DAIMLER AG

ROADSHOW PRESENTATION

October 2020



AGENDA

- I. REVIEW Q3 2020
- II. OUTLOOK FY 2020
- III. STRATEGY
 - I. SUSTAINABILITY
 - II. MERCEDES BENZ CARS & VANS
 - III. DAIMLER TRUCKS & BUSES
 - IV. DAIMLER MOBILITY



DAIMLER GROUP **KEY TOPICS Q3 2020**

New Mercedes-Benz Cars strategy presented

Diesel US settlement: Important step towards legal certainty

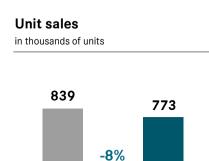
Right path to reducing break-even

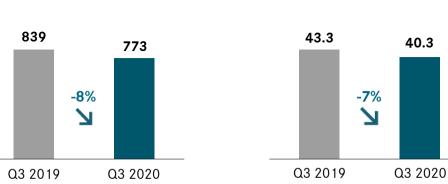
Industrial FCF reflects strong business performance and extensive cost and cash preservation measures

Issuance of first green bond with 1bn EUR volume



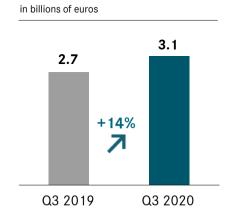
DAIMLER GROUP **KEY TOPICS Q3 2020**



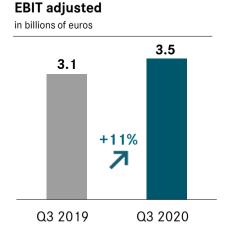


Revenue

in billions of euros



EBIT

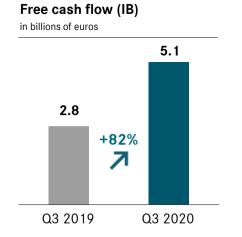


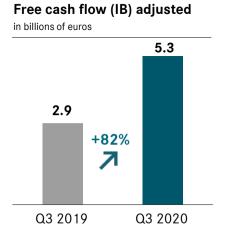






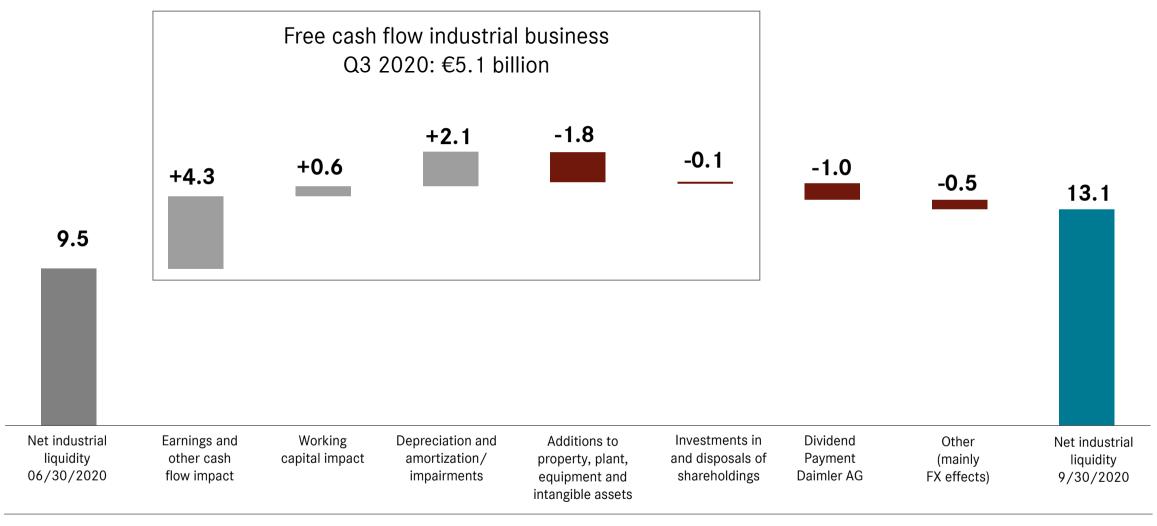
Earnings per share





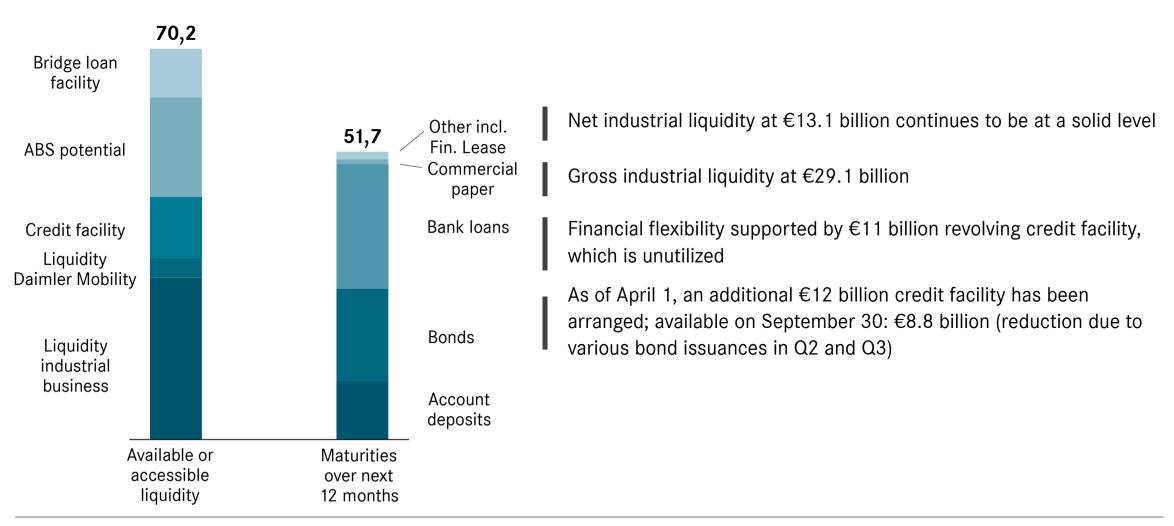
DAIMLER GROUP NET INDUSTRIAL LIQUIDITY Q3 2020

in billions of euros



DAIMLER GROUP FINANCIAL FLEXIBILITY OVER A 12-MONTH PERIOD

in billions of euros, as of Q3 2020



MERCEDES-BENZ CARS & VANS **KEY TOPICS Q3 2020**

Positive development of unit sales in third quarter due to recovery of many markets

Favorable development in model mix and pricing

Indicators of change show operative improvement, e.g. accelerating headcount reduction, fixed cost coming down

Electric first: Progressing on xEV share and striking distance to meet 2020 CO2 targets

World Premiere of the new Mercedes-Benz S-Class and official opening of Factory 56

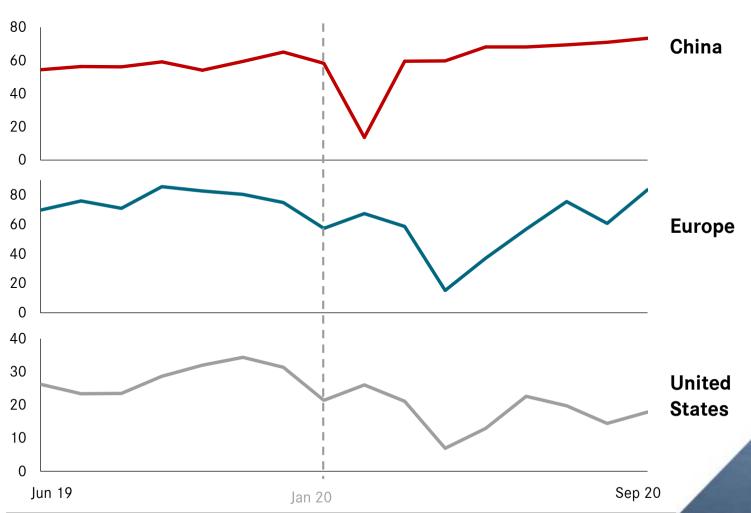
Mercedes-Benz Vans: operational turnaround

Mercedes-Benz Vans goes electric – start of production of EQV



MERCEDES-BENZ CARS & VANS **BUSINESS RECOVERY YTD 09/2020**

Group sales Mercedes-Benz Passenger Cars per month in thousands of units





MERCEDES-BENZ CARS & VANS KEY FIGURES Q3 2020

Unit sales

in thousands of units

Revenue

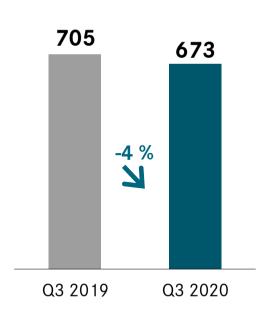
in billions of euros

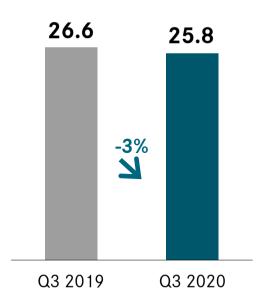
EBIT adjusted

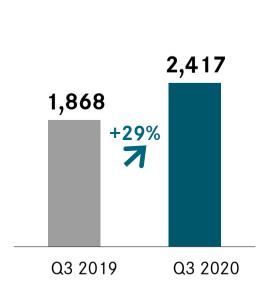
in millions of euros

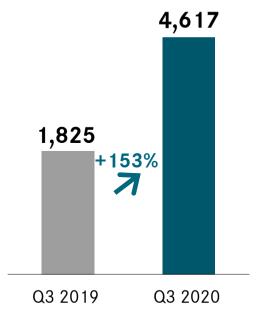
CFBIT

in millions of euros









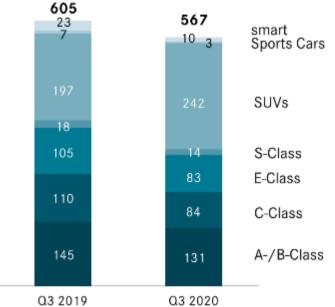
MERCEDES-BENZ CARS & VANS **UNIT SALES Q3 2020**

in thousands of units, Mercedes-Benz Cars only

BY REGIONS 605 567 103 Rest of world 71 Europe (excl. Germany) Germany **United States** 52 76 214 China 173

Q3 2020

BY SEGMENT



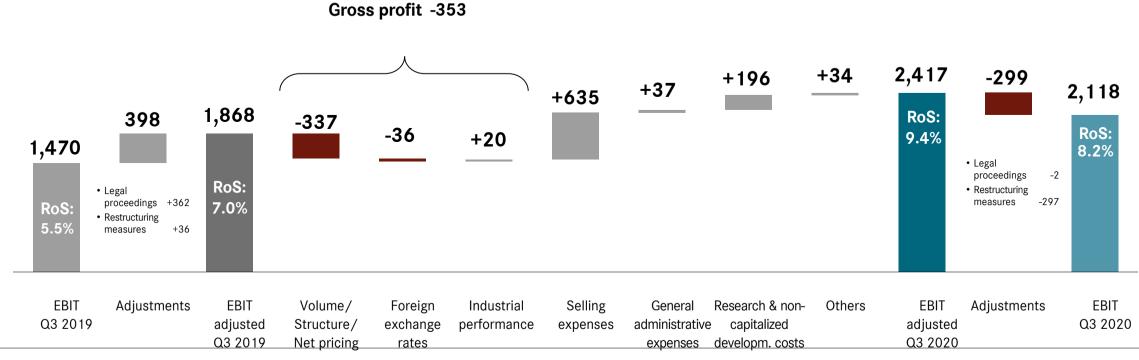


Q3 2019

MERCEDES-BENZ CARS & VANS EBIT AND ROS Q3 2020

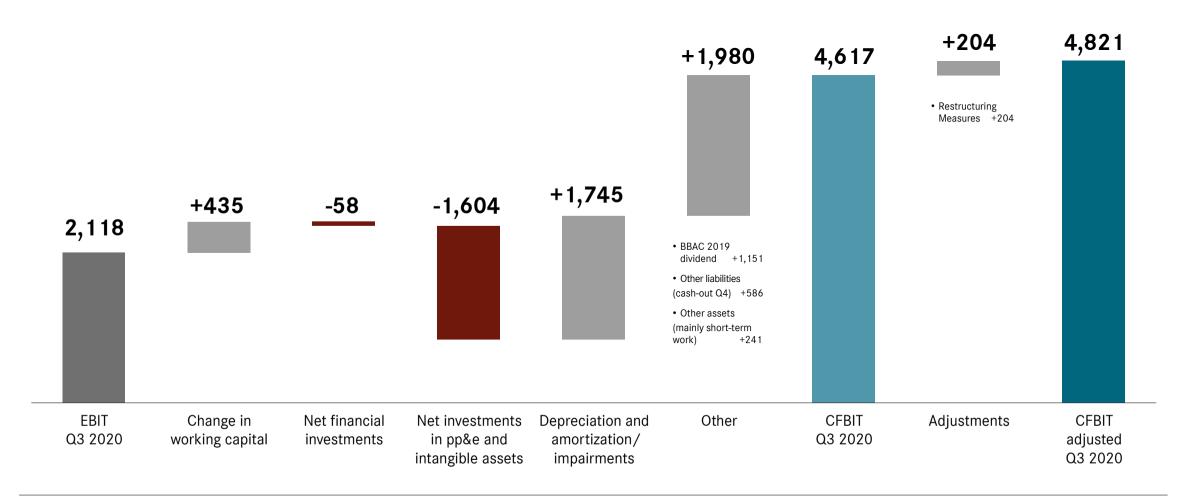
in millions of euros

- Significant fixed cost reduction in all areas
- Favorable model mix and pricing
- ♣ Positive one-time pension/healthcare effect in USA
- Lower unit sales



MERCEDES-BENZ CARS & VANS RECONCILIATION FROM EBIT TO CFBIT Q3 2020

in millions of euros



DAIMLER TRUCKS & BUSES **KEY TOPICS Q3 2020**

Significant sales recovery vs. H1; significant decreases vs. Q3 2019 due to ongoing COVID-19 pandemic

Incoming truck orders in most key regions significantly above Q2; Europe and North America also positive compared to Q3 2019

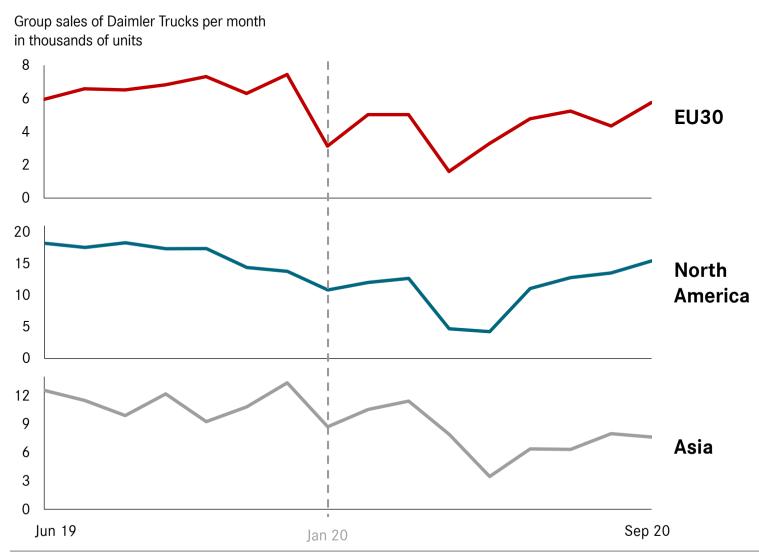
Ongoing strong focus on cash preservation measures

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

Introduction of new products and concepts



DAIMLER TRUCKS & BUSES BUSINESS RECOVERY YTD 09/20





DAIMLER TRUCKS & BUSES **KEY FIGURES Q3 2020**

Incoming orders*

in thousands of units

Unit sales

in thousands of units

Revenue

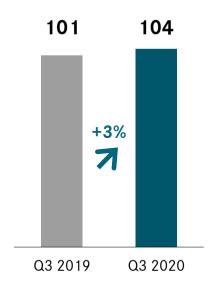
in billions of euros

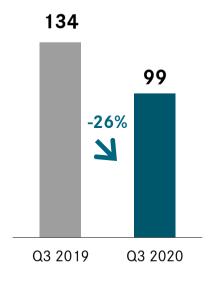
EBIT adjusted

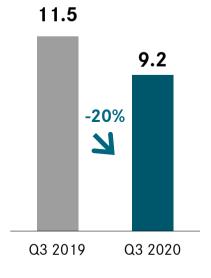
in millions of euros

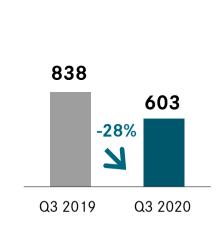
CFBIT

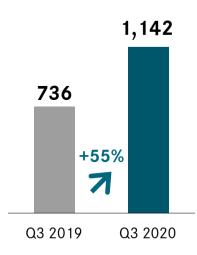
in millions of euros









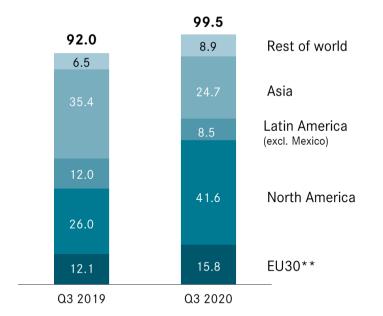


^{*} Net order intake, adjusted for cancellations

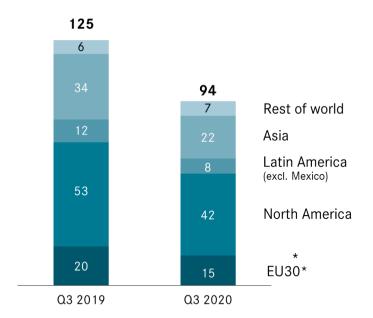
DAIMLER TRUCKS & BUSES INCOMING ORDERS AND UNIT SALES

in thousands of units, Daimler Trucks only

INCOMING ORDERS



UNIT SALES



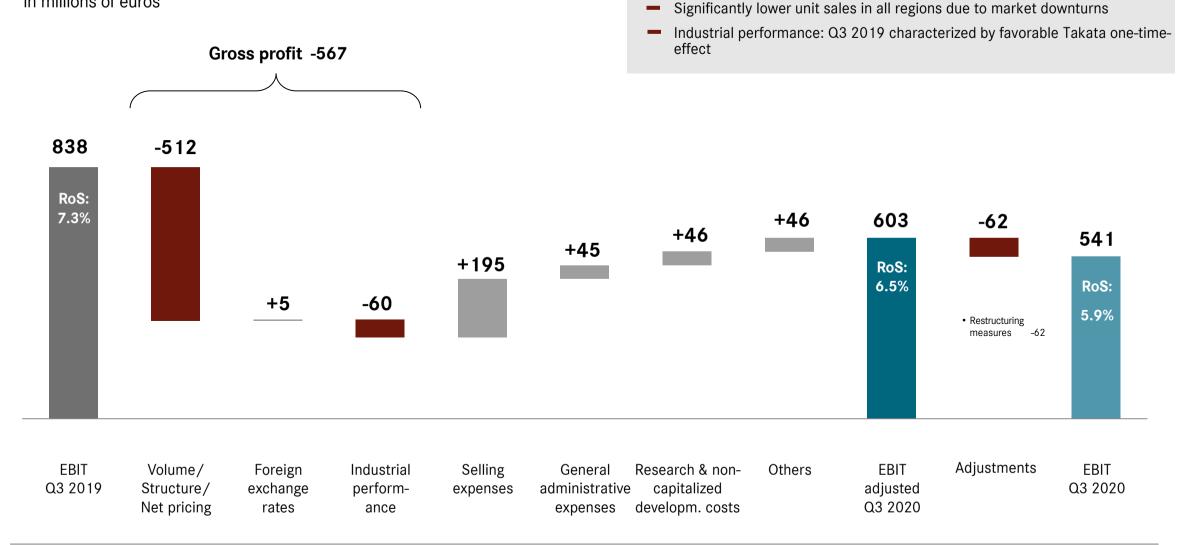


^{**} European Union, United Kingdom, Switzerland and Norway



DAIMLER TRUCKS & BUSES EBIT AND ROS Q3 2020

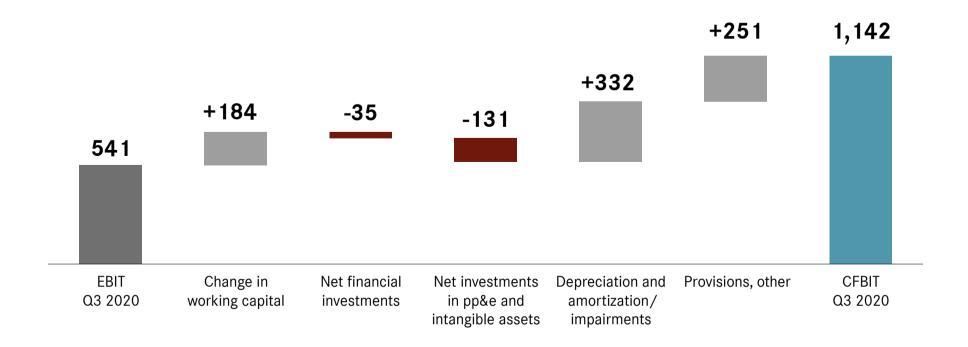
in millions of euros



Significant fixed cost reduction in all areas

DAIMLER TRUCKS & BUSES RECONCILIATION FROM EBIT TO CFBIT Q3 2020

in millions of euros



DAIMLER MOBILITY KEY TOPICS Q3 2020

New business stabilized with recovery effect in almost all regions

Payment restructuring programs expired in most markets with majority of customers returning to normal payment mode

No further increase of credit provisions required in Q3

Implemented efficiency measures with ongoing positive impact

Focus on customer loyalty and retention



DAIMLER MOBILITY KEY FIGURES Q3 2020

New business

in billions of euros

Contract volume

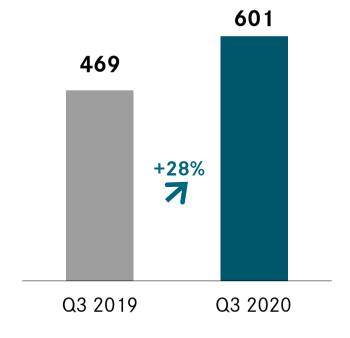
in billions of euros

EBIT adjusted

in millions of euros



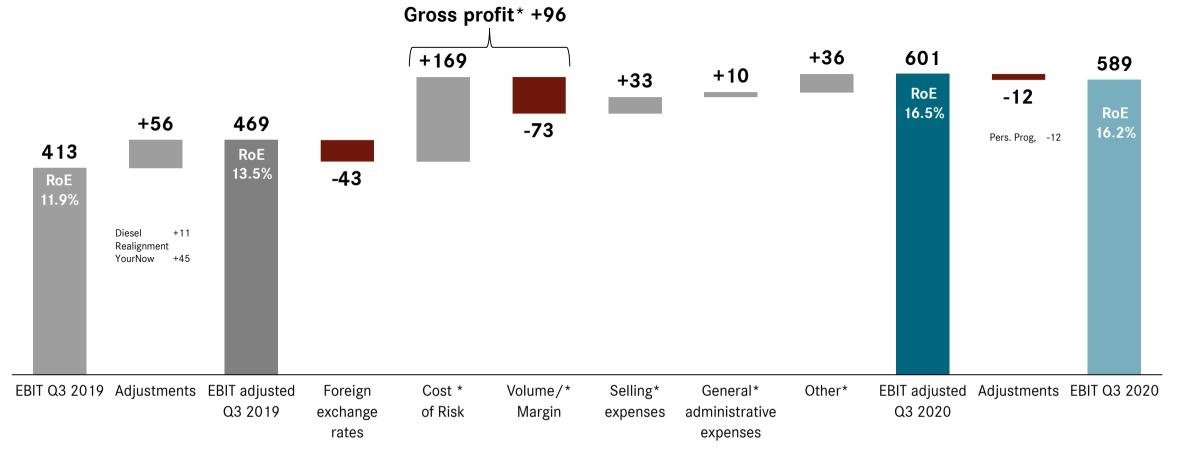




DAIMLER MOBILITY EBIT AND ROE Q3 2020

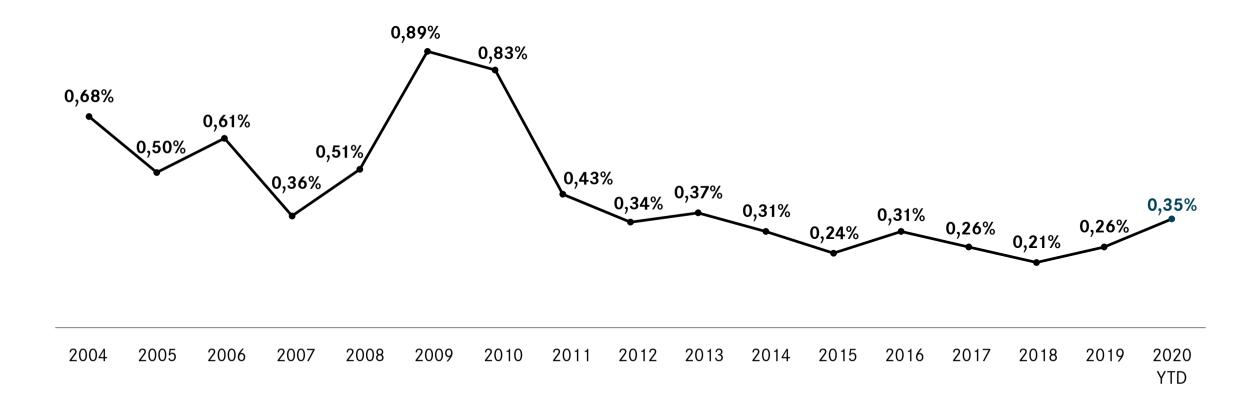
in millions of euros

- + Fixed cost reductions in all areas
- ♣ No further increase of credit risk reserve
- Impairment of software in context of streamlining IT-architecture



* excluding FX effects

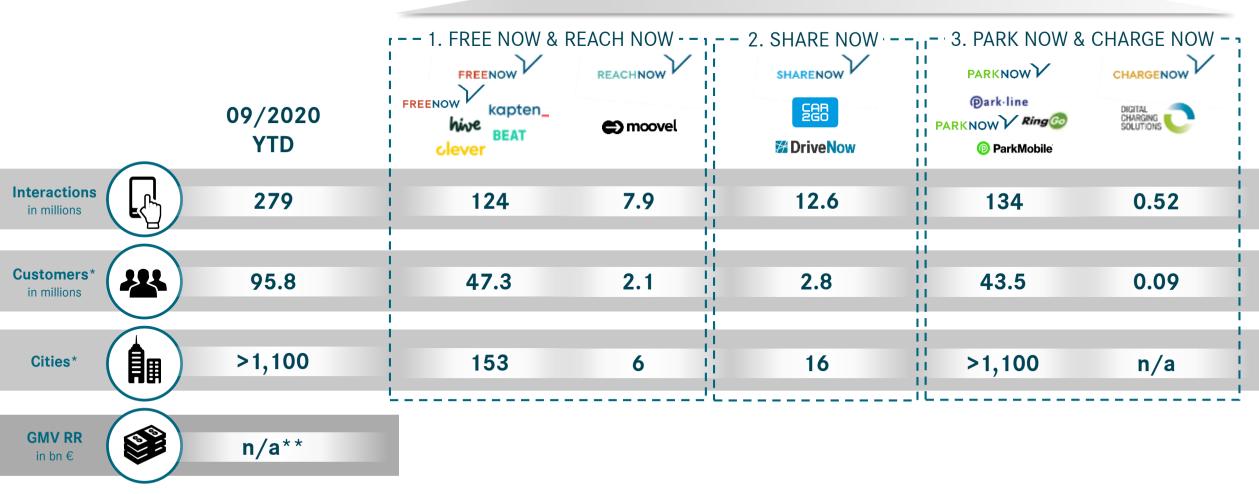
DAIMLER MOBILITY NET CREDIT LOSSES*



^{*} as a percentage of portfolio, subject to credit risk

DAIMLER MOBILITY YOUR NOW JOINT VENTURES

YOURNOW



^{*} Partially, data summation w/o consideration of possible redundancies ** Due to current uncertain situation, not applicable to estimate FY 2020 value based on the GMV run rate

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. SUSTAINABILITY

II. MERCEDES BENZ CARS & VANS

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DAIMLER GROUP 2020 OUTLOOK

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.

Daimler Group Revenue	Significant decrease
Daimler Group EBIT	At prior-year level
Free Cash Flow (industrial business)*	Significant increase
Investment in PP&E	Significant decrease
R&D expenditure	Slight decrease



^{*} Excluding possible expenses relating to legal and governmental proceedings.

DAIMLER GROUP 2020 OUTLOOK

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.

Unit Sales

Cars	Significant decrease
Vans	Significant decrease
Trucks	Significant decrease
Buses	Significant decrease

Return on Sales (adjusted*)

Mercedes-Benz Cars & Vans	4.5 to 5.5%
Daimler Trucks & Buses	1 to 2%
Daimler Mobility (RoE)	9 to 10%

Cash Conversion Rate** (adjusted)

Cars & Vans	1x
Trucks & Buses	2x

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.



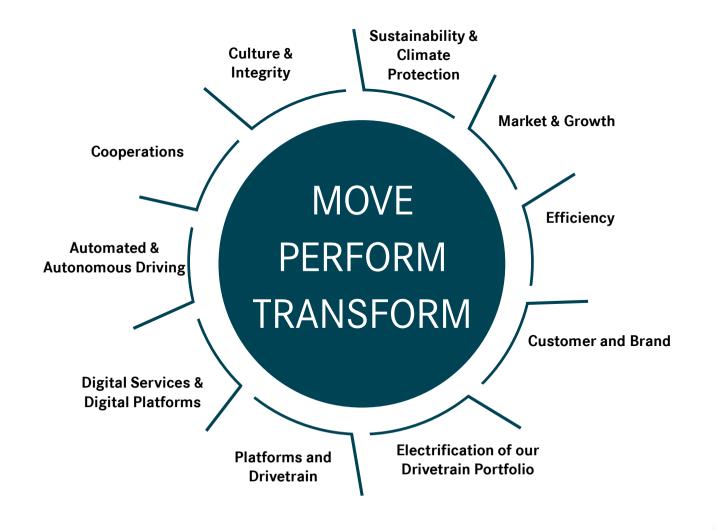
^{**} Adjusted Cash Flow before Interest and Taxes (CFBIT) divided by adjusted EBIT.

AGENDA

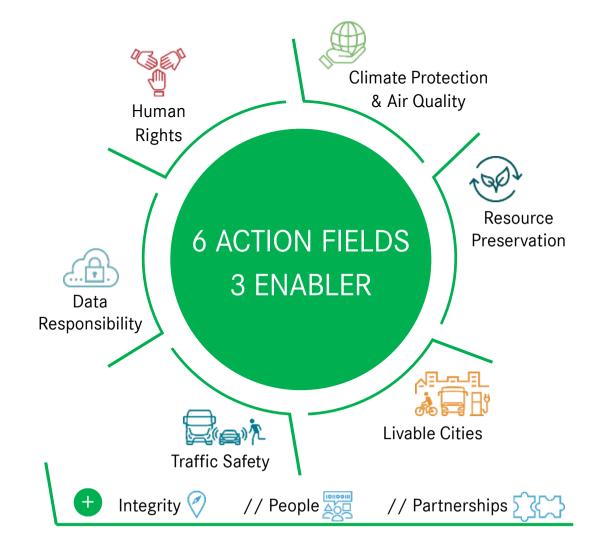
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DAIMLER GROUP **SUSTAINABILITY AS AN INTEGRAL PART...**



DAIMLER GROUP ...WITH FOCUS ON:





DAIMLER GROUP 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





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MERCEDES-BENZ CARS & VANS OUR REFOCUSED STRATEGY



MERCEDES-BENZ CARS & VANS LUXURY IS WHERE WE BELONG, AND LUXURY IS WHERE THE GROWTH IS

Global # of wealthy individuals

(private investable wealth > \$250k, individuals in min)

Per region

(private investable wealth > \$250k, individuals in mn)



Source: BCG Analysis September 2020; based on a COVID-19 quick rebound scenario

MERCEDES-BENZ CARS & VANS WE WILL FOCUS ON PROFITABLE GROWTH

Profit

Rethink volume ambitions

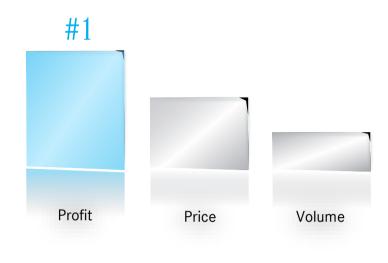
– profitability first

Price

Reorientate pricing and channel

Portfolio

Reshape future product portfolio to optimize







MERCEDES-BENZ CARS & VANS RESHAPE PRODUCT PORTFOLIO

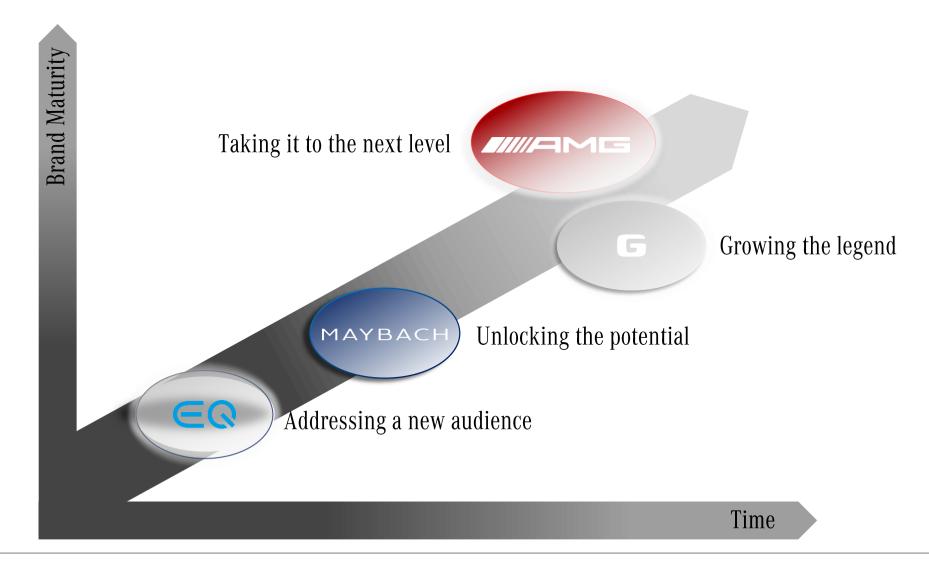


WE WILL REFOCUS PRODUCT DEVELOPMENT RESOURCES TO GROW IN THE MOST PROFITABLE PARTS OF OUR RELEVANT SEGMENTS

MERCEDES-BENZ CARS & VANS WE WILL UNLOCK THE POTENTIAL OF OUR SUB-BRANDS



MERCEDES-BENZ CARS & VANS CLEAR GROWTH PLAN FOR EVERY SUB-BRAND



MERCEDES-BENZ CARS & VANS OUR ECONOMIC RESPONSIBILITY

Our challenge

Our answer

Contribution margins on EVs

Driving down powertrain costs

Technology and eDrive investments

Intelligent platform strategy

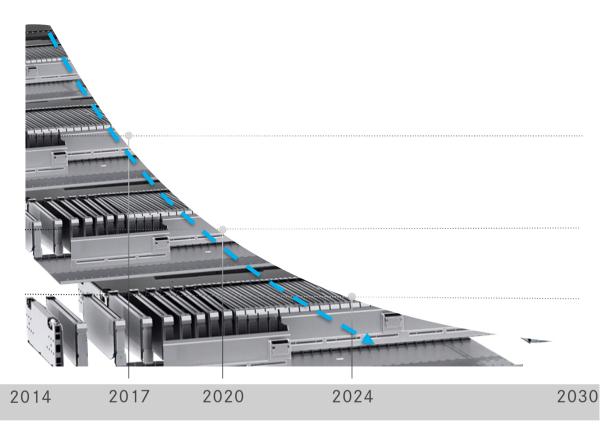
Legacy activities

Clear plan for the transition

MERCEDES-BENZ CARS & VANS 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 ¹

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

MERCEDES-BENZ CARS & VANS OUR AIM IS TO LEAD IN ELECTRIC DRIVE



We will rapidly expand our portfolio of luxury xEVs



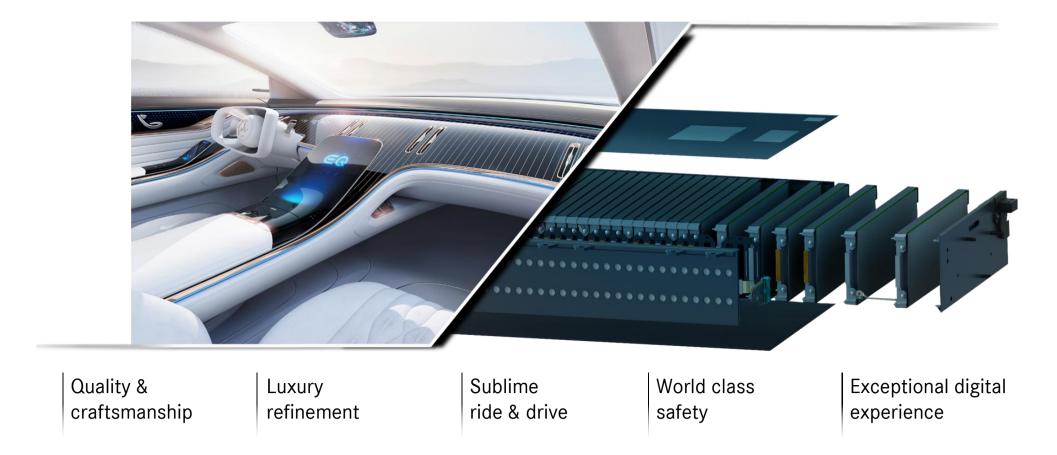
We will accelerate range and efficiency



We will offer a state of the art charging experience

WE WILL BUILD THE WORLD'S MOST DESIRABLE ELECTRIC CARS

MERCEDES-BENZ CARS & VANS AIMING TO TAKE THE LEAD IN EV



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

MERCEDES-BENZ CARS & VANS AN ELECTRIC FUTURE

< 25 PHEV > 10 BEV > 25 PHEV > 5 BEV > 20 PHEV Increase of xEV models¹ 2021 2025 2030

WE WILL RAPIDLY EXPAND OUR ELECTRIC PORTFOLIO

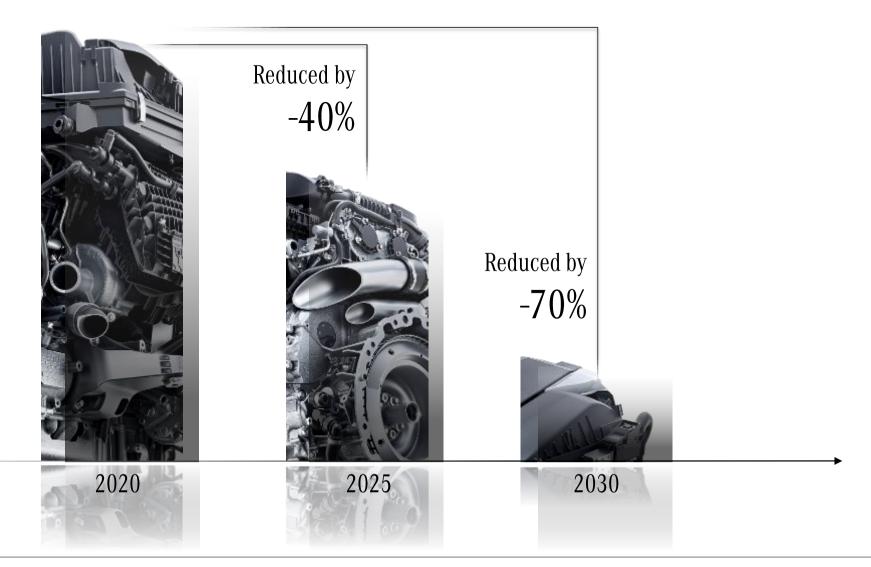
xEV share >50% with very high flexibility

> 20 BEV

and '

¹ MB xEV models, incl. EQV and T-Class, w/o smart

MERCEDES-BENZ CARS & VANS **SIGNIFICANT REDUCTION OF COMBUSTION ENGINES**



Reduction in variants of combustion engines

MERCEDES-BENZ CARS & VANS **ELECTRIC FIRST**



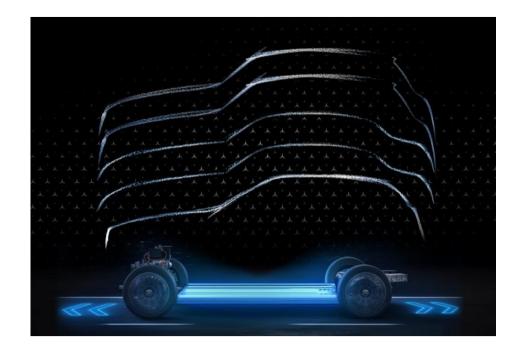
WE ARE FULLY COMMITTED TO DEDICATED ELECTRIC ARCHITECTURES

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

UNCOMPROMISING 'ELECTRIC FIRST' ARCHITECTURE AND MODULES WITH AN OPTIMIZED INVESTMENT & COST STRUCTURE

MERCEDES-BENZ CARS & VANS SOFTWARE AND TECHNOLOGY

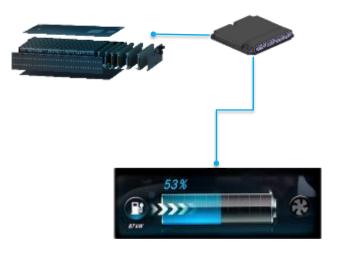
MBUX Software











WE HAVE ALREADY MADE HUGE STRIDES IN OUR SOFTWARE COMPETENCE AND TECHNOLOGY OFFER

MERCEDES-BENZ CARS & VANS 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

MERCEDES-BENZ CARS & VANS WHAT EXACTLY IS MB.OS? AND WHAT WILL MERCEDES-BENZ DEVELOP?

Vehicle software

Frontend Layer 100% in-house

Applications Layer Mainly in-house ¹

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

¹ Automated Driving co-developped with Nvidia

MERCEDES-BENZ CARS & VANS WE WILL LOWER CAPEX AND R&D

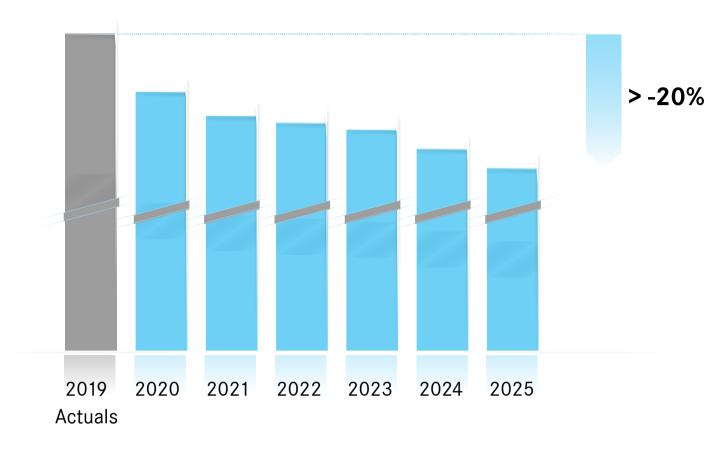
Key levers

Reduction of platforms/portfolio, and vehicle complexity

Reduced spending on conventional powertrain and highly standardized EV architectures

Streamlined industrial footprint

Absolute € budgets year by year for CAPEX and R&D (not % of sales targets)



Note: refers to Capex, R&D and non-recurring expenses - cash flow view

MERCEDES-BENZ CARS & VANS WE WILL SIGNIFICANTLY REDUCE OUR FIXED COSTS

Comprehensive fixed cost optimization scope, including

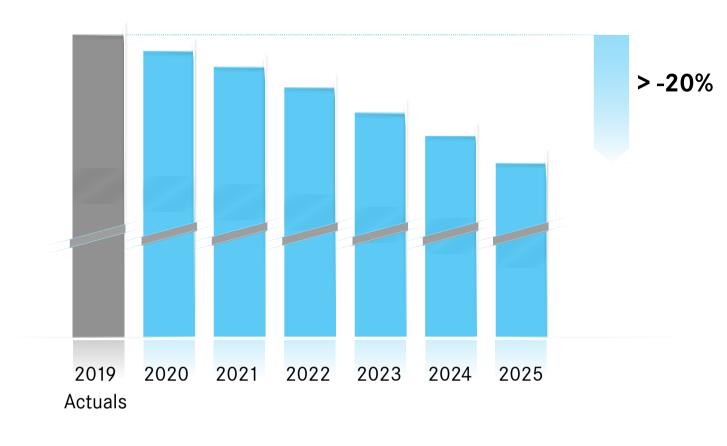
Absolute fixed cost reduction

Personnel cost reduction targets continued through to 2025

Adjustment of production capacity

Structural change in marketing & sales

Sustainable implementation of COVID-19 learnings, e.g. travel, consulting, facility management, etc.



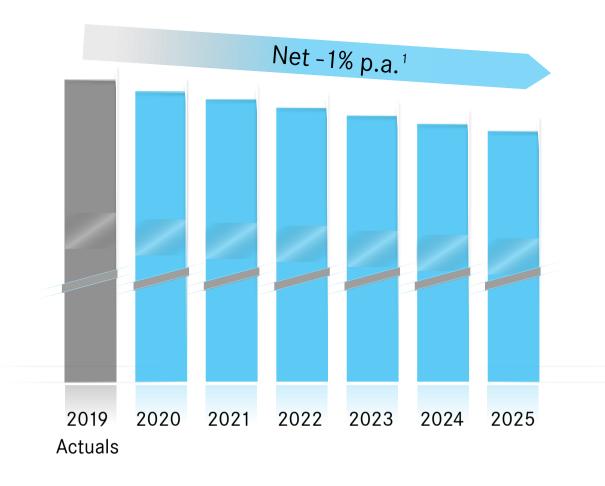
MERCEDES-BENZ CARS & VANS WE WILL REDUCE VARIABLE COSTS TO MITIGATE CO2 BURDEN

Comprehensive optimization of all external and internal variable cost levers, including

Increased saving targets for material costs

Ambitious targets for variable manufacturing costs

Reduction of variable sales costs



OUR FINANCIAL AMBITIONS FOR MB AG 2025







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



"Moving transportation to the next level"

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

Target

premium segments

Focus

on profitable growth

Embrace

customers and grow recurrent revenues

Lead

in electric drive and digital solutions

Lower

operating costs

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

Economic, environmental and social sustainability as a guiding principle

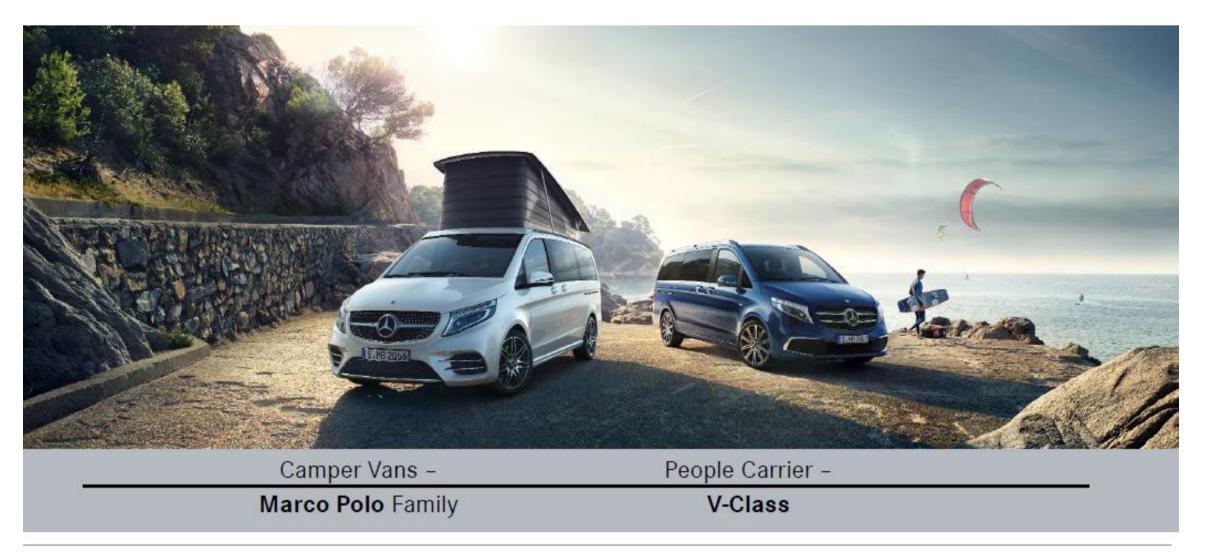
Driven by a highly qualified and motivated team



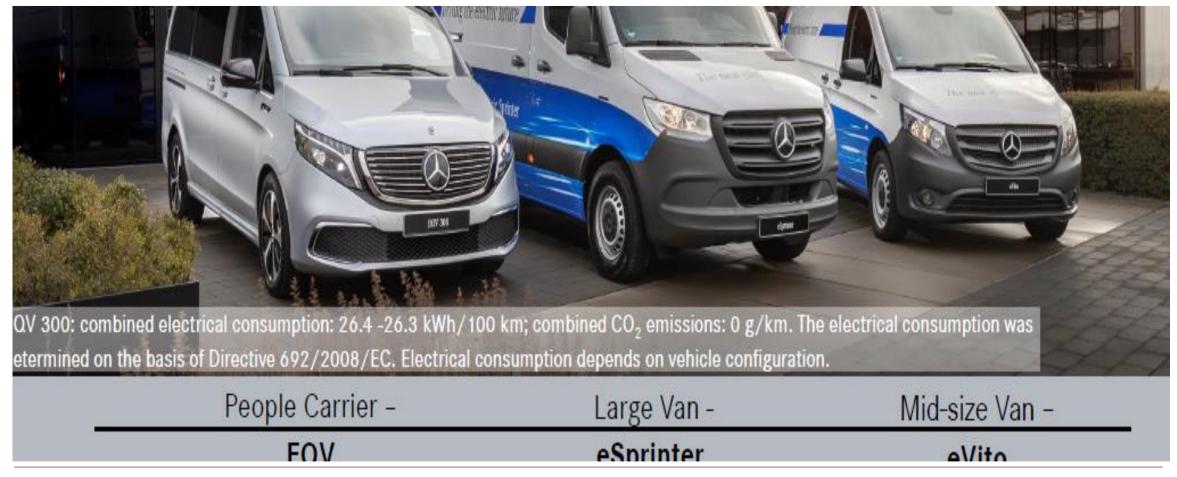
FULL RANGE SUPPLIER IN THE COMMERCIAL SEGMENT



A FORCE TO RECKON WITH THE PRIVATE SEGMENT, TOO



MERCEDES-BENZ CARS & VANS **ELECTRIFICATION OF THE VEHICLE FLEET – FOR BOTH PRIVATE AND COMMERCIAL USE**



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DAIMLER TRUCKS & BUSES OUR STRATEGY

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 & CO₂

Battery Electric truck and fuel cell, both important and complementary

Autonomous

Hub2Hub

Continued integration of advanced safety systems





DAIMLER TRUCKS & BUSES **LEAD GLOBALLY**



WE BALANCE LOCAL CYCLES WITH A STRONG GLOBAL SETUP.
WE LEVERAGE OUR GLOBAL SCALE AND INTERNATIONAL NETWORK.
WE MEET LOCAL DEMAND BASED ON STRONG LOCAL ROOTS AND BRANDS.

DAIMLER TRUCKS & BUSES

PROGRAMS ACROSS ALL REGIONS AND SEGMENTS









DAIMLER TRUCKS & BUSES THE FUTURE IS ELECTRIC



THE DAIMLER TRUCK BATTERY ELECTRIC PORTFOLIO

DAIMLER TRUCKS & BUSES FUEL CELL AND HYDROGEN

- Range: up to 1,000 km
- Stands for a next generation of trucks based on fuel cells and hydrogen
- As capable as our customers expect
- Customer trials in 2023
- Series production in the second half of this decade



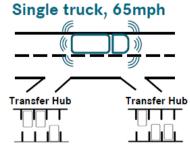


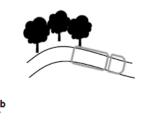
DAIMLER TRUCKS & BUSES AUTONOMOUS

Distribution 10% of trip

Highway 80% of trip Distribution 10% of trip









DEVELOPMENT AND TESTING ON PUBLIC ROADS

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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 STRATEGIC PRIORITIES

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



DAIMLER MOBILITY OUR STRENGTHS















...CONTRIBUTE TO DAIMLER GROUP'S SUCCESS

DAIMLER MOBILITY WE ARE PUTTING FINANCIAL SERVICES FRONT AND CENTER AGAIN



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

DAIMLER Q3 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 and tariff regulations; 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 we describe under the heading "Risk and Opportunity Report" in the current Annual Report or latest Interim 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.