ROADSHOW PRESENTATION MERCEDES-BENZ GROUP AG

FULL YEAR 2024



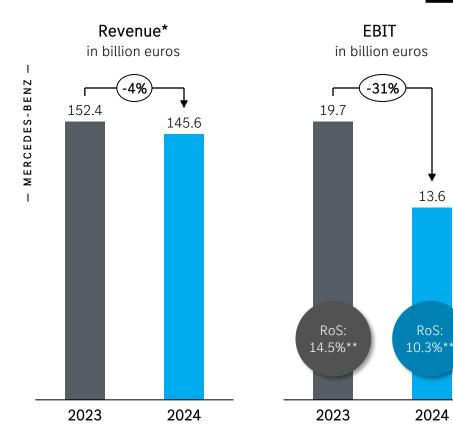
AGENDA

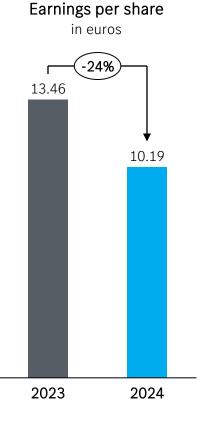
- I. Results FY 2024
- II. Outlook FY 2025
- III. Mercedes-Benz Cars
 - 1. Products & Brand
 - 2. Luxury & Top-End Vehicles
 - 3. Technology
 - 4. Next Level Performance
- IV. Mercedes-Benz Vans
- V. Mercedes-Benz Mobility

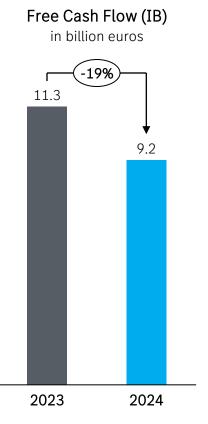
MERCEDES-BENZ GROUP: KEY FIGURES

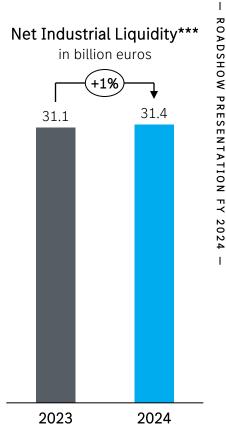


Share buyback: EUR ~7 bn. completed. Dividend: EUR 5.5 bn. paid out.









2024 figures preliminary and unaudited.

- * 2023 revenue has been corrected in accordance with IAS 8.
- ** Group Return on Sales considering the Industrial Business.
- *** Accrued interests are now shown under financing liabilities leading to a change of Net Industrial Liquidity.

MERCEDES-BENZ CARS: KEY MESSAGES 2024



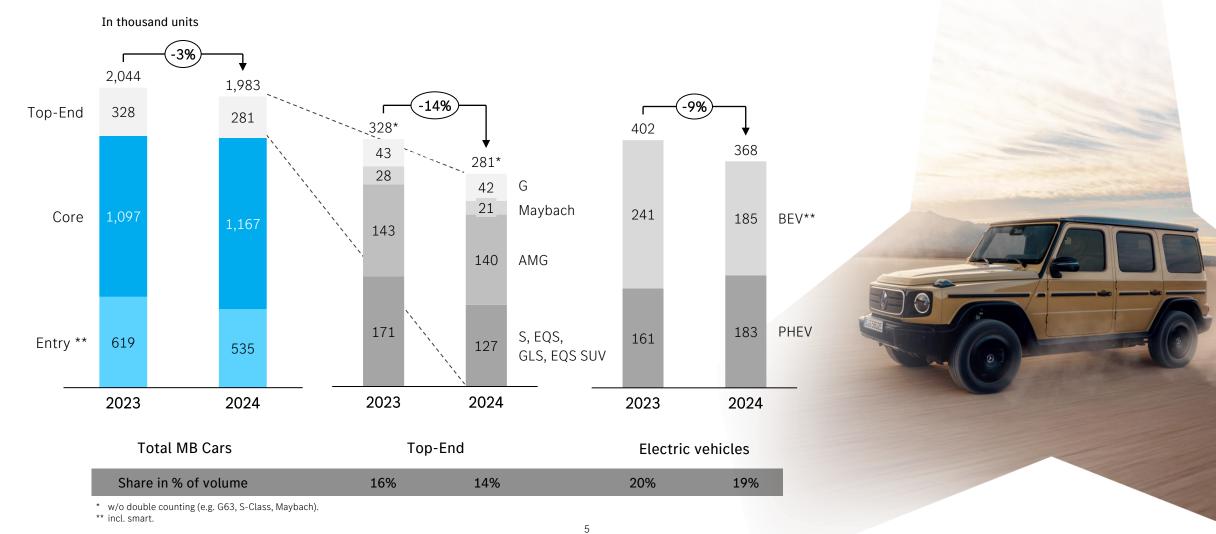
Performance: Top line development impacted by market dynamics, intensified cost efficiencies at work, RoS adj. at 8.1%.

Transformation: PHEV sales growth in subdued EV environment, opening of new competence center for battery development.

Products: Launch of new G-Class (ICE & BEV), updated EQS, SL Maybach, several premieres at AMG.

Technology: Elevating digital in-car user experience, advancing ADAS technology in all regions.

MERCEDES-BENZ CARS: TOP-END AND ELECTRIC VEHICLE UNIT SALES



MERCEDES-BENZ VANS STRATEGY PAYS OFF



Strategy: Consistent and successful implementation of Mercedes-Benz Vans strategy with industry leading profitability.

Performance: Strong profitable growth by focusing on premium segments and portfolio adjustment. Digital services to enhance productivity of commercial customers.

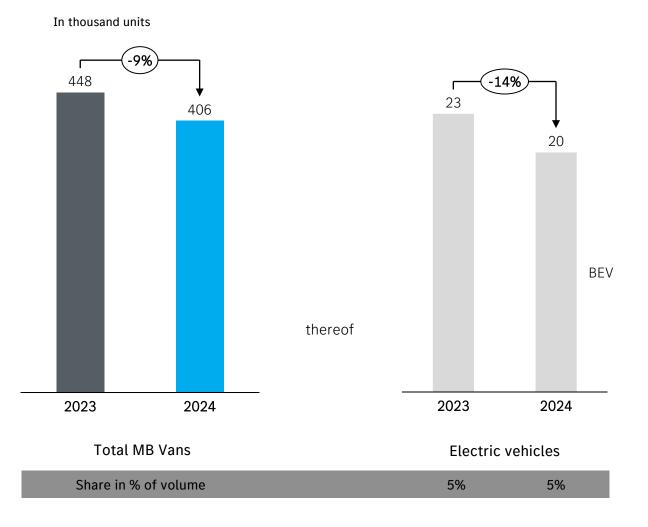
Product: Complete product portfolio renewed in 2024. First VAN.EA test vehicles on the road.

Transformation: Development and industrialization of one VAN architecture with both BEV and ICE.

Footprint: Continuous rightsizing of industrial base. Sale of business operations in Argentina.

Costs: On track in all areas. 2024 fixed cost reduction of 3% vs. 2023.

MERCEDES-BENZ VANS: ELECTRIC VEHICLE UNIT SALES





MERCEDES-BENZ MOBILITY: KEY MESSAGES 2024



Portfolio slightly up, new business impacted by high competition in China.

Acquisition margin stabilized in line with target return.

Portfolio margin at subdued level.

Cost of credit risk on elevated level.

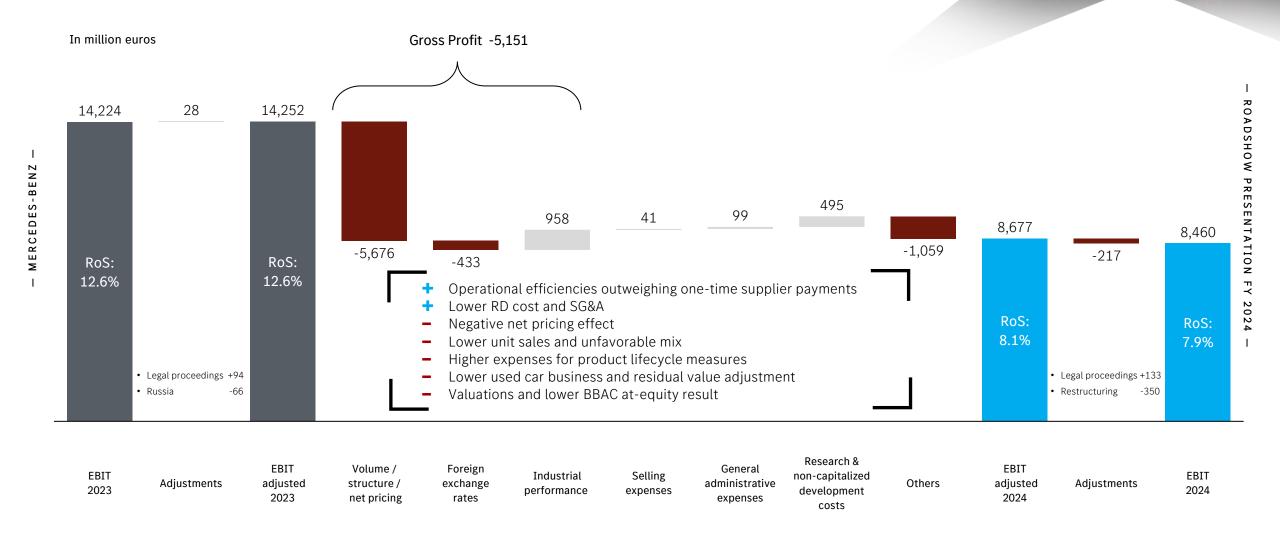
Efficiency measures led to significant cost improvements.

Charging Solutions continued to expand.

MERCEDES-BENZ CARS: FINANCIALS CFBIT adj. Sales Revenue EBIT adj. in thousand units in billion euros in billion euros in billion euros 2,044 112.8 1,983 107.8 2023 2024 2023 2024 2024 2023 2024 2023

LB. HA 452E

MERCEDES-BENZ CARS: EBIT & ROS

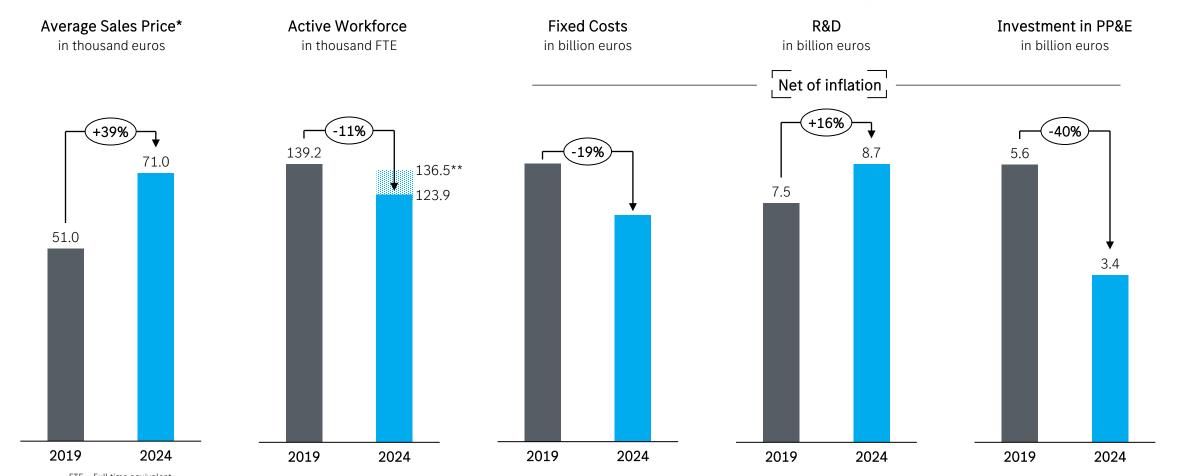


MERCEDES-BENZ CARS: EBIT TO CFBIT

In million euros ROADSHOW PRESENTATION FY 2024 9,095 132 2,337 8,963 8,460 134 -470 6,138 CCR: CCR: 1.1 1.0 t/o · Inventories +792 t/o • Trade receivables +139 • Result at-Equity BBAC -1,073 Dividend BBAC +1,286 • Legal proceedings +132 • Trade payables -1,401 -7,636 Depreciation and **CFBIT** Net investments EBIT Change in working Net financial CFBIT in pp&e and Others adjusted amortization/ Adjustments 2024 2024 capital investments 2024 intangible assets impairments

MERCEDES-BENZ CARS: INDICATORS OF CHANGE



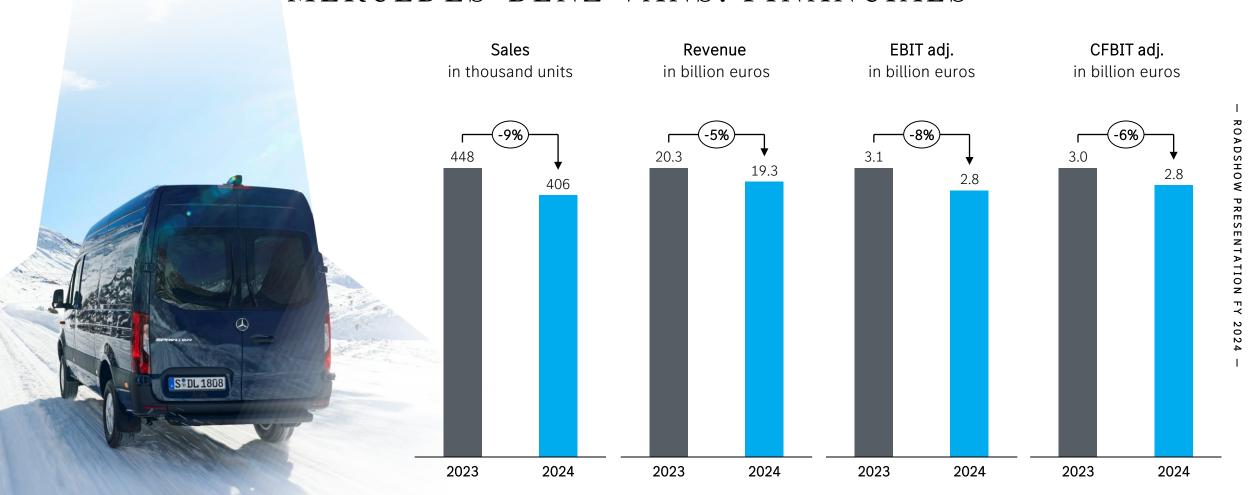


TE = Full time equivalent.

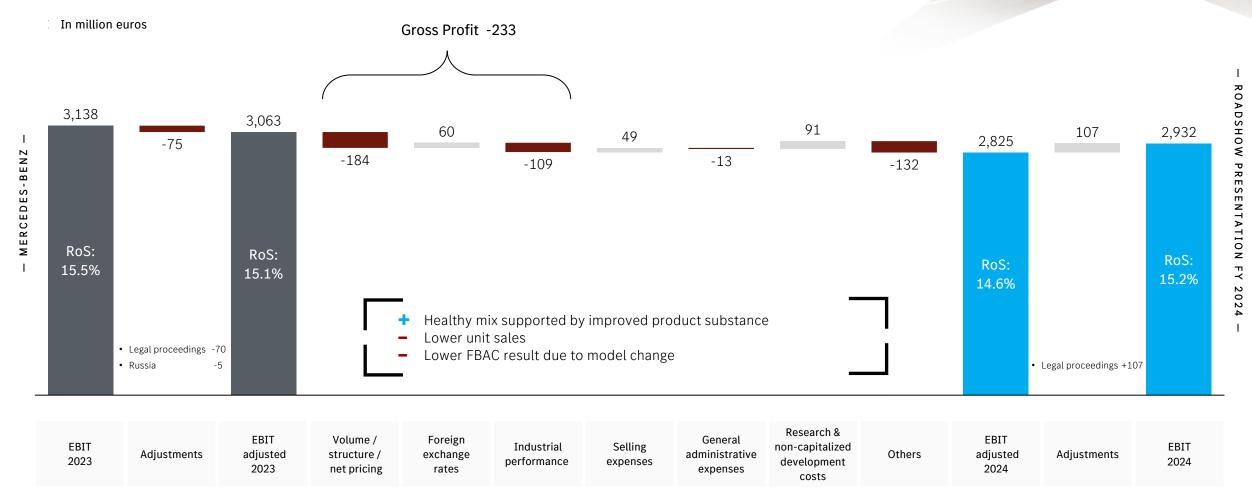
^{*} ASP excl. smart, BBAC sales and pbp revenues.

^{**} Active Workforce figures have been adjusted to comply with CSRD/ESRS requirements.

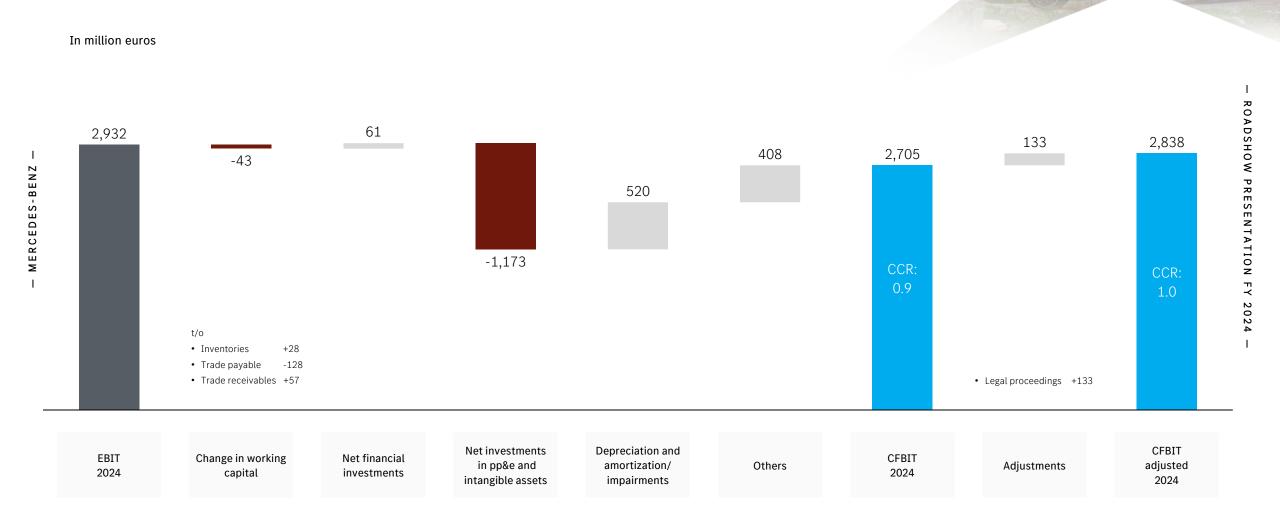
MERCEDES-BENZ VANS: FINANCIALS



MERCEDES-BENZ VANS: EBIT & ROS

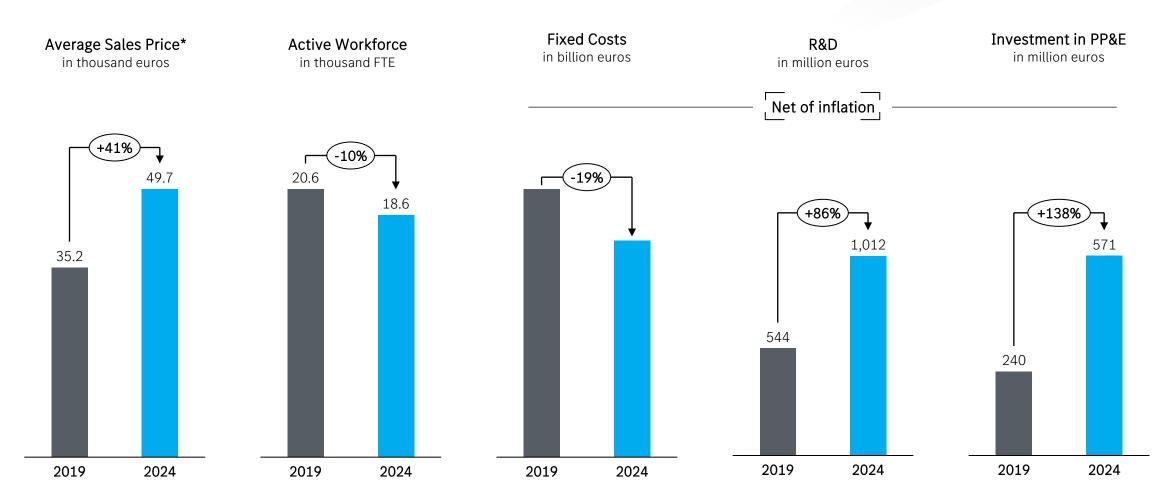


MERCEDES-BENZ VANS: EBIT TO CFBIT



MERCEDES-BENZ VANS: INDICATORS OF CHANGE



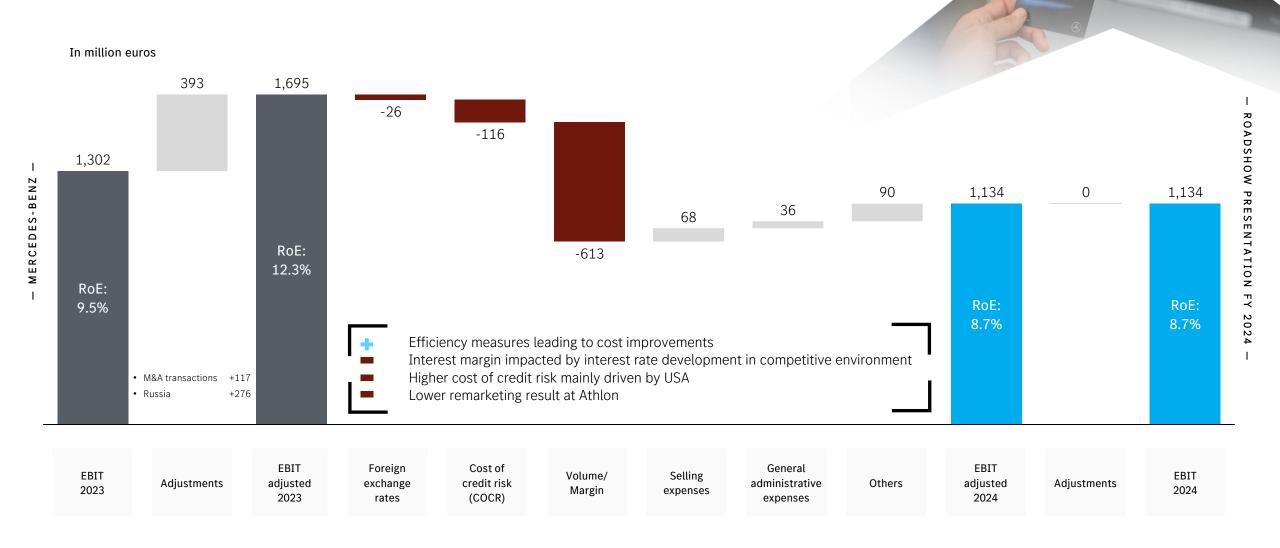


FTE = Full time equivalent.

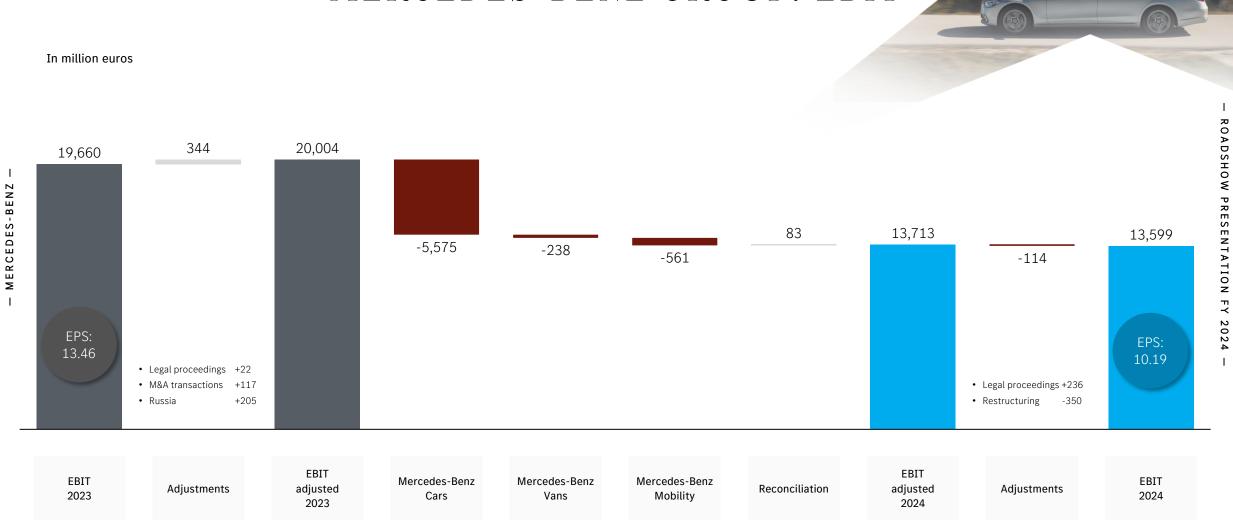
* Excluding FBAC Business.

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MERCEDES-BENZ MOBILITY: EBIT & ROE

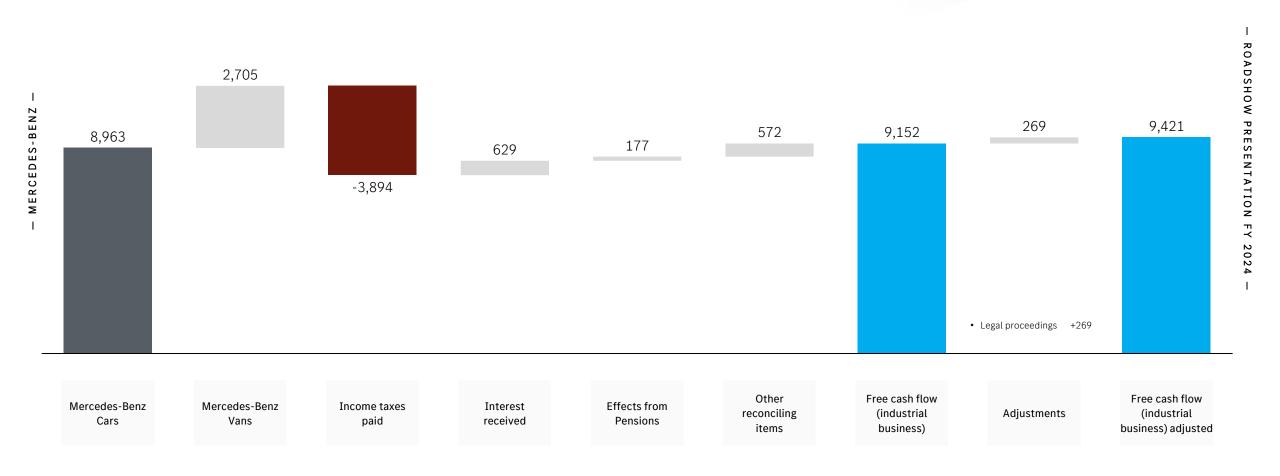


MERCEDES-BENZ GROUP: EBIT



MERCEDES-BENZ GROUP: RECONCILIATION FROM CFBIT TO FREE CASH FLOW

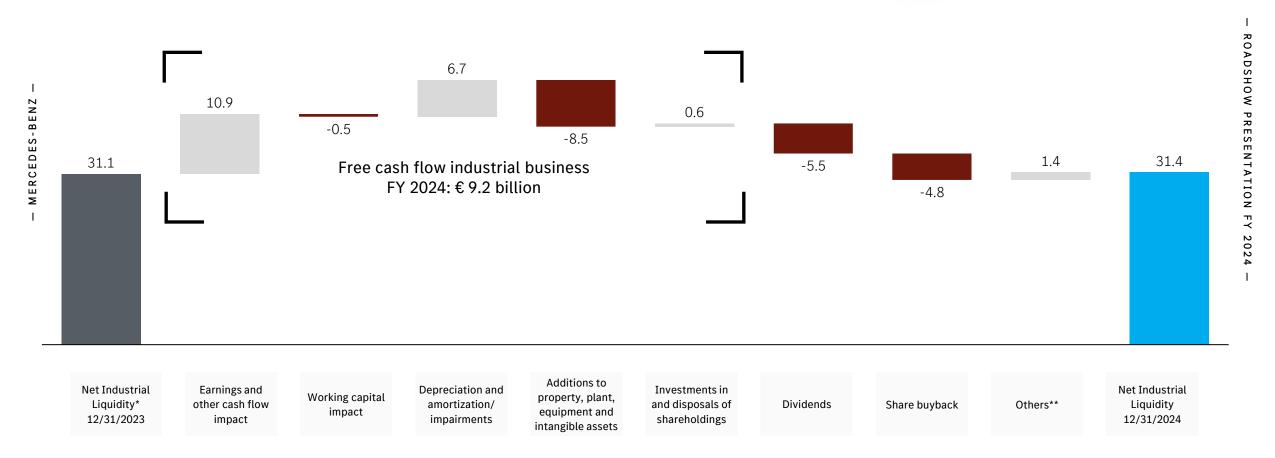
In million euros



MERCEDES-BENZ GROUP: NET INDUSTRIAL LIQUIDITY*



In billion euros



^{*} Accrued interests are now shown under financing liabilities leading to a change of Net Industrial Liquidity.

^{**} Mainly transactions related to MBM.

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MERCEDES-BENZ DIVISIONAL GUIDANCE 2025



ASSUMPTION

The premises regarding the overall economic conditions and the development of the automotive markets continue to be characterized by exceptional uncertainty. In addition to unexpected macroeconomic developments, geopolitical and trade policy events in particular can create uncertainty and burdens for the global economy and the business development of the Mercedes-Benz Group. These include the Middle East conflict, the Russia-Ukraine war and possible other regional crises. In addition, the ongoing tensions between the United States and China, a possible deterioration in relations between the EU and China and the future development of the relationship between the EU and the United States pose uncertainties. Trade conflicts and in particular additional tariffs and sanctions could significantly affect global trade flows and corporate activities. Further disruptions to supply chains and, in particular, availability bottlenecks for critical components remain significant risk factors. Sharply rising energy and raw material prices, higher than expected inflation rates and interest rates, possible distortions in the financial markets and a pronounced weakening of economic activity can also have an impact on the development of the global economy and the automotive markets.

		FY 2024 Actuals	FY 2025 Guidance
Unit Sales	Mercedes-Benz Cars	1,983k units	Slightly below
	Mercedes-Benz Vans	406k units	Slightly below
xEV share	Mercedes-Benz Cars (xEV)	19%	20 to 22 %
	Mercedes-Benz Vans (xEV)	5%	8 to 10 %
Return on Sales (adjusted*)	Mercedes-Benz Cars	8.1%	6 to 8 %
	Mercedes-Benz Vans	14.6%	10 to 12 %
	Mercedes-Benz Mobility (RoE)	8.7%	8 to 9 %
Cash Conversion Rate** (adjusted)	Mercedes-Benz Cars	1.0	0.9 to 1.1
	Mercedes-Benz Vans	1.0	0.5 to 0.7
Investment in PP&E	Mercedes-Benz Cars	EUR 3.4 bn.	Significantly above
	Mercedes-Benz Vans	EUR 0.6 bn.	Significantly above
R&D expenditure	Mercedes-Benz Cars	EUR 8.7 bn.	At prior-year level
	Mercedes-Benz Vans	EUR 1.0 bn.	Significantly above
* T			

^{*} 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 transactions.

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

EV 2025 Guidance

MERCEDES-BENZ GROUP GUIDANCE 2025



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EV 2024 Actuals

	FT 2024 Actuals	F1 2025 Guidance
Revenue	EUR 145.6 bn.	Slightly below
EBIT	EUR 13.6 bn.	Significantly below
Free Cash Flow (Industrial Business)	EUR 9.2 bn.	Significantly below

- * 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 transactions.
- ** Adjusted Cash Flow before Interest and Taxes (CFBIT) divided by adjusted EBIT.

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MERCEDES-BENZ - THE ORIGINAL AND MOST VALUABLE LUXURY CAR BRAND

Heritage:

Mercedes-Benz is built on constant reinvention

Formula 1:

The power of F1 for our brand



1.6 bn

97 mn

cumulative TV viewers ²

social media followers ²

\$59 bn

Mercedes-Benz brand value 2024 ¹



WHAT MAKES A CAR A MERCEDES-BENZ? THE PERFECT COMBINATION OF EXTRAORDINARY DETAILS



Safety

Trustworthy responsibility

Quality

Engineering excellence

Comfort

Effortless comfort

Intelligence

Hyper-personalized user experience

Design

Sensual purity

TRUSTWORTHY RESPONSIBILITY: THE E-CLASS IS THE SAFEST CAR TESTED BY EURO NCAP*



ENGINEERING EXCELLENCE: WE ARE DEBUTING THE "ONE-LITRE CAR" FOR THE ELECTRIC AGE



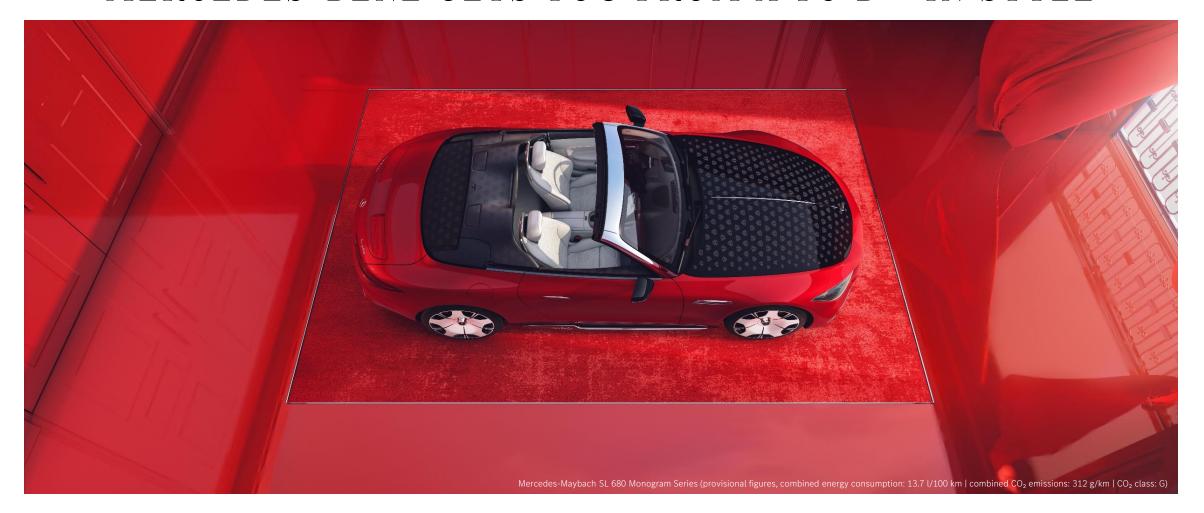
EFFORTLESS COMFORT: MERCEDES-BENZ OFFERS EXECUTIVE SEATING IN THE EQS



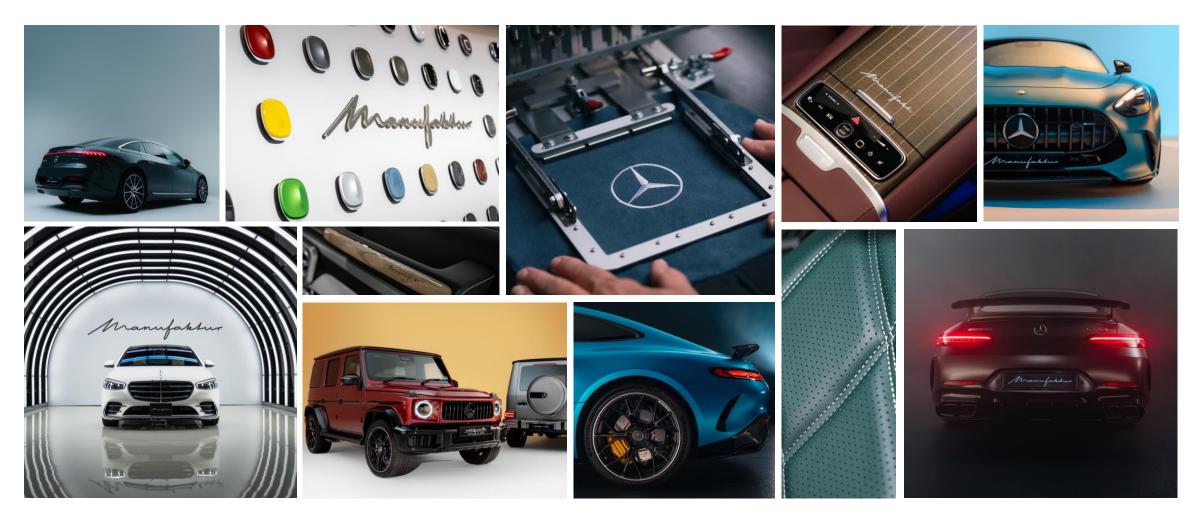
INTELLIGENCE: THIS YEAR, WE ARE BRINGING THE SOFTWARE-DEFINED VEHICLE TO THE ROAD



SENSUAL PURITY: MERCEDES-BENZ GETS YOU FROM A TO B - IN STYLE



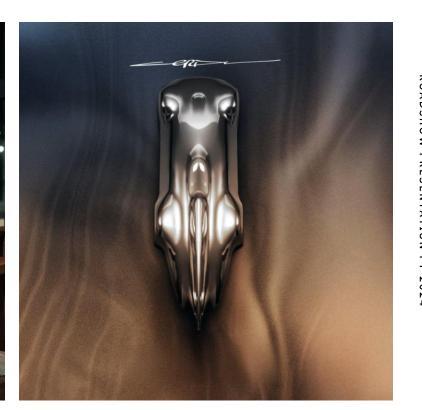
EXCLUSIVITY: WE OFFER EVEN MORE INDIVIDUALIZATION FOR OUR MOST DEMANDING CUSTOMERS



WE PUT OUR CUSTOMER AT THE CENTER OF OUR BUSINESS







Physical brand experience

Retail locations with new look & feel

Seamless digital customer journey

True Mercedes experience

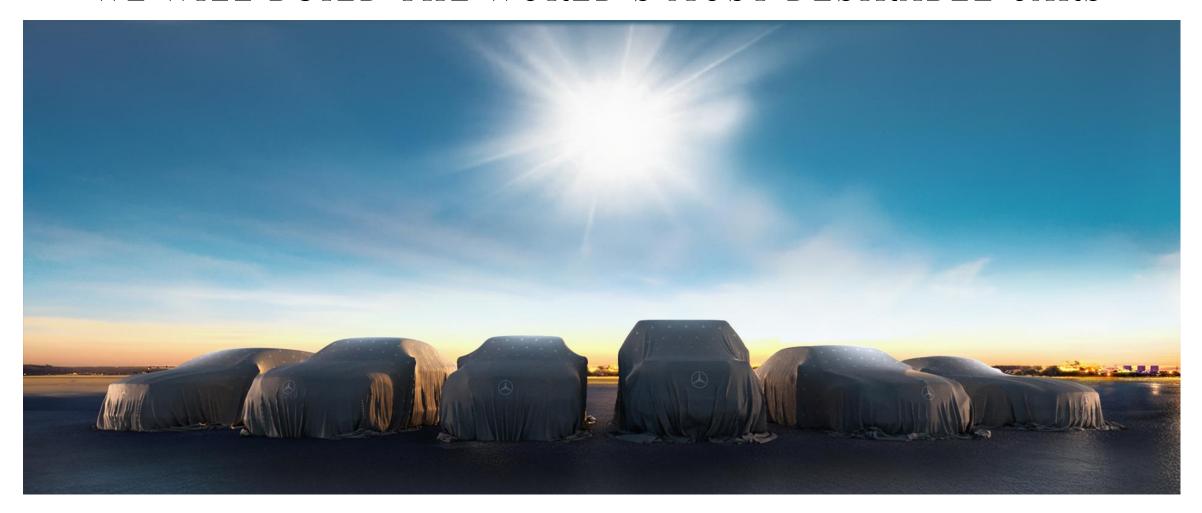
Exclusive customer care

Launch of SILVER ARROWS program

OUR GOAL: WE BUILD THE WORLD'S MOST DESIRABLE CARS



OUR GOAL: WE WILL BUILD THE WORLD'S MOST DESIRABLE CARS



OUR NEW DESIGN LANGUAGE WILL GIVE OUR BRAND EVEN MORE ICONIC STATUS. ICE & BEV DESIGN WILL CONVERGE



AGENDA

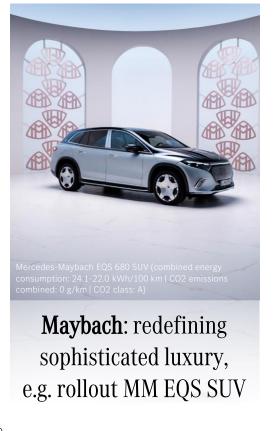
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WE ARE CREATING NEW OPPORTUNITIES FOR PROFITABLE GROWTH AT THE TOP-END OF OUR PRODUCT AND BRAND PORTFOLIO



S-Class: strengthening position as undisputed market leader







AMG: pushing forward performance luxury with new AMG GT family

THREE STRONG BRANDS UNDER THE THREE-POINTED STAR









BENEFITING FROM ONE STRONG FOUNDATION

Elevating the brand experience:

Refining the customer experience even further

Customer-centric approach:

Focused on exceeding customer expectations

Market expertise:

Deep understanding of customer needs and competitive landscape

Distinctive positioning:

Elevating brand attributes to create a truly unique market offering







Established brand equity:

Safety, quality, comfort and design

Operational efficiency:

Cost savings via shared resources and optimised production

Shared hardware:

Common architectures, components, and technologies

Shared software:

MB.OS; ADAS

Global reach:

Extensive production network and established sales / aftersales infrastructure

USING SYNERGIES & ECONOMIES OF SCALE WHILE ELEVATING THE BRAND EXPERIENCE

TATION FY

FROM THE KING OF SPA...

Breakthrough victory: Class win at the 1971 24-hour race at Spa

Formula One achievements: 120 race wins, 8 Constructors' and 7 Drivers' Championships since 2010

Customer racing achievements: 800+ customer race wins and nearly 150 Drivers' and Team titles

Proven performance: 700+ race cars sold since 2010

... TO THE KING OF THE NORDSCHLEIFE

Record-breaking performance: Nürburgring Nordschleife lap record (6:29.090 min.) with the Mercedes-AMG ONE*

Commitment to customer racing: Next-gen GT3 car in development

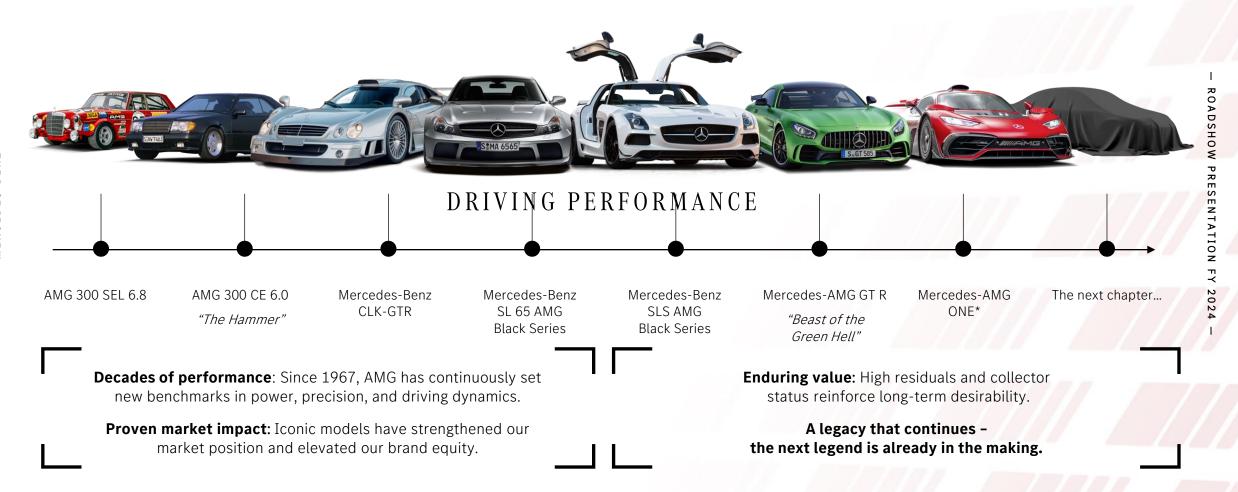
Future performance: Affalterbach Racing GmbH established to advance customer racing program



MERCED

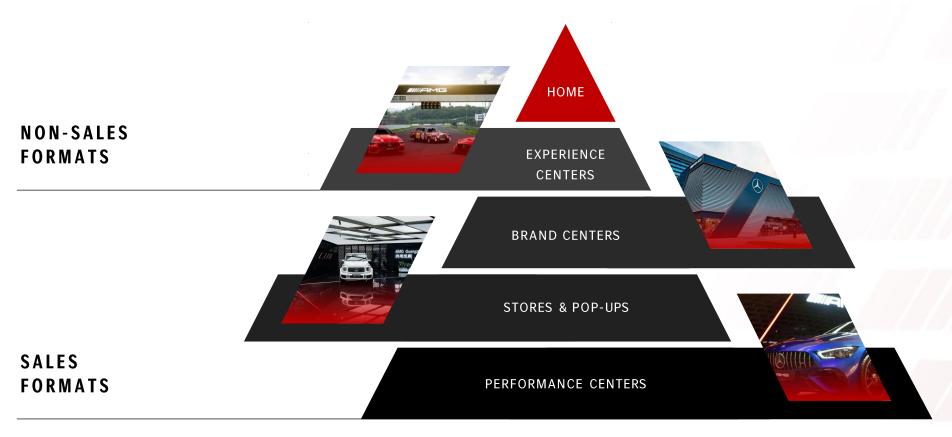
WE ARE REFUELING AMG WITH RACING AND PERFORMANCE DNA

AMG LEGENDS



^{*}Mercedes-AMG ONE (energy consumption combined weighted: 47.5 kWh/100 km | fuel consumption combined discharged battery: G)
The stated values were determined in accordance with the prescribed WLTP (Worldwide Harmonised Light Vehicles Test Procedure) measurement procedure. The ranges given refer to the German market. The energy consumption and CO₂ emissions of a car depend not only on the car's efficient use of the fuel or energy source, but also on driving style and other non-technical factors.

OFFERING A UNIQUE BRAND EXPERIENCE AT EVERY TOUCHPOINT



~600 Performance Centers globally account for just over 50% of AMG sales.
 +25% AMG sales push from Performance Center effect.

AMG MOMENTS: EXPANDING ENGAGEMENT BEYOND THE POINT OF SALE



AMG EXPERIENCES & CUSTOMER CONVERSION

Strong momentum in participation: 11,000 participants across nearly 400 driving events worldwide in 2024

Scalable programs: Tailored driving program experiences for all skill levels – on track, on road, and on ice

Proven customer acquisition: 18% conversion rate, demonstrating strong influence on purchase decision

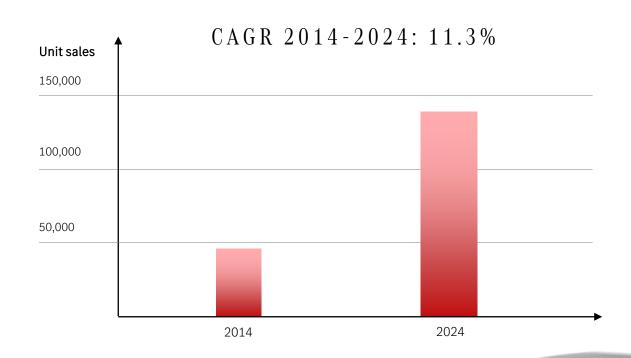
PREMIUM ACCESS & GROWING ENGAGEMENT

Premium hospitality & exclusive insights:

First-class experiences paired with behind-the-scenes access to a record-breaking F1 team

Surging customer interest:

AMG customer race attendance has grown by 80% since 2021, underscoring increasing demand for immersive brand experiences



Strategically optimized portfolio:

Capitalised on untapped market potential by closing key gaps in the lineup with targeted new models

Safeguarding growth:

Leveraged comprehensive market intelligence and data-driven customer insights to refine product offerings







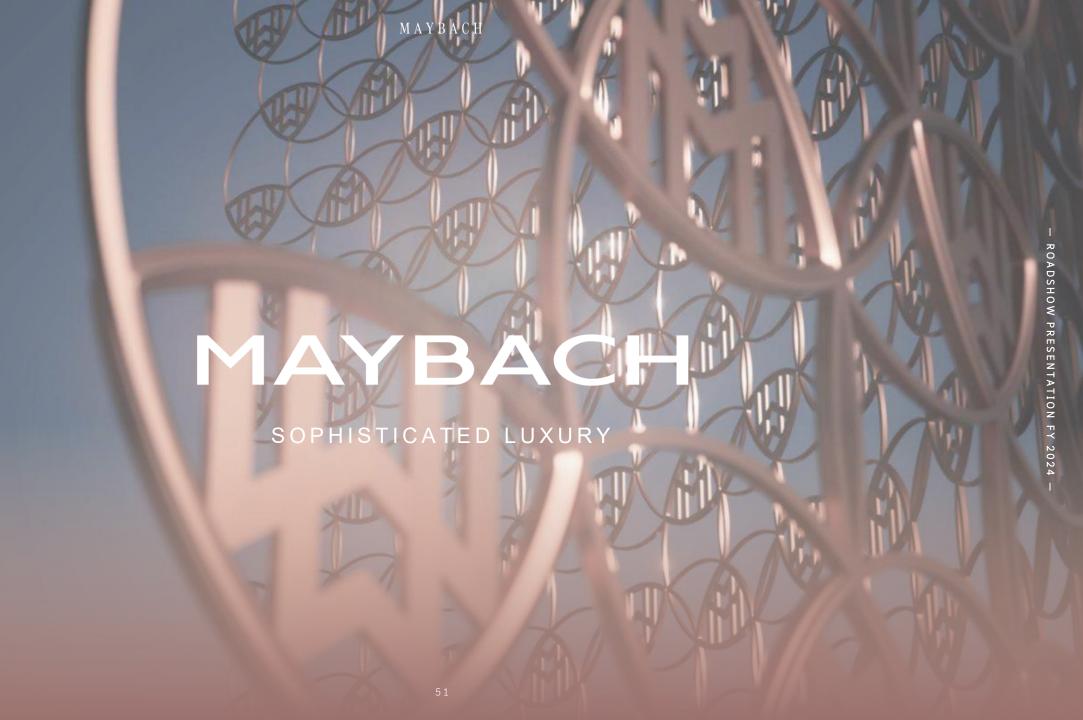
WE REMAIN COMMITTED TO DELIVERING HIGHLY EMOTIONAL ICE MODELS...

More focused drivetrain portfolio



OUR AMBITION: MAKING AMG THE MOST SUCCESSFUL PERFORMANCE BRAND

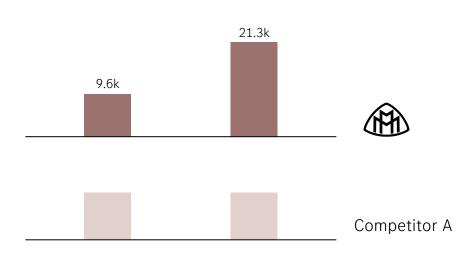




GROWING THE BRAND

SALES 2015 - 2024 MAYBACH & LUXURY COMPETITORS

(Source: company resources)



Competitor B

FAST GROWTH TO STRONG POSITION

Maybach has experienced strong growth in recent years, outpacing its competitors.

Even in a recently more challenging business environment, Maybach has maintained its strong market position.



BRAND DNA







HERITAGE

"Create the very best from the very best".

This was the guiding principle of our founders Wilhelm and Karl Maybach at the dawn of the 20th century.

AUTOMOTIVE LUXURY - SINCE 1921

REINVENTION

For decades, Maybach has been regarded as a pioneer in defining luxury, style and status in the high-end automotive market.

With the expansion of our model portfolio, we have continually attracted new target audiences.

> THE BRAND THAT CONSTANTLY REINVENTS ITSELF

EXCELLENCE

Maybach represents the pinnacle of perfection and sophisticated design, paired with technical innovation and outstanding craftmanship.

It combines the exceptional quality of Mercedes-Benz with the signature touch of luxury from Maybach.

GOING BEYOND

PRODUCT LINEUP

- Limited Editions, Special Models & One-Offs
 (e.g. Virgil Abloh)
 - Curations & Lifecycle Management
 (e.g. Night Series; local editions)
- Individualisation
 (configuration options; MANUFAKTUR individualisation program)

VIVID LUXURY BRAND

Since 2014, the product portfolio has been extended from sedans into a full luxury portfolio. Alongside this growth, a series of exclusive variants and special editions have further elevated the line-up.

Today, Maybach is a highly valuable asset within the Mercedes-Benz universe.







CRAFTMANSHIP & INDIVIDUALISATION



Mercedes-Maybach customers are driven achievers who seek something beyond the ordinary. Their vehicles reflect their lifestyle and personality, with a growing number of customers choosing MANUFAKTUR individualisations.



ADVENTUROUS LUXURY

A UNIQUE SUCCESS STORY DRIVEN BY SPECIAL MODELS AND EDITIONS 42.3k CAGR 2014-2024: +11.2% Growth fueled by strong, sustained demand and the success of special models and limited editions, while carefully managed to preserve the 14.7k exceptional desirability of the iconic G-Class. 2014 2024

THE CREATION OF A TRUE ICON - G-CLASS DNA: STRONGER THAN TIME

BRAND POSITIONING

PRODUCT POSITIONING

EXECUTION

A D V E N T U R O U S L U X U R Y

MADE TO LAST-FOR UNLIMITED FREEDOM

SCARCITY

MODERATE VOLUME GROWTH LOW TO NO DISCOUNTS

HIGH AND STABLE RESIDUAL VALUES

DNA

OFFROAD

Extreme offroad capabilities

Offroad features as G-STEERING and G-TURN

Companion for every terrain and adventure

UNLIMITED

Unlimited by roads, conventions or technology

Design, MANUFAKTUR and craftmanship

Special editions and art pieces

HERITAGE

Established in 1979

Unchanged, iconic design

Robust and "Schöckl-proved"

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WE WILL BE ABLE TO CATER TO DIFFERENT CUSTOMER NEEDS UNTIL WELL INTO THE 2030s







BEV: Visionary EQXX technology in series production

WE ARE STRIVING FOR A COHERENT MODEL PORTFOLIO AND ZERO-COMPROMISE CARS

Next up

Entry: Drivetrain flexibility on one modular architecture

Followed by

Core: Tailor-made BEV/ICE concepts, smart engineering with intelligent modularization

End of decade

Top-End: One S-Class in uncompromising BEV and ICE variants for maximum customer benefit



WE OFFER BOTH DESIRABLE HEV AND BEV IN AN UNCOMPROMISING LINE-UP FROM ENTRY TO TOP-END



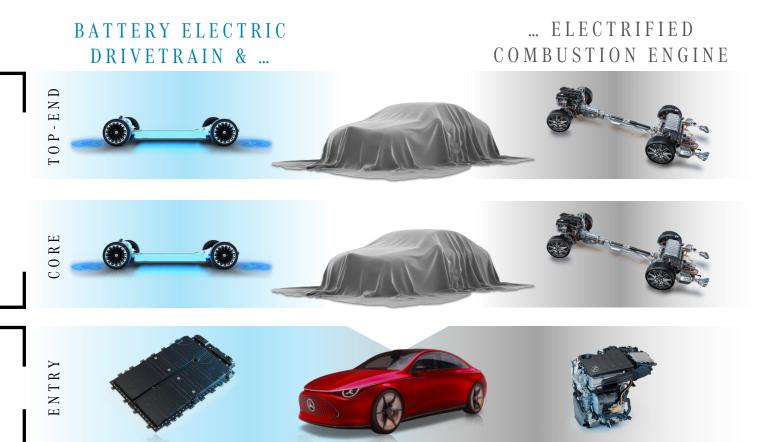
Uncompromising through dedication

to battery- & hybrid-electric vehicles

Catering to the most demanding customer requirements better than the competition

ENTRY

Uncompromising MMA platform allows front-wheel-drive layout for hybrid-electric vehicles without compromising BEV



AS A TECH FRONTRUNNER, THE CLA WILL ELEVATE THE GAME

>750 km range (WLTP)

Energy consumption of ~12 kWh / 100 km

150 kW to >400 kW output

Up to 300 km charge in 10 min

Technical requirements for bidirectional charging

Premiere of MB.OS, full ADAS capability built-in



MMA - UNCOMPROMISING DRIVETRAIN FLEXIBILITY IN THE ENTRY SEGMENT



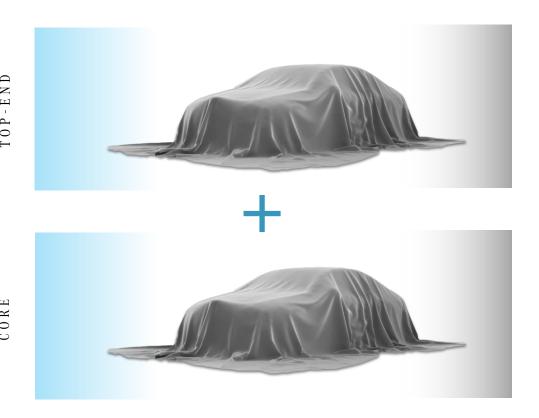




High-tech electrified M252 four-cylinder petrol engine with electrified eight-speed dual clutch transmission Drivetrain-flexible with **no compromise**Interior space matches
all-electric competitors &
BEV characteristics are superior
to the competition

Electric Drive Unit 2.0 with 2 gears is new efficiency benchmark

CORE & TOP-END: UNCOMPROMISED LAYOUT AND ROOMIER INTERIOR



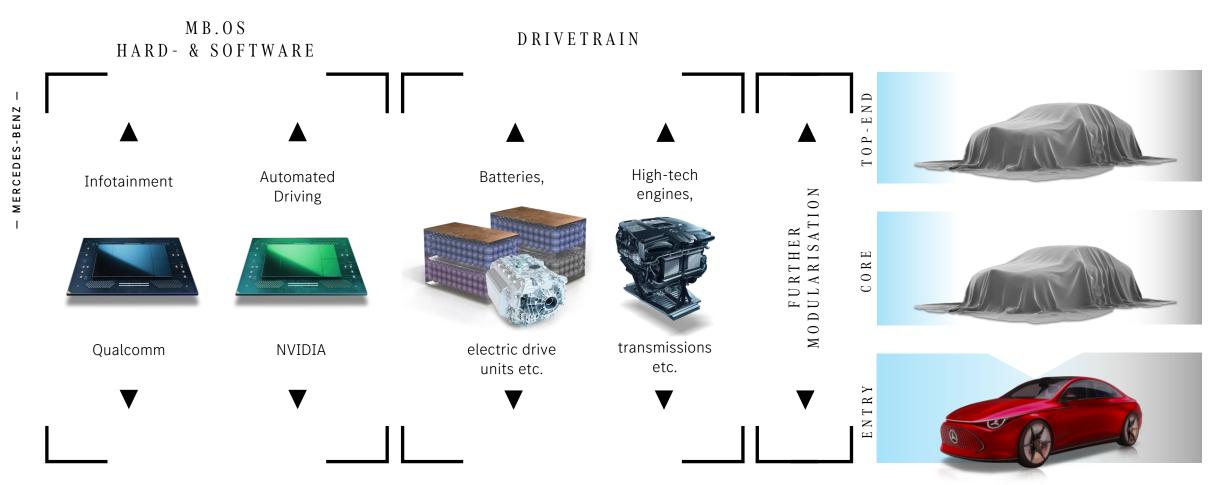
MERCEDES-BENZ: UNCOMPROMISING

ROADSHOW

Uncompromising Core & Top-End BEV & HEV

- more interior space and layout without restrictions from two drivetrain concepts at once
- + enables vehicle to be lower, **more efficient**, and allows more **battery-size** options than drivetrain-flexible concepts
- + emotional design without compromising prestigious proportions





THE PERFECT COMBINATION OF INTELLIGENCE AND EMOTION



INTELLIGENCE

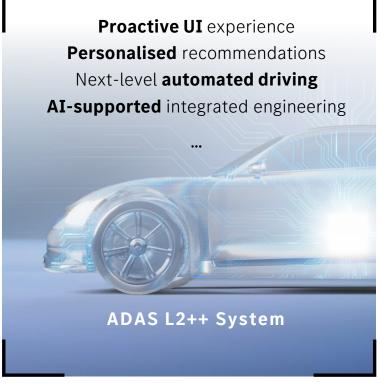
TRANSFORMATION THROUGH AI. INTELLIGENT MB PRODUCTS AND COST-EFFICIENT BUSINESS

CONVERSATIONAL AI

BEHAVIOURAL AI

AGENTIC AI







PRESENTATION

OUR SOFTWARE-DEFINED VEHICLES WILL OFFER AN EXCEPTIONAL DIGITAL EXPERIENCE

Architects of MB.OS

Combining in-house expertise with a selection of world-class technology partners

Proprietary system

Chip-to-Cloud architecture allows us to leverage full access to a vehicle's hardware & software components

In-car user experience

Ever-expanding app portfolio offers our customers more productivity, convenience & entertainment



MB.OS ENABLES A SUPERIOR PRODUCT EXPERIENCE. SOFTWARE DELIVERY UP AND RUNNING

Purpose-built **OS owned by MB**, with partners of choice and 3rd-party content

Privacy and safety by design

Scalable to fit every segment

Full control over all data, customer interface and all sensors & actuators

Decoupled software & hardware to stay **up to date over the air**

Coming now in our first software defined vehicle



WE ADVANCE AUTOMATED DRIVING TECHNOLOGY TO EXPAND OUR LEADING ROLE

LEVEL 2+ PARTIAL AUTOMATION

UP TO LEVEL 2++ PARTIAL AUTOMATION

LEVEL 3 CONDITIONAL AUTOMATION

LEVEL 4 HIGH-LEVEL AUTOMATION

INTELLIGENT DRIVING ASSISTANCE

Self-initiated automatic lane change

Support when exiting and changing highways



POINT-TO-POINT ASSISTED DRIVING

Mature handling of complex urban traffic

Cooperative steering like no other



DRIVE PILOT

First with internationally valid type approval. More use cases with update supporting up to 95 km/h in Germany.



ON TEST IN BEIJING

First car maker approved for testing on designated urban roads and highways

ROADSHOW PRESENTATION FY

For later use worldwide in



AI-POWERED INTELLIGENT CABIN WITH STUNNING DISPLAYS READY FOR SAE LEVEL 3 AUTOMATED DRIVING AND BEYOND

MBUX Superscreen

Unique user experience with real-time 3D graphics

Immersive & hyper-personalised experience

with AI-enabled recommendations

Empathetic MBUX Virtual Assistant with ChatGPT and Gemini

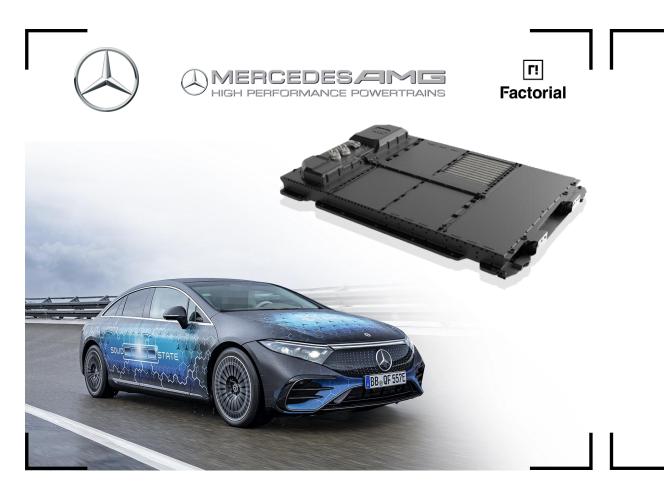
MBUX Surround Navigation with best-in-class routing by Google & AMAP

Powered by the latest **high-performance chips**





NEXT MILESTONE IN SOLID-STATE TECHNOLOGY: EQS DEMONSTRATOR WITH FACTORIAL CELLS



Increase cell energy density up to 450 Wh/kg

Enables up to 25% more range at same weight and size

Improved cell safety

Further weight and energy efficiency through passive cooling

OUR AMBITION IS THAT EVERY MERCEDES WILL BE UNCOMPROMISINGLY ATTRACTIVE AND PROFITABLE





TAILORMADE AND LOCALLY DEVELOPED FOR CUSTOMERS IN CHINA

PRODUCT & CONTENT

Specific apps & software

in infotainment & automated driving

Dedication to the rear

unique rear cabin

Long-wheelbase versions for Chinese customer requirements

7 models across segments and drivetrains



WE AIM TO COMPLY WITH EUROPEAN UNION CO₂ REGULATIONS

2024

EU CO₂ compliance achieved, significantly below target

2025

Next stage of regulation coming into force, aiming to meet EU CO₂ targets with favorable pooling agreements made in a cost-efficient manner

Going forward

Product launch with a range of BEVs to support CO₂ compliance in the mid-term



WE ARE COMMITTED TO OUR AMBITION 2039

Reducing CO₂ emissions

Aiming for a net-carbon neutral* MB new vehicle fleet along entire value chain & over entire life cycle by 2039

Accelerating the energy transition

Aiming to further increase share of renewable energy sources at MBC production plants

Closing the loop

Aiming to raise share of recycled materials for new vehicle content



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MACRO AND MARKET ENVIRONMENT TO REMAIN CHALLENGING IN THE MEDIUM-TERM*

	M A C R O *	PREMIUM AND LUXURY AUTO MARKET*	INFLATION*	TARIFFS*	MB SALES EXPECTATIONS
EUROPE					Stable development
USA					Solid momentum
CHINA					Cautious view

WE AIM TO SUSTAINABLY IMPROVE OUR REVENUE QUALITY

Direct sales

Leveraging data insights from sales and customers to use as a strategic asset for even more sales control

Optimized contribution margin

Utilizing micro-segment analysis, data-driven pricing and trade cycle management to tap growth potential and drive customer retention

Customer experience

Ensuring outstanding customer experience across all core processes & markets, one way of working for sales & financial services



MASTERING TRANSITION YEARS AND PREPARING FOR UNPRECEDENTED PRODUCT LAUNCHES



Volume

Cautious outlook on China. Preparing product offensive to gain momentum in 2027.

Top-End Vehicles

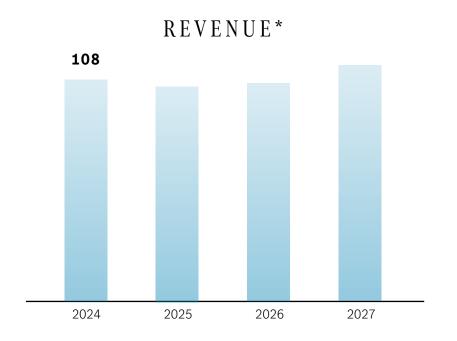
Solidify and expand TEV share from 14% to 15%. Major S-Class upgrade coming in 2026 followed by AMG.EA and strong AMG line-up.

xEV

CLA as frontrunner of our new BEV line-up. xEV share >30% in 2027 boosted by GLC and C-Class hitting the market.

ROADSHOW

SOLID REVENUE MOMENTUM 2024 - 2027





ASP/Pricing

Staying disciplined while staying competitive.

Revenue

Delivered CAGR of more than 2.5% between 2019 and 2024.

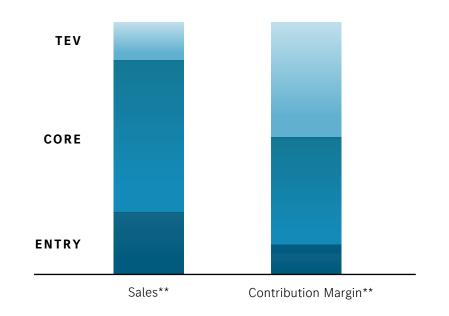
Gaining traction

in 2027 driven by portfolio expansion.

*schematic graph in EUR bn

ICONIC BRANDS AND PRODUCTS AS OUR RESILIENT BACKBONE TO MASTER THE TRANSFORMATION

STRONG PRODUCT PORTFOLIO*



Top-End Segment

Iconic products delivering outstanding margins.

Core Segment

Healthy contribution in competitive environment.

Entry Segment will be elevated with MMA

Solid contribution share.

Success story of products in ICE world will be transferred into BEV era.

BEV vehicle cost reduction of more than 15% vs. predecessor.

Attractive ICE products, higher for longer and margin accretive.

Investment focus on TEV and Core.

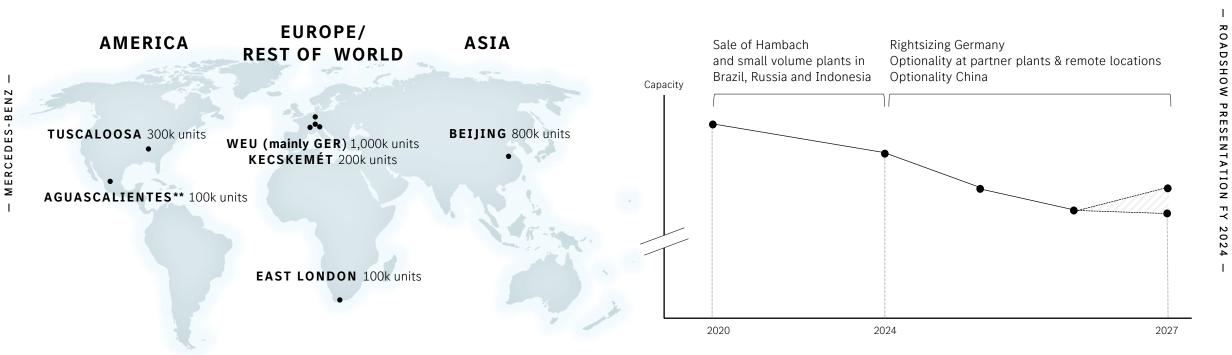
Portfolio positioning as a mitigation measure for higher future EV share.

PRESENTATION

INDUSTRIAL BASE TAILORED TO MARKET DEMAND

GLOBAL PRODUCTION CAPACITY 2024*

RIGHTSIZING PRODUCTION FOOTPRINT*



Structurally well positioned with production capacity and flexibility to readjust based on product portfolio and customer demand.

Flexible to produce ICE and BEV vehicles on the same line.

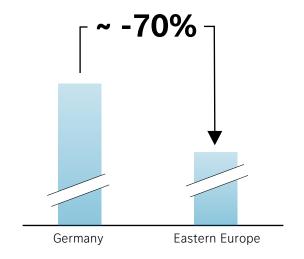
SUBSTANTIALLY OPTIMIZING PRODUCTION COSTS

DOUBLING THE LOW-COST COUNTRY SHARE IN EU

from 15% to 30%

Act 2024 vs. 2027

Factor costs EUR/vehicle*



PRODUCTION COSTS

-10%

> -10%

ROADSHOW

Act 2024 vs. Act 2022

2027 vs. Act 2024

Labor costs & productivity

Headcount reduction in Germany through attrition and demographics. Increased low-cost country share, improved productivity levels, higher equipment utilization and automation through AI & digitalization.

Rethink logistics

Increasing resilience, optimizing transport routes and outsourcing.

New energy

Reduction of energy costs by use of renewables, particularly in Germany.

GEOPOLITICAL HEDGE: INCREASING SHARE OF LOCAL-FOR-LOCAL PRODUCTION FROM 60% (TODAY) TO 70% BY 2027

USA our "Home of SUVs"

Optional localization of additional product in Core segment. Imported and exported vehicles in balance (ca. 200k). Local production and local sales approximately in balance. Exports of TEV SUVs to China and TEV/Core SUVs to EU.

Europe our "Home of TEV"

Focus on craftmanship, luxury and performance.

Roughly 80% of EU market is served locally.

Exports of mainly TEV and sedans to the world

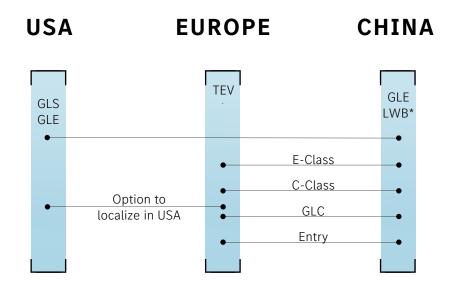
(mainly China and USA).

China our "Home away from home" with BBAC

More than 80% of China market is served locally. Localization of GLE LWB* in China in mid-2026.

No exports to EU and USA.

GLOBAL PRODUCTION NETWORK 2027**



WE TACKLE OUR MATERIAL COSTS

Beat 2026: design-to-cost, strict standardization of components and modules, low-cost country sourcing.

Battery costs: -30% €/kWh reduced for MMA vs. predecessor and ambition to further reduce costs in the mid-term.

Reduce one-timers: new supplier contracts will have a higher flexibility with respect to volume commitments.

MATERIAL COST REDUCTION

> -8%

2027 vs. Act 2024

V

Product enhancements over lifetime.

Product compliance and competitiveness

WE CONTINUE TO ALLOCATE OUR CAPITAL TO THE MOST PROMISING SEGMENTS

2019 - 2024

Capex share of investments significantly down.

Investment peak in 2025

driven by unprecedented product offensive.

Mid-term: > -10% investment reduction vs. Act 2024 (-20% vs. 2019).

MERCEDES-BENZ

KEY LEVERS

Peak of investments in MMA, electric GLC and C-Class as well as AMG.EA behind us in 2025.

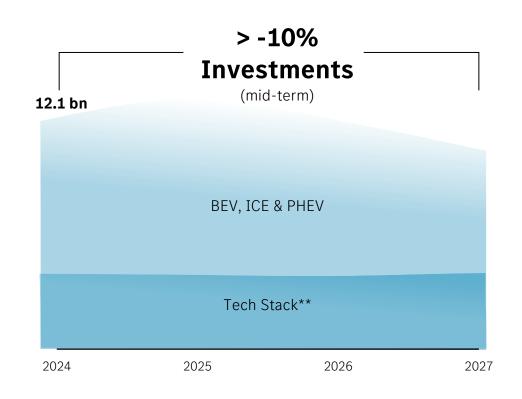
Ramp-up of investments for future TEV (e.g. S-Class) and Core (e.g. E-Class) products.

Continued investments in ICE portfolio leveraging modular strategy.

Continued investments into MB.OS.

Streamlined EV and ICE powertrain portfolio and scaled drivetrain-independent Tech Stack.

CAPEX AND R&D INVESTMENTS*



CONTINUED FUNDAMENTAL FIXED COST SAVINGS ADDITIONAL > 10% UNTIL 2027

Headcount reduction using all levers

such as attrition, no replacements, voluntary redundancy programs, outsourcing.

Streamlining in all business functions.

Intention to integrate MBM and Sales.

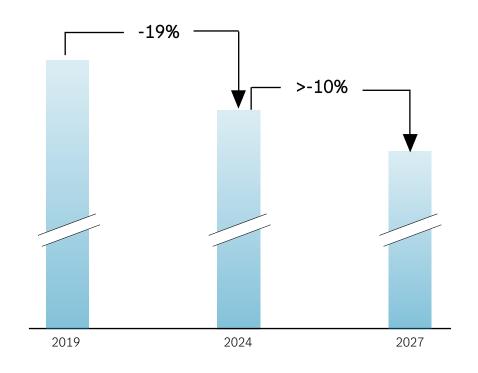
Sale of Own Retail Germany.

Reduction of management positions (span and layers).

Stop doing things.

Stringent standardization, digitalization and use of AI.

FIXED COST REDUCTION (NET OF INFLATION)*



CHINA - OUR HOME AWAY FROM HOME: DOMINATING THE TEV MARKET IN THE FUTURE

Dominate Top-EndMarket Share >50% (>1.5mn RMB)

MB No. 1 in TOP25 Market

AMG No. 1 in Performance Market

Highest average MSRP & TAP among Premium OEMs

MB No. 1 in CAACS Survey 2024**

ROADSHOW

Defend TEV position in China and protect profit pool

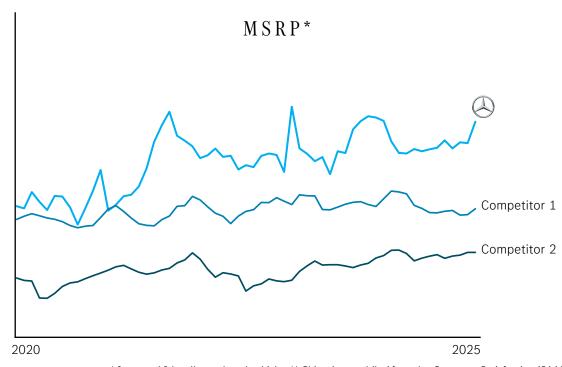
Most valuable luxury brand

Status-driven design

China-fit products

S-Class upgrade and TEV portfolio





^{*} Imported & locally produced vehicles ** China Automobile Aftersales Customer Satisfaction (CAACS)

CHINA - OUR HOME AWAY FROM HOME: SECURING PROFITABILITY OF OUR CHINA BUSINESS

Leveraging **open sourcing opportunities** from Chinese supply chain.

Further localization of products.

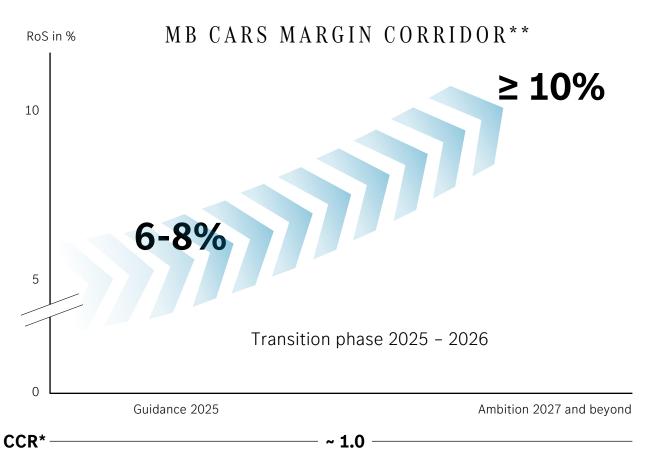
Potentially **expanding our R&D footprint** further.

Driving dealer efficiency.

MATERIAL COST ADVANTAGE LOCALIZATION GLE LWB



MARGINS BACK TO DOUBLE-DIGIT BECAUSE IT'S MERCEDES-BENZ



MASTERING TRANSFORMATION

Prudent macro and market perspective.

Product momentum materializing in sales, revenues and margin.

Absorbing higher BEV share.

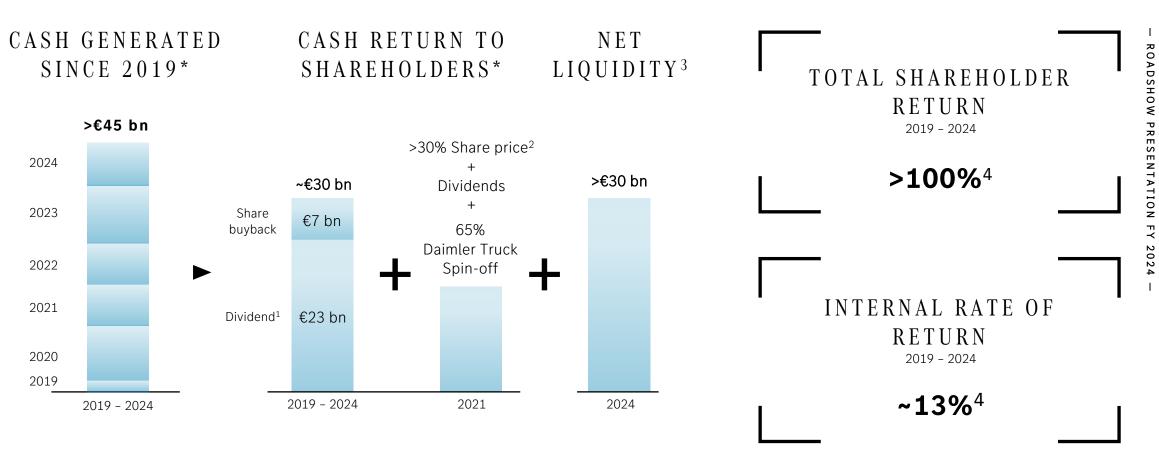
Next Level Performance yielding benefits over time in variable and fixed costs.

Investment decline post 2025.

Roadmap to double digit.

Incremental US tariff headwind not included, gross impact roughly 100bps.***

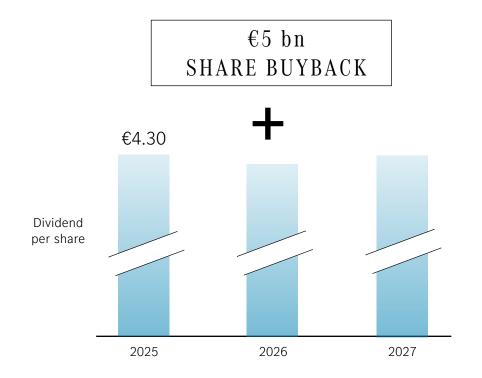
MB GROUP GENERATED > 100% TOTAL SHAREHOLDER RETURN BETWEEN 2019 AND 2024



^{*}schematic graph ¹ Dividend for the years 2019-2024 paid out in the following year ² Daimler Truck share price development from 10 Dec 2021 to 31 Dec 2024 ³ Net liquidity of the industrial business as of 31 Dec 2024 ⁴ For an investment in the former Daimler AG shares considering all returns (incl. spin-off shares and dividend payouts from MB Group and Daimler Truck)

BENCHMARK CAPITAL ALLOCATION FRAMEWORK IN PLACE

CAPITAL ALLOCATION*



Capital allocation framework in place.

Dividend of €4.30

equivalent to 41% payout ratio.

New share buyback of up to €5 bn

in up to 24 months supported by continued cash generation and potential monetization of a share of our stake in Daimler Truck.

Intended renewal of the 10% authorization

for share buybacks at the AGM 2025 as a precondition for new share buybacks.

*schematic graph

ROADSHOW

MERCEDES-BENZ THE PERFECT BLEND OF LUXURY AND TECH



Iconic brand and desirable products.

Tech leadership, today and tomorrow.

Global presence, regionally embedded.

Roadmap to double-digit RoS.

Exceptional cash generation, 30+ bn liquidity.

Benchmark capital allocation framework.

WE ARE REINVENTING THE MERCEDES WAY OF DOING THINGS

PERFORMANCE CULTURE

ENTREPRENEURIAL SPIRIT

WINNING ATTITUDE



THE MERCEDES-BENZ TEAM IS DETERMINED TO DELIVER



BRAND EXPERIENCE

PRODUCTS & TECHNOLOGY

FINANCIAL RESILIENCE

SHAREHOLDER RETURNS

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TARGET

premium segments and focus on profitable growth

EMBRACE

customers and grow lifetime revenues

LEAD

in electric drive and digital experience

LOWER

ROADSHOW

total cost base and improve industrial footprint

Guided by Sustainability, Integrity & Diversity
Driven by an ambitious Team
Accelerated by Data & AI

THE VAN BUSINESS IS COMMERCIALLY ATTRACTIVE



MARKETS

Strong and growing

Development LCV-market +15% expected in core markets, from 2023 through to 2030*

CUSTOMERS

Knowledgeable and loyal

Mostly B2B customers

PLAYERS

Stable and concentrated

Top-5 local OEMs in Europe dominate approx. 90% of the market in 2024

PRODUCTS

Periodically lower capital intensity and long lifecycles

Fewer architectures, lifecycles of > 10 years, focus on re-use

A HISTORICALLY PROFITABLE SEGMENT FOR THE INDUSTRY

^{*} Core Markets: Europe, U.S., China; NAFTA Source: IHS

OUR PRODUCTS KEEP THE WORLD RUNNING



Private Usage



Services & Crafts



Rental



Trade & eGrocery



Construction



ROADSHOW

PRESENTATION

F۲

CEP & Logistics

Private 20%

Commercial 80%



Manufacturing



Deployment & Municipal



Recreational Vehicles



People Mover

AMBITION 2039 — OUR COMMITMENT TO NET CARBON-NEUTRALITY* ALONG THE ENTIRE VALUE CHAIN IN THE NEW VEHICLE FLEET IN 2039

SUPPLY CHAIN

PRODUCTION & LOGISTICS

WELL-TO-TANK

TANK-TO-WHEEL

END-OF-LIFE











Today's proportional CO₂ impact along the value chain

2022

Net carbon-neutral* production at our own plants worldwide

2023

all Mercedes-Benz Vans model series systematically electrified

2030

up to 50% BEV share of new vans**

2039

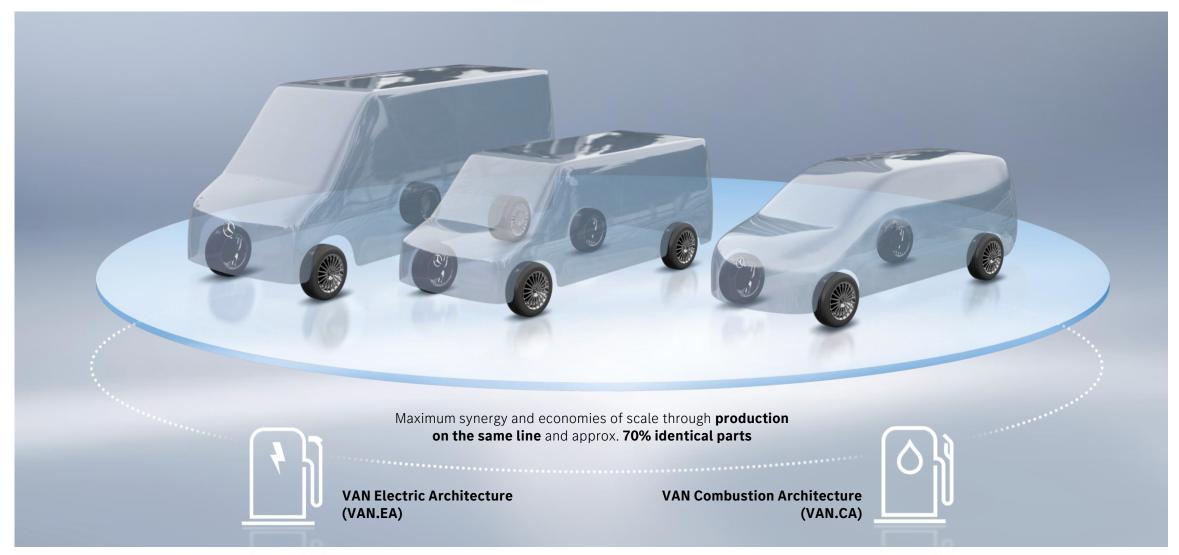
Net carbon-neutral* fleet of new vans over the entire life cycle

103

Net carbon-neutral means that carbon emissions that are not avoided or reduced at Mercedes-Benz are compensated for by certified offsetting projects.

[&]quot;Mercedes-Benz Vans anticipates that the global share of eVans in our new vehicle sales will reach up to 50 percent in the second half of this decade. The pace of transformation is determined by market conditions and the needs of our customers. We will build the perfect Mercedes for every customer request.

VAN ARCHITECTURE



ELECTRIFICATION ROADMAP

2010

Introduction of first electric Vito

2023

Electrification of every Van segment & presentation of new eSprinter

2026

Launch of new Van architecture

2030

up to 50% share of battery electric vehicles*

ROADSHOW PRESENTATION FY



^{*} Mercedes-Benz Vans anticipates that the global share of eVans in our new vehicle sales will reach up to 50 percent in the second half of this decade. The pace of transformation is determined by market conditions and the needs of our customers. We will build the perfect Mercedes for every customer request.

RAISING OUR AMBITIONS LEVEL: TACKLING COSTS AT ALL LEVELS



COMPANY

FIXED COSTS

-20%*

Processes

Digitalisation

Synergies



OPERATIONS

HOURS PER VEHICLE (HPV)

-25%*

Streamlining Footprint



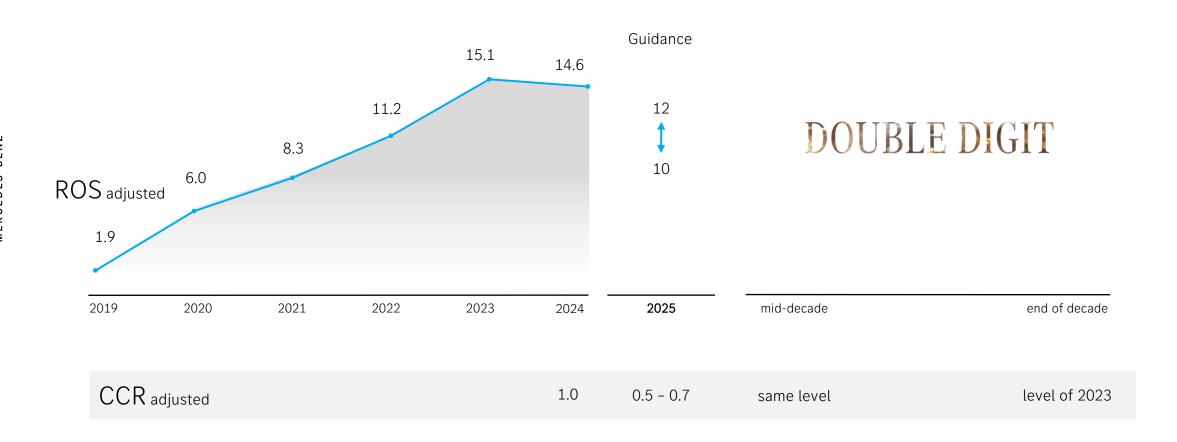
PRODUCTS

PORTFOLIO VARIANTS

-30%*

Focusing on one architecture for all future products

OUR FINANCIAL AMBITIONS FOR MERCEDES-BENZ VANS



ROADSHOW PRESENTATION FY 2024

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MERCEDES-BENZ MOBILITY STRATEGY

WE MOVE YOU INTO A NEW ERA!

Electrify Our Future

Sustainability
Electrification & Charging
Service Income

Excite Our Customers

Seamlessly
Integrated Customer
Experience

Power Up Our Business

End-to-end Automation & Digitization

Drive Sustainable Growth

Competitive Core Business

Imagine It, Do It, Live It!

Transformation & Winning Culture

MERCEDES-BENZ MOBILITY ROLE & CONTRIBUTION



As an integral part of Mercedes-Benz, we secure the company's position as a global leader by leveraging customer data and insights generated through our numerous touchpoints with our clients. We retain them in the Mercedes-Benz ecosystem and offer services that are in great demand to create additional income and to drive recurring revenues.

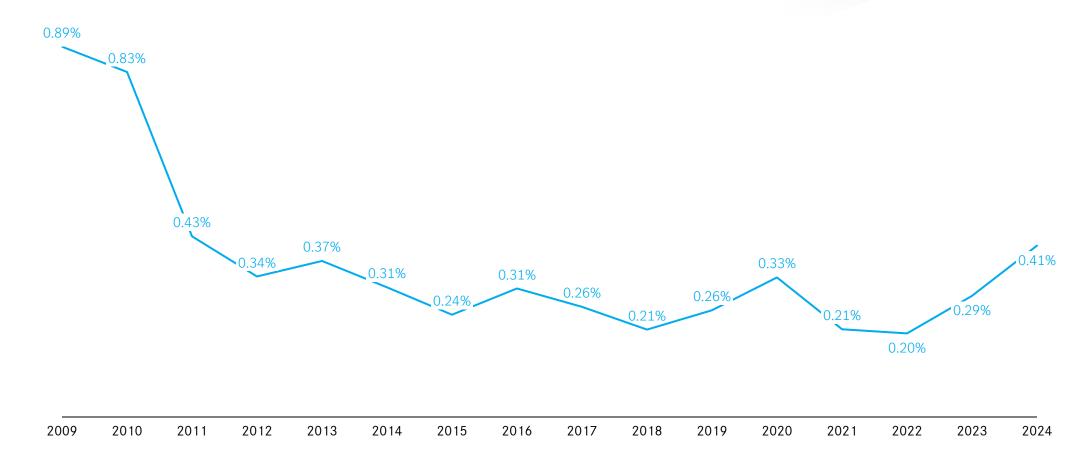
MERCEDES-BENZ MOBILITY PRODUCT RANGE





MERCEDES-BENZ MOBILITY: NET CREDIT LOSSES*





^{*} As percentage of portfolio, subject to credit risk.

MERCEDES-BENZ GROUP/ DIVISIONAL GUIDANCE RANGES*

Specification/ KPI	Significantly below	Slightly below	At prior-year level	Slightly above	Significantly above
Revenue/ Unit Sales	X < -7.5%	-7.5% ≤ X < -2%	-2% ≤ X ≤ +2%	+2% < X ≤ +7.5%	X > +7.5%
EBIT (Group)	X < -15%	-15% ≤ X <-5%	-5% ≤ X ≤ +5%	+5% < X ≤ +15%	X > +15%
FCF IB	X < -25%	-25% ≤ X < -10%	-10% ≤ X ≤ +10%	+10% < X ≤ +25%	X > +25%
Investments/ R&D	X < -10%	-10% ≤ X < -2.5%	-2.5% ≤ X ≤ +2.5%	+2.5% < X ≤ 10%	X > +10%



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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 forwardlooking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a negative change in market conditions 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; changes in laws, regulations and government policies (or changes in their interpretation), particularly those relating to vehicle emissions, fuel economy and safety or to the communication regarding sustainability topics (environmental, social or governance topics); price increases for fuel, raw materials or energy; disruption of production due to shortages of materials or energy, labour strikes or supplier insolvencies; a shift in consumer preferences towards smaller, lower-margin vehicles; a limited demand for all-electric vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; a decline in resale prices of used vehicles; the effective implementation of costreduction 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; the resolution of pending governmental investigations or of investigations requested by governments and the outcome 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.