toyota	49.0	20	悦达起亚 Yueda Kia	44.1

2015年全国工商业联合会"汽车经销商满意度调查"中「哈弗」品牌荣登榜首

"Haval" ranked the first in "China Auto Dealer Satisfaction Survey" held by All-China Federation of Industry & Commerce in 2015

销售服务满意度
Customer satisfaction on sales service

2015中国质量协会、全国用户委员会发布的 "2015年汽车行业用户满意度测评"中哈弗获自主品牌销售服务满意度冠军

"Haval" was awarded the first prize in "2015 China Automobile Customer Satisfaction Index" published by China Association for Quality and National Committee for Customers for sales service under self-owned brand category

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HAVAL SUV领导者

2015年公司财务情况
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资产负债表 Balance Sheet

单位：人民币百万元
RMB Mn

	截至2015.12.31止 As at 31 Dec 2015	截至2014.12.31止 As at 31 Dec 2014	截至2013.12.31止 As at 31 Dec 2013	变动 Change (%)
流动资产 Current assets	40,390	35,314	31,026	14.4
其中：Including: 货币资金 Cash and bank balances	3,642	3,394	6,991	7.3
应收票据 Bills receivable	28,162	23,352	17,548	20.6
非流动资产 Non-current assets	31,521	26,031	21,579	21.1
负债合计 Total liabilities	33,524	27,827	24,597	20.5
资产总值 Total assets	71,911	61,345	52,605	17.2
股东权益 Total shareholders’ equity	38,387	33,518	28,008	14.5

HAVAL SUV领导者

2015年公司财务情况
2015 Financial Review

利润表 Income Statement

单位：人民币百万元
RMB Mn

	2015	2014	2013	变动 Change (%)
营业总收入 Total operating revenue	76,033	62,599	56,784	21.5
毛利 Gross profit	19,162	17,347	16,246	10.1
营业利润 Operating profit	9,280	9,244	9,668	0.4
归属于本公司股东的净利润 Net profit attributable to shareholders of the Company	8,059	8,042	8,224	0.2
基本每股收益（元） Basic earnings per share (RMB)	0.88	0.88	0.90	0.2

2015年公司财务情况
2015 Financial Review

现金流量表 Cash Flow Statements

单位：人民币百万元
RMB Mn

	2015	2014	2013	变动 Change (%)
经营活动产生的现金流量净额 Net cash flow from operating activities	10,034	6,096	9,039	64.6
投资活动产生的现金流量净额 Net cash flow from investing activities	-6,517	-7,210	-6,696	-9.6
筹资活动产生的现金流量净额 Net cash flow from financing activities	-4,112	-1,309	-2,405	214.1
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	-28	-18	-11	56.9
现金及现金等价物净增加额 Net increase in cash and cash equivalents	-623	-2,441	-73	-74.5
期末现金及现金等价物余额 Cash and cash equivalents at the end of the period	2,458	3,082	5,523	-20.2

SUV领导者

2015年公司财务情况
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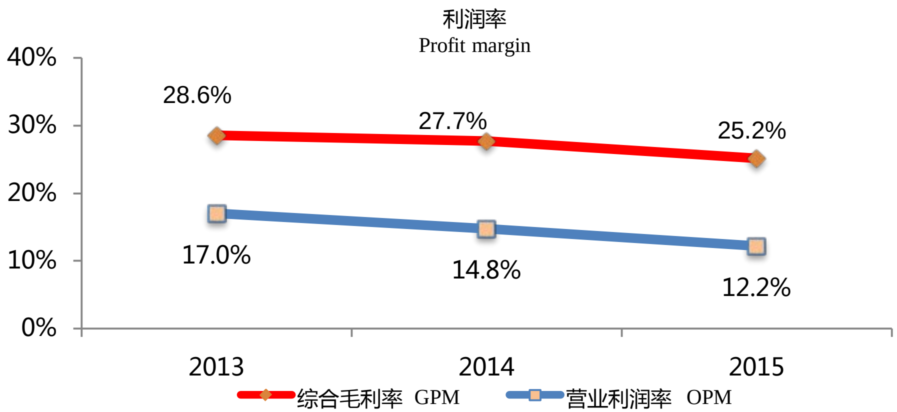
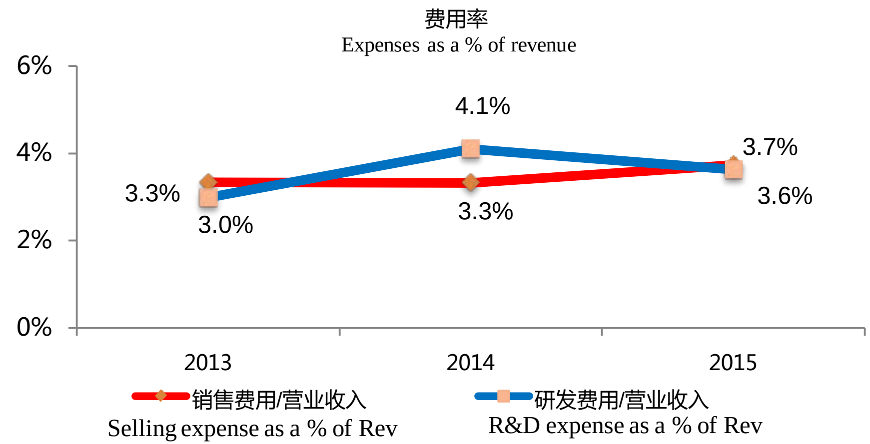
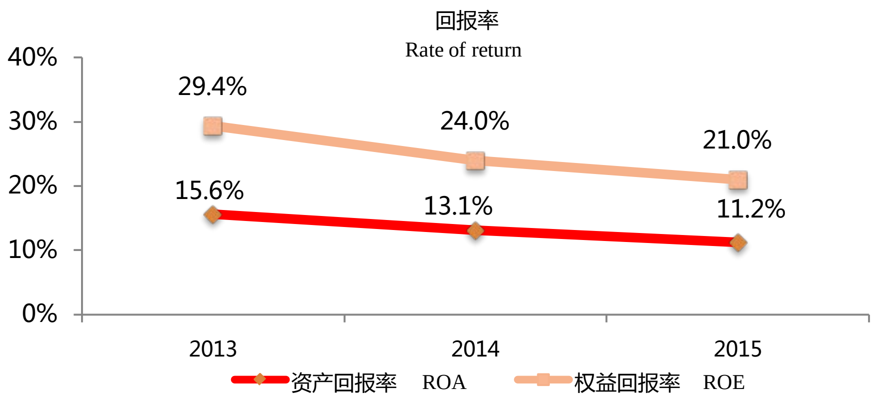
其他财务指标 Other Financial Indicators







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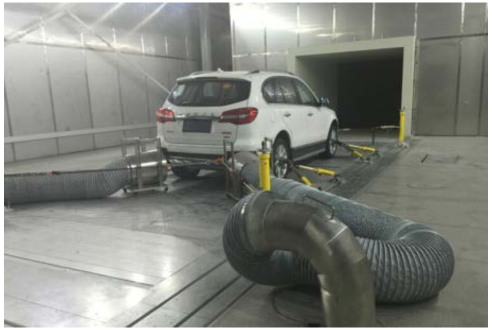
2016 Prospects

强化研发设施的投入 Increase investment in research and development (“R&D”) facilities

电磁兼容性试验室
EMC lab



环境风洞试验室
Climatic wind tunnel lab

环境震动试验室
Climatic vibrate lab

高海拔环境模拟试验室
Altitude climatic simulation lab

整车四驱半消音室
NVH semi-anechoic lab

双轴K&C试验室
Dual Axle K&C lab

研发人员达到1.5万人，同时新研发试验室投入使用，提升研发实力，为后续车型奠定基础
15,000 R&D personnel together with the inauguration of the new R&D laboratories will enhance the R&D capability, thereby laying a solid foundation for the research and development of successive models

2016年全年展望
2016 Prospects

研发方面 –全球化布局 R&D - Globalisation

保定技术中心
Baoding Technology Center

上海研发中心
Shanghai R&D center

印度研发中心
India R&D center

日本技研中心
Japan R&D center

2016年全年展望
2016 Prospects

生产方面-立足中国，拓展海外 Based in China, the Group will expand its production to overseas markets

单位：台
'units

中国工厂产能 Plant capacity in China	
保定Baoding	500,000
天津Tianjin	450,000
合计Total	950,000

俄罗斯工厂产能 Plant capacity in Russia
2018年建成一期工厂，贡献5万台产能 Phase 1 of the plant: to be completed in 2018, with a production capacity of 50,000 units

国内调整生产工厂、扩大产能，满足市场需求，同时工厂进行柔性化生产，海外市场逐步展开
The Group will fine-tune its production plants in China, expanding their capacity to satisfy market demand. Simultaneously, the Group will implement flexible manufacturing system, and gradually expand overseas markets.

2016年全年展望
2016 Prospects

2016年全年展望
2016 Prospects

保持传统动力车型的基础上，开发新能源汽车
Basing on existing models powered by traditional engine, the Group will develop new energy cars as their successive models

SUV车型
SUV model

后续车型
successive models

轿车车型
Sedan model

后续车型
successive models

基于现有车型基础上，开发新能源汽车。 长期规划为开发混合动力SUV车型和纯电动轿车车型
Basing on existing models, the Group will develop new energy vehicles. For long term development plan, the Group will develop hybrid SUV models and pure electronic sedan models..

2016年全年展望
2016 Prospects

经营方针 Operation strategy

2016年，本集团秉承“聚焦产品质量，强推研发变革，深耕战略经营”的基本方针

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，支持商业模式创新与技术领先

In 2016, the Group will adhere to its basic principles of “focus on product quality, reform on research and development, and improvement in strategic management”.

The Group will insist on strategic operations and develop core competitiveness that supports the Group’s long-term development, as well as business model innovation and technology advancement.

问答环节
Q&A Session