



北京汽车股份有限公司
BAIC MOTOR CORPORATION LTD.

(A joint stock limited company incorporated in the People's Republic of China with limited liability)

(於中華人民共和國註冊成立的股份有限公司)

(1958.HK)

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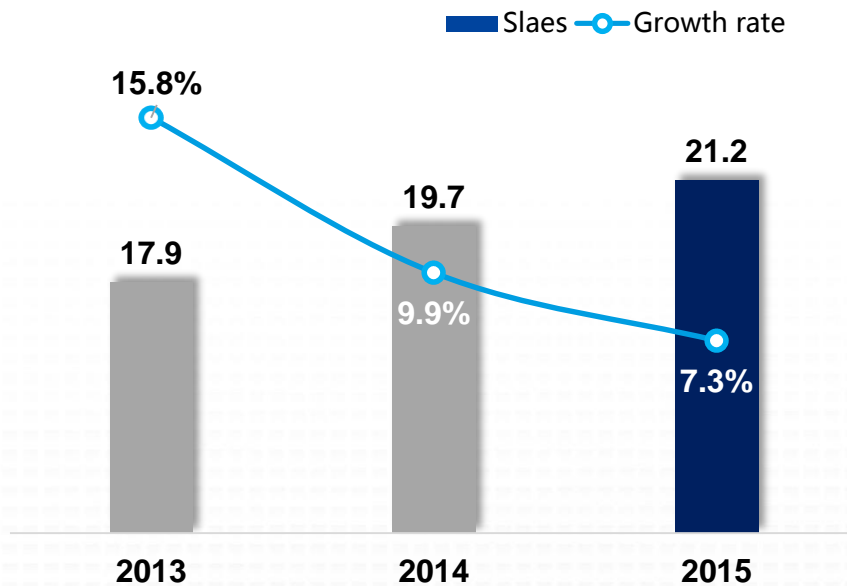
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Chapter 1 Overview of PV Market in 2015

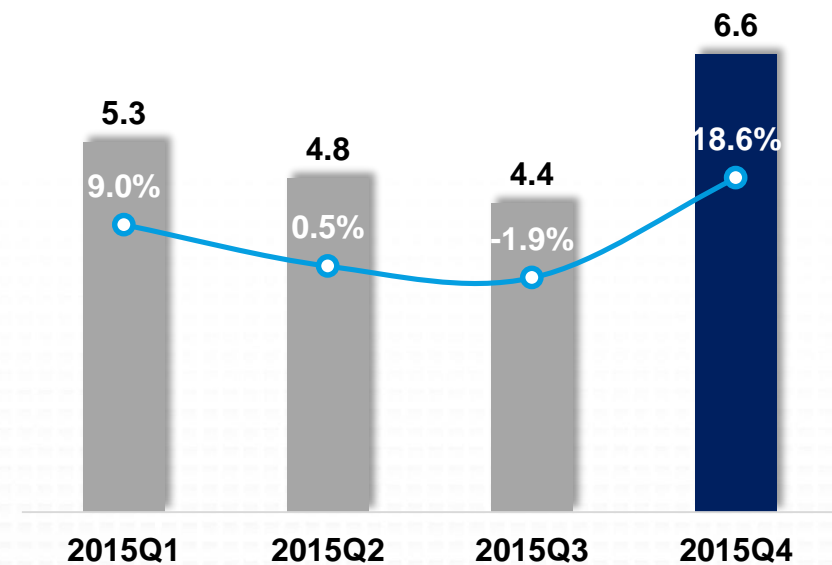
Overview of PV Market in 2015

1 In 2015, passenger vehicles sales in China broke 20 million units for the first time, while growing at a lower rate with a rebound in the fourth quarter

PV sales of 2013-2015 (million)



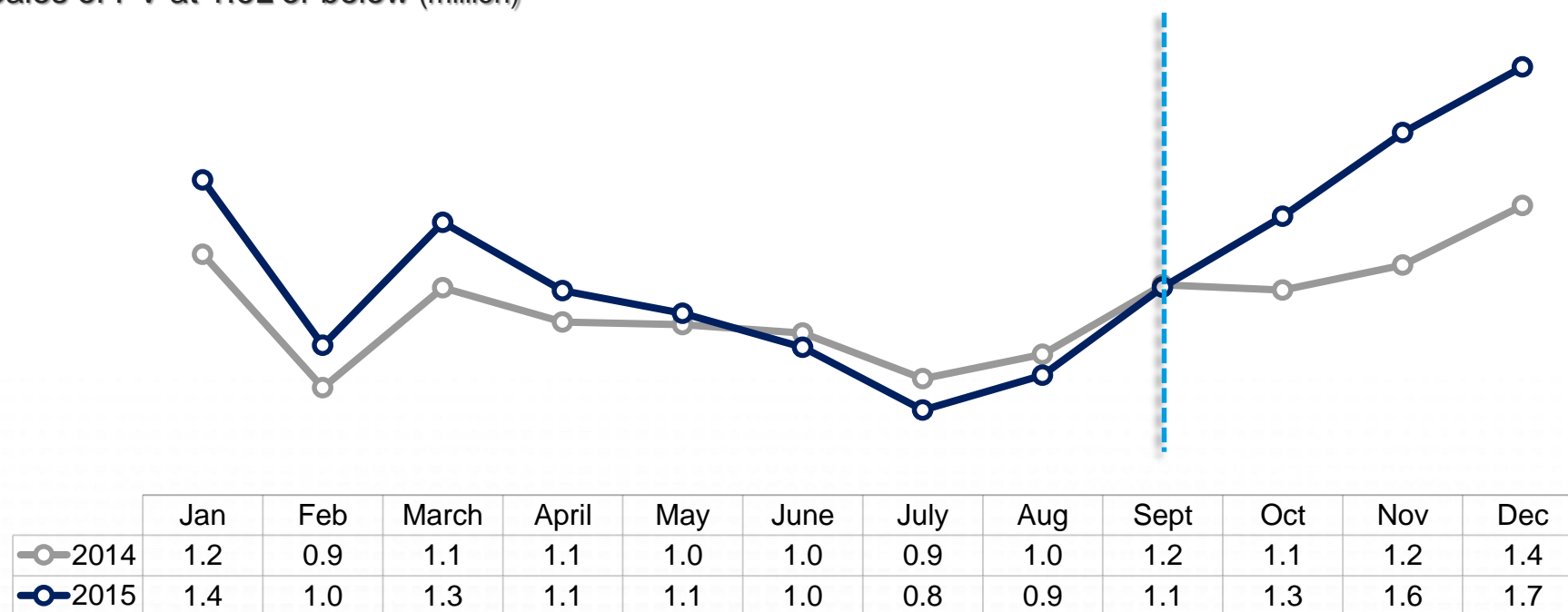
PV quarterly sales in 2015 (million)



Overview of PV Market in 2015

2 Under the influence of tax cut policy, sales of passenger vehicles at 1.6L or less rebounded rapidly since October 2015

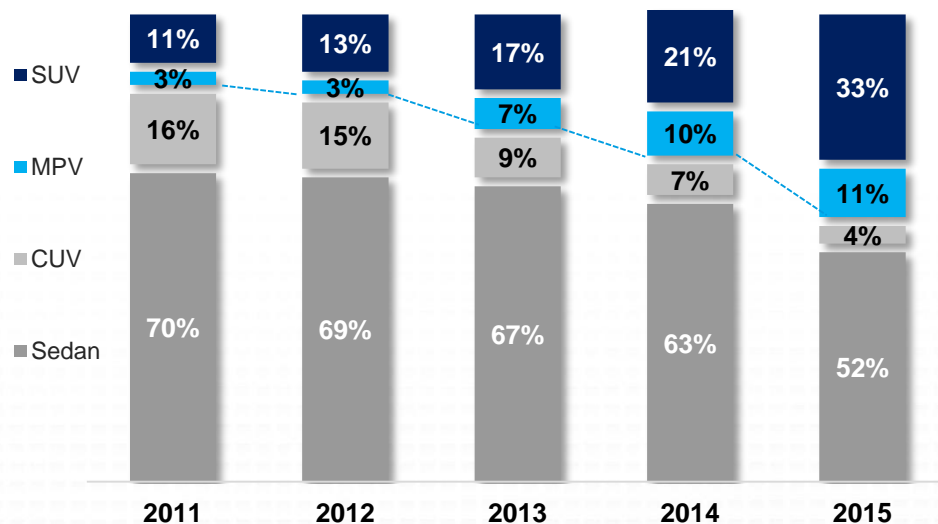
Sales of PV at 1.6L or below (million)



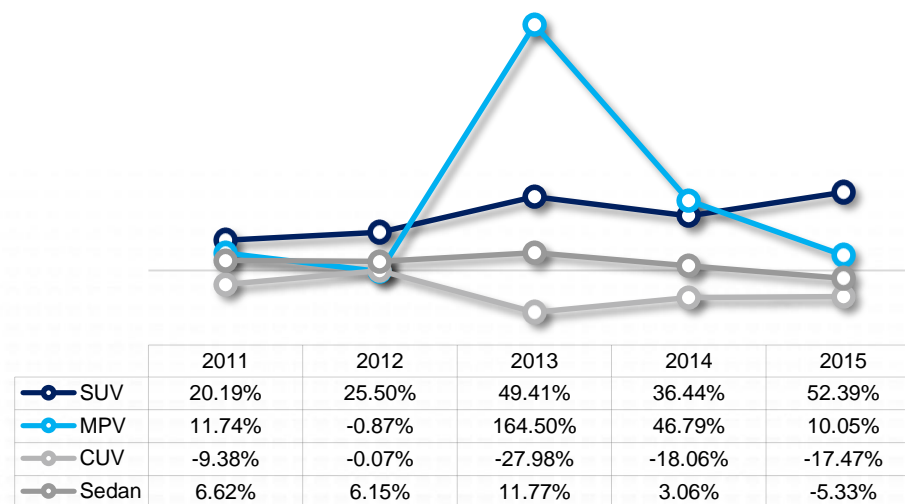
Overview of PV Market in 2015

3 In segment market, SUV and MPV maintained a rapid growth, with a market share of 44% in 2015

Market share by segment



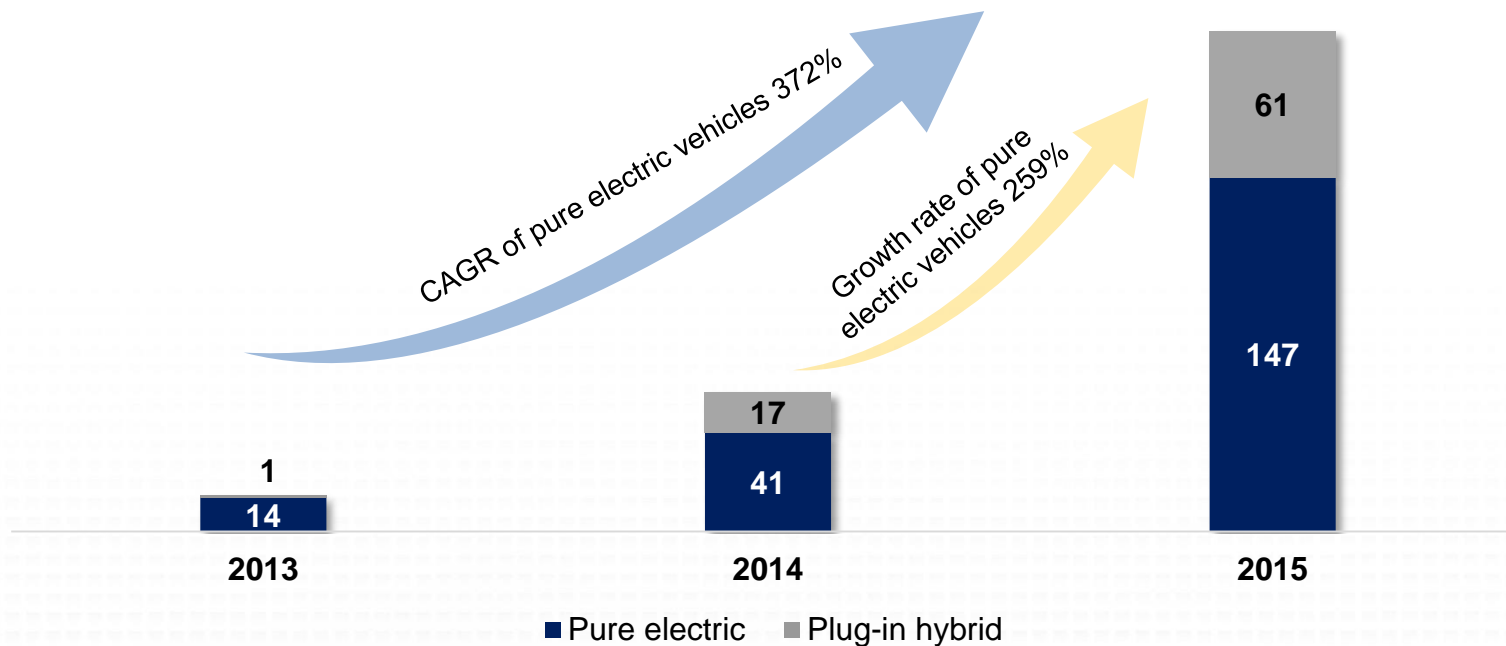
Market share movements YOY



Overview of PV Market in 2015

4 Sales of new energy vehicles erupted, while pure electrical vehicles gaining plenty of prominence

Changes of new energy vehicles sales ('000)



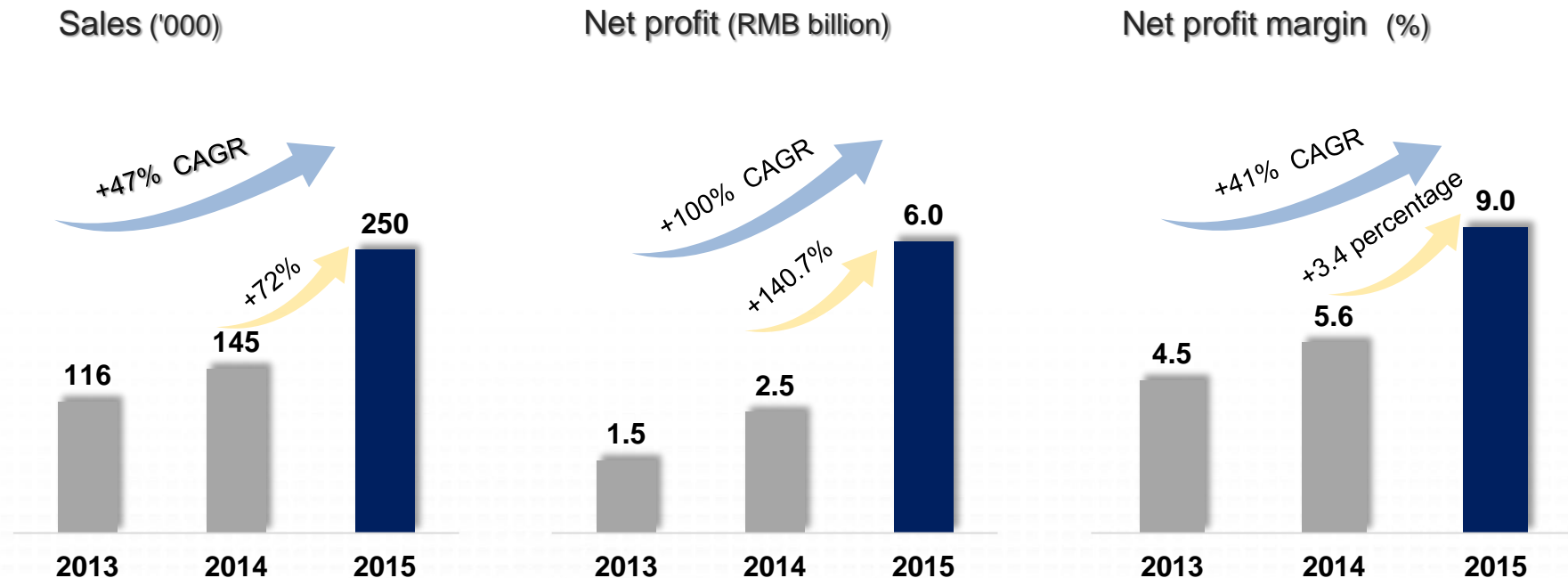
Chapter 2 Performance in 2015

1

Performance of Beijing Benz

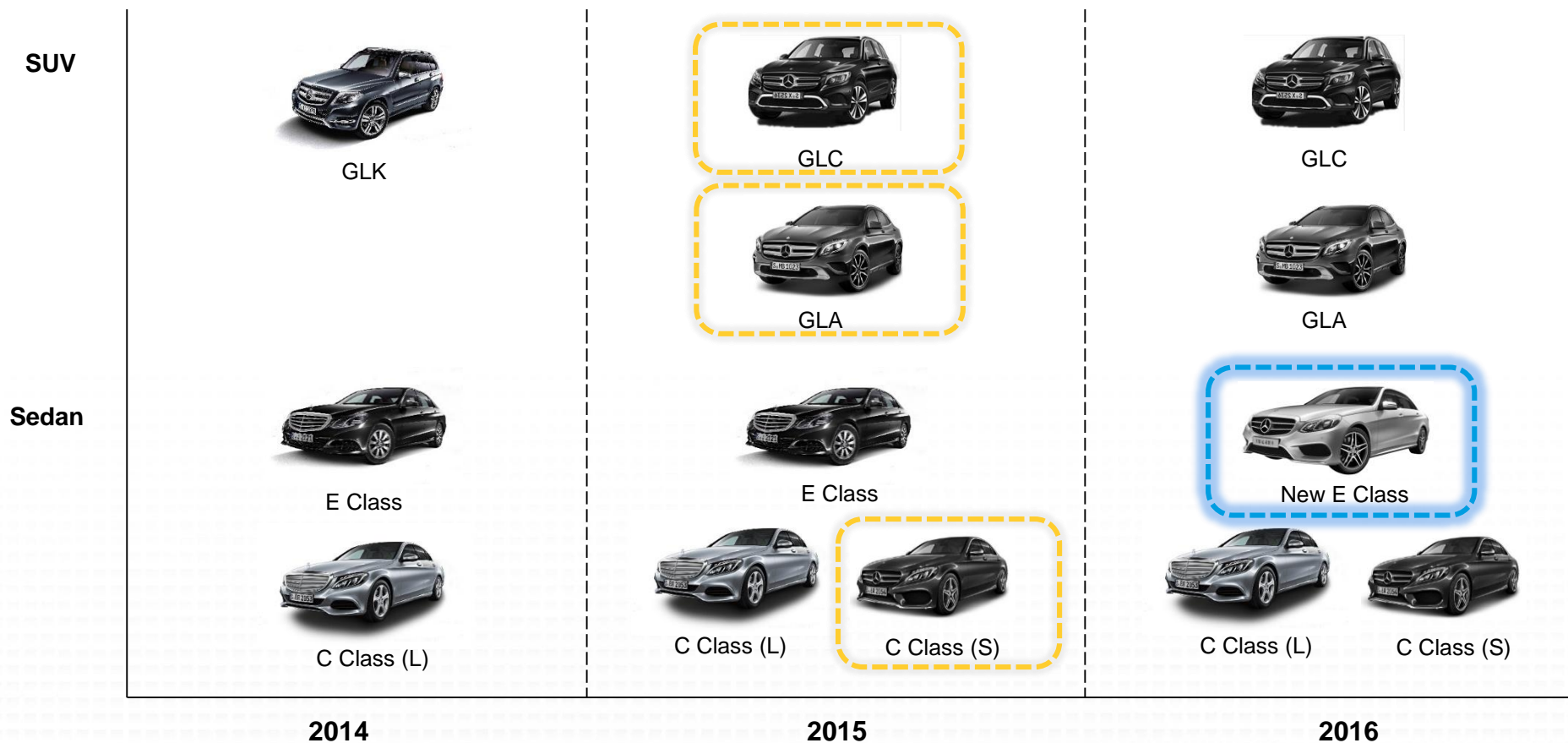
Performance of Beijing Benz

1 Beijing Benz reported a strong sales growth and delivered a industry-leading performance in 2015



Performance of Beijing Benz

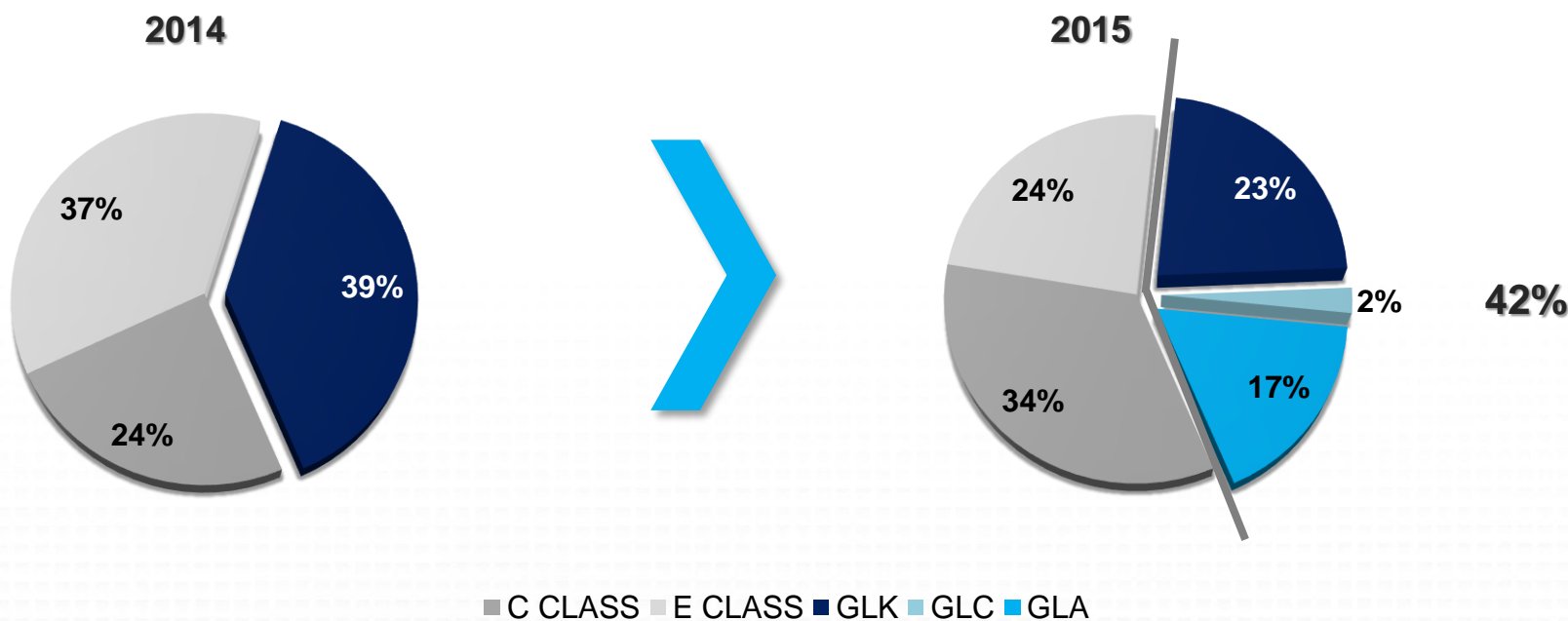
2 Product line is constantly diversifying with star models sprouting



Performance of Beijing Benz

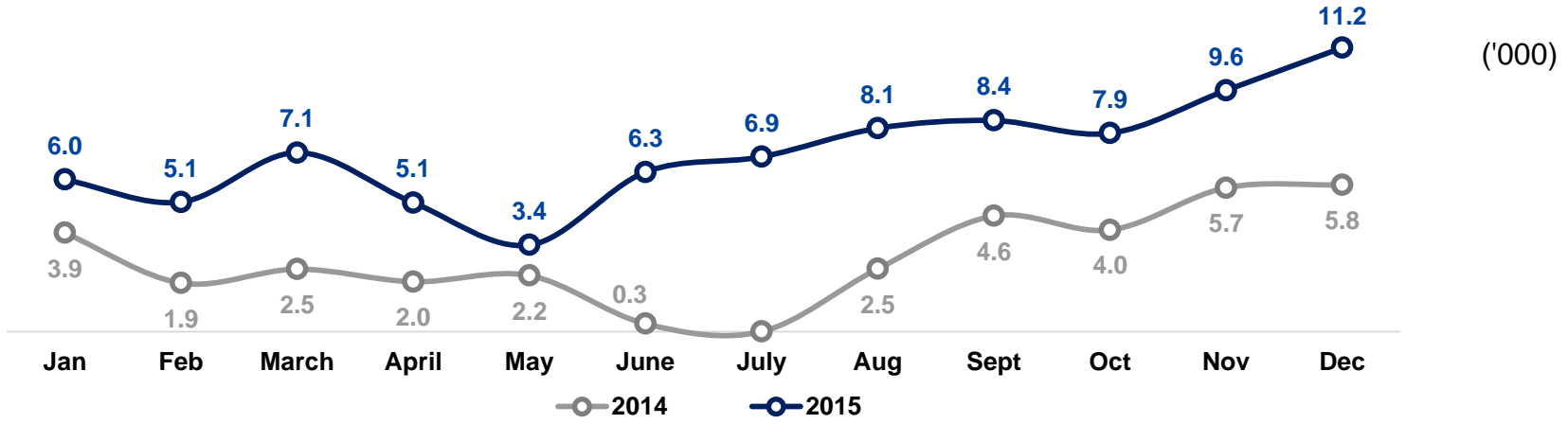
3 Product structure is constantly optimizing with a rapidly increasing proportion of SUV

Product structure of Beijing Benz

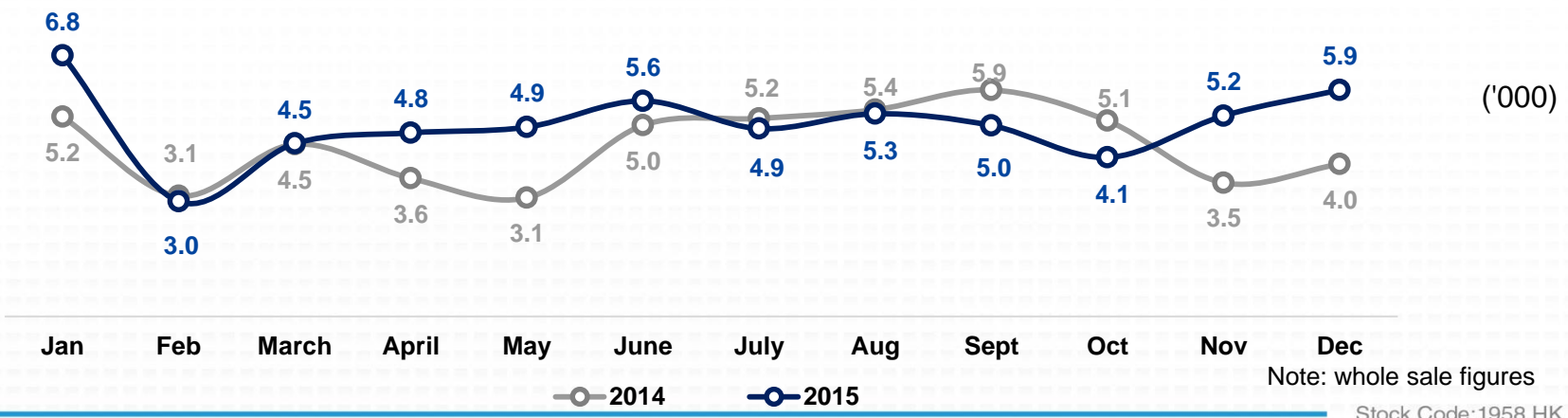


Performance of Beijing Benz

4 C Class: sales constantly increasing with the monthly sales breaking 11,000 units

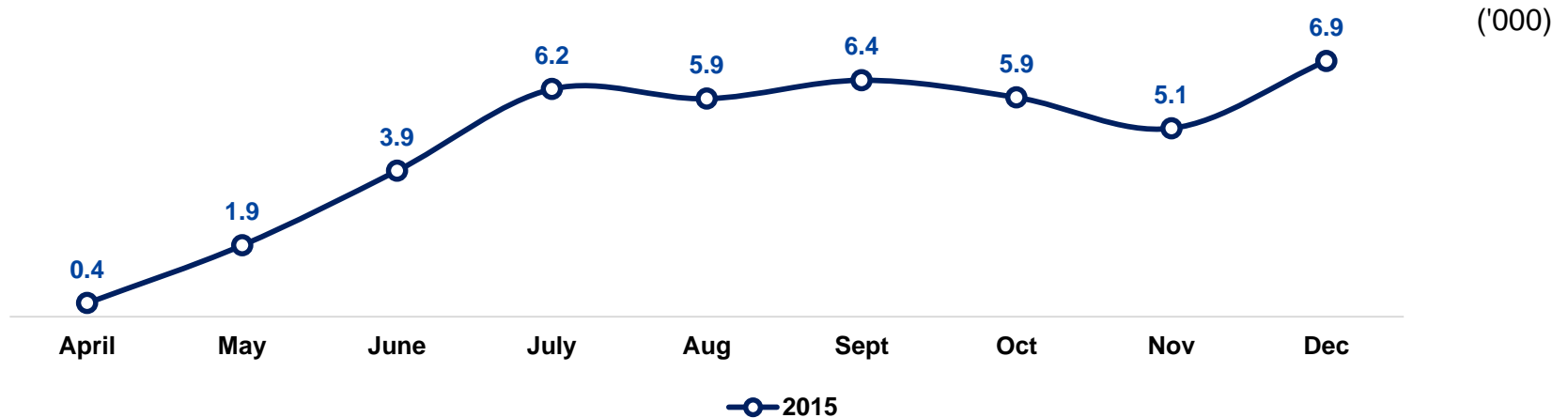


E Class : expecting generation upgrade, with the monthly sales above 5,000 units

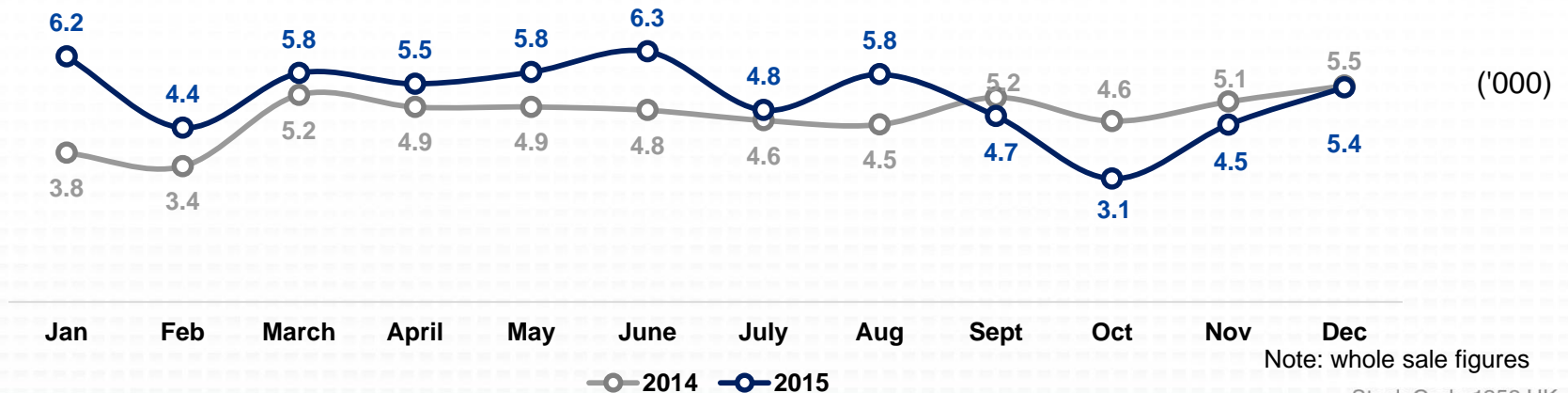


Performance of Beijing Benz

4 GLA Class SUV: 9 months in market with sales increasing significantly up to 7,000 units



GLK/GLC Class SUV: hot before and purple after generation upgrade

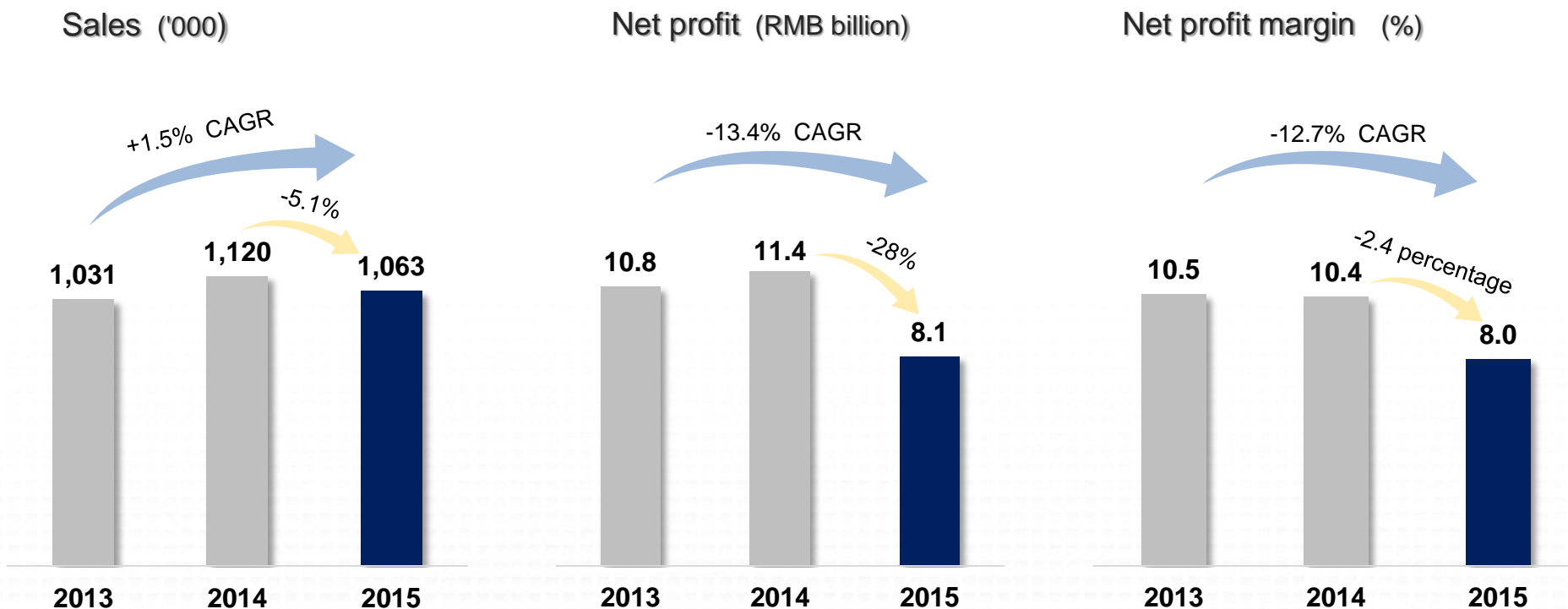


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Performance of Beijing Hyundai

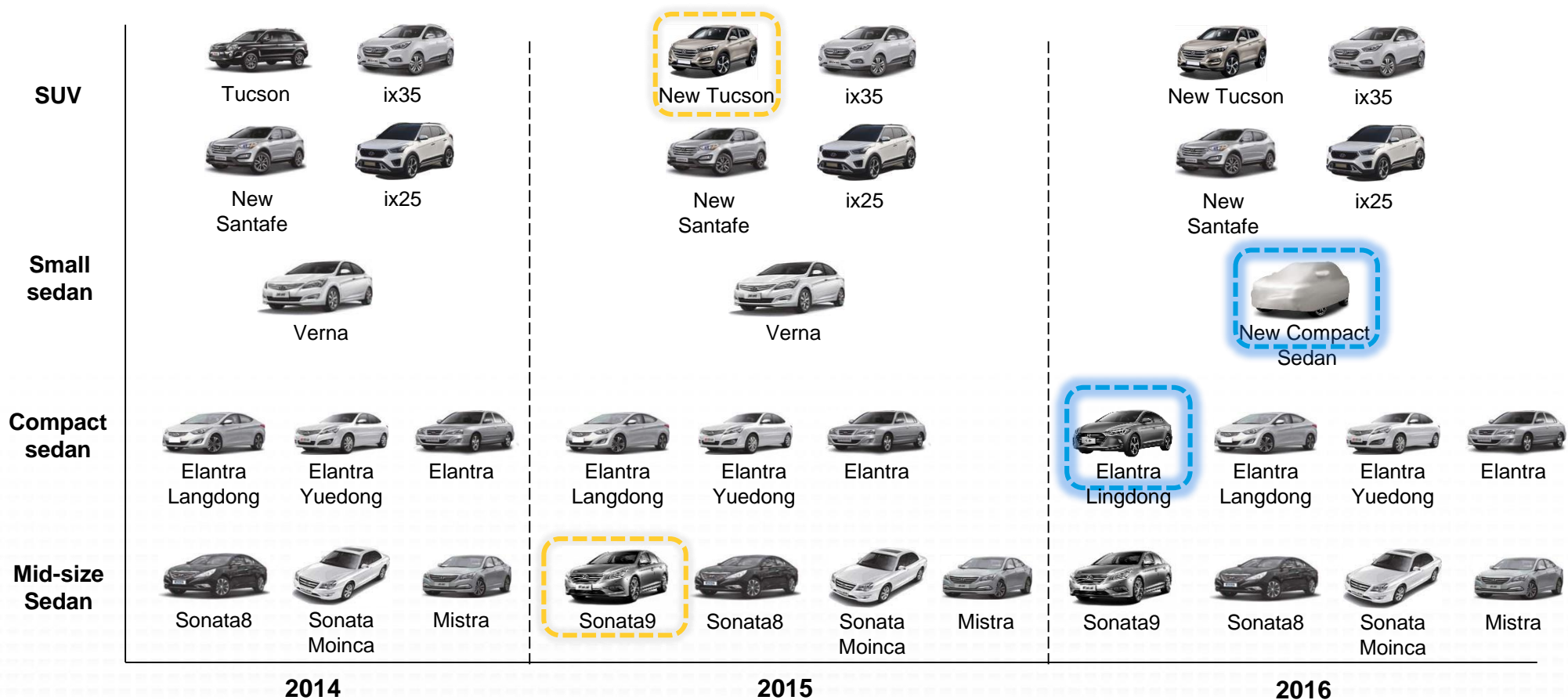
Performance of Beijing Hyundai

1 Beijing Hyundai's performance was under expectation in 2015 due to industry volatility and weak performance of JV brands in general



Performance of Beijing Hyundai

2 Actively adjusting product strategy and launching popular models



Performance of Beijing Hyundai

3 Product structure adjustment worked well, with percentage of D+S over 50% for the first time



Percentage of D+S




Performance of Beijing Hyundai

4 Maintaining a leading brand influence in 2015



China's new car quality research (IQS)

2012		2015 ^{New}	
Brand	Score	Brand	Score
Dongfeng Honda	88	 70	
GAC Honda	90	Renault	82
 91		FAW Mazda	87
Dongfeng Yue da Kia	94	Dongfeng Peugeot	93
FAW Toyota	101	Dongfeng Yue da Kia	94
GAC Toyota	104	GAC Mitsubishi	95
Buick	107	GAC Honda	95
Dongfeng Nissan	108	GAC Toyota	96
Chang'an Ford	127	GAC Triumphchi	96
19 FAW VW	128	Shanghai VW	97

China's vehicle sales satisfaction index (SSI)

2011		2015 ^{New}	
Brand	Score	Brand	Score
Audi	887	 812	
Dongfeng Nissan	880	Dongfeng Citroen	799
FAW VW	868	Dongfeng Nissan	777
Dongfeng Honda	866	FAW Mazda	752
GAC Toyota	866	Dongfeng Yue da Kia	744
GAC Honda	863	Chang'an Ford	743
Shanghai GM Wuling	863	Dongfeng Peugeot	740
Dongfeng Citroen	861	Shanghai VW	736
 859		FAW Sedan	729
Dongfeng Yue da Kia	859	Chery	711

China's Customer service satisfaction index (CSI)

2009		2015 ^{New}	
Brand	Score	Brand	Score
GAC Honda	870	Dongfeng Citroen	804
Shanghai Roewe	846	 794	
Dongfeng Honda	845	Dongfeng Peugeot	780
Dongfeng Nissan	839	Dongfeng Yue da Kia	776
Dongfeng Citroen	838	Dongfeng Fengshen	762
Shanghai GM Chevrolet	838	Chery	746
GAC Toyota	835	GAC Honda	744
Shanghai GM Buick	834	FAW Sedan	740
FAW Toyota	831	Dongfeng Honda	735
 824		Chang'an Ford	734

Performance of Beijing Hyundai

- 5 Two new plants started construction in 2015 , laying foundation for the industrial deployment during the "13th Five-Year" period

Cangzhou Factory



Chongqing Factory



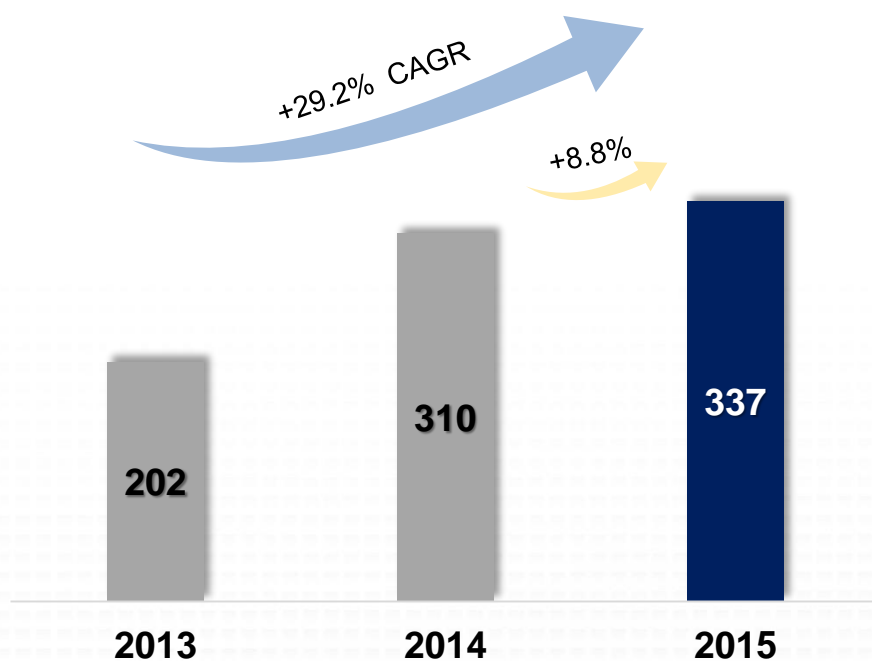
3

Performance of Beijing Motor

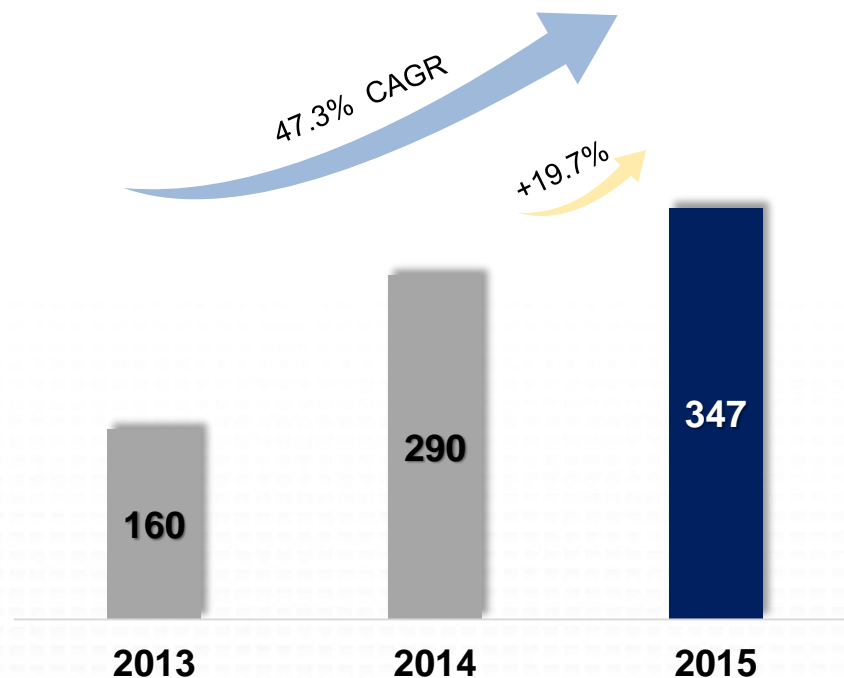
Performance of Beijing Motor

1 Experienced the industry volatility, Beijing Motor achieved a breakthrough in sales performance, the number of new registration exceeded the number of wholesale

Whole Sale ('000)

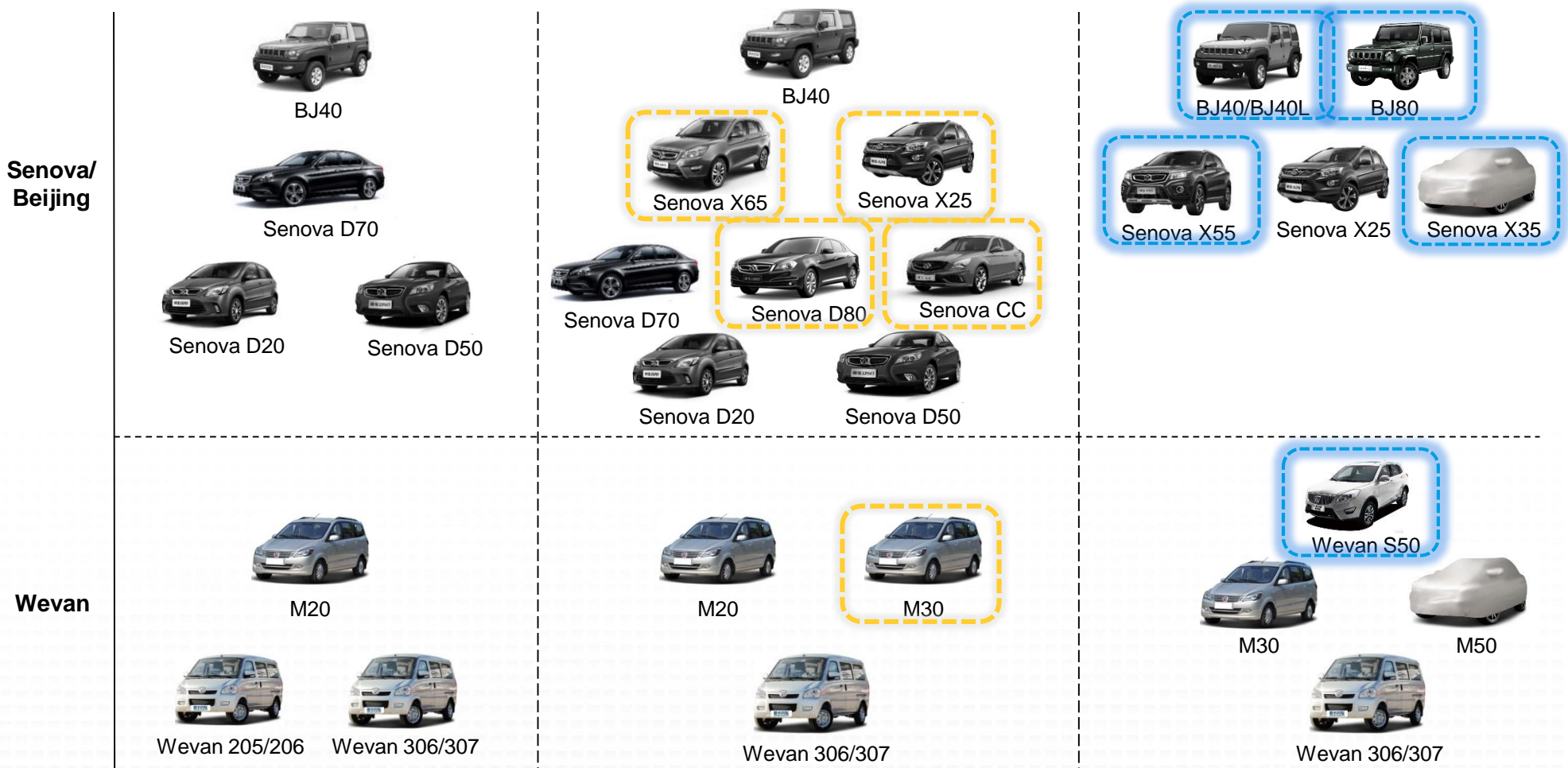


New License Registration ('000)



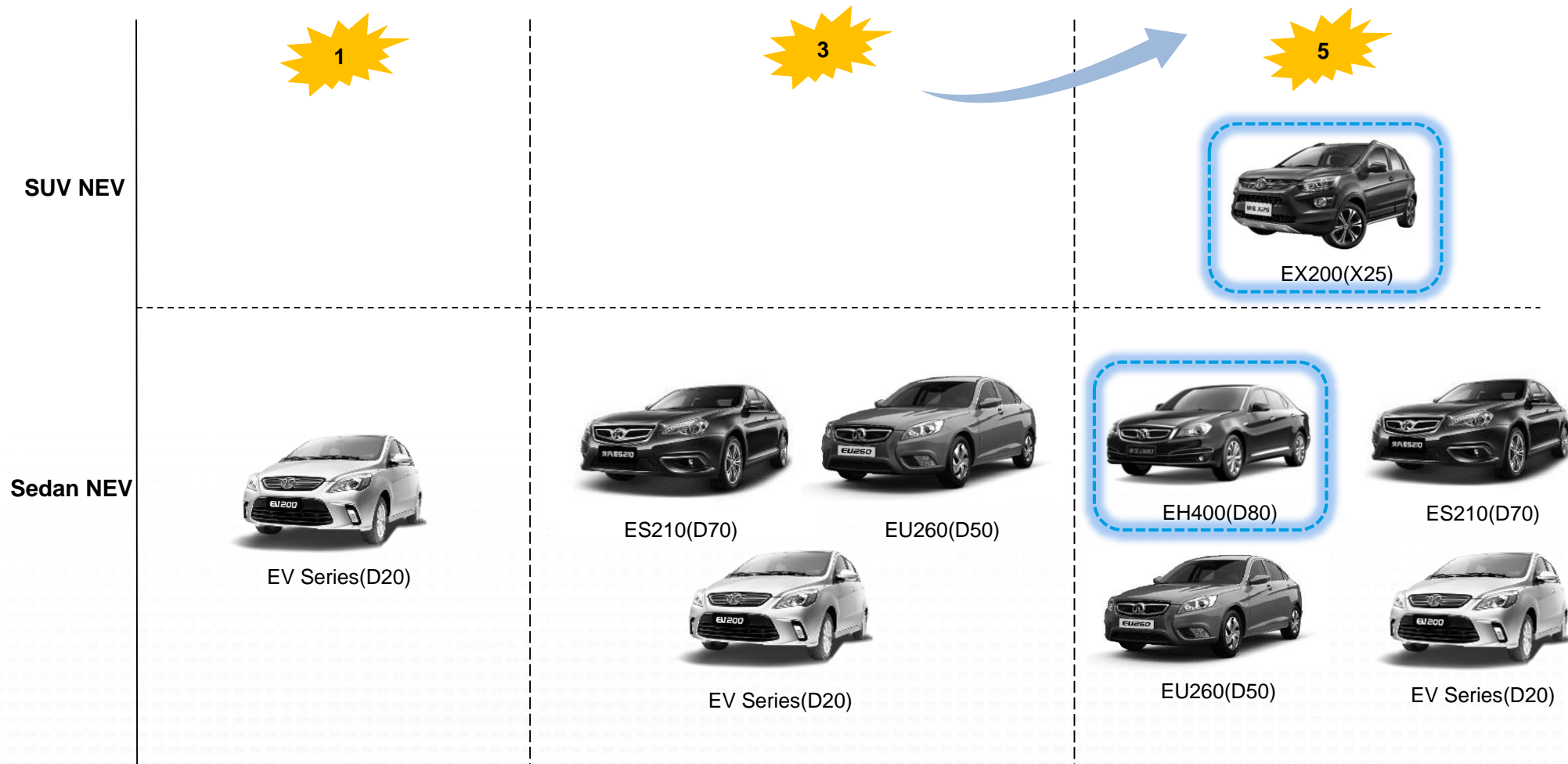
Performance of Beijing Motor

2 Strongly adjust product structure and implement “E+S” Strategy



Performance of Beijing Motor

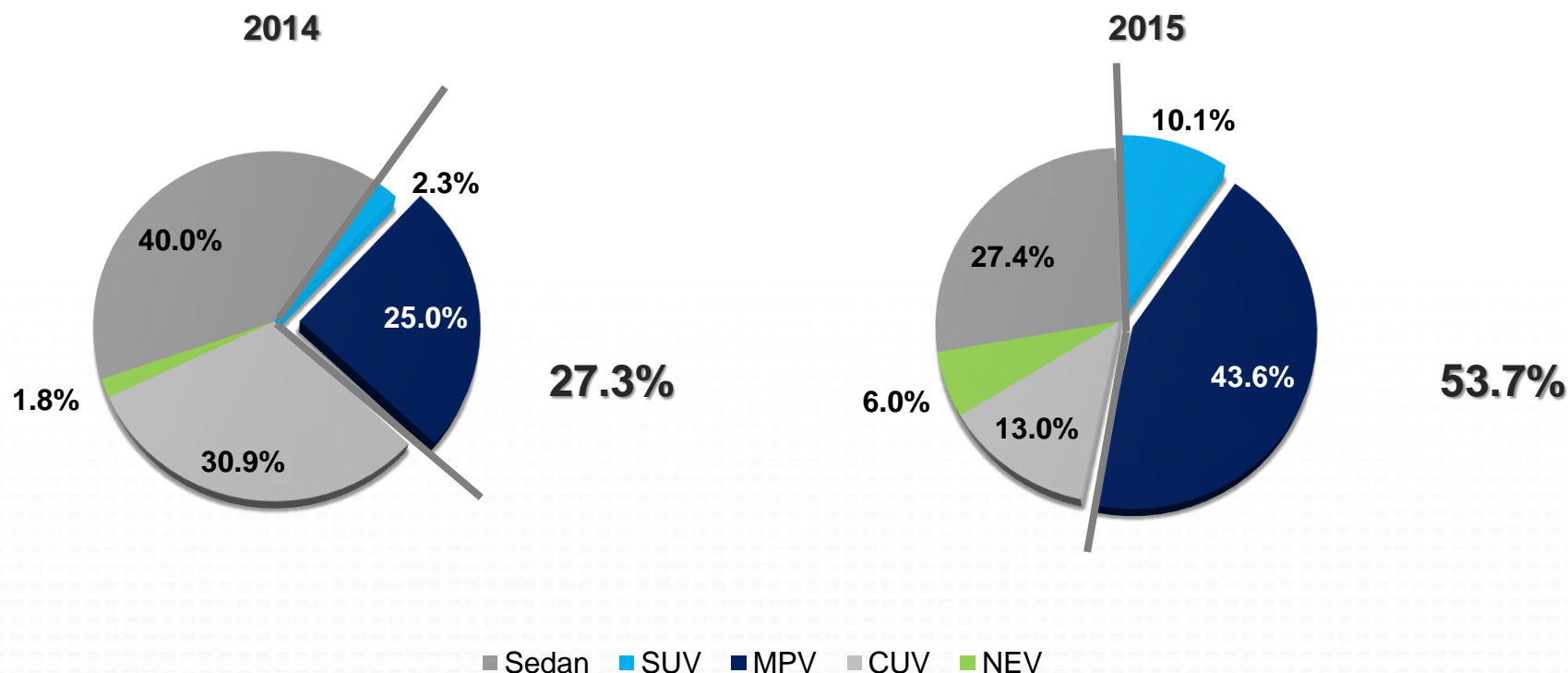
2 Strongly adjust product structure and implement “E+S” Strategy



Performance of Beijing Motor

3 Product structure is constantly optimizing with percentage of SUV+MPV increasing significantly

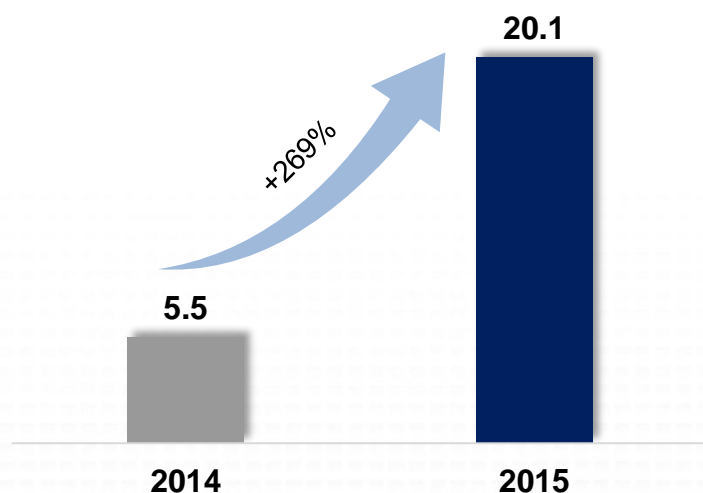
Percentage of Beijing Motor by type



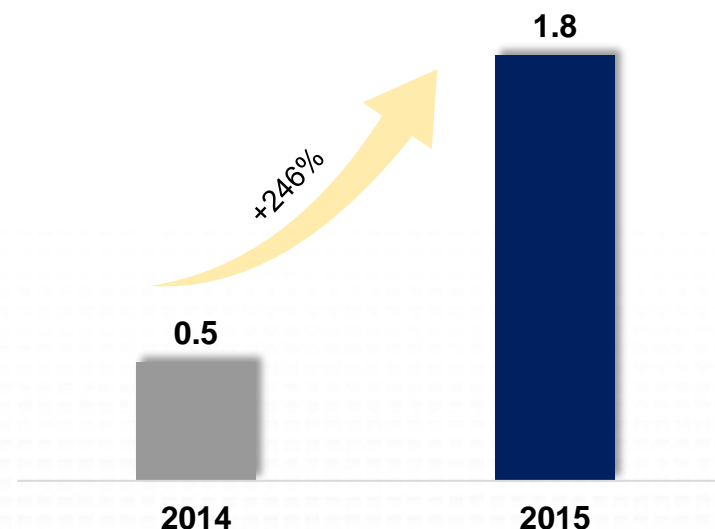
Performance of Beijing Motor

4 Sales of pure electric vehicles increased by 269% YOY, securing industry-leading position

Sales of pure electric vehicles ('000)



Government subsidies in relation to new energy (RMB billion)

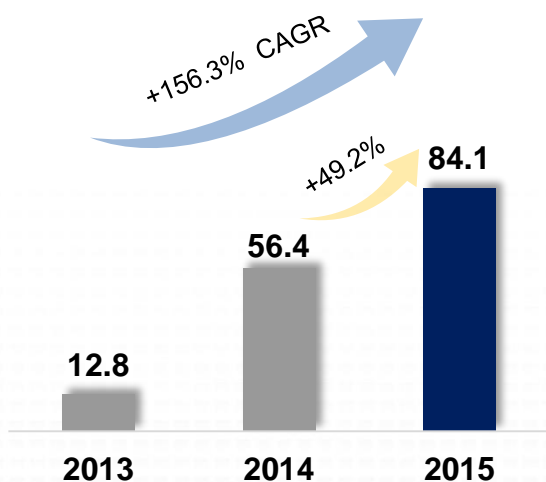


Chapter 3 Key Financial Indicators for 2015 (consolidated)

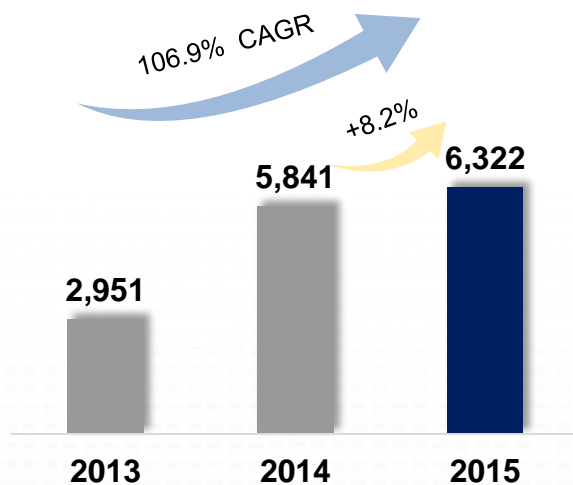
Key Financial Indicators (consolidated)

1 Profitability

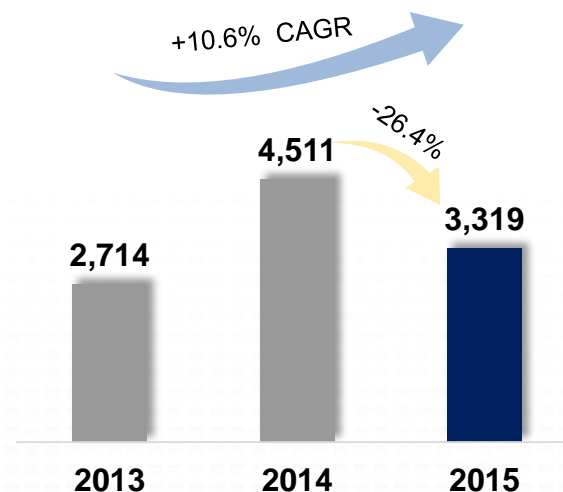
Revenue (RMB billion)



Net profit (RMB million)

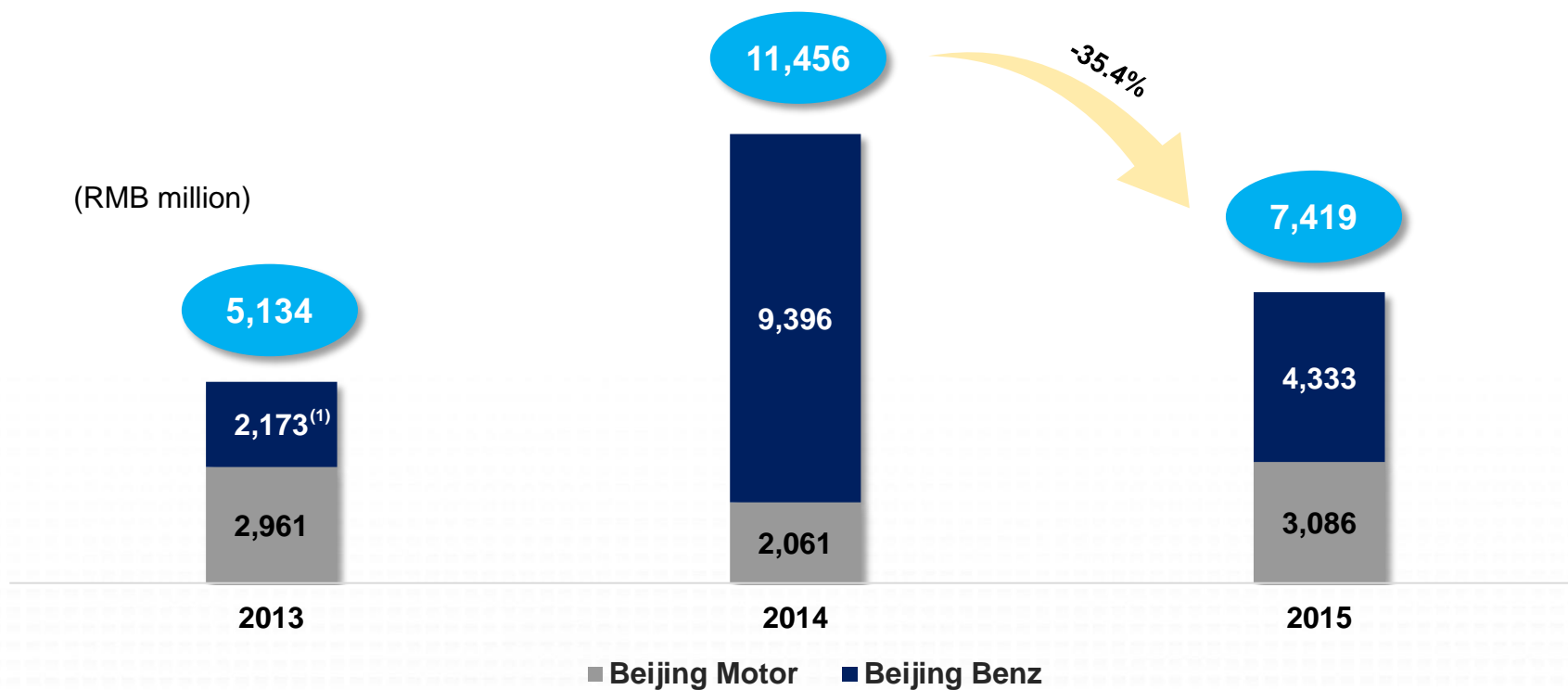


Net profit attributable to equity holders of the Company (RMB million)



Key Financial Indicators (consolidated)

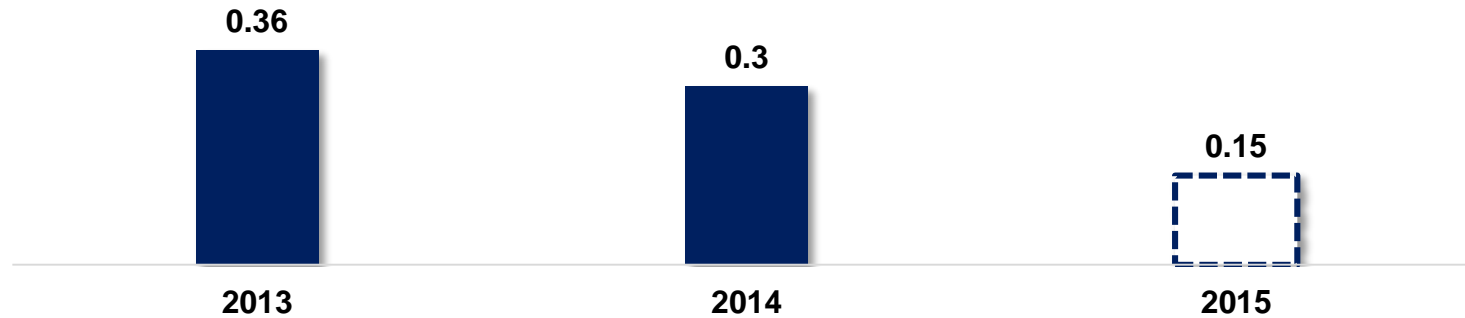
2 Capital expenditure



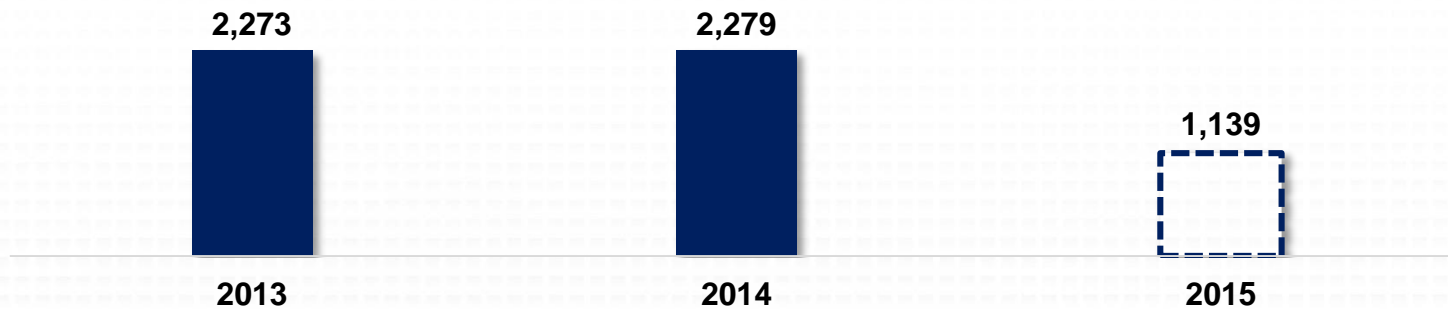
Key Financial Indicators (consolidated)

3 Dividends payout

Dividend per share (RMB)



Final dividend (RMB million)



Management Q&A



北京汽车
BAIC MOTOR

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北京汽车股份有限公司 BAIC Motor Corporation Limited

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