MONETIZING OUR OPERATING SYSTEM

Key financial aspects

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The following presentation contains forward-looking statements that reflect management's current views with respect to future events. Such statements are subject to many risks and uncertainties. If the assumptions underlying any of these statements prove incorrect, then actual results may be materially different from those expressed or implied by such statements. For further details, please refer to the disclaimer at the end of the presentation.
MB.CONNECT and MB.DRIVE are the core of our software-enabled revenues
MB.CONNECT unlocks new revenue and EBIT pools

>1 Bn EUR revenue in 2022

Embedded revenue generated mainly as factory sales

On-top revenue generated as factory and store sales
Beneficial partnership with NVIDIA for MB.DRIVE

**SHARED EFFORT**

NVIDIA:
- AD base software
- Software updates
- SoC integration

Mercedes-Benz:
- Vehicles integration
- Application development
- Variable costs

**JOINT BENEFIT**

- Common use of data, IP rights and codes
- Faster development times
- Optimized product costs
- Shared proceeds
MB.DRIVE unlocks new revenue and EBIT pools

Features available as factory and store sales

Low single-digit Bn EUR revenue by mid of the decade

Mid single-digit Bn EUR revenue by end of the decade
Total software-enabled revenue development

Low-to-mid single-digit Bn EUR revenue by mid of the decade

High single-digit Bn EUR revenue by end of the decade

1 Bn EUR EBIT on track by mid of the decade

All figures part of existing weather chart
MB.OS software and corresponding hardware investment are part of existing financial target landscape

Increased share of R&D invest in EV and MB.OS software & hardware

Run-rate of 1-2 Bn EUR p.a. for MB.OS software & hardware

25% of R&D invest by mid of decade for MB.OS software and hardware

Midterm invest reduction targets remain
MB.OS is an enabler for our luxury and tech strategy
Disclaimer

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