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長城汽車股份有限公司

GREAT WALL MOTOR COMPANY LIMITED*

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

(Stock Code: 2333)

**ANNOUNCEMENT
ESTIMATED DECREASE IN RESULTS FOR
THE YEAR 2017 AND PROFIT WARNING**

The board of directors (the “**Board**”) and all directors of Great Wall Motor Company Limited (the “**Company**”) guarantee that the information stated in this announcement does not contain any false representation, misleading statement or material omission, and jointly and severally accept full responsibility for the truthfulness, accuracy and completeness of the information disclosed in this announcement.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, Part XIVA of the Securities and Futures Ordinance and the Rules Governing the Listing of Stocks on Shanghai Stock Exchange.

IMPORTANT INFORMATION:

- The results of the Company (net profit attributable to shareholders of the Company) is estimated to be RMB5,034,856,300, representing a decrease of RMB5,516,302,600 or 52.28% as compared with the corresponding period of last year.

On 26 January 2018, the 7th meeting of the sixth session of the Board of Great Wall Motor Company Limited (hereinafter referred to as the “**Company**”) was convened by way of written resolutions, in which the “Estimated Decrease in Results for the Year 2017” was considered and approved by all the members of the Board with the following voting results: voting in favour: 7 votes; voting against: 0 vote; abstaining from voting: 0 vote. The preliminary financial data for the year 2017 of the Company are set out below:

I. ESTIMATED RESULTS FOR THE PERIOD

(1) Estimated Results Period

1 January 2017 to 31 December 2017.

(2) Estimated Results

1. Based on the preliminary estimation by the financial department, total operating income for the year 2017 is expected to be RMB101,169,488,800, representing an increase of RMB2,553,786,400 or 2.59% as compared with the corresponding period of last year. Net profit is expected to be RMB5,050,944,800, representing a decrease of RMB5,503,009,800 or 52.14% as compared with the corresponding period of last year. Net profit attributable to shareholders of the Company is expected to be RMB5,034,856,300, representing a decrease of RMB5,516,302,600 or 52.28% as compared with the corresponding period of last year.
2. Net profit attributable to shareholders of the Company after extraordinary gains/losses is expected to be RMB4,305,078,100, representing a decrease of RMB6,048,548,600 or 58.42% as compared with the corresponding period of last year.

(3) The estimated results have not been audited by any certified public accountants.

II. RESULTS FOR THE CORRESPONDING PERIOD OF LAST YEAR

- (1) Total operating income: RMB98,615,702,400. Net profit: RMB10,553,954,600. Net profit attributable to shareholders of the Company: RMB10,551,158,900. Net profit attributable to shareholders of the Company after extraordinary gains/losses: RMB10,353,626,700.
- (2) Earnings per share: RMB1.16.

III. MAJOR REASONS FOR ESTIMATED DECREASE IN RESULTS FOR THE PERIOD

1. The Company promoted the sales of its products through red packet lucky draw for vehicle purchase and other special offers, resulting in the changes in income and profit margin.
2. The Company promoted its products and brands comprehensively through internet, broadcasting and outdoor promotion activities, resulting in the significant increase in advertising and promotion fees.
3. The Company further strengthened the competitiveness of its SUV products by exerting efforts in research and development, resulting in the increase in research and development expenses.

IV. REMINDER OF RISKS

There are no material uncertainties that may affect the accuracy of the estimated results in the Company.

V. MISCELLANEOUS

The above data are only based on preliminary estimation and have not been audited by any certified public accounting firm. As a result, there may be differences between the aforementioned financial data and the audited financial data. The final and accurate financial data should be those audited and to be officially disclosed in the annual report of the Company for 2017. Investors are hereby reminded of the investment risks.

This announcement is available for viewing on the website of the Hong Kong Exchanges and Clearing Limited (www.hkexnews.hk), the website of the Shanghai Stock Exchange (www.sse.com.cn) and the official website of the Company (www.gwm.com.cn).

By order of the Board
Great Wall Motor Company Limited
Xu Hui
Company Secretary

Baoding, Hebei Province, the PRC, 26 January 2018

As at the date of this announcement, members of the Board comprise:

Executive Directors: Mr. Wei Jian Jun, Ms. Wang Feng Ying and Ms. Yang Zhi Juan.

Non-executive Director: Mr. He Ping.

Independent Non-executive Directors: Mr. Ma Li Hui, Mr. Li Wan Jun and Mr. Ng Chi Kit.

* *For identification purpose only*