2023宝马集团中国峰会
2023 BMW GROUP CHINA DAY
BMW GROUP CHINA DAY. SENIOR MANAGEMENT & EXPERTS ACCESS AS WELL AS VISITS TO LEADING PRODUCTION AND R&D LOCATIONS FOR AN INSIGHTFUL EVENT.

CHINA STRATEGY

R&D CENTER SHANGHAI

SALES STRATEGY & PERFORMANCE

BBA & OPERATIONS STRATEGY

Brand Experience Center
Shanghai

R&D Center
Shanghai

Plant Dadong
Shenyang

Battery Pack Assembly Facility
Shenyang

R&D Center
Shenyang

Jochen Goller
President & CEO BMW China

Dr. Robert Kahlenberg
SVP Development BMW China

Sean Green
SVP Sales & Marketing, BBA

Eric Zang
President Toro Group (Dealer)

Dr. Franz Decker
President & CEO, BBA
KEY TAKEAWAYS FROM THE CHINA DAYS.

- The BMW Group pursues a local-for-local strategy in China with an integrated business model along the whole value chain from design to sales/service.
- >85% of vehicles sold in China are built in Shenyang and approx. 60% of our purchasing value is sourced in Liaoning alone.
- The BMW Group operates with a wide network of local partners across all aspects of the business to tap into local knowledge / talent and deliver Chinese solutions.
- This includes the BBA JV and MINI JV with Great Wall Motors – both of which additionally access to local cost structures.
- The JV with Archermind in the tech hub of Nanjing provides important access to digital talent and BMW is the only international OEM to sit on the advisory board at the CATNRC authority governing autonomous driving.
- The BMW Group delivers competitive digital UX/UI solutions tailored to local needs with Chinese content and speech capabilities – the release of OS9 (including partnerships with Tencent, etc.) represents a step change in customer experience.
- OTA capabilities allow a quick deployment of new digital solutions across all tech stacks – inc. safety-critical systems.
- Chinese teams played an integral role in the development of the Neue Klasse and, at the same time, the long-wheelbase version of the i5 demonstrates a significant shift to local Chinese vehicle requirements (SOC in November).
KEY TAKEAWAYS FROM THE CHINA DAYS.

- The Chinese market environment remains competitive; the BMW Group remains confident to deliver exclusively in the premium market with an attractive combination of design, innovation, quality, safety and sustainability.
- A strong network of dealer – with showroom standards designed for the Chinese customer – support this approach.
- A strong portfolio of BEV and ICE vehicles – including the flexibility to switch between the technologies in efficient operations – can support profitable growth in the market.
- BMW is tapping into a wide range of age segments.
- Manufacturing facilities in Shenyang were built in record time and using leading-edge digital solutions. The addition of a new Gen6 battery module plant will contribute to the launch of Neue Klasse in China.
- There is a strong focus on "right first time" and efficiency in manufacturing, leveraging the key drivers of flexibility, quality and sustainability.
- Everything is underpinned by local teams that understand the needs of Chinese customers and the market dynamics.
CHINA DAY PRESENTATION.

- China Strategy / Jochen Goller
- R&D Strategy / Robert Kahlenberg
- Sales & Dealers / Sean Green & Eric Zang
- R&D Center Visit
- Shenyang Operations / Dr. Franz Decker
China's macroeconomy is shaking off the shadow of pandemic in 2023, consumption potential is expected to be further released.

The annual GDP growth target of around 5.0% should be achievable. The tertiary sector recovered faster than the secondary sector. Domestic consumption is the key growth engine.

### China GDP Year-on-Year Growth Rate

- **FY23 Government Target:** ~5.0%
- **2019:** 6.0%
- **2020:** 2.2%
- **2021:** 8.4%
- **2022:** 3.0%
- **1H 2023:** 5.5%
- **2023F:**

### Total Retail Sales of Consumer Goods

- **Q1 2022:** 0.3%
- **Q2:** 2.2%
- **Q3:** 4.3%
- **Q4:** 1.9%
- **Q1 2023:** 1.3%
- **Q2:** 1.2%
- **Q3:** 1.2%
- **Q4:** 3.1%

### GDP Growth Rate by Sector

- **Primary:**
  - **Q1 2022:** 0.3%
  - **Q2:** 0.3%
  - **Q3:** 1.9%
  - **Q4:** 0.4%
  - **Q1 2023:** 1.2%
  - **Q2:** 0.3%
- **Secondary:**
  - **Q1 2022:** -0.2%
  - **Q2:** 2.4%
  - **Q3:** 1.7%
  - **Q4:** 1.7%
  - **Q1 2023:** 1.5%
  - **Q2:** 1.2%
- **Tertiary:**
  - **Q1 2022:** 0.3%
  - **Q2:** 2.4%
  - **Q3:** 2.4%
  - **Q4:** 4.0%
  - **Q1 2023:** 3.1%
  - **Q2:** 2.0%

### Domestic Consumption Growth Rate

- **Feb 2022:** -5.0%
- **Jun 2022:** 0.0%
- **Feb 2023:** 7.0%
- **Aug 2023:**
CONSUMPTION RECOVERY ALSO APPLIED TO AUTO INDUSTRY, DRIVE BY ELECTRIFICATION TRANSFORMATION.

### PV Market / Premium Segment Growth Rate

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>-37.8</td>
<td>11.8</td>
<td>0.1</td>
<td>-36.2</td>
<td>23.3</td>
<td>14.2</td>
<td>32.0</td>
<td>55.4</td>
</tr>
<tr>
<td>2023</td>
<td>28.0</td>
<td>-2.8</td>
<td>-4.7</td>
<td>-3.0</td>
<td>7.6</td>
<td>9.5</td>
<td>2.1</td>
<td>85.0</td>
</tr>
</tbody>
</table>

**Source:** BMW Official Sales
CHINESE CUSTOMERS' UNIQUE PREFERENCE FOR “DIGITAL POWER” DRIVES THE AUTO INDUSTRY’S FURTHER EVOLUTION AS A SMART MOVING SPACE.

National Pride
Rise of individualism
New Luxury Emergence

Car as additional LIVING SPACE with significant time spent

Different vehicle usage vs. RoW via UNIQUE ECOSYSTEM

SEAMLESS INTEGRATION of digital life in an ultra-connected mode

© Nattawara /Pexels.com

The products/configurations shown in this chart is for reference only, please refer to the product listed in China for the actual product information.
WITH STRONG MOMENTUM IN BEV SALES, BMW KEPT THE LEADING SEGMENT POSITION BY Q3 IN CHINA.

Mainland China YTD Q3 2023 Retail Sales:

602,835 units

BEV Sales YoY Growth:

+232%
CONTINUE BMW’S UNIQUE BRAND VALUE IN-LINE WITH PRODUCT TRANSFORMATION AND CUSTOMER EXPERIENCE IN THE NEW ERA.

NOT ONLY A CREDIBLE LUXURY BRAND

BUT ALSO A LEGITIMATE BEV/ICV BRAND
BMW CONTINUES THE CLEAR TRANSFORMATION COMMITMENT AND COORDINATES WITH CHINA’S DEVELOPMENT FOR A WIN-WIN FUTURE.

“AT HOME IN CHINA”

Electrification  Digitalization  Sustainability

Contribution in CHINA
ELECTRIFICATION: OUR BEV PRODUCT LINEUP IN CHINA IS RAPIDLY INCREASING. WE WILL OFFER 12 BEV MODELS FROM ALL BRANDS IN ALL SEGMENTS BY 2024.

BMW iX3
BMW iX
BMW i4
BMW i3
BMW i7
BMW i5
BMW iX1
MINI Cooper
MINI Aceman
Rolls-Royce Spectre
BMW Motorrad CE 04

The products/configurations shown in this chart is for reference only, please refer to the product listed in China for the actual product information.
ELECTRIFICATION: HOLISTIC CHARGING SOLUTION IS AN ESSENTIAL ELEMENT IN BMW CHINA STRATEGY.

Private Charging
>165,000 Installations

Public Charging
>560,000 Chargers Integrated
High Power Charging (HPC)
Launched during 2023 Chengdu Auto Show

Branded Charging
>570 Dealer Fast Charging

DIGITAL SERVICES FOR CHARGING
DIGITALIZATION: LEVERAGE NEW BMW “TECH-MAGIC” FEATURES TO CONVINCE CUSTOMERS ABOUT BMW PIONEERING POWER.
DIGITALIZATION: WITH THE SUPPORT OF DIGITAL-POWERED SOLUTIONS, WE STRENGTHEN SEAMLESS ONLINE & OFFLINE INTUITIVE CUSTOMER EXPERIENCE.

Become aware of the brand and fall in love.
Identify what’s right for me.
Get what’s right for me.
Enjoy My BMW/MINI world.

Digital

Physical

BRAND VALUE LOCAL INTERPRETATION

WHOLESALE 2.0/RETAIL 2.0

PROACTIVE CARE

NETWORK TRANSFORMATION

“PHYGITAL” SEAMLESS CUSTOMER JOURNEY

iOS App Store
Rating: 4.9

>10.5 Million Total user*

*Installation
SUSTAINABILITY: BMW IS TAKING ACTION TODAY ON THE ROAD TO CLIMATE NEUTRALITY.

REDUCTION OF LIFE-CYCLE CO₂ EMISSIONS 2019-2030 - 40% by 2050

1.5°C

ACHIEVING CLIMATE-NEUTRALITY ALONG THE VALUE CHAIN

DECARBONIZATION  CIRCULAR ECONOMY  AWARENESS
SUSTAINABILITY: "BMW GREEN STAR" PROJECT MAKES BMW A PIONEER IN GREEN RETAIL NETWORK TRANSFORMATION.

By the end of 2023, ~250 Dealers will be entitled as "BMW Green Star".
CONTRIBUTION IN CHINA: OUR UNWAVERING & CONTINOUS EXPANSION IN CHINA DEMONSTRATES OUR STRONG COMMITMENT AND LONG-TERM CONFIDENCE.

Investment in Shenyang

**BBA (since 2010)**

In plants, facilities and projects

Investment in Zhang Jia Gang

**Spotlight Automotive Ltd.**
CONTRIBUTION IN CHINA: ESTABLISHED THE ONLY FULLY-FLEDGED R&D SYSTEM OUTSIDE OF GERMANY WITH FUNCTIONS COVERING COMPLETE R&D PROCESS.
ELECTRIFICATION, DIGITALIZATION AND CIRCULARITY ARE COMING TOGETHER IN THE BMW VISION NEUE KLASSE - A NEW ERA OF INDIVIDUAL MOBILITY.
We are at Home in China!
CHINA DAY PRESENTATION.

- China Strategy / Jochen Goller
- R&D Strategy / Robert Kahlenberg
- Sales & Dealers / Sean Green & Eric Zang
- R&D Center Visit
- Shenyang Operations / Dr. Franz Decker
CHINA HAS BECOME THE WORLD´S BIGGEST TECHNOLOGY & INNOVATION HUB.

CHINA IS...

... NOT ONLY OUR BIGGEST MARKET

... BUT ALSO A HUGE TECHNOLOGY HUB

DIGITAL INNOVATIONS...

BIG INVESTMENTS,...
R&D @Beijing
- Business Development
- Requirements Management, Customer Orientation & Competitor Analysis
- Testing & Validation
- Homologation & Type Approval
- Adaptation of Services & Systems
- Powertrain
- Development of Digital Products & Services; SkyLab
- Requirements, Testing and Validation of Autonomous Driving
R&D @Shanghai

- Digital & Creative HUB
- Designworks
- SkyLab for Digital Products & Services
- Offboard Platform Development and Software Practice
- Software Development and Validation for Autonomous Driving
- Technology Office APAC
JV BMW China & ArcherMind

R&D @Nanjing
- Digital Car Software Development Hub
- Digital Services, eMobility, In-Vehicle Infotainment and Autonomous Driving
R&D @ Shenyang
- Series Support and Quality
- Series Development & Maintenance for Cars Produced in China
- Complete Vehicle Development and NEV Powertrain
YOU CAN HAVE STRONG AMBITIONS, BUT YOU HAVE TO BE ABLE TO DELIVER THEM. THE ABILITY OF SYSTEM INTEGRATION MAKES THE DIFFERENCE.
CHINA4CHINA: TAILOR MADE DIGITAL PRODUCTS FOR THE CHINESE MARKET. DEVELOPED IN CHINA W/ CHINESE MINDSET.

Chinese Eco-systems are highly appreciated by our customers...

China's Top 10 apps...
1. WeChat (social media)
2. Douyin (video sharing)
3. Taobao (e-commerce)
4. QQ
5. AliPay
6. Weibo
7. iQiyi
8. TC Video
9. Gaode
10. QQ Browser

...are all owned by Chinese Tech Companies!

Feature Highlights:
- IPA Speech
- Festive App
- MINI Avatar
- IPA Visualisation
- Intelligent Recommendation

UI / UX
- My Car: WeChat In-car integration
- My Life: App Store & Tencent MPP
- My Journey: Karaoke

...this is why we offer market specific features in our cars in all domains and provide China specific UI / UX.

China-for-China features are continuously increasing!
WE HAVE LAUNCHED LOTS OF CHINA SPECIFIC PRODUCTS.
MY BMW APP IN CHINA PERFECTLY MATCHES CHINA DIGITAL LIFE, ENRICHED AND DELIGHTS CUSTOMERS IN CHINA.

MY BMW APP

4.8M
User Base (AU180)

97.9%
Connect
Customer
Rate-Retail

4.9⭐⭐⭐⭐⭐
iOS Store Rating

Data Until 10. Sep 2023

Many China specific features supporting China specific customer needs. Strong collaboration model between China and Global enables great solutions.
AUTOMATED DRIVING HISTORY AND STATUS.

BMW HAS A STRONG HISTORY IN DRIVER ASSISTANCE DEVELOPMENT. OUR FOCUS IS ALWAYS ON SAFETY AND CUSTOMER BENEFITS.
BMW COOPERATION PARTNERS: AD GENERATION 2021 AND 2025.
CHINA DAY PRESENTATION.

China Strategy / Jochen Goller

R&D Strategy / Robert Kahlenberg

Sales & Dealers / Sean Green & Eric Zang

R&D Center Visit

Shenyang Operations / Dr. Franz Decker
NETWORK TRANSFORMATION
NETWORK TRANSFORMATION
NETWORK TRANSFORMATION
BMW iSPACE
BMW iSPACE
CHINA DAY PRESENTATION.

- China Strategy / Jochen Goller
- R&D Strategy / Robert Kahlenberg
- Sales & Dealers / Sean Green & Eric Zang
- R&D Center Visit
- Shenyang Operations / Dr. Franz Decker
OVERVIEW OF R&D CENTER COMPONENTS

- BMW Designworks China
- Digital / Software Defined Vehicle
- ADAS
WELCOME TO
DESIGNWORKS
SHANGHAI
WE ARE THE ARCHITECTS OF FUTURE.

DESIGNWORKS
作为宝马集团设计在中国的代表

DESIGNWORKS AS THE PRESENCE OF BMW GROUP DESIGN IN CHINA.
用户永远是我们创新的核心

WE FOCUS ON THE CUSTOMER EXPECTATIONS AS DRIVER FOR FUTURE PRODUCTS AND EXPERIENCES.
OUR MISSION IS TO CREATE ELEVATED EXPERIENCE THAT IS INSPIRED BY CHINA, CREATED FOR THE WORLD.
PROVIDE OUTSIDE-IN PERSPECTIVE
CHINA FOR GLOBAL

紧密共创
CO-CREATE SEAMLESSLY

CHINA FOR CHINA
现有规范

PROVOKE EXISTING NORM
EXPLORE NEW SEARCH FIELDS
优雅与动感的完美融合

SNEAK PREVIEW: THE NEW & ALL-ELECTRIC BMW i5.

PERFECT HARMONY BETWEEN ELEGANCE AND SPORTINESS.

NEW ICON IN THE PREMIUM MID-SIZE BEV SEGMENT.

AN INNOVATION IN GEOMETRY AND PROPORTION.

NO COMPROMISE ON THE COMFORT INSIDE THE REAR CABIN.

DEVELOPED SPECIFICALLY FOR CHINESE MARKET.

WITH STRONG INVOLVEMENT AND INFLUENCE FROM THE SHANGHAI BASED DESIGNWORKS STUDIO.
中国：宝马最大的单一市场...

中国客户年龄的差异

中国客户对数字化汽车有突出要求

Chinese clients have outstanding requirements for digital cars.

<table>
<thead>
<tr>
<th>国家</th>
<th>比例</th>
</tr>
</thead>
<tbody>
<tr>
<td>中国</td>
<td>56%</td>
</tr>
<tr>
<td>美国</td>
<td>36%</td>
</tr>
<tr>
<td>德国</td>
<td>18%</td>
</tr>
</tbody>
</table>
...独特的生态体系

1. 微信 (社交) - 11.44亿月活，92分钟日使用
2. 抖音 (娱乐) - 7亿月活，109分钟日使用
3. 淘宝 (电商) - 7亿月活，22分钟日使用
4. QQ (社交) - 11.44亿月活，92分钟日使用
5. 支付宝 (支付) - 0.7亿月活
6. 微博 (社交) - 109分钟日使用
7. 爱奇艺 (娱乐) - 109分钟日使用
8. 腾讯视频 (娱乐) - 109分钟日使用
9. 高德 (地图) - 22分钟日使用
10. QQ搜索 (搜索引擎) - 22分钟日使用
宝马在中国全面布局数字化研发

电子电气架构
软件开发能力
用户界面设计
人机交互及可用性研究
第三方生态应用集成
智能网联

BEIJING
NANNING
SHANGHAI
• **交通便捷**
  高铁：~1小时可达上海 / 3.5小时可达北京
  By Train: ~1 hour from Shanghai / 3.5 hours from Beijing.

• **丰富的人才资源**
  35所高校，8所排名前列，每年约100万名毕业生，约13500名IT相关
  35 universities, 8 with a top ranking.
  ~1 million students, Annual IT-related graduates: ~13,500

• **更有吸引力的运营成本**
  获得政府补贴，更有吸引力的设施及人员成本
  Subsidies by local government and attractive infrastructure-and personnel costs (compared to 1st tier cities).

• **软件谷**
  3个国家级软件园区，多家互联网公司在南京设立研发中心
  3 national-level software parks.
  8 of China's top 10 internet enterprises have their East China headquarter and R&D location in Nanjing.
宝马诚迈 - 交付与创新能力
BATW - Deliver and Innovation Capabilities

信息娱乐系统
In-Vehicle-Infotainment System

后座娱乐系统
Rear Seat Entertainment System

自动驾驶
Autonomous Driving

移动应用
Mobile App for BMW, MINI and R&R

互联网后台
Backend System
BEST INTEGRATION OF WELL DESIGNED HARDWARE AND HIGH QUALITY LOCAL CONTENT

强化软硬件结合
打造卓越的数字用户体验
可用性研究团队确保宝马人机交互系统在中国市场的用户体验

The usability research team ensures good user experience of BMW's HMI in the Chinese market.
BMW has a strong history in driver assistance development. Our focus is always on safety and customer benefits.

- **ACTIVITIES**
  - China Partnership with Tencent & Navinfo
  - Start of Local Development
  - First Active Cruise Control @ BMW 7 Series
  - First Steering Assist
  - First OEM with L2+ Offer in Germany
  - L2 + ALG & ALC in China

**L4**

**L3**

**L2+**

**L2**

**L1**

**ACTIVITIES CHINA**

**MORE THAN 40 FEATURES: Safety, Comfort, Parking**

**AUTOMATED DRIVING HISTORY AND STATUS.**

- BMW as the 1st intl. OEM in China to receive AD Test License
- BMW as the 1st intl. OEM in China to receive ICV Application Demonstration License

2000 ... 2014 ... 2018 ... 2019 ... 2023
Our local team in China benefits from a thoroughly tested global ADAS stack and ensures the adaptation of ADAS features to local regulation, infrastructure and driving behaviour.
BMW Group China Day | 10-11 October 2023 - 67 -

**BMW-7er’s leading electrical, digital and sustainable as full-electric vehicle.**

“Different from Tesla, BMW ADAS activates when human eyes looking at roads”

“与特斯拉不同，宝马创新性的以眼球追踪激活ADAS功能”

BMW i7 provides advanced driver’s assistant functions, which technically enable the possibility of L3 ADAS, bringing the ultimate driving experiences.

这次BMW 7系提供了高级驾驶辅助功能，在技术上具备了L3级自动驾驶的可能，i7车型还配备了更加先进的魔毯悬挂，带来了极致体验。

BMW i7 comes with 30 sensors, ALC has localized adjustment in China.

Banding Assistance
The vehicle parks flawless with high efficiency, thumbs up.

泊车辅助
这车停的没什么瑕疵，而且还挺猛，效率还挺高，点个小赞。

全车配超30个传感器 变道辅助进行本土化调整
BMW i7 came with 30 sensors, ALC has localized adjustment in China.

Driving Assistant function was optimized focusing on China specific road condition and driving habit.

泊车辅助

辅助驾驶针对中国路况和用户驾驶习惯做过优化

Let’s put it this way that the solid ADAS function and decisiveness in ALC are far out of reach to most of the so-called “smart” cars.

咱还是就说这个ADAS的扎实程度和主动变道的果断程度，很多所谓“智能化”汽车真的望尘莫及。

Memory Parking path recording function: easy to use for beginners.

记忆停车录制路径功能：懒人和新手的福音。
THE BEST OFFERS TO CUSTOMERS: GLOBAL AND CHINA.

L2+ HANDS-OFF DRIVING with Automated Lane Change on HIGHWAY.

ASSISTED LANE CHANGE (ALC) with Chinese indication

ACTIVE LANE GUIDANCE (ALG) based on navigation

Hands-Off option: we are in close communication with authorities in China.

AUTOMOTIVE INNOVATIONS AWARDS 2023:
ANNOUNCEMENT OF THE AWARD WINNERS ON JULY 13, 2023 IN FRANKFURT
THE BEST OFFER TO CUSTOMERS IN GERMANY: LEVEL 3.
Mass Production Planned Globally in 2023.

Highly automated Level 3 functions

- Commuting
- Traffic congestions
- Time for reading
- Trust the system
- Relaxation
- Time for e-mails
- Highway with limited access
- Safe and secure
- Time for conversations
- Up to 60 kph
- High density traffic
- Time for entertainment
BMW R&D team in China has also started the local development of L3 automated driving functions, anticipating full preparations for the adaptation and application of L3 automated driving functions in China in accordance with the local regulations.

MIIT/MPS MARKET ENTRY PILOT FOR LEVEL 3 & UP IN CHINA. BMW is not only a participant but being trusted and highly involved in forming the national industry regulations.
ON-BOARD TECHNOLOGY.

High-End Sensors and State of the Art Software

BMW SYSTEM SETUP FOR LEVEL 3

RADAR
Vertical separability
Range 300m

LIDAR
Compact MEMS technology
Range 250m

CAMERA
8 Mpix resolution
Range 350m
Level 3 requirements on safety and validation are realized by new development processes & system redundancies.

Together with our local partner, we focus on China specific use cases in our local data center.
CHINA DAY PRESENTATION.

- China Strategy / Jochen Goller
- R&D Strategy / Robert Kahlenberg
- Sales & Dealers / Sean Green & Eric Zang
- R&D Center Visit
- Shenyang Operations / Dr. Franz Decker
BMW BRILLIANCE AUTOMOTIVE LTD.
A SUCCESSFUL JOINT VENTURE MARKING ITS 20TH ANNIVERSARY.

BMW BRILLIANCE AUTOMOTIVE LTD
Joint Venture Contract Extension until 2040

BMW Group 75% + Brillance Group 25%

LINGYUE
Digital Information Technology Co., Ltd. 100% (BBA)

AFC
BMW Automotive Finance (China) Co., Ltd. 42% (BBA)

HIL
Herald International Financial Leasing Co., Ltd. 42% (BBA)

BCIB
BMW (China) Insurance Brokerage Co., Ltd. 42% (BBA)
STRONG COMMITMENT TO LONG-TERM SUSTAINABLE GROWTH IN CHINA. ULTRA-MODERN iFACTORY PLANTS AND R&D LOCATION IN SHENYANG.
A BALANCED, RESILIENT AND HIGH-QUALITY NETWORK OF LOCAL AND GLOBAL SUPPLIERS.
THE RIGHT MIX OF LOCALLY PRODUCED MODELS TAILORED FOR CHINESE CUSTOMERS.

BMW 3- & 4-CYLINDER ENGINES
BMW PHEV HIGH VOLTAGE BATTERY
BMW GEN5 HIGH-VOLTAGE BATTERIES

PLANT DADONG / NEX
PLANT TIEXI / LYDIA
POWERTRAIN PLANT

X5
5 Series
X3 / iX3
X1 / iX1
3 Series / i3
ACCELERATING OUR LOCAL PRODUCTION OF FULLY ELECTRIC MODELS.

BMW iX3

BMW i3

BMW iX1
BBA is the leading premium automobile manufacturing in China. 1HY 2023 business performance.

<table>
<thead>
<tr>
<th>PRODUCTION TOTAL</th>
<th>1HY 2023:</th>
<th>25% VS. 1HY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>364,051 units</td>
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</table>

<table>
<thead>
<tr>
<th>T/O PRODUCTION BEV</th>
<th>1HY 2023:</th>
<th>92% VS. 1HY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>54,850 units</td>
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</table>

<table>
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<tr>
<th>T/O PRODUCTION EXPORT</th>
<th>1HY 2023:</th>
<th>48% VS. 1HY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>19,605 units</td>
<td></td>
<td></td>
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</tbody>
</table>
THE BMW iFACTORY: PREPARING OUR PLANTS AND PRODUCTION SYSTEMS FOR THE TRANSFORMATION.
DIGITAL TECHNOLOGIES ARE DRIVING EFFICIENCIES.
PREPARING FOR THE NEUE KLASSE WITH CONSTRUCTION OF OUR GEN6 HIGH-VOLTAGE BATTERY ASSEMBLY.
ENSURING THE LONG TERM SUCCESS OF BBA IN CHINA.

HIGH EFFICIENCY & MAXIMUM FLEXIBILITY

QUALITY EXCELLENCE

PIONEERING SUSTAINABILITY
HIGH EFFICIENCY & MAXIMUM FLEXIBILITY: KEY COMPETITIVE ADVANTAGE IN A VOLATILE ENVIRONMENT.

GREATER AGILITY

LEANER PROCESSES

COMPETITIVE STRUCTURES
QUALITY EXCELLENCE: WE INSPIRE OUR CUSTOMERS WITH OUR CONTINUOUS COMMITMENT TO QUALITY EXCELLENCE.

STRONG QUALITY FOCUS IS A KEY ENABLER TO THE COMPANY SUCCESS

QUALITY IS A JOURNEY NOT A DESTINATION

RECOGNITION FOR OUR HIGH-QUALITY DEVELOPMENT
PIONEERING SUSTAINABILITY: WE MAKE BMW SUSTAINABLE AND INSPIRE OUR PARTNERS TO FOLLOW SUIT.

<table>
<thead>
<tr>
<th>CIRCULARITY</th>
<th>DECARBONIZATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RE: THINK</strong></td>
<td>All BBA Plants using <strong>100%</strong> renewable electricity since 2019.</td>
</tr>
<tr>
<td>100% recycled water used @Plant Dadong NEX paint shop.</td>
<td></td>
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<tr>
<td><strong>RE: DUCE</strong></td>
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<tr>
<td>Estimated <strong>70%</strong> CO₂ reduction by implementing HVB raw material closed-loop system.</td>
<td><strong>46%</strong> of our local suppliers are using renewable electricity in their operations.</td>
</tr>
<tr>
<td><strong>RE: USE</strong></td>
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<td>BMW iX1 Low carbon steel; 70% recycled aluminum cast wheels.</td>
<td></td>
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<tr>
<td><strong>RE: CYCLE</strong></td>
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</tr>
</tbody>
</table>

- Estimated **70%** CO₂ reduction by implementing HVB raw material closed-loop system.
- All BBA Plants using **100%** renewable electricity since 2019.
THANK YOU!

2023 BMW GROUP CHINA DAY