



**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 )

( 1958.HK )

# **2015 INTERIM RESULTS ANNOUNCEMENT PRESENTATION**

**26 August 2015**

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Section		Page
Industry Overview	Chapter 1	3
2015-1H Highlights	Chapter 2	7
2015-1H Financial Review ( Consolidated )	Chapter 3	30



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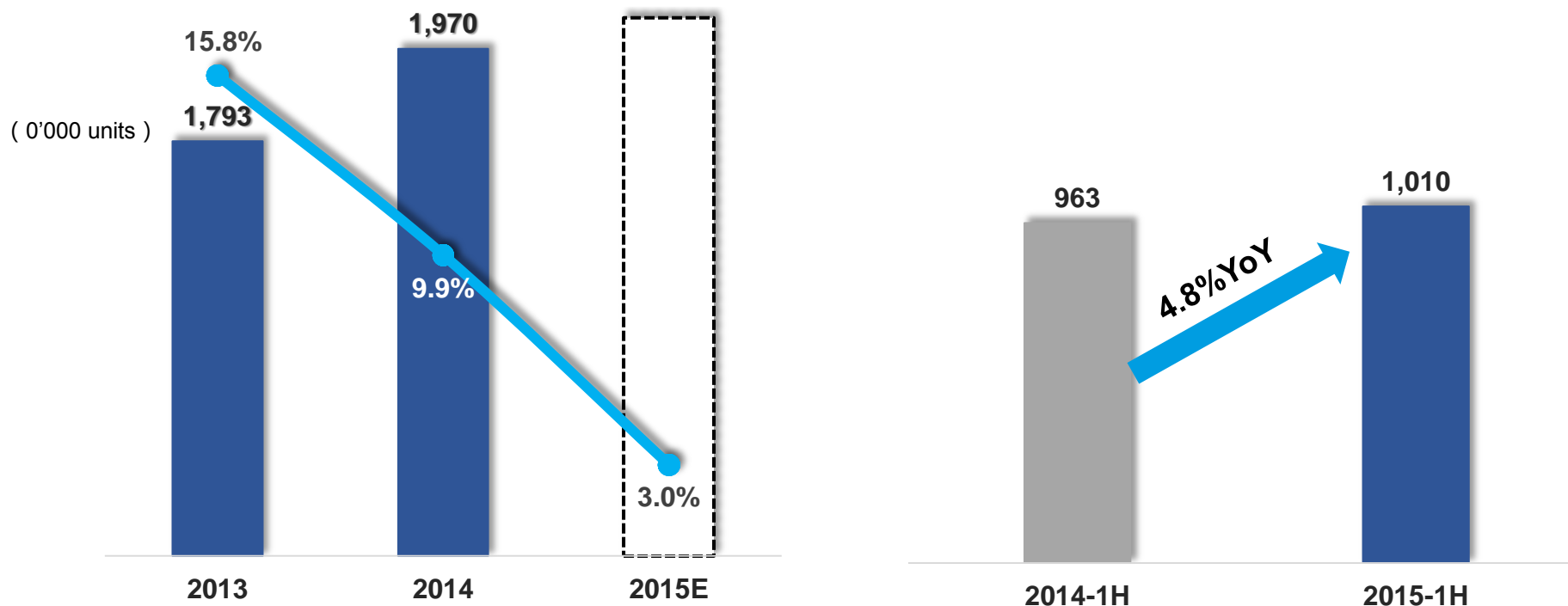
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# Chapter 1

## Industry Overview

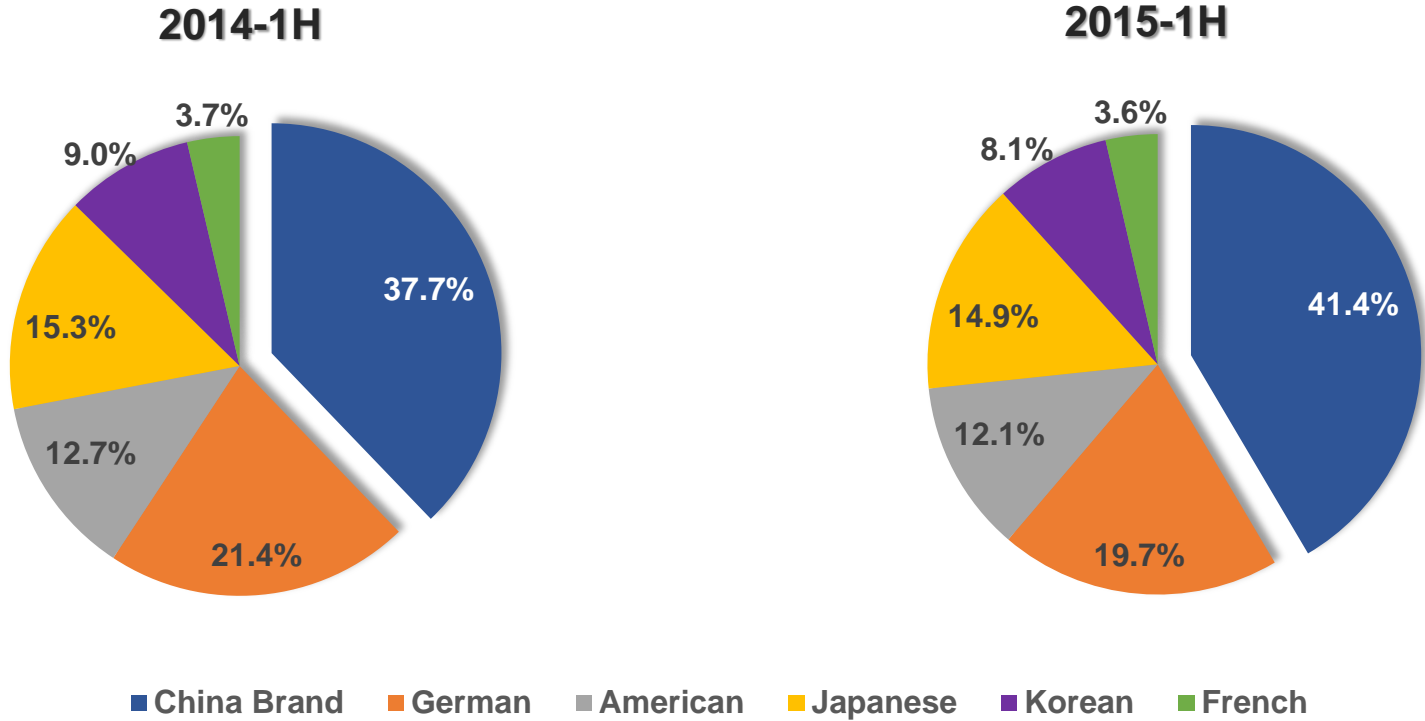
# Sales Volume and Characteristics of PV Market

During the first half of 2015, the overall sales volume of the passenger vehicle market continued to grow, but at a record low speed.



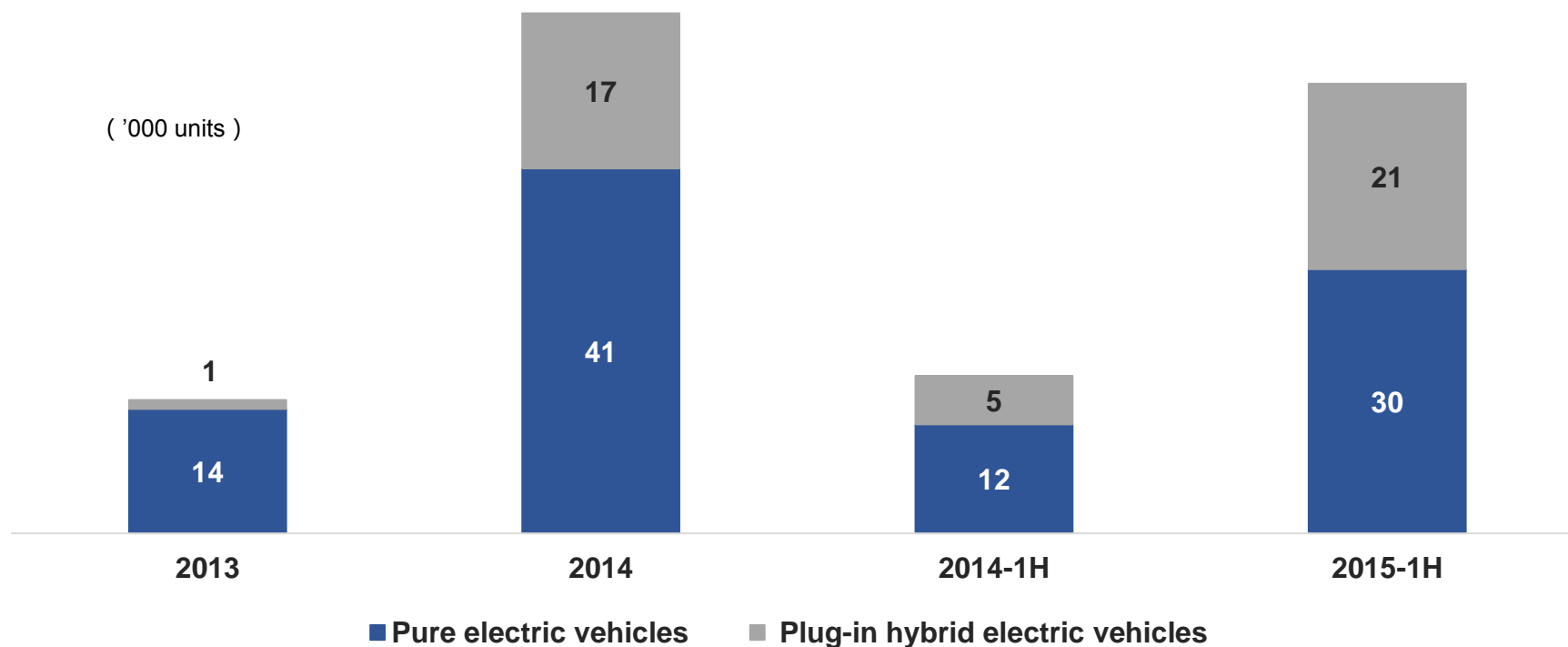
# Changes of Market Share in PV Market

The market share of china brand passenger vehicles increased 3.3% year-on-year, while the market share of foreign brand PV slightly decreased.



# Sales Volume of New Energy PV

In the first half of 2015, sales volume of new energy vehicles grew at a significantly faster rate to 51,000 units, of which 59% was pure electric vehicles.





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## **Chapter 2**

### **2015-1H Highlights**





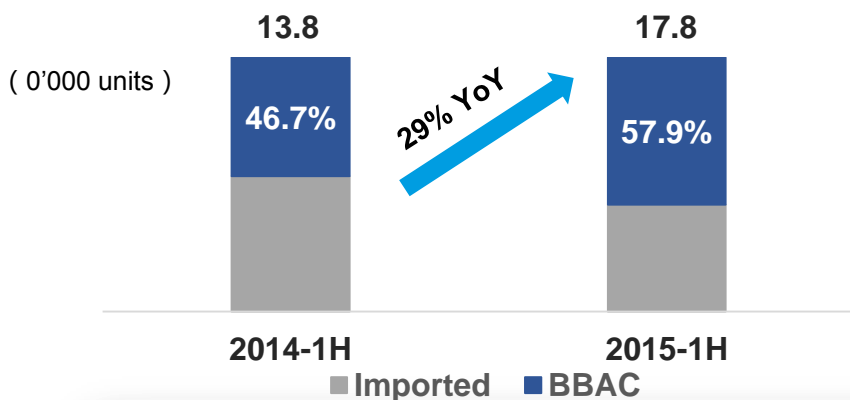
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**Beijing Benz**

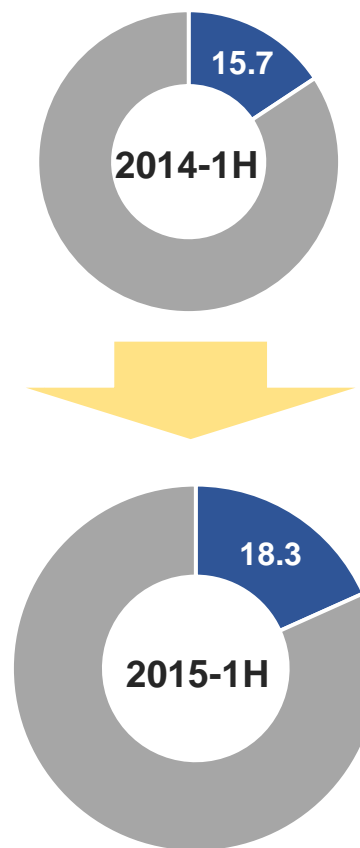
# Mercedes-Benz remained strong growth momentum

The market share of Mercedes-Benz improved further in the premium vehicle market.

### Proportion of BBAC's sale on Mercedes-Benz's sale



### Market share of Mercedes-Benz in the premium vehicle market



DAIMLER

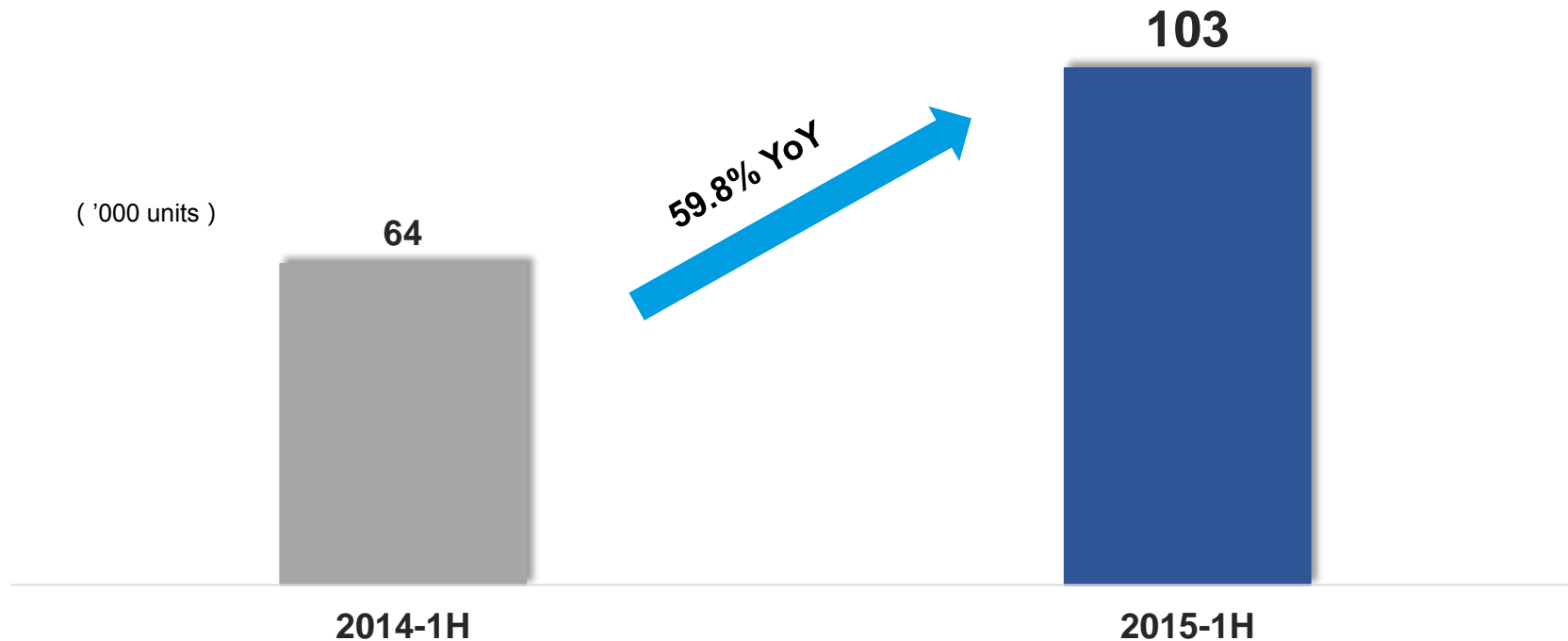
China: key market for our growth plans

**>>300,000**

2015 units sales target for Mercedes-Benz in China

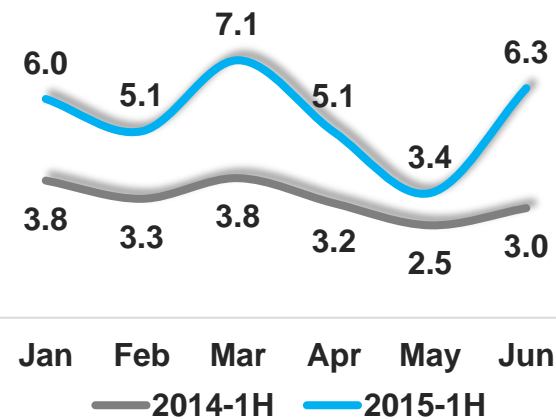
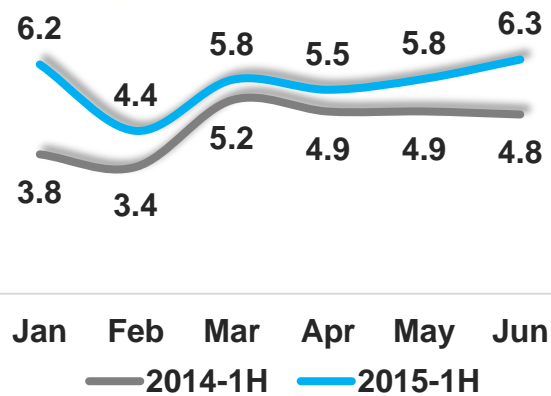
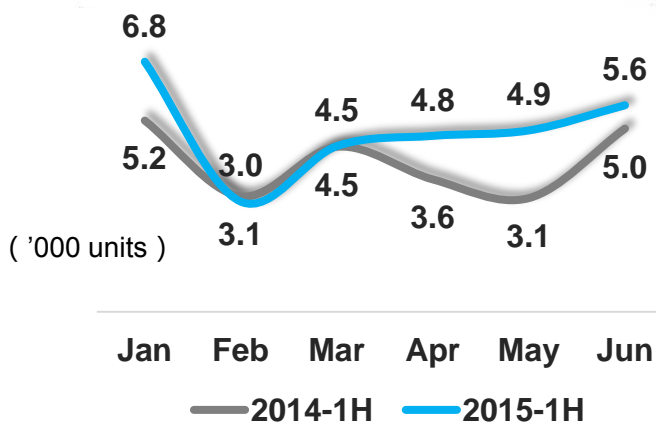
# Huge Increase in Sales Volume of Beijing Benz

Beijing Benz performed remarkably well and achieved a sales volume of 103,000 units in the first half, representing a YoY growth of 59.8%.



# Strong Market Performance of Beijing Benz Products

All product series of Beijing Benz delivered strong sales performance.

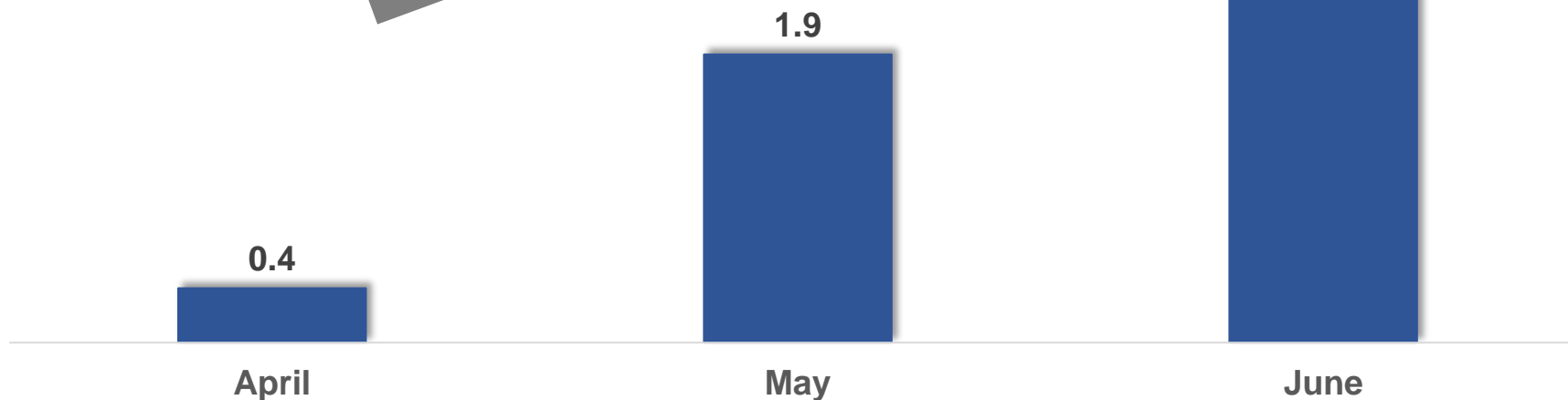
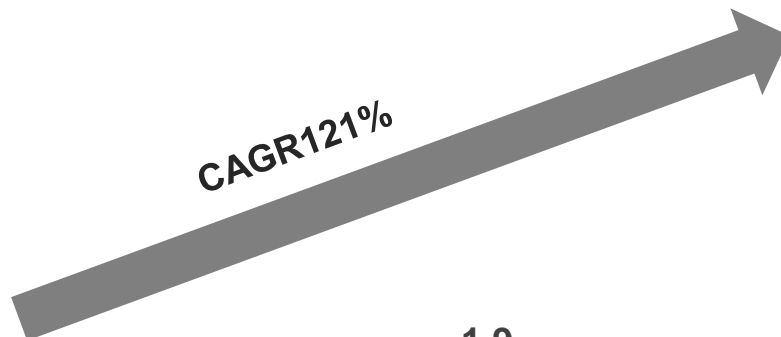


# Strong Market Performance of Beijing Benz Products

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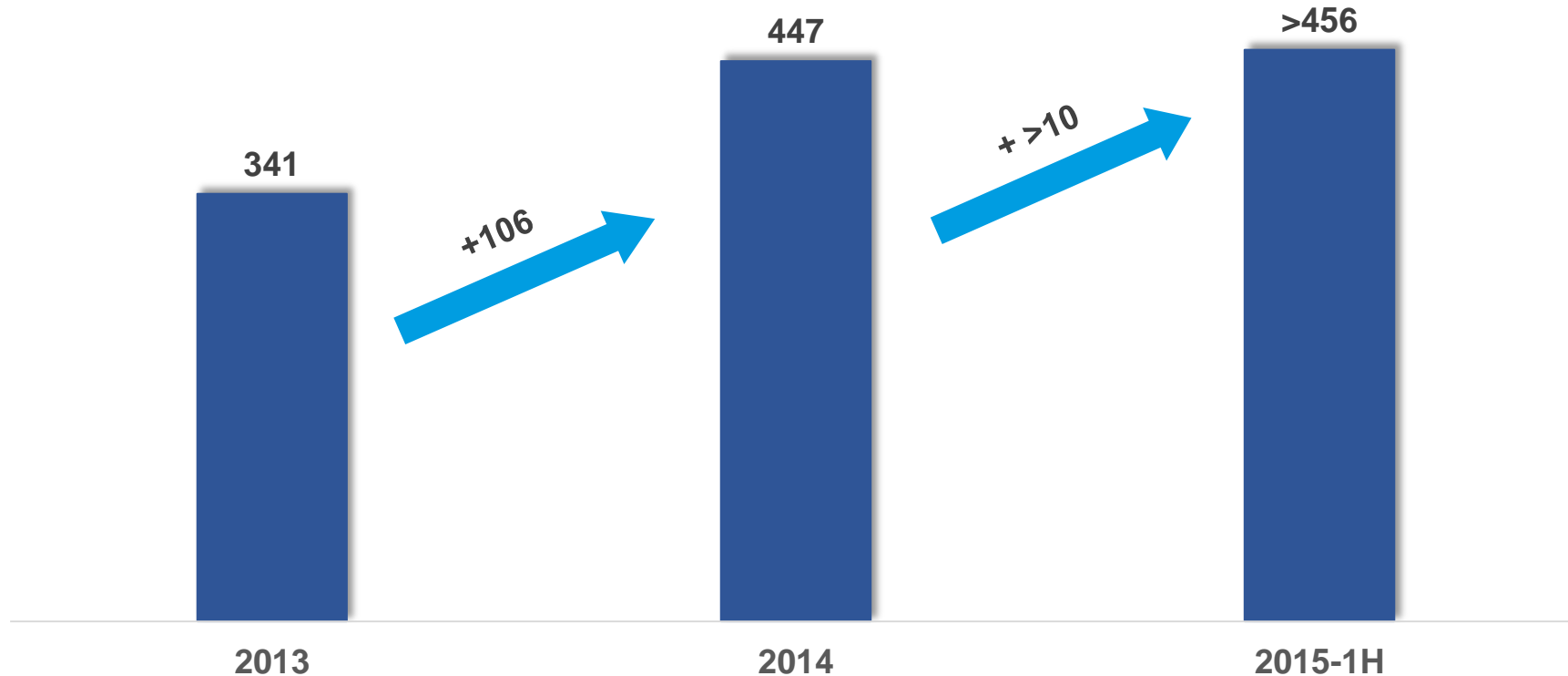


('000 units)

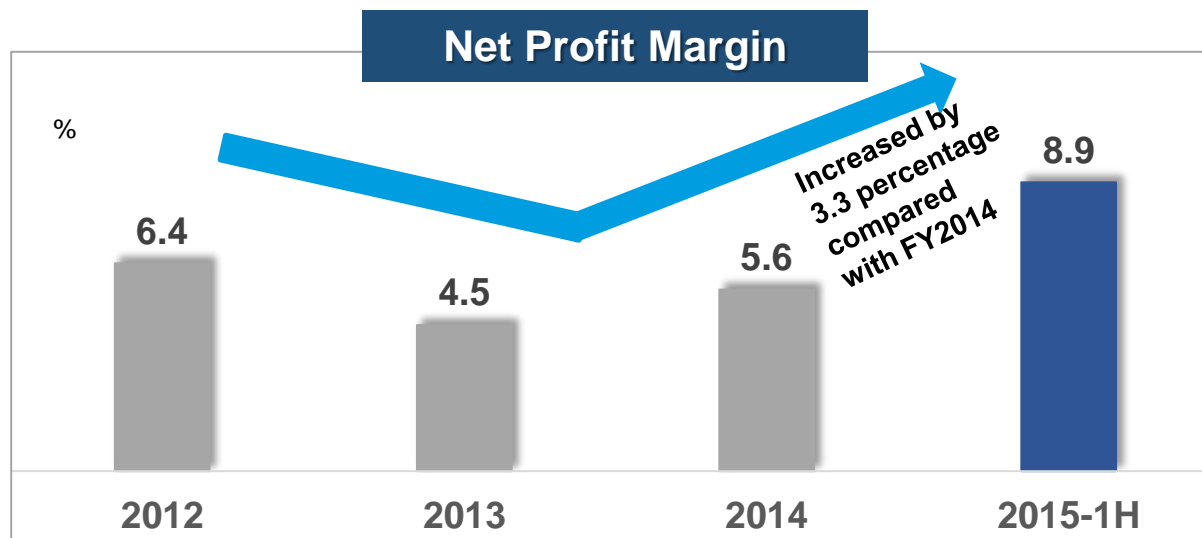
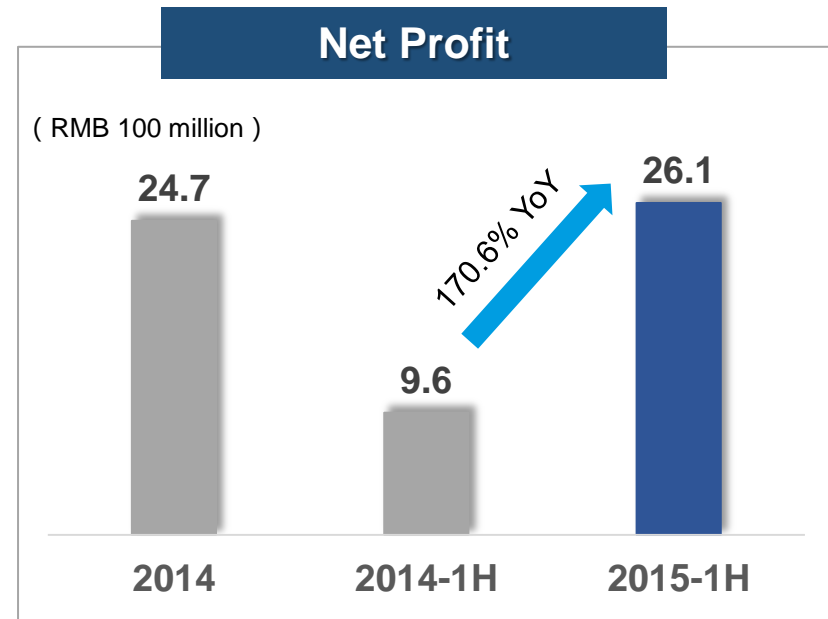
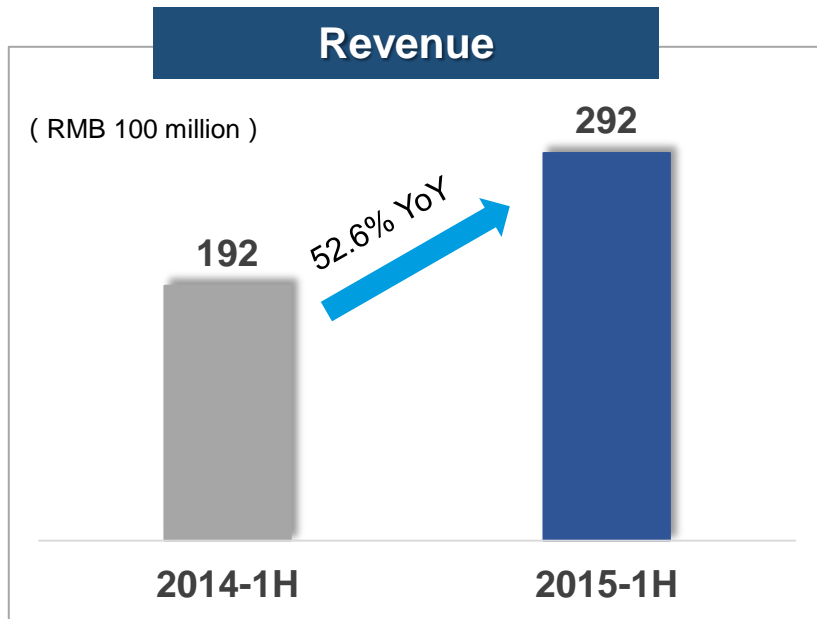


# Stable Expansion of Dealership Network

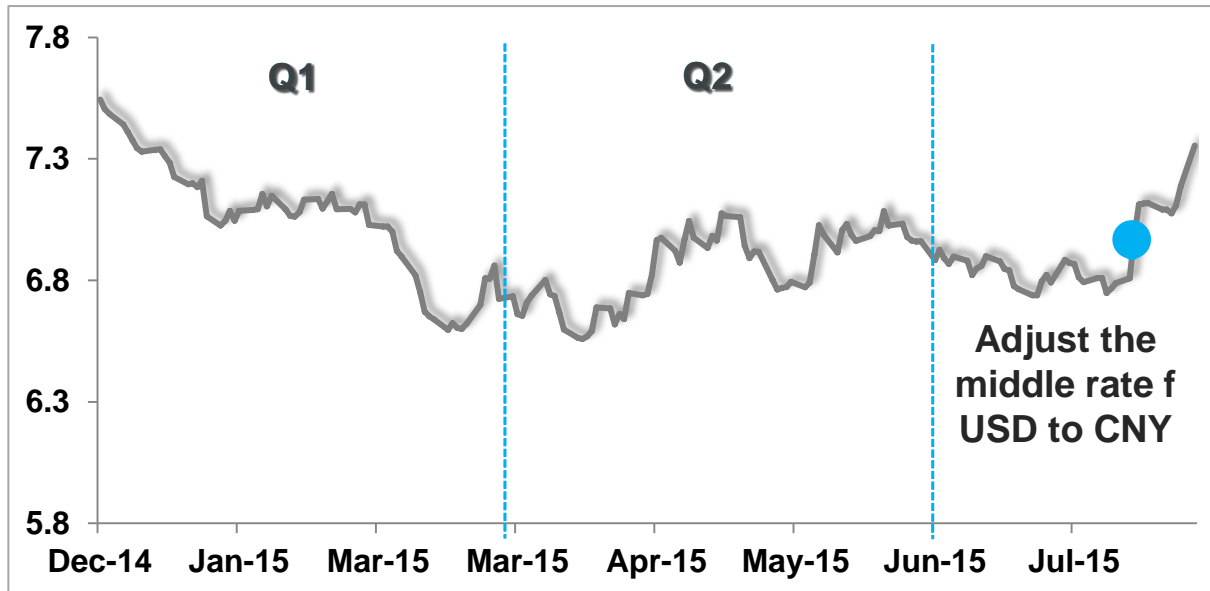
The number of dealers of Mercedes-Benz exceeded 456 in China during the first half of 2015 despite the slowdown in domestic economic growth and industrial growth.



# Financial Performance

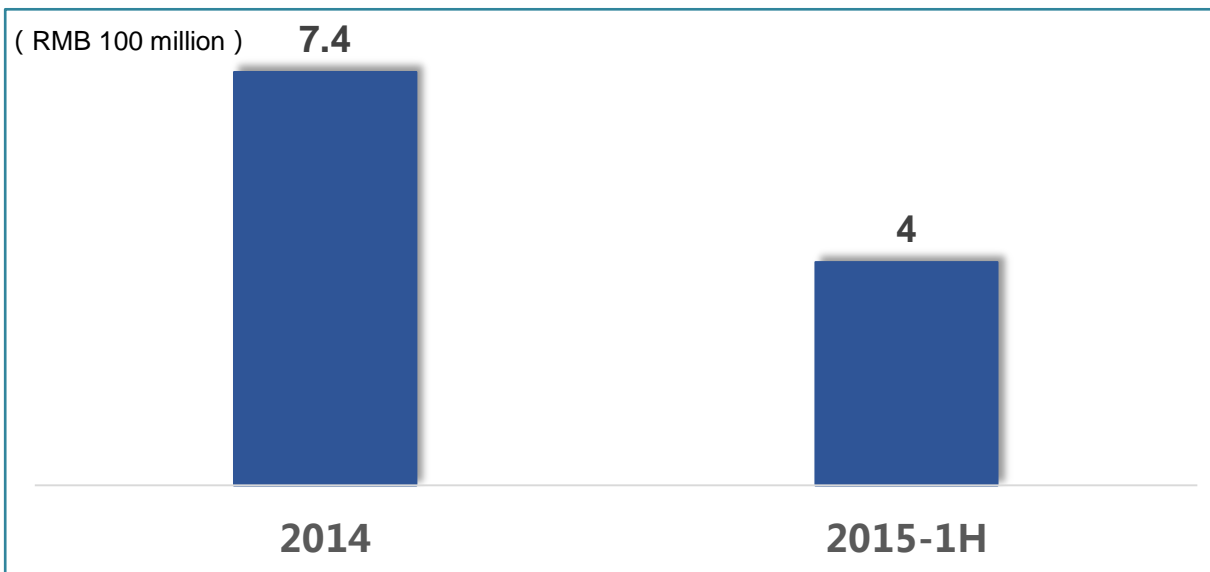


# Exchange Gains (Loss)



## Exchange rate of Euro to CNY

- ✓ Down by 10% during 1<sup>st</sup> quarter
- ✓ Up by 3% during 2<sup>nd</sup> quarter

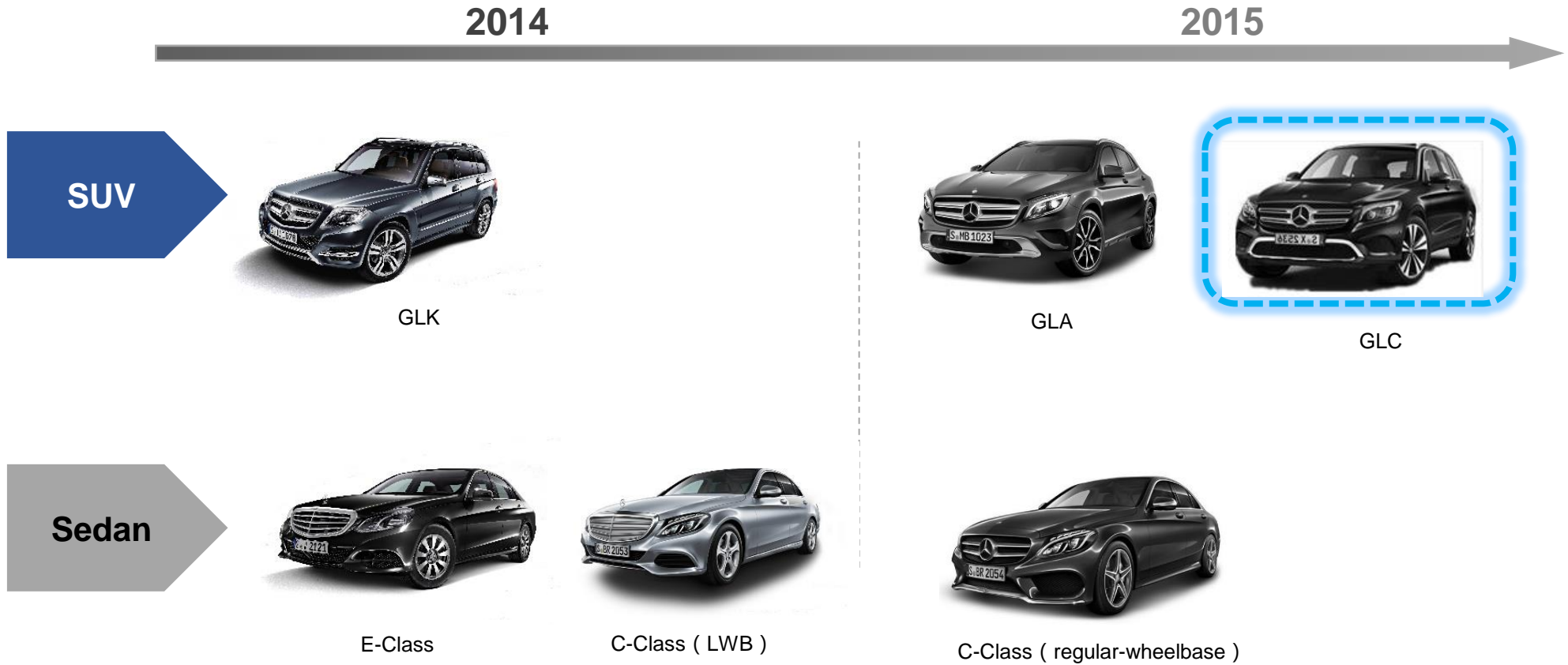


## Exchange gains of Beijing Benz

- ✓ Exchange gains for 1<sup>st</sup> quarter
- ✓ Exchange losses for 2<sup>nd</sup> quarter



# Product Structure and Launch Plan in 2H2015



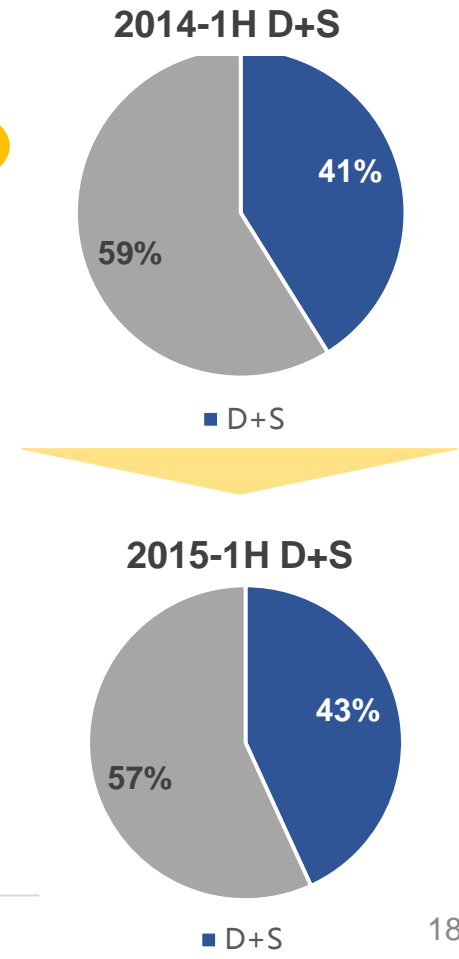
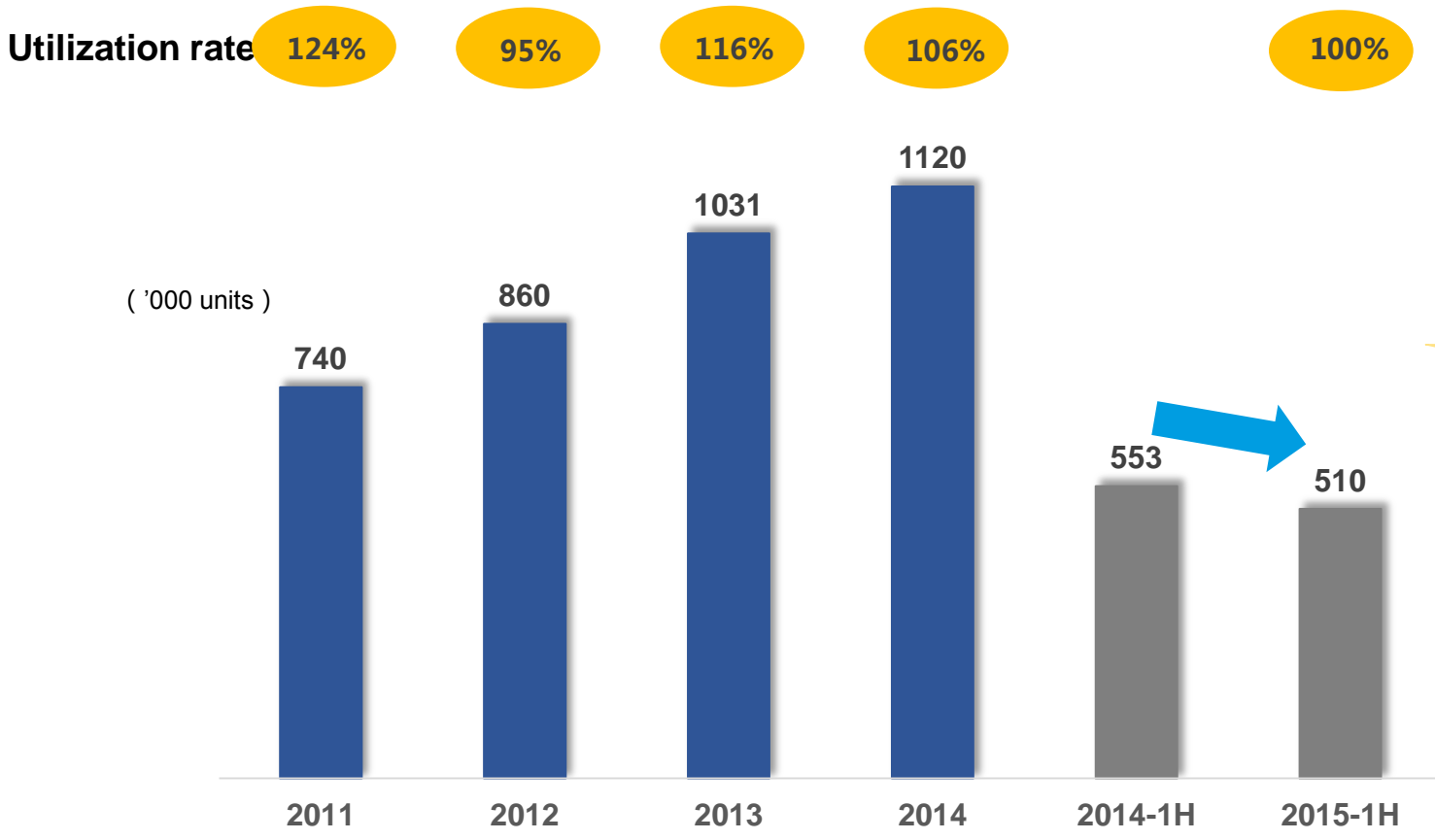


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**Beijing Hyundai**

# Production and Sales volume of Beijing Hyundai

Affected by the declining sales volume growth in PV market in 1H2015, Beijing Hyundai recorded a YoY decrease in sales volume for the first time. However, the utilization rate still maintained at a high level, also saw an increase in the percentage of D+S models as compared to the same period last year.



# New Plant Capacity Expansion Plans of Beijing Hyundai

## Layout of Cangzhou Factory



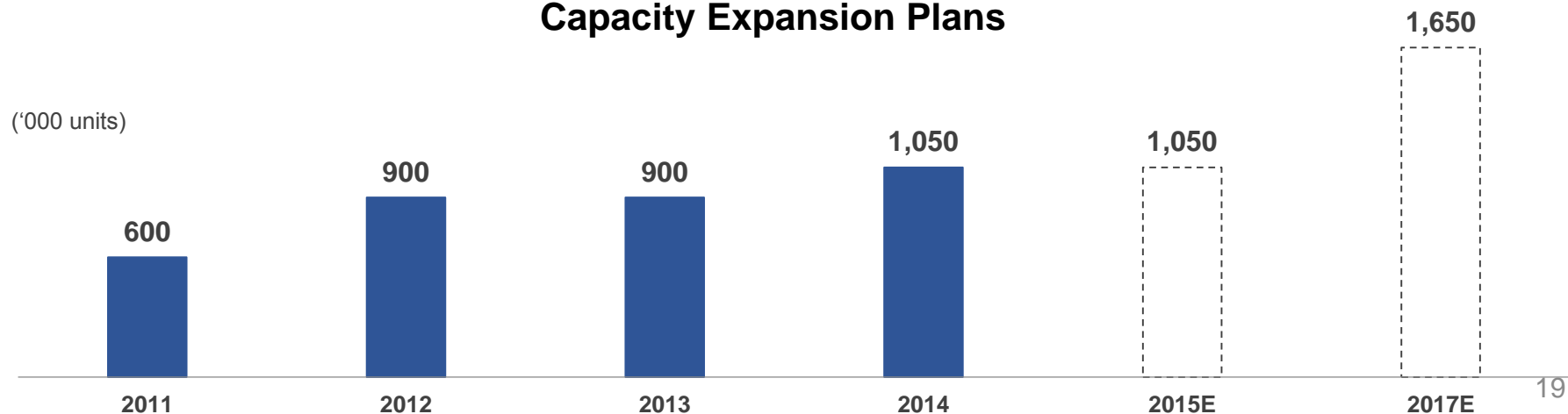
Expected to commence production in the fourth quarter of 2016

## Layout of Chongqing Factory









Expected to commence production in the first quarter of 2017

## Beijing Hyundai Capacity Expansion Plans

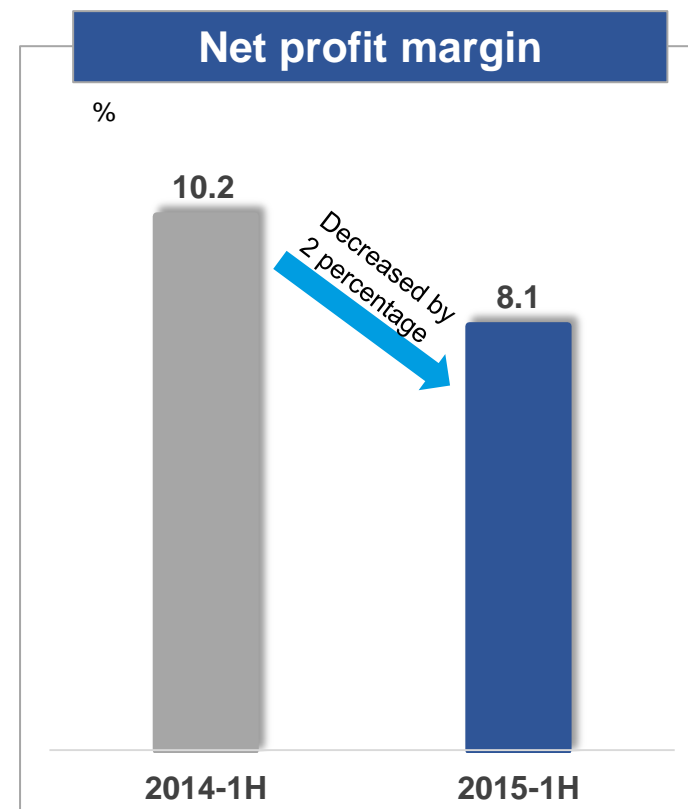
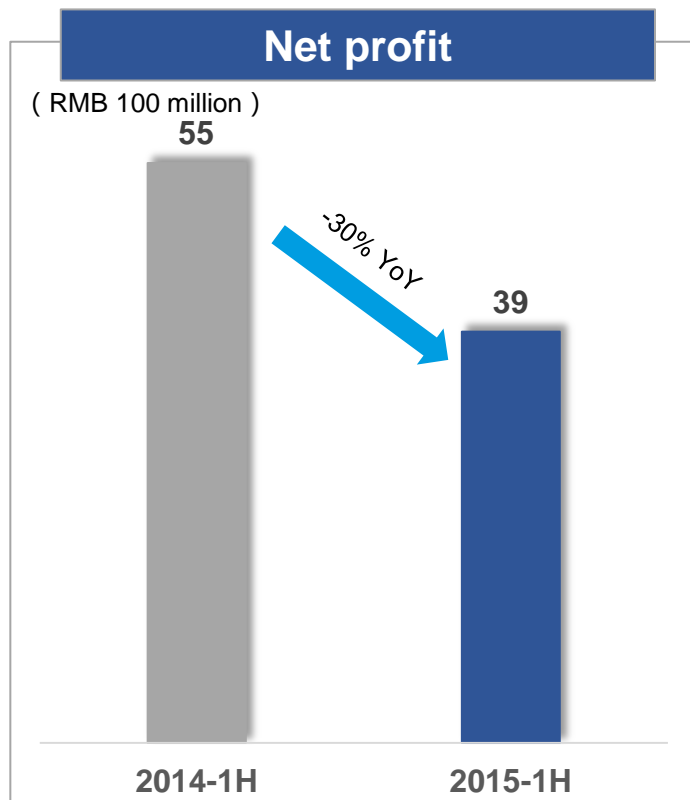


# Brand Influence of Beijing Hyundai

In 2015, Beijing Hyundai continued to lead the industry in terms of brand impact.

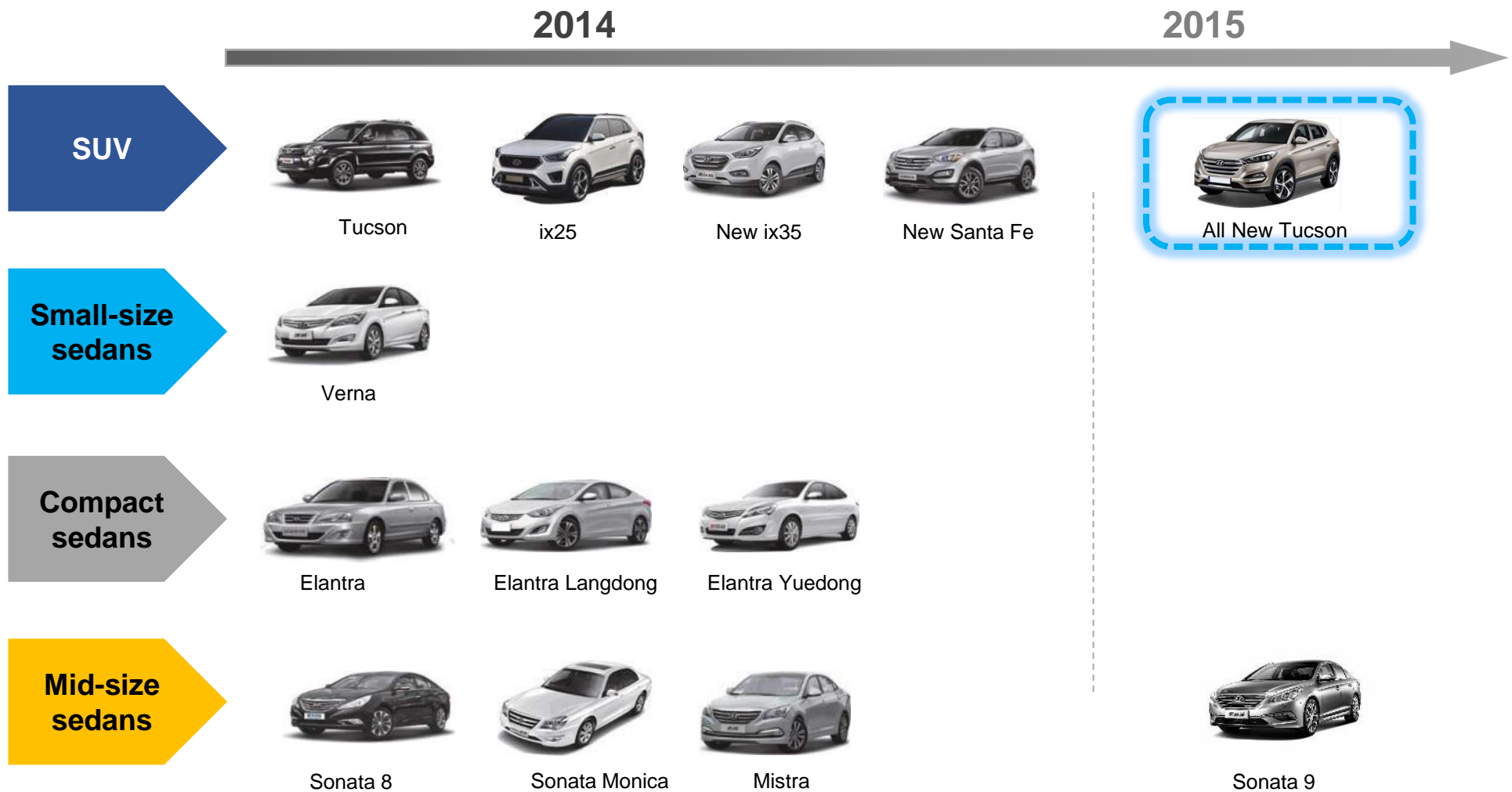
2012 vs 2014 Initial quality study in China ( IQS )				2009 vs 2015 <sup>New</sup> Sales satisfaction index of Vehicles in China ( SSI )				2009 vs 2015 <sup>New</sup> Customer satisfaction of after - sales index in China ( CSI )			
2012		2014		2009		2015		2009		2015	
Brand	Score	Brand	Score	Brand	Score	Brand	Score	Brand	Score	Brand	Score
DF Honda	88	GAC-Toyota	82	DF Peugeot	842		<b>812</b>	GAC Honda	870	DF Citroen	804
GAC Honda	90		<b>85</b>	Buick	835	DF Citroen	799	SAIC Roewe	846		<b>794</b>
	<b>91</b>	DF Honda	86	FAW-Volkswagen	835	DF Nissan	777	DF Honda	845	DF Peugeot	780
DF Yueda KIA	94	DF Yueda KIA	86	DF Nissan	834	FAW Mazda	752	DF Nissan	839	DF Yueda KIA	776
FAW-Toyota	101	GAC Honda	87	Chevrolet	831	DF Yueda KIA	744	DF Citroen	838	DF Fengshen	762
GAC-Toyota	104	Changan Mazda	94	Skoda	831	Changan Ford	743	Shanghai GM Chevrolet	838	Chery	746
Buick	107	DF Nissan	97	GAC Honda	829	DF Peugeot	740	GAC-Toyota	835	GAC Honda	744
DF Nissan	108	FAW-Toyota	97	Shanghai-Volkswagen	829	Shanghai-Volkswagen	736	SAIC GM Buick	834	FAW	740
ChangAn Ford	127	Dongfeng Peugeot	99	DF Honda	827	FAW	729	FAW-Toyota	831	DF Honda	735
FAW-Volkswagen	128	GAC Chuanqi	99		<b>823</b>	Chery	711		<b>824</b>	Changan Ford	734

Source: JD Power  
Note: Excluding premium brands and imported vehicles



# Product Structure and Launch Plan of Beijing Hyundai

In the second half of 2015, Beijing Hyundai will launch a new premium sport SUV called "All New Tucson".





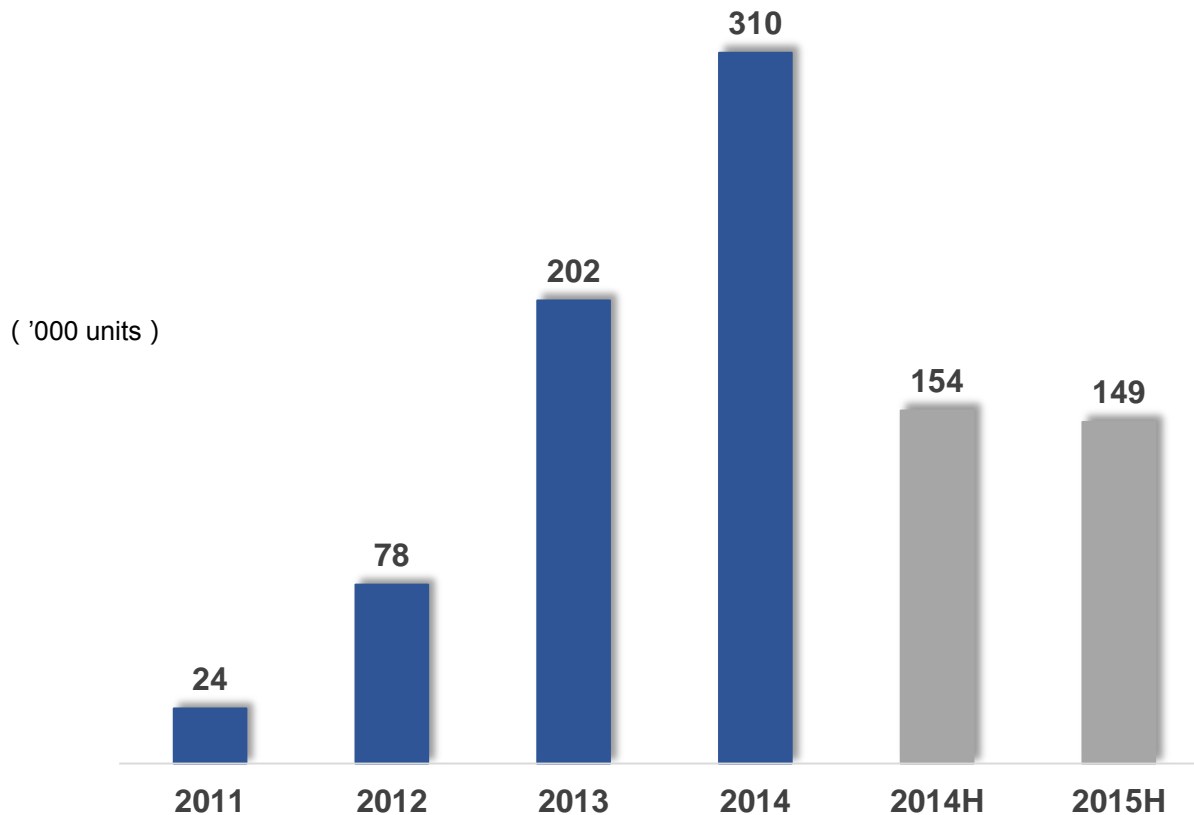
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**Beijing Motor**

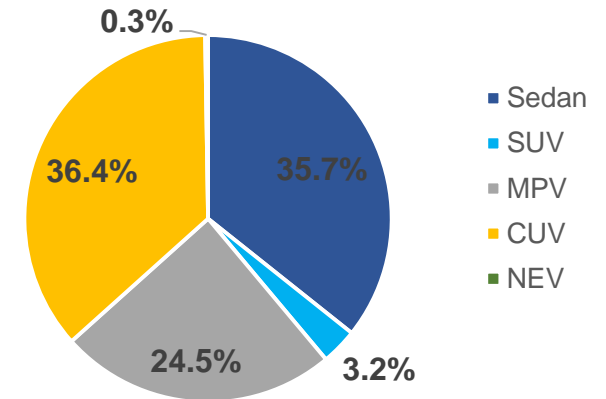


# Sales Volume and Improved Product Mix

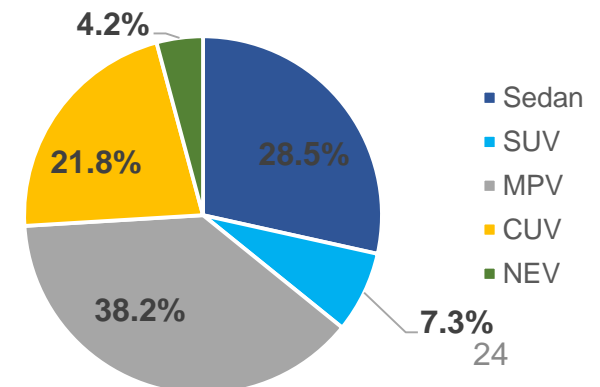
Sales volume of Beijing Brand recorded a slight YoY decrease, while sales percentage of SUV and MPV increased significantly.



2014H Product mix

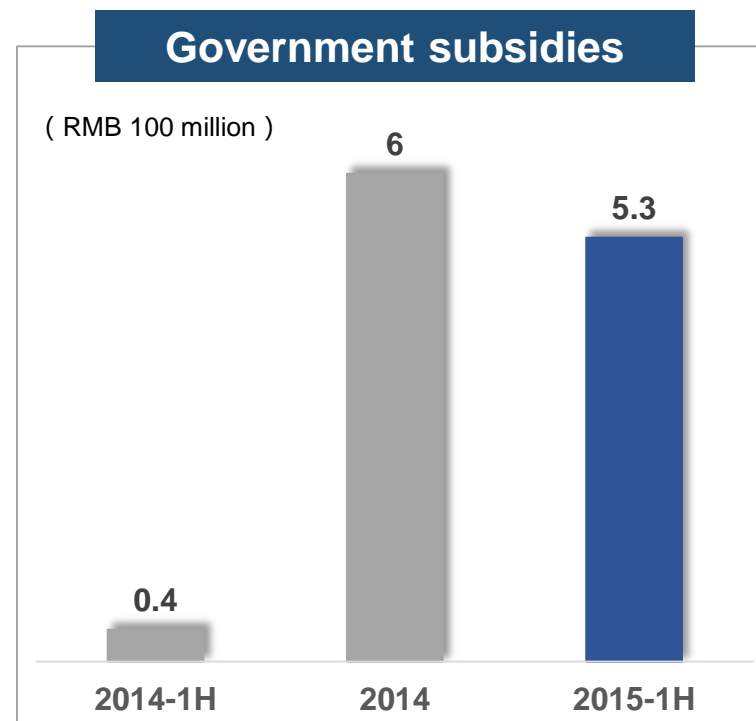
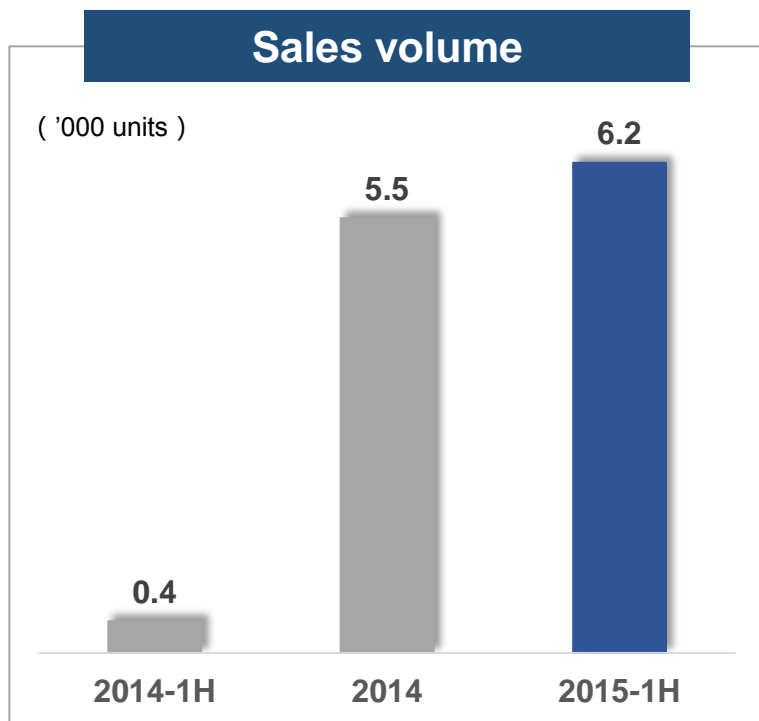


2015H Product mix

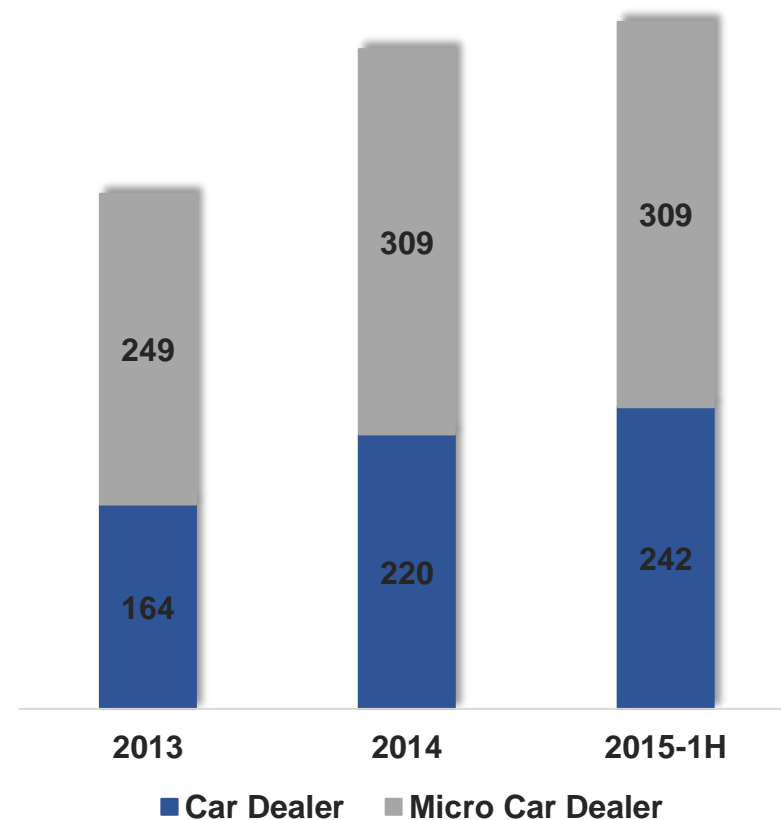
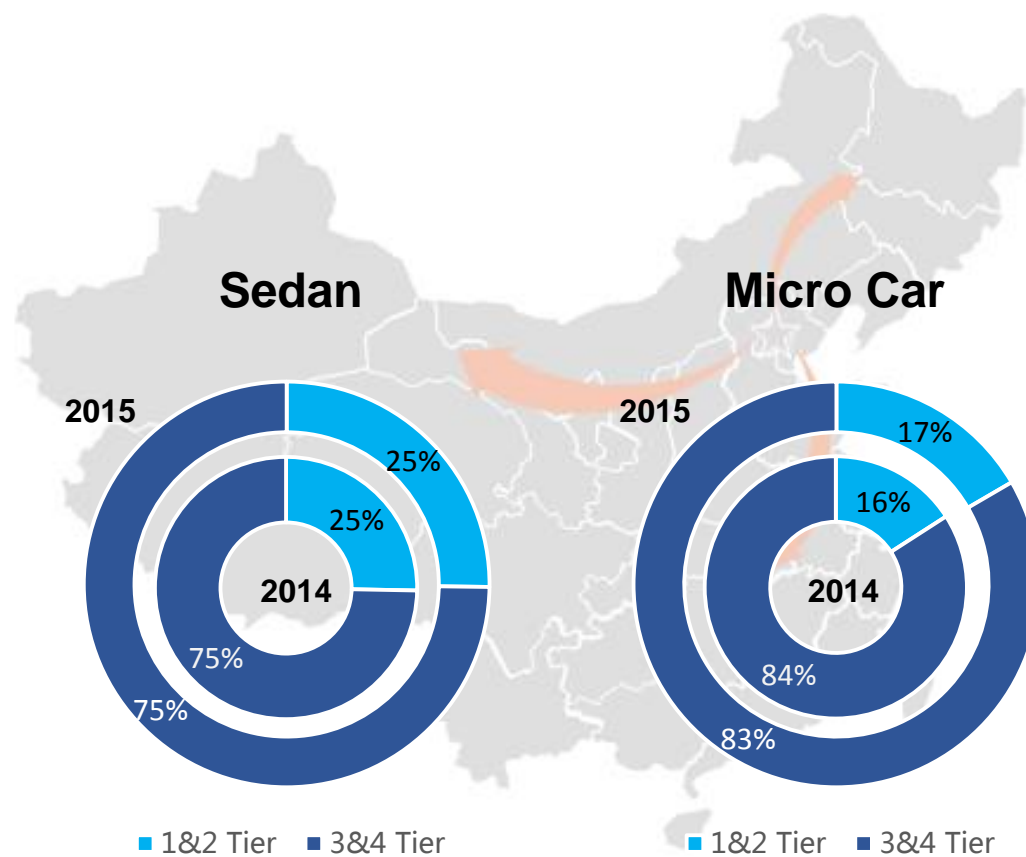


# Sales Volume of New Energy Vehicles

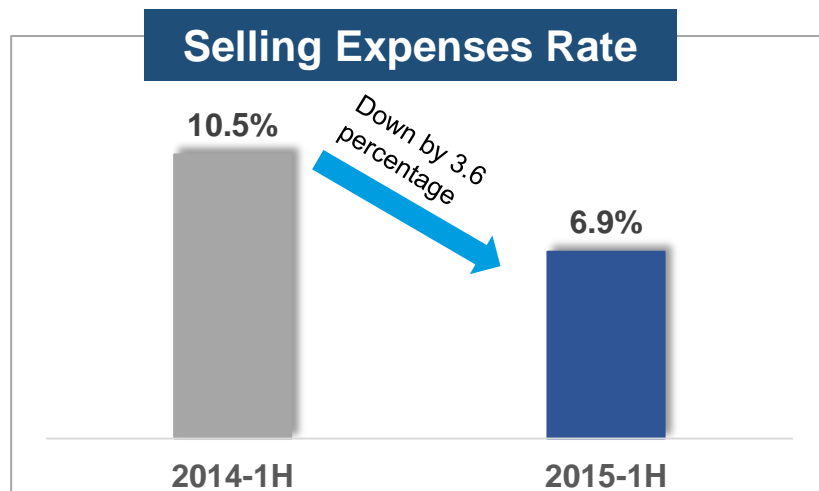
Sales volume of new energy vehicles climbed 1,493.9% year-on-year and the government subsidies increased by 1,422.5% YoY.



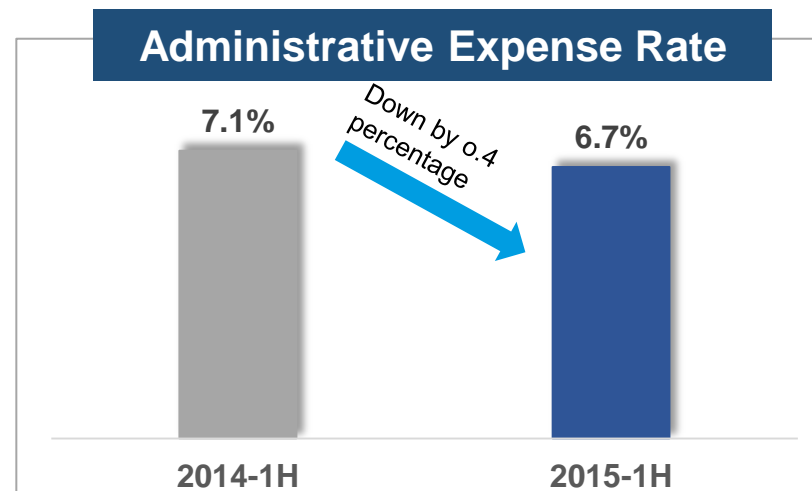
# Distribution of Sales Channels and Dealership Network



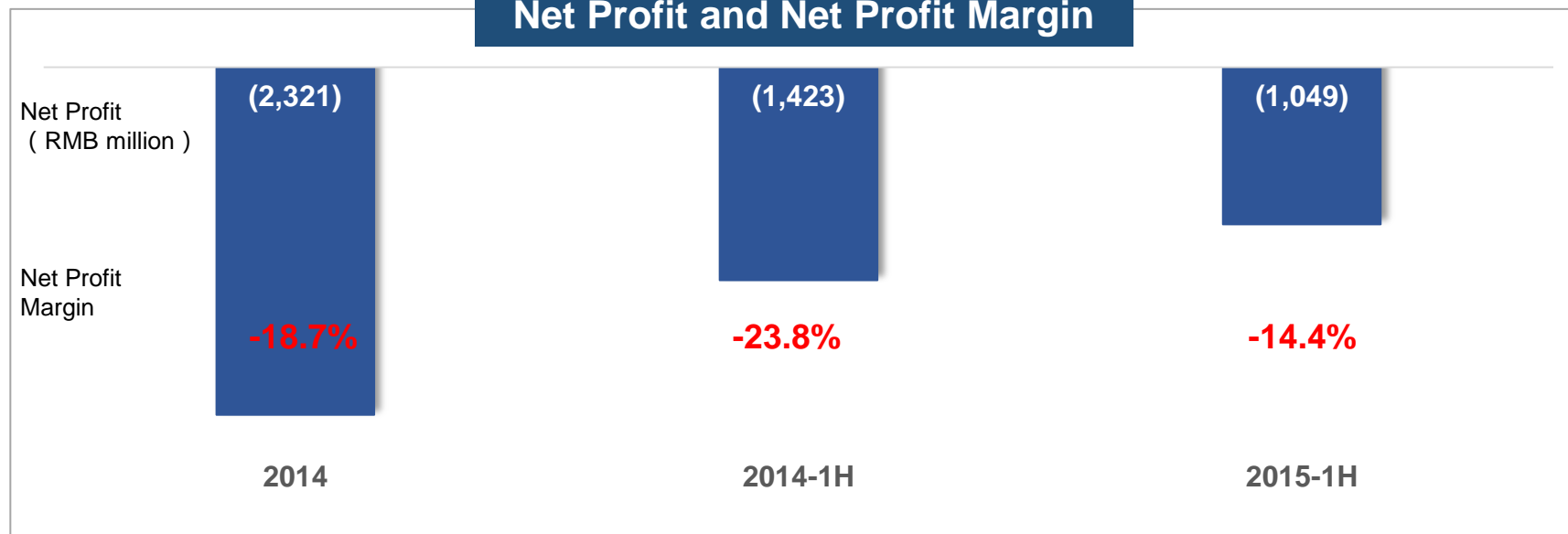
## Selling Expenses Rate



## Administrative Expense Rate

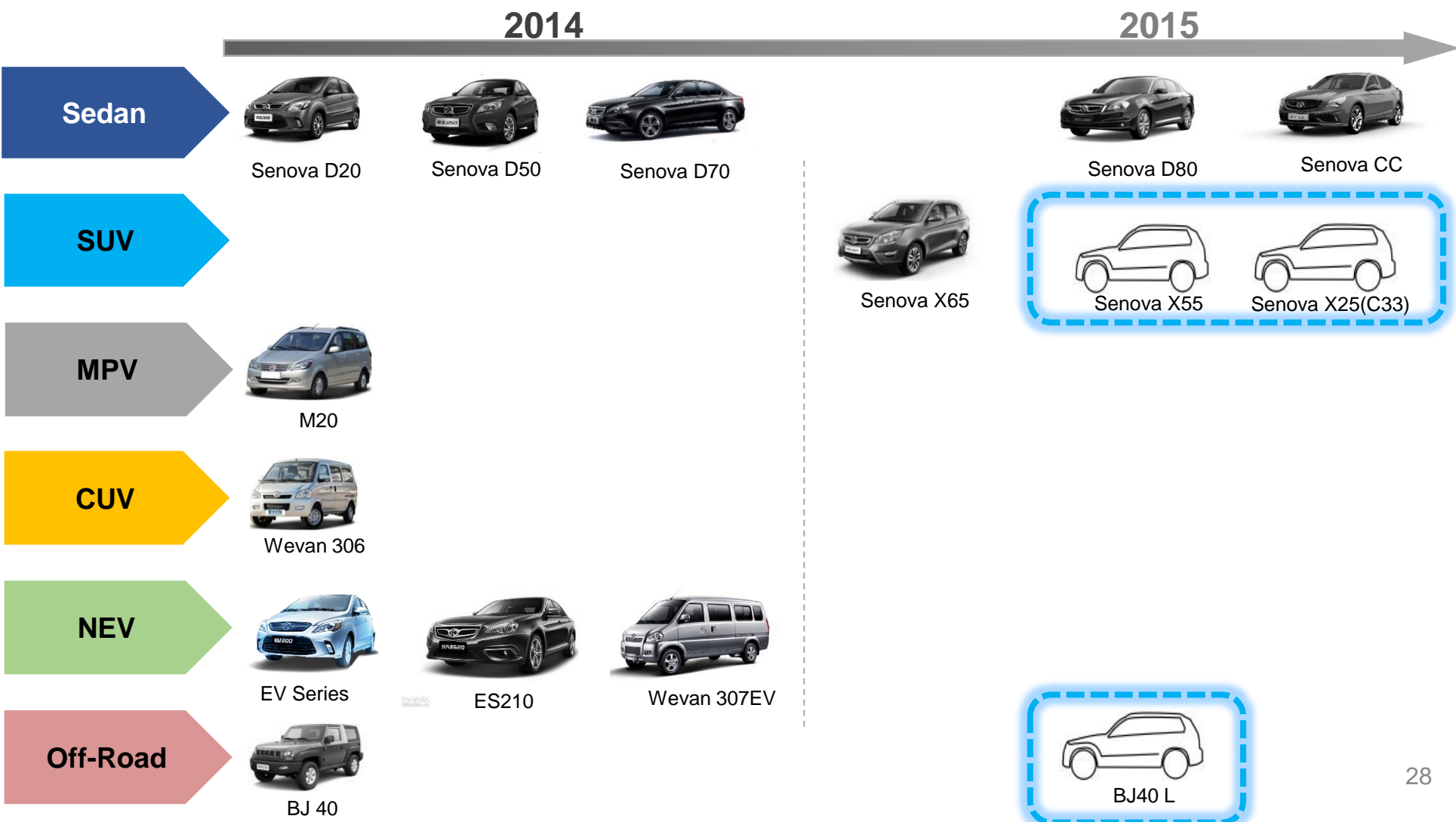


## Net Profit and Net Profit Margin



# Product Structure and Launch Plan of Beijing Motor

In the second half of the year, BAIC Motor will launch compact SUV Senova X55, Senova X25(C33) and BJ40 L.



During the first half of the year, BAIC Motor launched business cooperation in the areas of light material development and energy-saving production.

## Cooperation contract on light materials



## Contract on photovoltaic power generation in the factory area



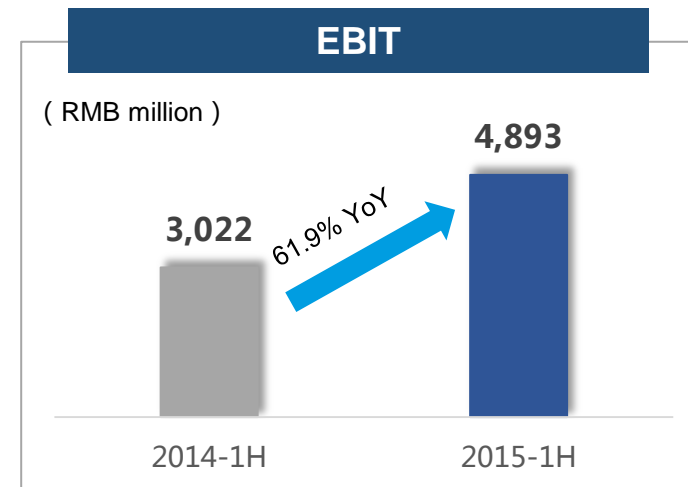
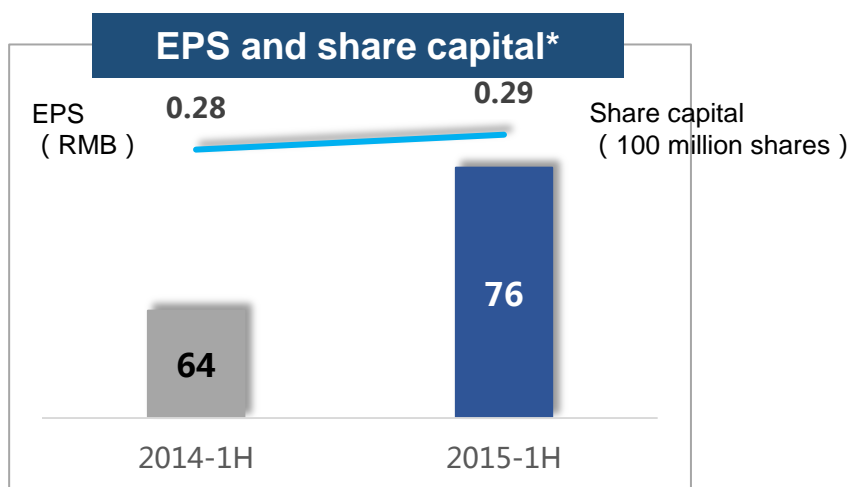
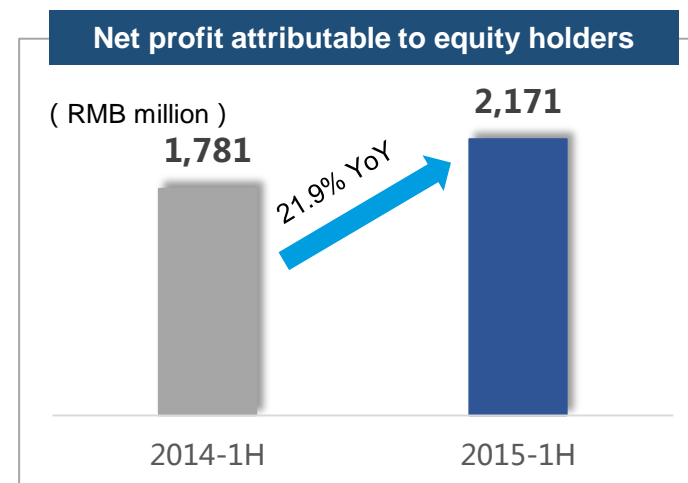
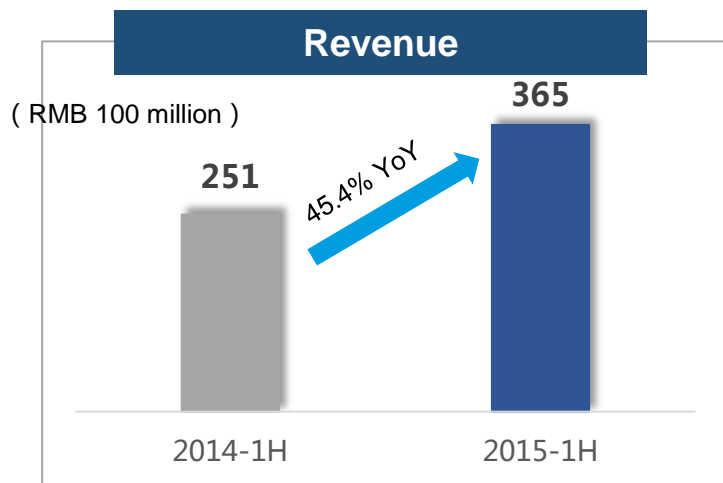


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## **Chapter 3**

# **Financial Review (Consolidated)**

# Financial Review (Consolidated)

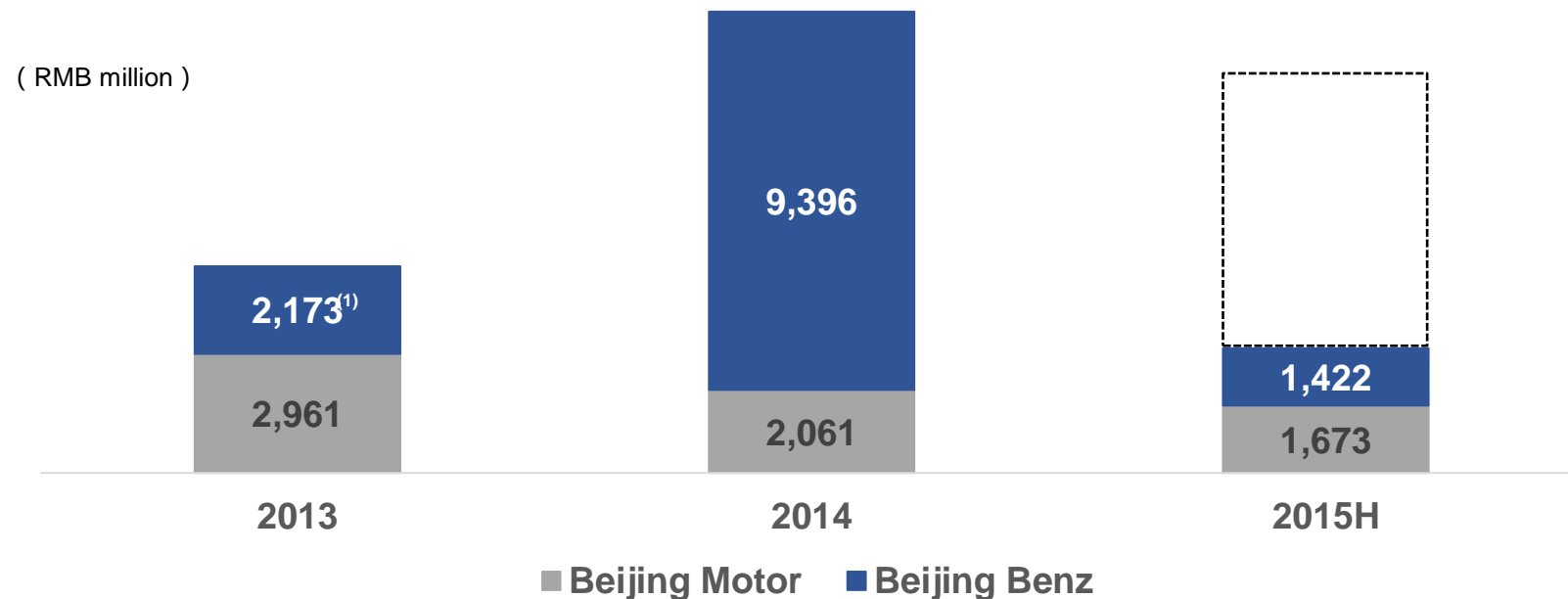


Note: \*As at 30 June 2014, the weighted average number of ordinary shares in issue is 6,381,818,000 shares. As at 30 June 2015, the weighted average number of ordinary shares in issue is 7,589,032,000 shares.



# Financial Review (Consolidated)

According to the capacity expansion plan, capital expenditure is expected to drop in the second half.



Note: (1)After Beijing Benz became a subsidiary of BAIC Motor



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