

# Roadshow Presentation FY 2020 Daimler AG

## **AGENDA**

- I. RESULTS FY 2020
- II. OUTLOOK FY 2021
- III. STRATEGY
  - 1. DAIMLER GROUP
  - 2. MERCEDES-BENZ CARS & VANS
  - 3. DAIMLER TRUCKS & BUSES
  - 4. DAIMLER MOBILITY

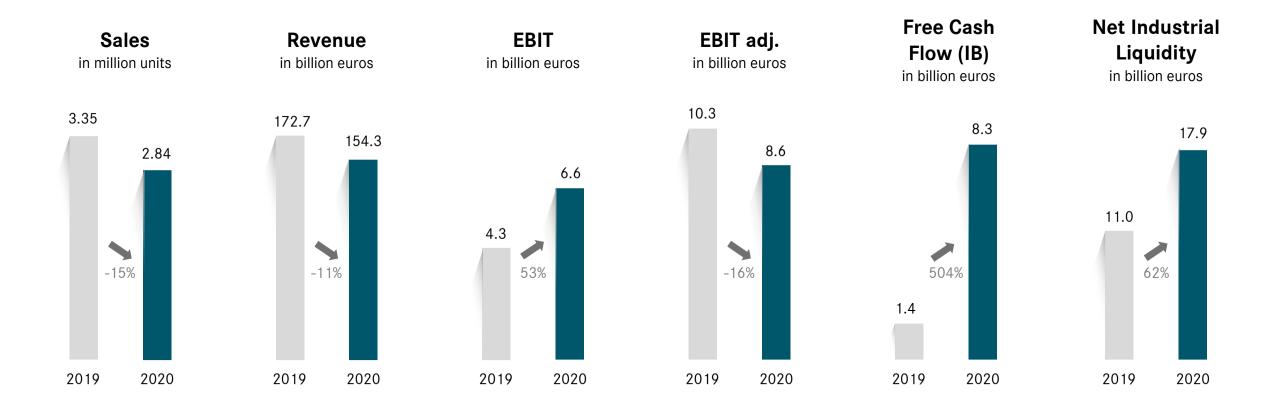


# Daimler: Key messages

- Financial targets achieved
- Restructuring measures increased
- Strategy in all divisions refocused
- Future corporate structure planned
- Significant earnings progress expected in 2021

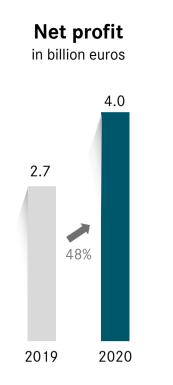


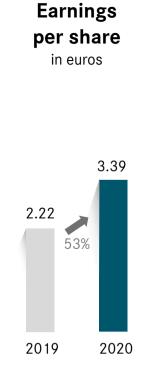
# Daimler: Key figures

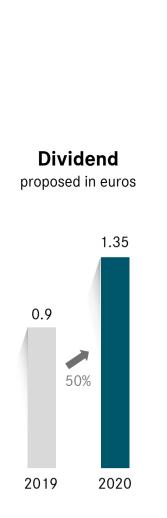


For more details on financials please see <u>Daimler Capital Market Presentation FY 2020</u>

# Daimler 2020 Dividend: Proposal based on our dividend policy









# Mercedes-Benz Cars: Highlights

Mercedes-Benz: The world's leading luxury car brand; new sales record in China

Tripled worldwide xEV sales; met European CO<sub>2</sub> targets for passenger cars in 2020; next steps towards "Ambition 2039"

New Mercedes-Benz strategy targeting a leading position in electric drive and car software

New S-Class introduced; Factory 56 accelerating to full capacity

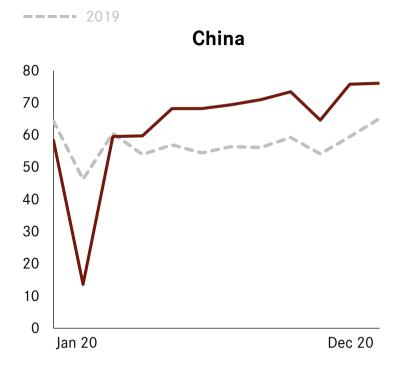
Successful implementation of cost efficiency measures, rightsizing of industrial footprint

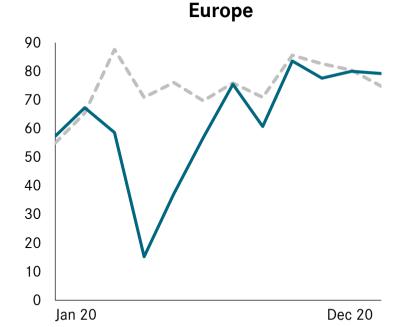


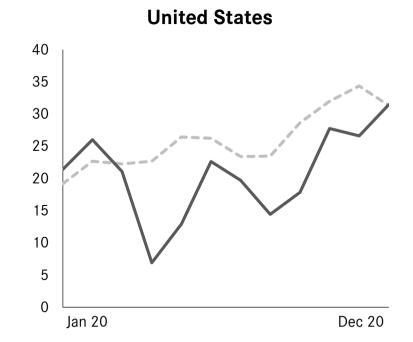
# Mercedes-Benz Cars: Business recovery faster than expected in H2-2020

#### **Group sales of Mercedes-Benz passenger cars per month**

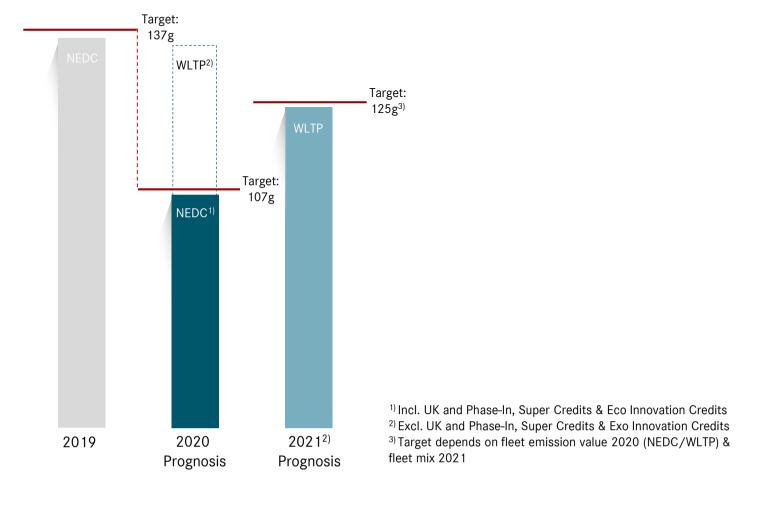
in thousand units







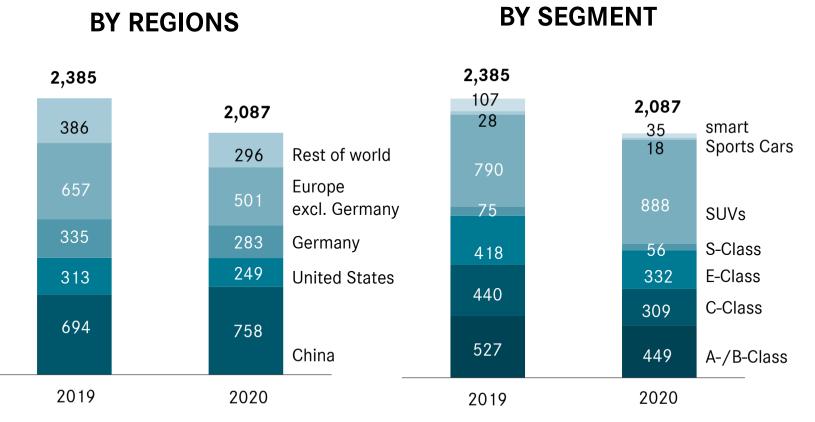
# Mercedes-Benz Cars: CO<sub>2</sub> compliance Europe





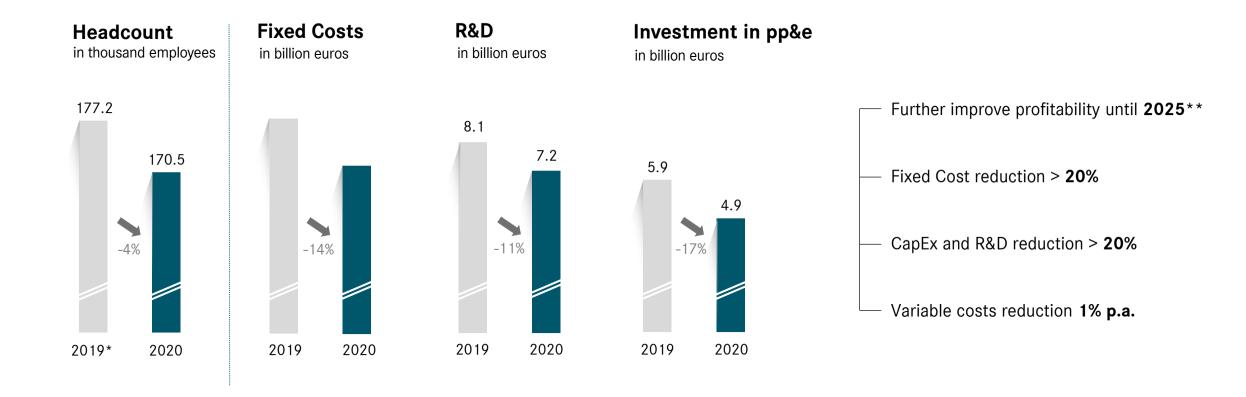
Mercedes-Benz Cars: Covid-19 related sales losses but strong model mix

in thousand units





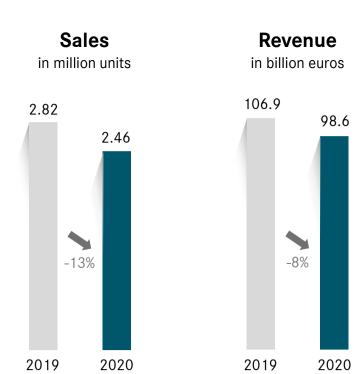
# Mercedes-Benz Cars & Vans: Indicators of change

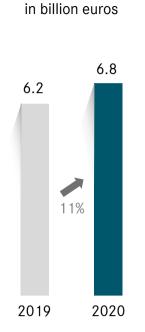


<sup>\*</sup> adjusted figure: includes 3.8k from internal shifting from headquarter to Mercedes-Benz Cars & Vans

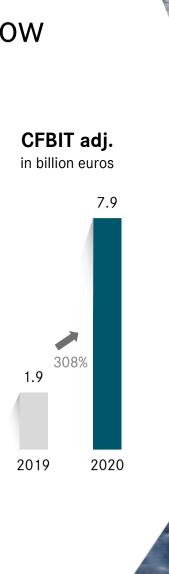
<sup>\*\*</sup> compared vs. 2019 actuals

Mercedes-Benz Cars & Vans financials: CFBIT more than tripled, demonstrating focus on cash flow





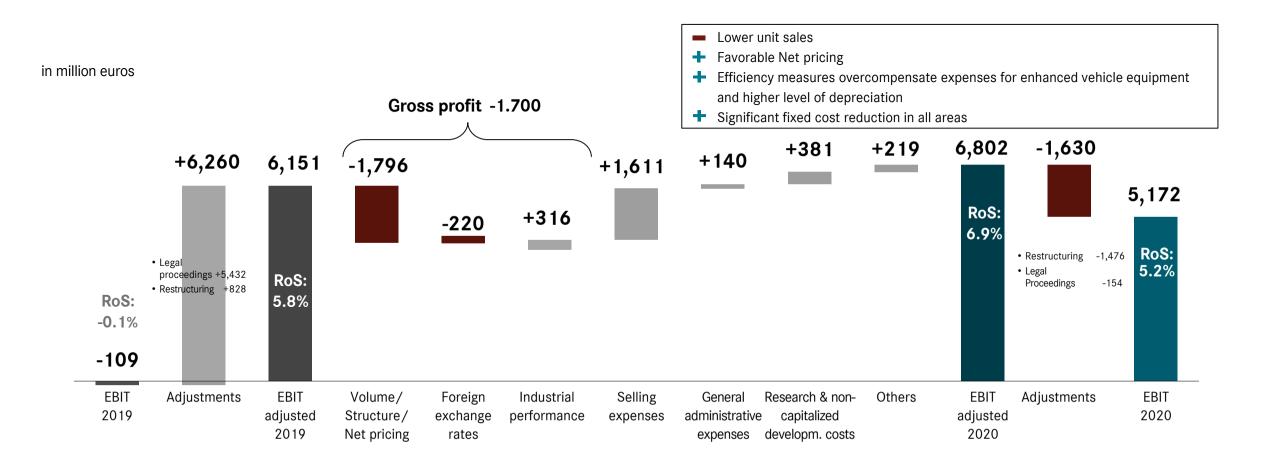
EBIT adj.



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For more details on financials please see <u>Daimler Capital Market Presentation FY 2020</u>

# Mercedes-Benz Cars & Vans EBIT FY & RoS: Lower unit sales, model mix and pricing continued to develop favorably



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# Daimler Trucks & Buses: Highlights

Challenging first half of the year with significant sales decrease due to Covid-19; strong comeback in second half

Incoming orders recovering fast; order backlog significantly above 2019 level

Focus on cash preservation measures incl. strict inventory management

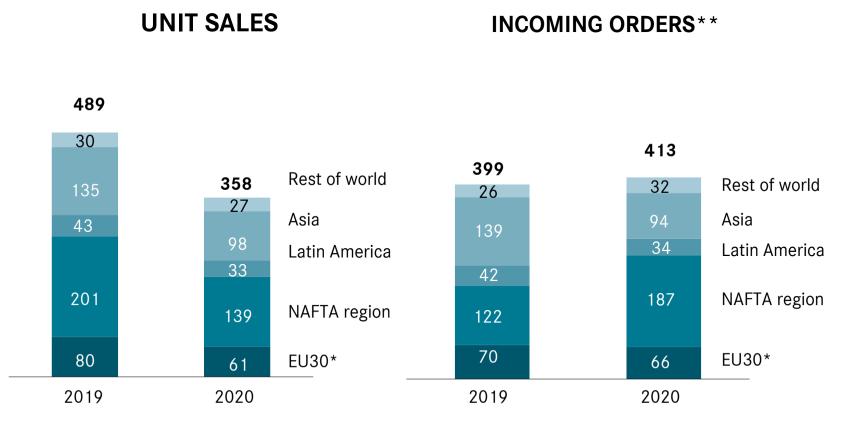
Tight cost control and progressive execution of restructuring activities with resulting fixed cost reduction

Acceleration of electrification and autonomous driving by extending technology partnerships



# Daimler Trucks: Pronounced sales decline but strong order intake in North America

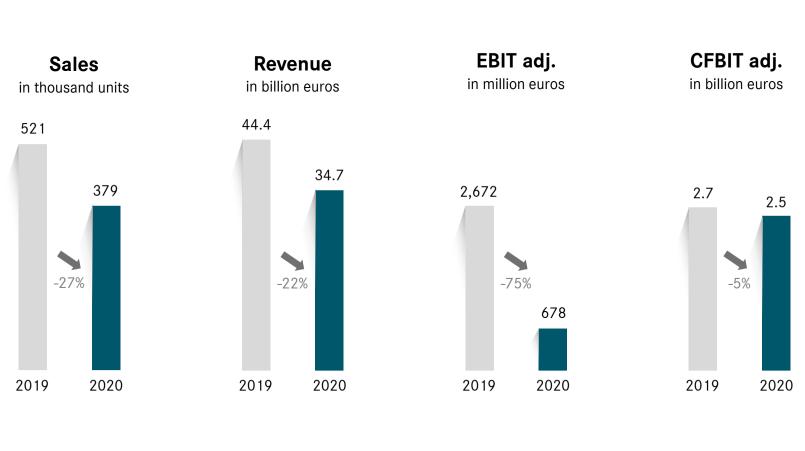
in thousand units

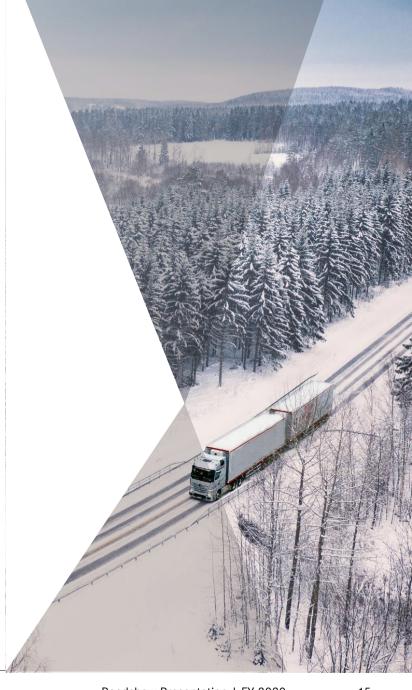


<sup>\*\*</sup> Net order intake, adjusted for cancellations



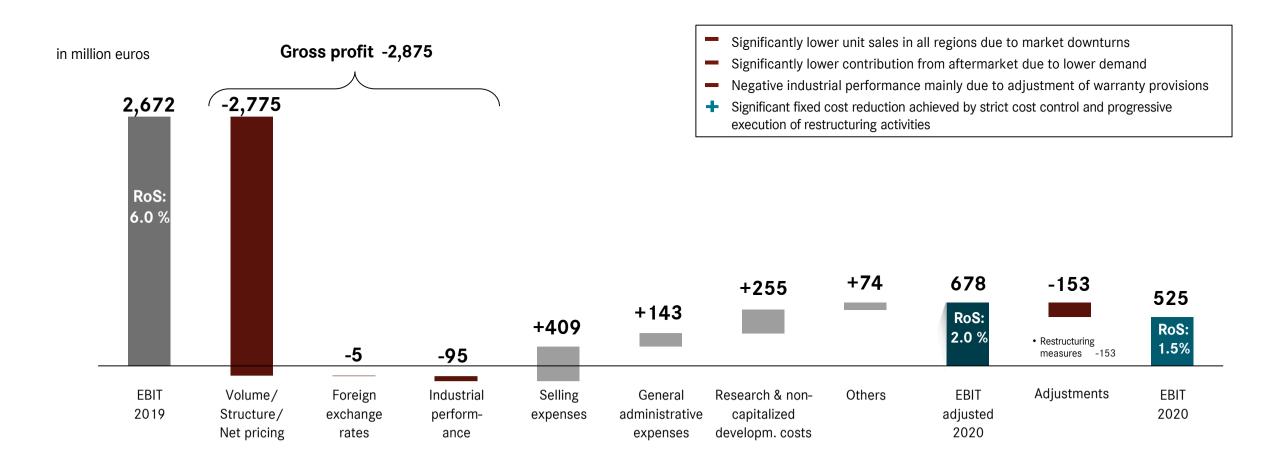
# Daimler Trucks & Buses Financials: strong sales decline from high levels in 2019





For more details on financials please see <u>Daimler Capital Market Presentation FY 2020</u>

# Daimler Trucks & Buses EBIT & RoS: Market decrease in our core regions, pricing at the level of the previous year



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# Daimler Mobility: Highlights

Continuous high customer support during pandemic driving loyalty & retention

Positive effects from cost saving measures

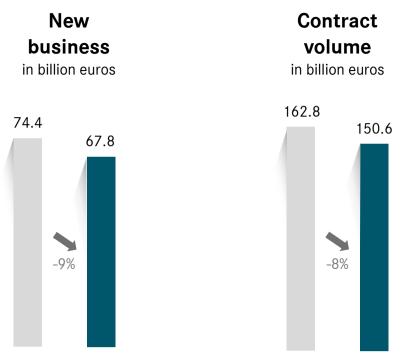
Ongoing conservative risk management with strong focus on credit quality

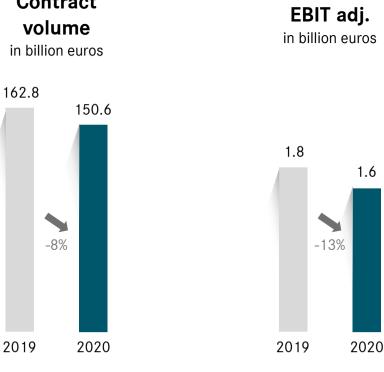
Flattening of credit risk reserves in second half of year

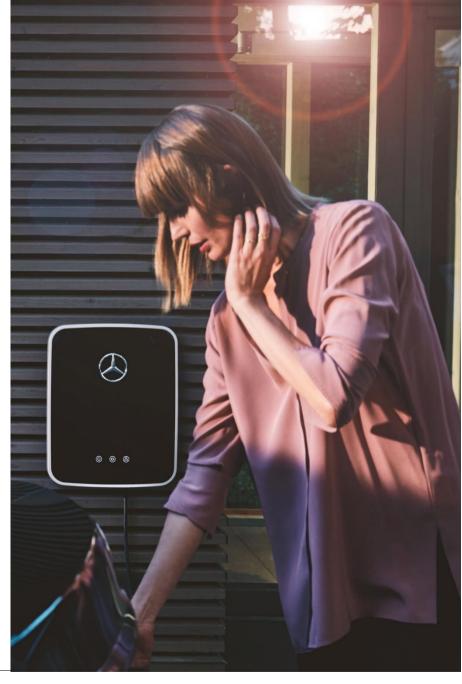
Mobility services continuing progress toward profitability due to quick response to pandemic



# Daimler Mobility Financials: Decrease in new business in a challenging market environment





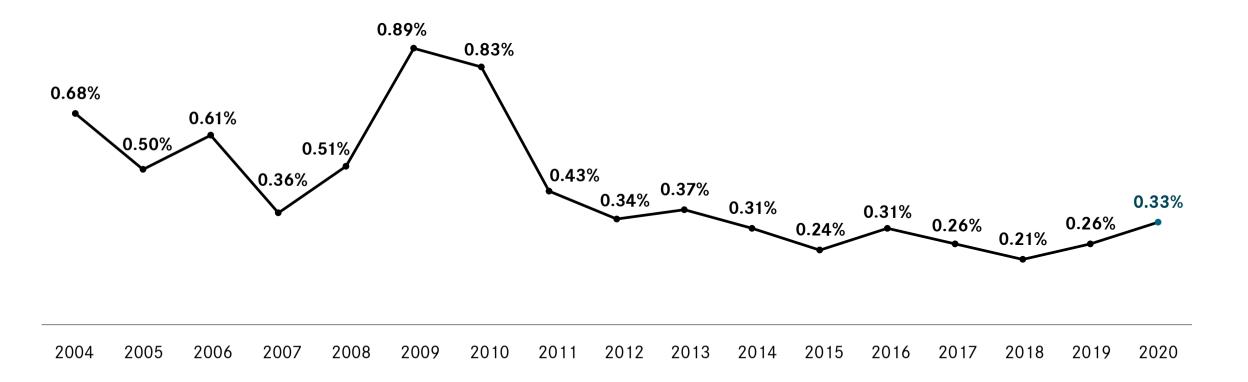


For more details on financials please see Daimler Capital Market Presentation FY 2020

2019

2020

# Daimler Mobility: Net credit losses\*



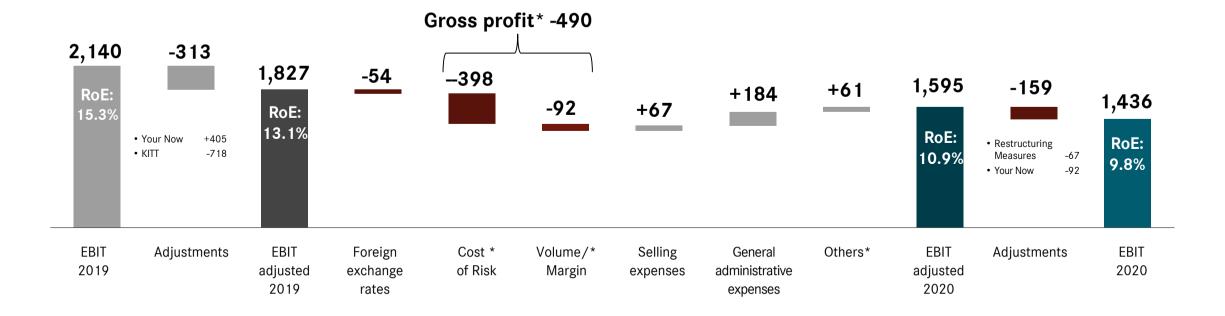
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<sup>\*</sup> as a percentage of portfolio, subject to credit risk

# Daimler Mobility EBIT & RoE: Main impact from higher cost of credit risk





<sup>\*</sup> excluding FX effects

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## Performance: Market Guidance 2021

#### **ASSUMPTION**

Daimler assumes that the economic conditions in our most important markets continue to normalize and in particular that no further setbacks occur as a result of the Covid-19 pandemic. Although bottlenecks in the semiconductor industry will impact sales mainly in the first quarter it is currently anticipated that lost production volume can be compensated for by the end of the year.

Car Markets	Global	significant increase
	Europe	significant increase
	USA	significant increase
	China	slight increase
Van Markets	EU30	significant increase
	USA	significant increase
Heavy-Duty Truck Markets	North America	significant increase
	EU30	significant increase
	Japan	at prior-year level
	Brazil	slight increase



# Performance: Daimler Group Guidance 2021

#### **ASSUMPTION**

Daimler assumes that the economic conditions in our most important markets continue to normalize and in particular that no further setbacks occur as a result of the Covid-19 pandemic. Although bottlenecks in the semiconductor industry will impact sales mainly in the first guarter it is currently anticipated that lost production volume can be compensated for by the end of the year.

Daimler Group Revenue	significantly above
Daimler Group EBIT	significantly above
Free Cash Flow (industrial business)	significantly below
Investment in PP&E	at prior-year level
R&D expenditure	slightly above
CO <sub>2</sub> emission (g/km)*	significantly below

<sup>\*</sup> vs. the comparable figures for the previous year calculated according to WLTP (probably between 130 to 140 g/km, based on preliminary figures for fuel consumption in 2020 taking into account the statutory regulations of 2021)

The Daimler Business Plan covers the full year 2021 and is based on the existing Group structure, including Daimler Trucks & Buses. The spin-off of Daimler Trucks & Buses, including significant parts of the related financial services business, will be examined before the end of 2021. Before the spin-off, we will reclassify Daimler Truck as discontinued operations. We expect this to have considerable positive effects in the second half of the year, which cannot be reliably determined at present



## Performance: Divisional Guidance 2021

#### **ASSUMPTION**

Daimler assumes that the economic conditions in our most important markets continue to normalize and in particular that no further setbacks occur as a result of the Covid-19 pandemic. Although bottlenecks in the semiconductor industry will impact sales mainly in the first quarter it is currently anticipated that lost production volume can be compensated for by the end of the year.

Unit Sales	Cars	significantly above
	Vans	slightly above
	Trucks & Buses	significantly above
Return on Sales (adjusted*)	Mercedes-Benz Cars & Vans	8 to 10%
	Daimler Trucks & Buses	6 to 7%
	Daimler Mobility (RoE)	12 to 13%
Cash Conversion Rate** (adjusted)	Cars & Vans	0.7 to 0.9x
	Trucks & Buses	0.8 to 1.0x

<sup>\*</sup> The adjustments include material adjustments if they lead to significant effects in a reporting period. These material adjustments relate in particular to legal proceedings and related measures, restructuring measures and M&A matters.



<sup>\*\*</sup> Adjusted Cash Flow before Interest and Taxes (CFBIT) divided by adjusted EBIT.

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# 6 + 3 sustainability topics as an integral part



Climate protection & air quality



Resource conservation



Livable cities



Traffic safety



Data responsibility



Human rights



Integrity



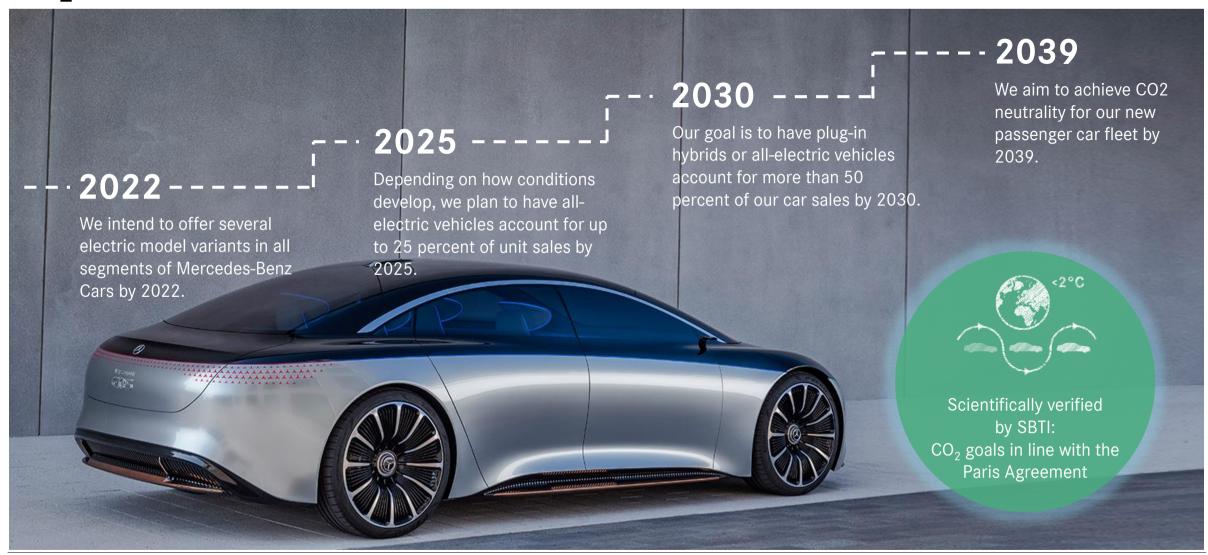
People



Partnerships



# CO<sub>2</sub> neutrality at Mercedes-Benz Cars



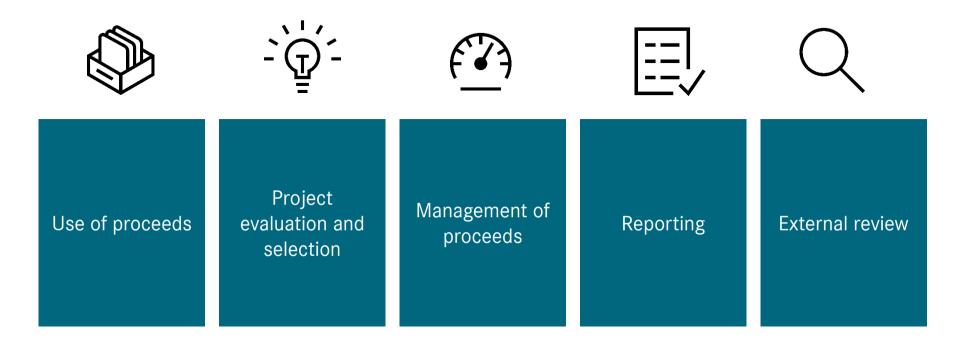
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# Daimler Trucks & Buses: Making CO<sub>2</sub>-neutral transport a reality



## **Green Finance Framework**

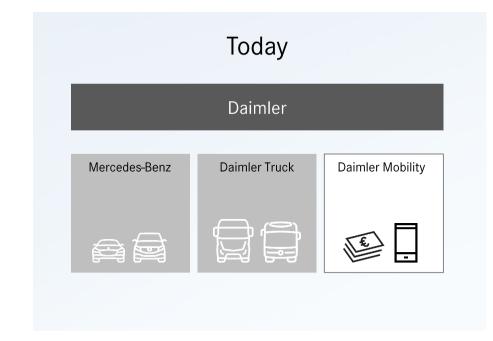


Daimler's green finance framework is developed to be in line with both the ICMA Green Bond Principles, as well as LMA and APLMA Green Loan Principles. It is Daimler's intention to follow best practises as market standards develop and as the EU Taxonomy and the EU Green Bond Standard enter into force.

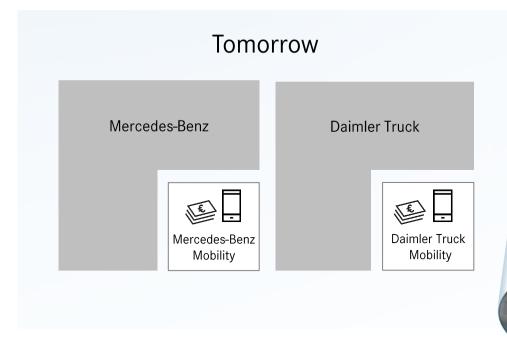




Project Focus: We want to create two independent businesses with maximum focus



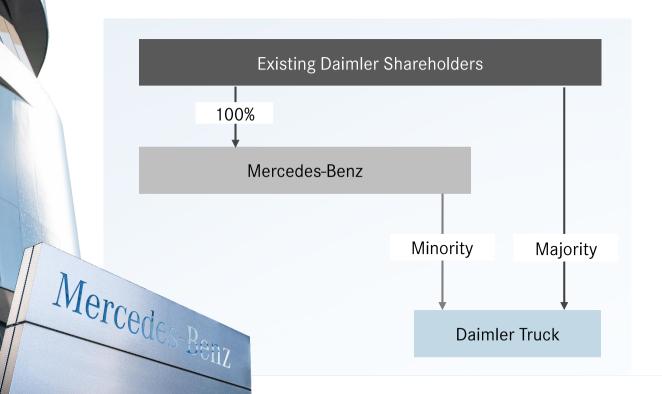




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Schematic representation

## Structure of the planned transaction



Separate listing of Daimler Truck

Distribution of Daimler Truck shares held by Daimler to existing Daimler shareholders

Majority in free-float, Daimler ceases control over DT but intends to retain a minority shareholding

No additional investment needed from shareholders, no proceeds for Daimler

Transaction relatively independent of capital market conditions

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# Project Focus: Mercedes-Benz, the pre-eminent luxury car business



### Mercedes-Benz

Leading automotive luxury brand

Global "pure play" OEM with unique brand recognition

"Ambition 2039" amplifying clear commitment to Sustainability as strategic priority

Attractive **captive financial services** business supporting sales

Win in a transforming environment

**Leading player** in **electric drive, car software** (MBUX, MBOS)

Automated driving: Dedicated **partnership with NVIDIA**Leaner and faster to pursue **dedicated car strategy** 

More agile to embrace change and partners

Focus on profitable growth

Focus on **luxury experience** and key regions

Focus on efficiency measures to **improve industrial footprint** and **fixed costs** 

Strong balance sheet, **robust liquidity** 



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**Project Focus: Daimler Truck unlocking the full potential** 



Daimler Truck

Global

#1

Global market presence with **market-leading brands** in triad markets

Ready to seize opportunities in emerging markets

CV player

Leverage existing global platforms to turn scale into profit

Lead in industry transformation

Powertrain: **technological lead** (TCO) and **strong partnerships** (Fuel Cell) Automated driving: **Dual track strategy** with Torc Robotics & Waymo

Optimize product and service portfolio, streamline industrial footprint

Realize profit

**Europe**: Execution of the **initiated restructuring** 

potential

**DTNA**: Expansion of the **leading market position and profitability**Benefit from **scale and strong partners to amortize tech investment** 



# Daimler Truck AG majority spin-off: Intended transaction structure and details

Transfer of the majority of Daimler Truck to Daimler shareholders

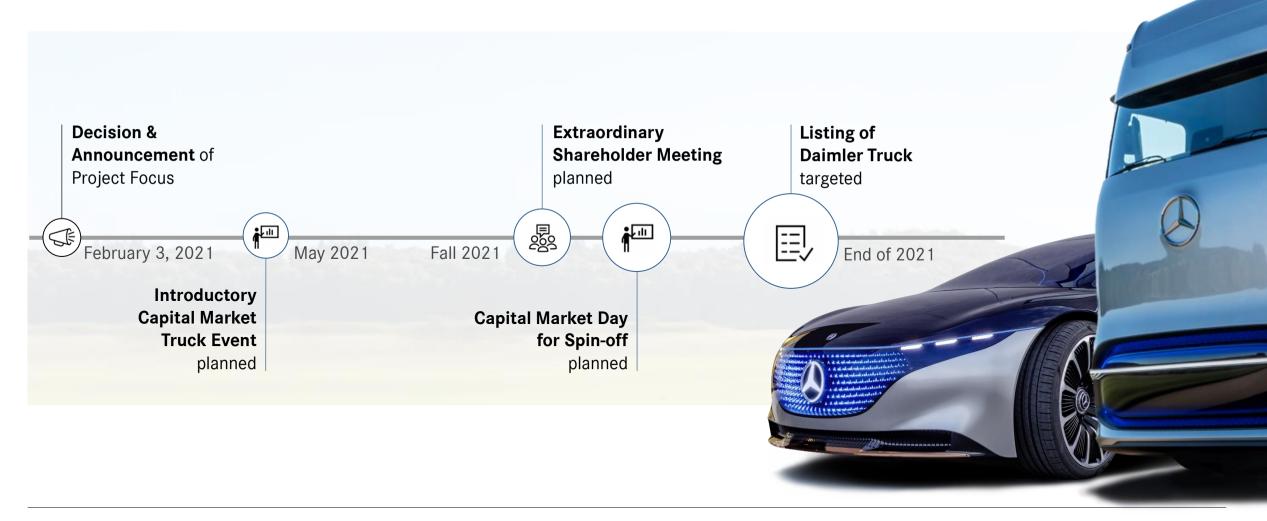
# True independent governance of Daimler Truck Spin-off of Significant Majority Stake Independent Governance Daimler with minority/ financial stake and de-consolidating Daimler Truck Independent chairman Daimler supervisory board representation in line with intended deconsolidation





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The listing of Daimler Truck is planned to be complete by year-end 2021



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# Mercedes-Benz Cars & Vans **Strategy Mercedes-Benz Cars**

We will build the world's most desirable cars

#### Think

and act like a luxury brand

#### Focus

on profitable growth

#### Expand

customer base by growing sub-brands

#### **Embrace**

customers and grow recurrent revenues

#### Lead

in electric drive and car software

#### Lower

cost base and improve industrial footprint

Sustainability as a guiding principle

Driven by a highly qualified and motivated team



## We will unlock the potential of our sub-brands



# Mercedes-Benz Cars & Vans Strategic priority: Electrification of cars

Powertrain flexible architecture



Dedicated large electric platform

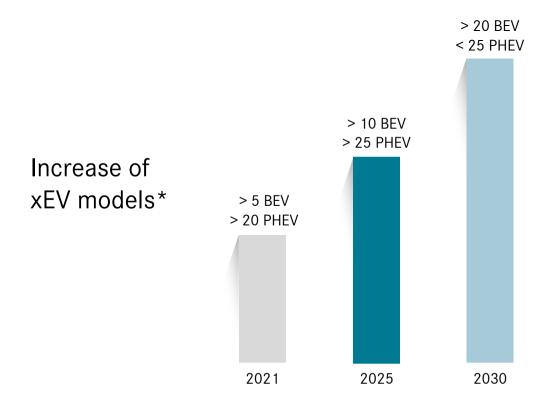


Dedicated compact & mid-size electric platform





## Strategic priority: Electrification of cars



xEV share >50% with very high flexibility

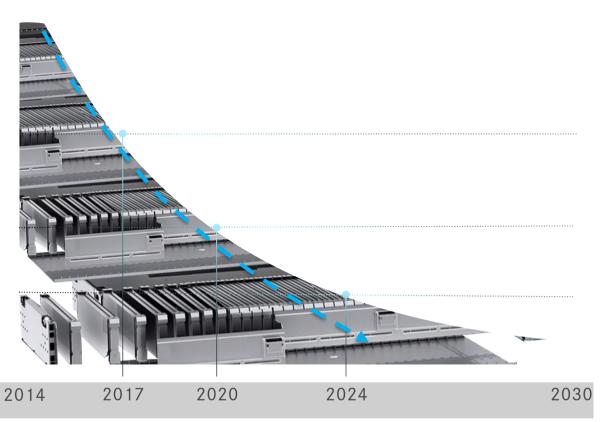


\*MB xEV models, incl. EQV and T-Class, w/o smart

## Our path to higher EV profitability

#### Costs of batteries coming down faster than originally expected

(€/kWh)



#### Other measures

Significantly below €100/kWh system level by mid-decade (cell/module/system)

Simplified Modular Strategy will drive economies of scale

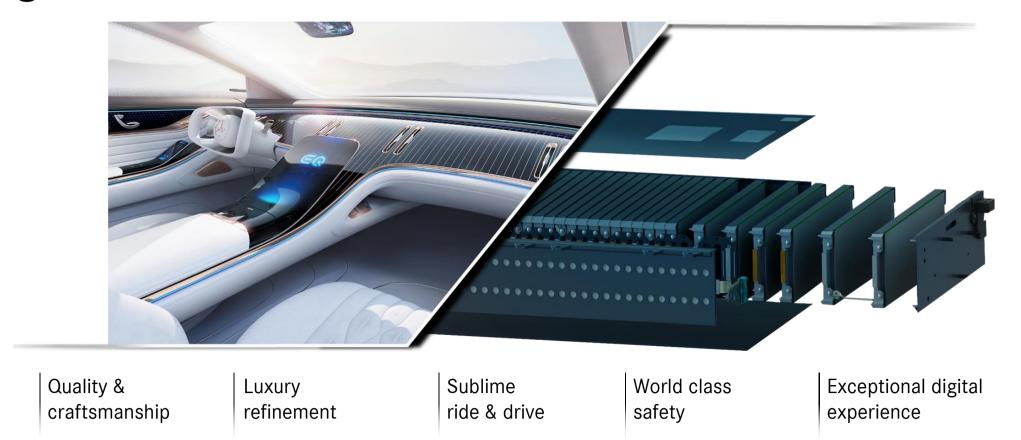
Partnerships and supply secured beyond 2025

Targeting strong contribution margins for all new architectures from 2025\*

New high-end EQ products target solid profitability from the start

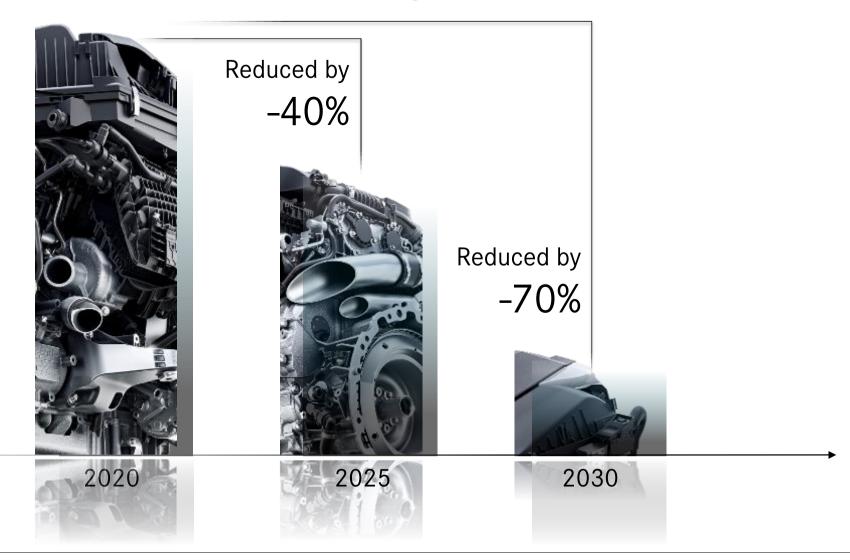
<sup>\*</sup> without governmental incentives

## Aiming to take the lead in EV



## ...WITH A TRUE MERCEDES-BENZ LUXURY EXPERIENCE – THE COMBINATION OF AESTHETICS AND TECHNOLOGY

## Significant reduction of combustion engines



Reduction in variants of combustion engines

## The next step: MMA compact & mid-size car electric platform

Exceptional range

Benchmark high power charging

Highly energy efficient drivetrain & vehicle



Very competitive e-drivetrain costs

Luxury: Aiming to offer best noise and comfort in the industry

State-of-the-art digital experience

#### **OPTIMIZED INVESTMENT & COST STRUCTURE**

### Our own proprietary operating system



**Compelling luxury experience** 

**Speed of execution** 

**Higher customer loyalty** 

Scalable, lower variable costs

Lower complexity

**Recurrent revenues** 

#### ... WILL DELIVER AN EXTRAORDINARY CUSTOMER EXPERIENCE

# What exactly is MBOS? And what will Mercedes-Benz develop?

Vehicle software

Frontend Layer 100% in-house

Applications Layer Mainly in-house\*

Middleware Layer Partially in-house

Infrastructure Layer Partially in-house

Cloud/ IoT

5 domains:
Drive train
Autonomous Drive
Infotainment
Body control
Communications

Full integration by Mercedes-Benz

#### Vehicle hardware

Sourced from suppliers but chipset specifications defined by Mercedes-Benz (key strategic partners)

Consolidated hardware strategy away from many ECUs

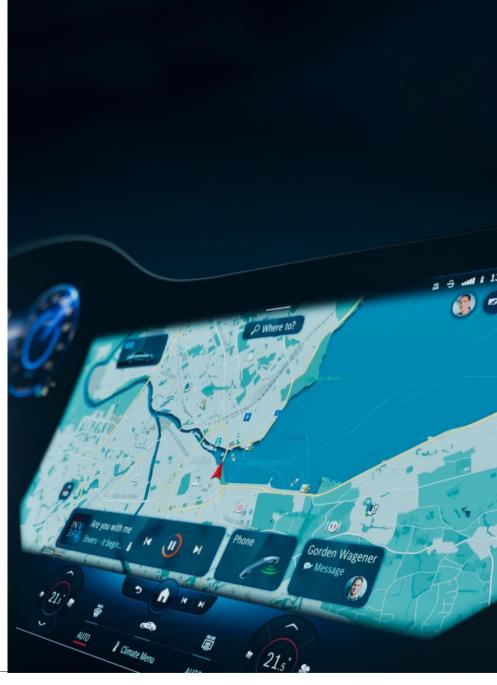
<sup>\*</sup> Automated Driving co-developped with Nvidia

# Mercedes-Benz Cars & Vans MBUX Hyperscreen

High-tech in a luxury shell: Biggest and most intelligent screen ever mounted in series-built Mercedes

Mercedes-Benz will be personal assistant for driver and front passenger

Learning Artificial Intelligence software: Operating concept, infotainment and vehicle functions based on individual patterns



# Mercedes-Benz Cars & Vans **Strategy Mercedes-Benz Vans**

"Moving Transportation to the next level"

We exceed customers' expectations with the most desirable vans & services

### **Target**

premium segments

### Focus

on profitable growth

#### Lower

operating costs

#### Lead

in electric drive and digitization

#### **Embrace**

customers and grow recurrent revenues

4% revenue growth and 8% return on sales, supported by a refocused cost structure

Economic, environmental and social sustainability as a guiding principle

Driven by a highly qualified and motivated team



## Full range supplier in the commercial segment



# Electrification of the vehicle fleet – for both private and commercial use



## Our financial ambitions for MB AG 2025

Market environment/revenues			
Contribution margin		Profitable growth	
Fixed costs	>-20% vs. 2019	>-20% vs. 2019	>-20% vs. 2019
CAPEX and R&D (CF impact)	>-20% vs. 2019	> -20% vs. 2019	>-20% vs. 2019
RoS MB AG	Mid to high single digit	High single digit	Double digit
Cash conversion		0.7 – 0.9x	

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## **Strategy Daimler Trucks & Buses**

We add value for our customers

Lead globally

Grow services

Differentiate by technologies

Focus on core business

Lean organization

People culture

Partnerships



# Daimler Trucks & Buses **Strategic priorities**

#### **Product & portfolio**

Increased focus on HD segment and increased commonization

Growing importance of connected trucks to provide real-time data and analytics to optimize customer operations

#### Sustainability & CO<sub>2</sub>

Battery Electric truck and fuel cell, both important and complementary

#### **Autonomous**

Hub2Hub

Continued integration of advanced safety systems





### The new vocational Western Star truck



#### Mercedes-Benz Trucks in China for China

Joint venture Beijing Foton Daimler Automotive Co., Ltd. (BFDA) to produce and distribute Mercedes-Benz trucks in China

The new Mercedes-Benz heavy-duty tractor models will get state-of-the-art Daimler Trucks technology and will be fully adapted to the **specific requirements** of varied Chinese customers

Start of production planned in two years from now in new BFDA truck plant in Huairou

Investment of more than 3.8 billion RMB (over 485 million euros) by joint venture BFDA for acquisition of new plant and set-up of new infrastructure and production lines

**Leveraging the potential of the world's largest truck market**, China sales expected to contribute to Daimler Trucks' global development



## Daimler Trucks & Buses **Electric trucks technology**

Proving capabilities of electric trucks and buses in customers use: More than 7 million kilometers driven

Launch of eActros series production this year, integration of electric trucks into existing production set-up

Testing Freightliner eCascadia and eM2; start of series production in 2022

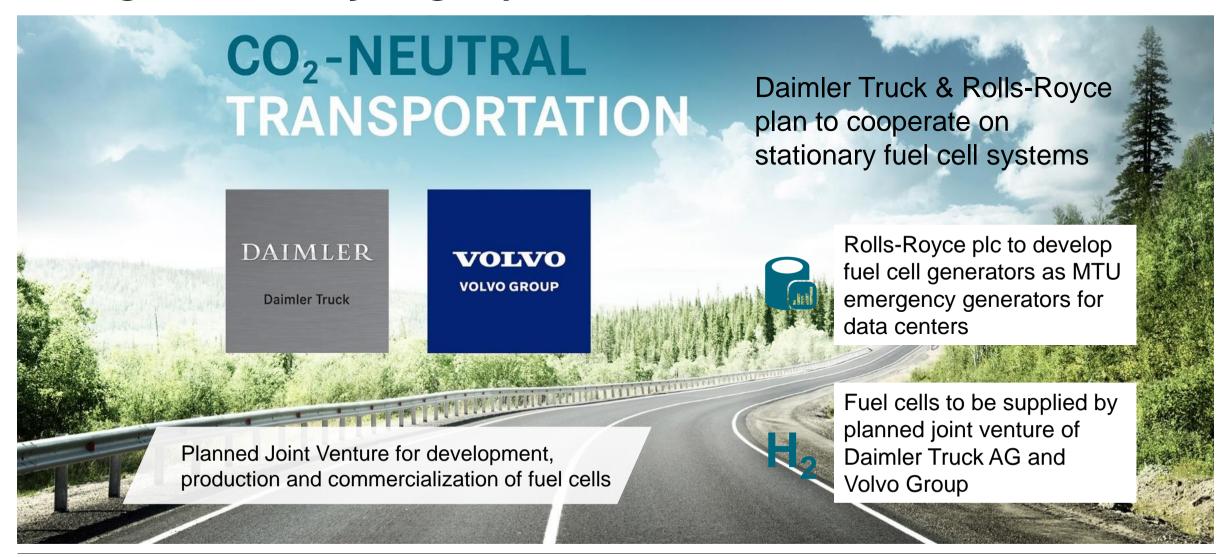
Concept Gen H2 Truck demonstrates future long-haul operation with F-Cell: Range of ~ 1,000 km and more in series version; series production by second half of decade



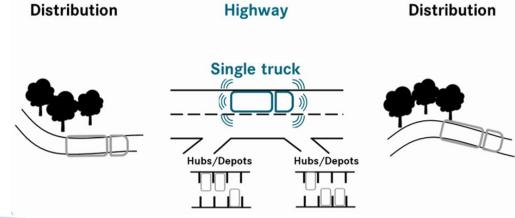
## Electric and hydrogen - the customer decides according to specific needs



## Joining forces for hydrogen-powered



#### **Autonomous**

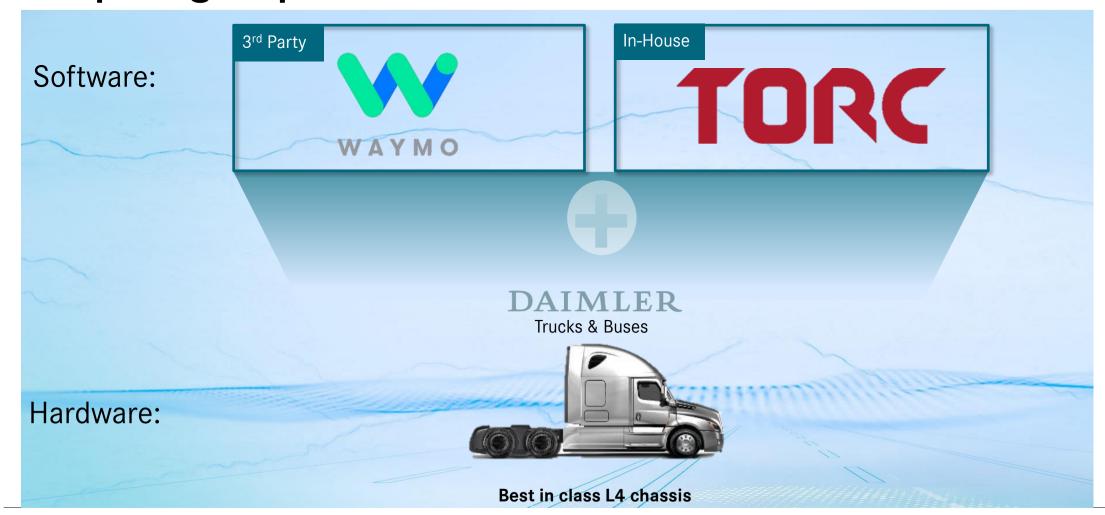


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#### **DEVELOPMENT AND TESTING ON PUBLIC ROADS**

As part of our dual strategy, we collaborate on the chassis and offer multiple digital products for our customers



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# Daimler Mobility **Strategy Daimler Mobility**

WE MOVE YOU! We inspire our customers with best-in-class financial and mobility services – intuitive, flexible and fully digital

## Drive transformation

Establish online sales Offer flexible products Speed up e-mobility

## Increase efficiency

Automate and bundle ops Simplify product range Create lean organization

## Boost the business

Push penetration Accelerate retention Grow used-car portfolio

## Strengthen our culture

Ensure people focus Safeguard best skills Live core values



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## Daimler Mobility

### **Our Role**

- **We** create demand for vehicles and services.
- **We** promote and ensure customer loyalty.
- **We** contribute to Daimler's financial success.
- **We** open up new opportunities through mobility services.

WE MO>E YOU



## **Daimler Mobility**

## We are putting financial services front and center again



We inspire our customers with best-in-class financial and mobility services – intuitive, flexible and fully digital.

DMO ambition statement since July 2020

## FLEET MANAGEMENT, RENTAL AND SUBSCRIPTION SOLUTIONS AS WELL AS MOBILITY SHAREHOLDINGS WILL REMAIN IMPORTANT TO SUPPLEMENT OUR PORTFOLIO

## Daimler Mobility Our Action Fields

We offer attractive **financing**, **leasing and insurance** options to create a seamless customer experience across the product portfolio of Daimler AG and enable the transition towards electric mobility.

Daimler Mobility is active in the field of **fleet management** through Athlon. We want to enjoy above-average growth rates and thus expand our market presence in Europe.

We address customer needs for flexibility and first-class individual mobility by offering **rental and subscription** models. With our EQ subscription models our customers enjoy adaptable premium electric mobility.

As a strategic investor, we want to continue utilizing the business potential of digital mobility solutions. Through our **mobility shareholdings** we shape the rapidly growing market for urban mobility services.



## DAIMLER FY 2020 **DISCLAIMER**

This document contains forward-looking statements that reflect our current views about future events. The words "anticipate," "assume," "believe," "estimate," "expect," "intend," "may," "can," "could," "plan," "project," "should" and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, pandemics, acts of terrorism, political unrest, armed conflicts, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates, customs and foreign trade provisions; a shift in consumer preferences towards smaller, lower-margin vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; price increases for fuel or raw materials; disruption of production due to shortages of materials, labor strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook for companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending government investigations or of investigations requested by governments and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which are described under the heading "Risk and Opportunity Report" in the current Annual Report. If any of these risks and uncertainties materializes or if the assumptions underlying any of our forward-looking statements prove to be incorrect, the actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward-looking statements since they are based solely on the circumstances at the date of publication.

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