AGENDA

I.  Results Q2 2023

II.  Outlook FY 2023

III.  Strategy

1.  Mercedes-Benz Cars
   1.1  Luxury Strategy
   1.2  Electrification
   1.3  Automated Driving & Operating System

2.  Mercedes-Benz Vans

3.  Mercedes-Benz Mobility
Mercedes-Benz Group: Key figures

<table>
<thead>
<tr>
<th></th>
<th>Q2 2022</th>
<th>Q2 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue in billion euros</td>
<td>36.4</td>
<td>38.2</td>
</tr>
<tr>
<td>+5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBIT in billion euros</td>
<td>4.6</td>
<td>5.0</td>
</tr>
<tr>
<td>+8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBIT adj. in billion euros</td>
<td>4.9</td>
<td>5.2</td>
</tr>
<tr>
<td>+6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free Cash Flow (IB) in billion euros</td>
<td>1.4</td>
<td>3.4</td>
</tr>
<tr>
<td>+137%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Industrial Liquidity in billion euros</td>
<td>26.6</td>
<td>25.8</td>
</tr>
<tr>
<td>-3%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Roadshow Presentation Q2 2023
Mercedes-Benz Cars: Key messages

**Performance**: Strong growth in Top-End segment; BEV sales Mercedes-Benz Passenger Cars more than doubled

**Profitability**: Solid results demonstrate resilience in challenging environment

**Products**: Production start of new E-Class with MB.OS precursor; premiere of GLC Coupé & CLE

**Technology**: L3 certification in California; launch of Automatic Lane Change in Europe; ChatGPT integration in cars in U.S.

**Customer experience**: Expansion of charging options in North America; further roll-out of direct sales model
Mercedes-Benz Cars: Top-End and electric vehicle unit sales

In thousand units

<table>
<thead>
<tr>
<th></th>
<th>Q2 2022</th>
<th>Q2 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top-End</td>
<td>75</td>
<td>85</td>
</tr>
<tr>
<td>Core</td>
<td>273</td>
<td>277</td>
</tr>
<tr>
<td>Entry **</td>
<td>139</td>
<td>154</td>
</tr>
<tr>
<td>Total MBC</td>
<td>487</td>
<td>516</td>
</tr>
<tr>
<td>Top-End</td>
<td>75*</td>
<td>85*</td>
</tr>
<tr>
<td>Core</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Entry **</td>
<td>32</td>
<td>38</td>
</tr>
<tr>
<td>Electric vehicles</td>
<td>31</td>
<td>61</td>
</tr>
</tbody>
</table>

Share in % of volume

- Top-End: 15% to 16%
- Electric vehicles: 13% to 19%

*: w/o double counting (e.g. G63, S-Class, Maybach)
**: incl. smart

Roadshow Presentation Q2 2023
**Mercedes-Benz Cars: Financials**

<table>
<thead>
<tr>
<th></th>
<th>Q2 2022</th>
<th>Q2 2023</th>
<th>Change</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong> in thousand units</td>
<td>487.1</td>
<td>515.7</td>
<td>+6%</td>
<td>+6%</td>
</tr>
<tr>
<td><strong>Revenue</strong> in billion euros</td>
<td>27.0</td>
<td>28.2</td>
<td>+5%</td>
<td>+5%</td>
</tr>
<tr>
<td><strong>EBIT adj.</strong> in billion euros</td>
<td>3.8</td>
<td>3.8</td>
<td>-1%</td>
<td>-1%</td>
</tr>
<tr>
<td><strong>CFBIT adj.</strong> in billion euros</td>
<td>2.9</td>
<td>3.8</td>
<td>+30%</td>
<td>+30%</td>
</tr>
</tbody>
</table>

*ASP in thousand euros excl. Smart, BBAC sales and pbp revenues

Roadshow Presentation Q2 2023
Mercedes-Benz Cars: Q2 2023 EBIT & RoS

In million euros

Gross Profit +270

RoS: 14.0%

RoS: 14.2%

Improved net pricing
Increased unit sales
Foreign exchange rates
Higher raw material prices and one time commodity charges
Higher investments in future technologies and vehicles

EBIT Q2 2022
Adjustments
EBIT adjusted Q2 2022
Volume / structure / Net pricing
Foreign exchange rates
Industrial performance
Selling expenses
General administrative expenses
Research & non-capitalized development costs
Other
EBIT adjusted Q2 2023
Adjustments
EBIT Q2 2023

Roadshow Presentation Q2 2023
### Mercedes-Benz Cars: EBIT to CFBIT

**In million euros**

<table>
<thead>
<tr>
<th>EBIT Q2 2023</th>
<th>Change in working capital</th>
<th>Net financial investments</th>
<th>Net investments in pp&amp;e and intangible assets</th>
<th>Depreciation and amortization/impairments</th>
<th>Other</th>
<th>CFBIT Q2 2023</th>
<th>Adjustments</th>
<th>CFBIT adjusted Q2 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,852</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3,769</td>
<td>73</td>
<td>3,842</td>
</tr>
</tbody>
</table>

- **EBIT Q2 2023**: 3,852
- **Change in working capital**:  
  - Inventories: -136
  - Trade receivables: +14
  - Trade payables: -360
- **Net investments in pp&e and intangible assets**: -1,536
- **Depreciation and amortization/impairments**: 1,497
- **Other**: 490
- **CFBIT Q2 2023**: 3,769
- **Adjustments**: 73
- **CFBIT adjusted Q2 2023**: 3,842

*Roadshow Presentation Q2 2023*
Mercedes-Benz Vans: Key messages

**Performance:** Strong sales and order book in favourable market conditions

**Profitability:** Solid net pricing and volume outweigh cost increases and inflation

**Products:** Product portfolio fully electrified in each segment with start of sales for EQT* and eCitan

**Strategy:** Long term targets outlined on Mercedes-Benz Vans Strategy Update in May

*Combined power consumption (WLTP): 20.7-19.3 kWh/100km; CO₂ emissions (combined) 0g/km*
Mercedes-Benz Vans: Electric vehicle unit sales

In thousand units

<table>
<thead>
<tr>
<th></th>
<th>Q2 2022</th>
<th>Q2 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total MB Vans</td>
<td>100</td>
<td>120</td>
</tr>
<tr>
<td>Battery electric vehicles</td>
<td>4.3</td>
<td>5.1</td>
</tr>
</tbody>
</table>

Share in % of volume

- Total MB Vans: 4%
- Battery electric vehicles: 4%

+19% increase in Q2 2023 compared to Q2 2022

+18% increase in Q2 2023 compared to Q2 2022
Mercedes-Benz Vans: Financials

Sales in thousand units

- Q2 2022: 100.1
- Q2 2023: 119.5 (19% growth)

Revenue in billion euros

- Q2 2022: 4.1
- Q2 2023: 5.1 (25% growth)

EBIT adj. in million euros

- Q2 2022: 414
- Q2 2023: 792 (91% growth)

CFBIT adj. in million euros

- Q2 2022: 333
- Q2 2023: 819 (146% growth)

Roadshow Presentation Q2 2023
Mercedes-Benz Vans: Q2 2023 EBIT & RoS

In million euros

Gross Profit +387

EBIT Q2 2022 | Adjustments | EBIT adjusted Q2 2022 | Volume / structure / Net pricing | Foreign exchange rates | Industrial performance | Selling expenses | General administrative expenses | Research & non-capitalized development costs | Other | EBIT adjusted Q2 2023 | Adjustments | EBIT Q2 2023

382 | 32 | 414 | + | + | + | -388 | 5 | 13 | 16 | 792 | 14 | 806

RoS: 9.3% | RoS: 10.1% | Strongly improved net pricing
Significantly increased unit sales
Higher material one time commodity charges, inflation and supply chain related costs

Roadshow Presentation Q2 2023
# Mercedes-Benz Vans: EBIT to CFBIT

In million euros

<table>
<thead>
<tr>
<th>Item</th>
<th>Adjusted CFBIT</th>
<th>Q2 2023 CFBIT</th>
<th>Adjusted CFBIT</th>
<th>Q2 2023 CFBIT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EBIT Q2 2023</strong></td>
<td>806</td>
<td>-283</td>
<td>352</td>
<td>777</td>
</tr>
<tr>
<td><strong>Changes</strong></td>
<td></td>
<td>-53</td>
<td></td>
<td>42</td>
</tr>
<tr>
<td>Inventories</td>
<td>-236</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade receivables</td>
<td>+39</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade payables</td>
<td>-86</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Depreciation and amortization</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Impairments</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>105</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net financial investments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Change in working capital</strong></td>
<td></td>
<td>-150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inventories</td>
<td>-236</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade receivables</td>
<td>+39</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade payables</td>
<td>-86</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Legal proceedings</strong></td>
<td>+42</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dividend FBAC</strong></td>
<td></td>
<td></td>
<td>+107</td>
<td></td>
</tr>
<tr>
<td><strong>CCR</strong></td>
<td>1.0</td>
<td></td>
<td>1.0</td>
<td></td>
</tr>
</tbody>
</table>

**Inventories:**
- Decrease of inventories by €236 million.
- Increase of trade receivables by €39 million.
- Decrease of trade payables by €86 million.

**Change in working capital:**
- Decrease of inventories by €236 million.
- Increase of trade receivables by €39 million.
- Decrease of trade payables by €86 million.

**Depreciation and impairment:**
- No change in depreciation and impairment.

**Net financial investments:**
- No change in net financial investments.

**Legal proceedings:**
- Increase of legal proceedings by €42 million.

**Dividend FBAC:**
- Increase in dividend FBAC by €107 million.

**CCR:**
- Consistency of capitalization ratio (CCR) remains at 1.0.

**Roadshow Presentation Q2 2023**
Mercedes-Benz Mobility: Key messages

**Business:** Challenging market environment; Higher penetration rate for battery electric vehicles

**Profitability:** Interest margin impacted by higher interest rates and increased competition

**Products:** Ramp-up of Mercedes-Benz charging business started

**Russia:** Sale of business activities completed
# Mercedes-Benz Mobility: Financials

<table>
<thead>
<tr>
<th></th>
<th>Q2 2022</th>
<th>Q2 2023</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Business</strong> in billion euros</td>
<td>14.1</td>
<td>15.4</td>
<td>+9%</td>
</tr>
<tr>
<td><strong>Contract Volume</strong> in billion euros</td>
<td>131.3</td>
<td>131.4</td>
<td>0%</td>
</tr>
<tr>
<td><strong>EBIT adj.</strong> in million euros</td>
<td>624</td>
<td>448</td>
<td>-28%</td>
</tr>
</tbody>
</table>

Roadshow Presentation Q2 2023
# Mercedes-Benz Mobility: Q2 2023 EBIT & RoE

In million euros

<table>
<thead>
<tr>
<th>Description</th>
<th>Q2 2023</th>
<th>Adjustments</th>
<th>Q2 2022</th>
<th>Adjustments</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBIT adjusted</td>
<td>624</td>
<td>0</td>
<td>624</td>
<td>0</td>
</tr>
<tr>
<td>Foreign exchange rates</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of risk</td>
<td>-22</td>
<td></td>
<td>-245</td>
<td>-21</td>
</tr>
<tr>
<td>Volume/Margin</td>
<td>60</td>
<td></td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>Selling expenses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General administrative expenses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>448</td>
<td></td>
<td>172</td>
<td></td>
</tr>
<tr>
<td>EBIT</td>
<td>17.1%</td>
<td></td>
<td>17.1%</td>
<td></td>
</tr>
<tr>
<td>RoE</td>
<td></td>
<td></td>
<td>RoE: 12.8%</td>
<td>RoE: 4.9%</td>
</tr>
</tbody>
</table>

Cost of credit risk development despite challenging environment
Interest margin impacted by higher interest rates and increased competition

Russia
-276 RoE: 4.9%
## Mercedes-Benz Group: Group EBIT

### In million euros

<table>
<thead>
<tr>
<th>Category</th>
<th>EBIT Q2 2022</th>
<th>Adjustments</th>
<th>EBIT adjusted Q2 2022</th>
<th>Mercedes-Benz Cars</th>
<th>Mercedes-Benz Vans</th>
<th>Mercedes-Benz Mobility</th>
<th>Reconciliation</th>
<th>EBIT adjusted Q2 2023</th>
<th>Adjustments</th>
<th>EBIT Q2 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal proceedings</td>
<td>-21</td>
<td>+317</td>
<td>-21</td>
<td>-176</td>
<td>-91</td>
<td>5,211</td>
<td>-223</td>
<td></td>
<td>+73</td>
<td>4,988</td>
</tr>
<tr>
<td>M&amp;A transactions</td>
<td>+244</td>
<td></td>
<td>-21</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>+244</td>
<td>4,939</td>
</tr>
<tr>
<td>Russia</td>
<td>-205</td>
<td></td>
<td>-176</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-223</td>
<td>-4,848</td>
<td>4,622</td>
</tr>
<tr>
<td>Sum</td>
<td>317</td>
<td></td>
<td>4,939</td>
<td>378</td>
<td>91</td>
<td>5,211</td>
<td>-223</td>
<td>4,988</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Adjustments

- Legal proceedings: +73
- M&A transactions: +244
- Russia: -205

### Reconciliation

- Legal proceedings: +18
- Russia: -205

---

Mercedes-Benz
## Mercedes-Benz Group:
Reconciliation from CFBIT to Free Cash Flow*

*In million euros*

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income taxes paid*</td>
<td>-1,532</td>
</tr>
<tr>
<td>Interest received</td>
<td>85</td>
</tr>
<tr>
<td>Effects from Pensions</td>
<td>15</td>
</tr>
<tr>
<td>Other reconciling item</td>
<td>249</td>
</tr>
<tr>
<td>Mercedes-Benz Cars</td>
<td>3,769</td>
</tr>
<tr>
<td>Mercedes-Benz Vans</td>
<td>777</td>
</tr>
<tr>
<td>Mercedes-Benz Vans</td>
<td>-1,532</td>
</tr>
<tr>
<td>Other reconciling item</td>
<td>249</td>
</tr>
<tr>
<td>Free cash flow (industrial business)</td>
<td>3,363</td>
</tr>
<tr>
<td>Legal proceedings</td>
<td>+116</td>
</tr>
<tr>
<td>Free cash flow (industrial business)</td>
<td>3,479</td>
</tr>
</tbody>
</table>

* includes internal tax prepayments from Mercedes-Benz Mobility to the industrial business

---

**Roadshow Presentation Q2 2023**
Mercedes-Benz Group: Net Industrial Liquidity

In billion euros

Free cash flow industrial business
Q2 2023: € 3.4 billion

Net Industrial Liquidity
03/31/2023

1.6
-0.8
-1.6
-0.1
-5.6
-0.6
-0.3
25.8

-0.6
-0.3

Other*

* Mainly exchange rate effects

Mercedes-Benz Group AG
Share buy-back

Roadshow Presentation Q2 2023
I. Results Q2 2023

II. Outlook FY 2023

III. Strategy

1. Mercedes-Benz Cars
   1.1 Luxury Strategy
   1.2 Electrification
   1.3 Automated Driving & Operating System

2. Mercedes-Benz Vans

3. Mercedes-Benz Mobility
ASSUMPTION
With regional differences the overall growth momentum of the world economy is likely to remain rather subdued in the second half of the year. Despite declining monthly inflation rates, inflation is expected to remain elevated in many places, which is likely to result in continued restrictive monetary policies by major central banks. These developments are likely to continue to weigh on consumers and companies and weaken economic growth accordingly. Geopolitical imponderables remain another uncertainty factor. By contrast, energy prices are expected to remain at a significantly lower level than in the previous year for the rest of 2023 and also on average for the year as a whole. The noticeably improved situation in global supply chains should continue to benefit the development of the automotive markets in the second half of the year, although market demand is expected to remain subdued in important markets.

<table>
<thead>
<tr>
<th>Unit Sales</th>
<th>Mercedes-Benz Cars</th>
<th>At prior-year level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mercedes-Benz Vans</td>
<td>Significantly above</td>
</tr>
<tr>
<td>Return on Sales (adjusted*)</td>
<td>Mercedes-Benz Cars</td>
<td>12 to 14 %</td>
</tr>
<tr>
<td></td>
<td>Mercedes-Benz Vans</td>
<td>13 to 15 %</td>
</tr>
<tr>
<td></td>
<td>Mercedes-Benz Mobility (RoE)</td>
<td>12 to 14 %</td>
</tr>
<tr>
<td>Cash Conversion Rate** (adjusted)</td>
<td>Mercedes-Benz Cars</td>
<td>0.8 to 1.0</td>
</tr>
<tr>
<td></td>
<td>Mercedes-Benz Vans</td>
<td>0.7 to 0.9</td>
</tr>
<tr>
<td>Investment in pp&amp;e</td>
<td>Mercedes-Benz Cars</td>
<td>Significantly above</td>
</tr>
<tr>
<td></td>
<td>Mercedes-Benz Vans</td>
<td>Significantly above</td>
</tr>
<tr>
<td>R&amp;D expenditure</td>
<td>Mercedes-Benz Cars</td>
<td>Significantly above</td>
</tr>
<tr>
<td></td>
<td>Mercedes-Benz Vans</td>
<td>Significantly above</td>
</tr>
</tbody>
</table>

* 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.
ASSUMPTION

With regional differences the overall growth momentum of the world economy is likely to remain rather subdued in the second half of the year. Despite declining monthly inflation rates, inflation is expected to remain elevated in many places, which is likely to result in continued restrictive monetary policies by major central banks. These developments are likely to continue to weigh on consumers and companies and weaken economic growth accordingly. Geopolitical imponderables remain another uncertainty factor. By contrast, energy prices are expected to remain at a significantly lower level than in the previous year for the rest of 2023 and also on average for the year as a whole. The noticeably improved situation in global supply chains should continue to benefit the development of the automotive markets in the second half of the year, although market demand is expected to remain subdued in important markets.

<table>
<thead>
<tr>
<th>Revenue</th>
<th>At prior-year level</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBIT</td>
<td>At prior-year level</td>
</tr>
<tr>
<td>Free Cash Flow (Industrial Business)</td>
<td>Slightly above</td>
</tr>
<tr>
<td>CO₂ emission (g/km)*</td>
<td>Significantly below</td>
</tr>
</tbody>
</table>

* Average CO₂ emissions of the total fleet of newly registered Mercedes-Benz cars in Europe (European Union, Norway and Iceland) in the reporting year as measured on the basis of the WLTP, i.e. including vans that are registered as passenger cars.
AGENDA

I. Results Q2 2023

II. Outlook FY 2023

III. Strategy

1. Mercedes-Benz Cars
   1.1 Luxury Strategy
   1.2 Electrification
   1.3 Automated Driving & Operating System

2. Mercedes-Benz Vans

3. Mercedes-Benz Mobility

Mercedes-Benz
2023: Strategic priorities & YTD achievements

- Safeguard our operating optimum
- Continue scaling BEVs
- Future-proof supply chains
- Further upgrade customer experience
- Maintain cost discipline

Pricing & mix discipline
More than doubled BEV sales at MB P.C.
Improved supply chain stability
Next steps charging & direct sales
On track
Three levers to sustainably improve our cash flow

“Free up cash”
- Reduction of working capital: from purchase to production to sales
- Joint optimization of inventories along the value chain
- Target: generate as much cash inflow as possible as early as possible and as little cash out as possible as late as possible

“Improve cash flow steering”
- Creating more transparency and visibility
- Integration of cash flow as an established part of our management and decision-making processes

“Establish cash flow culture”
- Cash flow as part of the Mercedes-Benz DNA: from management to employees
- Demonstrating how everyone can positively influence the cash flow in their day-to-day work
- Establishing cash flow orientation as the basis for responsible management of the scarce resource “money”
AGENDA

I. Results Q2 2023

II. Outlook FY 2023

III. Strategy

1. Mercedes-Benz Cars
   1.1 Luxury Strategy
   1.2 Electrification
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2. Mercedes-Benz Vans

3. Mercedes-Benz Mobility
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

Source: Interbrand Best Global Brands 2021
Zeitgeist relevance: There’s no luxury without sustainability

Our sustainability goals:

**2022**
Net carbon-neutral production

**Mid-Decade**
Up to 50% xEVs

**2030**
Ready to go all electric where market conditions allow

**2039**
Net carbon-neutral production
Approaching our customers

Specific Mercedes-AMG touchpoints continue to grow worldwide

Digitalisation drives the importance of the physical brand experience

Direct sales:
one giant leap for our customers and for us

Our ambition for 2025

20 markets globally

over 80% direct sales in Europe

25% online sales

Mercedes-Benz
Exclusivity: Significant progress with our top-end vehicles and increasingly electric with even more conquest potential

+27%  
Top-end vehicle unit sales 2022 vs. 2019

~60%  
Expected growth of top-end vehicle share of total Mercedes-Benz sales 2019-2026
Our game plan: generate returns consistent with our luxury status

What we are going to do

- Focus on **pricing power**
- Optimise product portfolio
- Tap full **potential of top-end segment**
- Exit lower margin products and channels
- Control investment and **capacity** while driving up contribution margins

The financial Impact

- Drive ASP higher
- Find a **superior operating equilibrium**
- Structurally higher **profitability** and improved margin resilience
- Higher return on invested capital

Mercedes-Benz
The power of pricing is part of our strategy

Key Levers
- Superior **brand drives pricing power**
- Strong **products enable ambitious initial price setting** versus competition
- Sustainable **price escalation**
- Tight **discounts**: from sales push to lifecycle management
- **Direct sales** model allows grip on pricing

» Clear objective **to continually raise our net pricing yoy**
» **Ambition to compensate raw material cost increases** via pricing
» We will continue to control pricing and supply even if competitors pursue a volume strategy
### Mercedes-Benz Car Sales

<table>
<thead>
<tr>
<th>Segment</th>
<th>2019</th>
<th>2021</th>
<th>2026</th>
<th>Change of segment share in 2026 vs. 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top-End Luxury</td>
<td>2.3 m</td>
<td>1.9 m</td>
<td></td>
<td>Around +60%</td>
</tr>
<tr>
<td>Core Luxury</td>
<td></td>
<td></td>
<td>0 %</td>
<td></td>
</tr>
<tr>
<td>Entry Luxury</td>
<td></td>
<td></td>
<td>-25%</td>
<td></td>
</tr>
</tbody>
</table>

- **2019**: 2.3 m cars
- **2021**: 1.9 m cars
- **2026**: CAGR approx. 5% p.a.

*Roadshow Presentation Q2 2023*
Entry Luxury - Focus & Elevate

- Elevate to Entry Luxury
- Product range refocused on **fewer and more upscale portfolio positions:** 4 bodystyles instead of 7
- The **new entrance point of the portfolio is being redefined** with the next generation of vehicles
- **Margin threshold** supports Group margin ambition

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales volume</th>
<th>Change of segment share in 2026 vs. 2019</th>
<th>Change of ASP</th>
<th>Margin Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>680k</td>
<td>-25%</td>
<td>around +20%</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>570k</td>
<td>significantly up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2026</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mercedes-Benz
Core Luxury - Grow & Refine

- Core Luxury going electric on an accelerated timescale, leveraging EVA (EQE, EQE-SUV) and then MB.EA architectures
- Very attractive C-Class in the market GLC launched end of 2022
  Brand new E-Class in 2023
- Protect healthy margins on the way to BEV

Sales volume

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>1.350k</td>
</tr>
<tr>
<td>2021</td>
<td>1.030k</td>
</tr>
<tr>
<td>2026</td>
<td></td>
</tr>
</tbody>
</table>

Change of segment share in 2026 vs. 2019

- Flat

Change of ASP

- Around +25%
- Regular price adjustments

Margin Quality

- 2019
- 2021
- 2026
Top-End Luxury - Expand & Enhance

- Starting point: Over **300k top-end luxury units** with **ASP of > € 100k** and **top-end profitability**
- Sustainable **segment growth**
- Desirable products **fueling growth**: EQS, EQS-SUV, EQS-SUV Maybach, SL, GT, AMG.EA
- Ultra exclusive collectibles and luxury customer experience

<table>
<thead>
<tr>
<th></th>
<th>Sales volume</th>
<th>Change of segment share in 2026 vs. 2019</th>
<th>Change of ASP</th>
<th>Margin Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>250k</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>305k</td>
<td>+60%</td>
<td>around +15%</td>
<td></td>
</tr>
<tr>
<td>2026</td>
<td></td>
<td></td>
<td>regular price adjustments</td>
<td></td>
</tr>
</tbody>
</table>

Mercedes-Benz
Changing our economic equation

- Enhance ROIC: control the denominator while raising the numerator (operating and cash margins)
- Drive growth through high utilisation, ‘reverse auction’ of available capacity to build the most profitable models
- 75% of capital allocation focused on top-end and core segment where the returns are most promising
- Intelligent and careful capital allocation to build EV capabilities and supply chain
Our financial ambitions for Mercedes-Benz Cars in 2025: structurally higher profitability and lower margin volatility

<table>
<thead>
<tr>
<th>Market Environment*</th>
<th>Mix &amp; Pricing</th>
<th>Higher mix and strong pricing power</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market level, competitive actions, commodity and raw material markets</td>
<td><strong>Fixed costs</strong></td>
<td>&gt; -20% vs. 2019</td>
</tr>
<tr>
<td></td>
<td><strong>CAPEX and R&amp;D (CF impact)</strong></td>
<td>&gt; -20% vs. 2019</td>
</tr>
<tr>
<td></td>
<td><strong>RoS adjusted</strong></td>
<td>approx. 8%/10%</td>
</tr>
<tr>
<td></td>
<td><strong>Cash conversion</strong></td>
<td>approx. 12%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.7 – 0.9x</td>
</tr>
<tr>
<td></td>
<td></td>
<td>approx. 14% our ambition</td>
</tr>
</tbody>
</table>

* Market Environment compromises of the above listed external factors. There might also be situations, which are impossible for us to forecast and not covered within the weather chart e.g. „black swans“ like Covid-19 in 2020. Major tectonic shifts on raw material side or on the geo-political side might be further potential examples. By the nature of these events providing a margin forecast for such extreme scenarios is not possible.
Bottom line

We cannot control macro- or world events. But we are redesigning & repositioning Mercedes-Benz to ensure a structurally more profitable company.
AGENDA

I. Results Q2 2023

II. Outlook FY 2023

III. Strategy

1. Mercedes-Benz Cars
   1.1 Luxury Strategy
   1.2 Electrification
   1.3 Automated Driving & Operating System

2. Mercedes-Benz Vans

3. Mercedes-Benz Mobility
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

49.7 tCO₂ in 2020 - 47.8 tCO₂ in 2022 - more than half per decade
Mercedes-Benz Cars will be ready to go all-electric within this decade
At the end of the decade, our focus will be on BEV only

By 2025, our customers will be able to choose an all-electric alternative for every model we make

It’s our ambition to drive the plug-in hybrid & BEV share up to 50% by mid-decade. By the end of the decade, we will be ready to go all-electric where market conditions allow.

We will use our unique brand position to grow economic value
- enhance product mix and pricing
- focus on most profitable models and regions
- drive loyalty and grow recurring revenues
- increase revenue per unit

Mercedes-Benz
The EQS: The first electric vehicle in the luxury class

Launched in 2021

WLTP ranges of up to 780 kilometres\(^1\)

With its \(C_d\) figure\(^2\) from as low as 0.20 the EQS is the world's most aerodynamic production car.

Drive powers from 245 to 385 kW. A performance version with up to 560 kW is being planned.

Power for up to another 300 kilometres (WLTP) is recharged in just 15 minutes\(^3\)

---

\(^1\) The electrical consumption (and information based thereon) has been determined on the basis of Commission Regulation (EC) 692/2008 according to NEDC and Commission Regulation (EU) 2017/1151 according to WLTP.

\(^2\) \(C_d\) figure 0.20: EQS 450+ with 19-inch AMG wheel/tyre combination and AMG Line exterior (available in the EU from the end of 2021) in the SPORT drive program.

\(^3\) Charging speed at DC fast charging stations with 500 amps.
The EQE: The new business avant-garde

Global launch: mid-2022

Depending on the on-board equipment and configuration, WLTP operating ranges of up to 654 kilometres*

A lithium-ion battery with 10 cell modules is installed

In 15 minutes it is possible to charge the EQE with up to 35.55 kWh – this corresponds to a range of up to 250 kilometres based on the WLTP range*

The battery certificate stands for the long service life of the high-voltage batteries. It is valid up to a term of ten years or up to 250,000 kilometres

* Range and electrical consumption have been determined on the basis of Commission Regulation (EC) No. 2017/1151/EU
The EQS SUV: Redefined SUV luxury

Launch: Second half of 2022

WLTP ranges of up to 671 kilometres\(^1\)

Lithium-ion battery with up to 12 cell modules

DC fast charging system with a charging capacity of up to 200 kW

In 15 minutes, power corresponding to a range of up to 250 kilometres\(^2\) can be recharged on the basis of the WLTP range

The 6-phase design makes the permanently excited synchronous motor (PSM) on the rear axe particularly powerful. Its peak power is 265 kW.

---

\(^1\) 540-671 km are the provisional range figures of the EQS 450+ (WLTP: combined electric energy consumption: 22.9-18.2 kWh/100 km; combined CO2 emissions: 0 g/km). Range and electric energy consumption have been determined on the basis of Commission Regulation (EC) No. 692/2008.

\(^2\) Figures for the EQS 450+ (WLTP: combined electric energy consumption: 22.9-18.2 kWh/100 km; combined CO2 emissions: 0 g/km). Range and electric energy consumption have been determined on the basis of Commission Regulation (EC) No. 692/2008.

Mercedes-Benz
EQE SUV: High-tech and luxury meet versatility

Launch: First half of 2023

The multi-purpose variant of the EQE business saloon

WLTP ranges of up to 590 kilometres

Lithium-ion battery of 10 cell modules

DC charging system with a charging capacity of up to 170 kW

In 15 minutes, power corresponding to a range of up to 220 kilometres can be recharged on the basis of the WLTP range

The modular drive concept enables the EQE SUV to offer a wide range of maximum total drive outputs from 215 to 300 kW

---

1 Data on electrical consumption and range are provisional and were determined internally in accordance with the “WLTP test procedure” certification method. So far there are no confirmed figures from an officially approved testing organisation, nor any EC type approval or certificate of conformity with official figures. There may be differences between the stated figures and the official figures.

2 At DC fast charging stations with 500 amps based on WLTP range

Mercedes-AMG EQE 53 4MATIC+ SUV (Provisional data WLTP) combined electrical consumption: 27.8–22.6 kWh/100 km; combined CO₂ emissions: 0 g/km; Electrical range: 375–470 km)

Mercedes-Benz
Mercedes-Maybach EQS SUV: The brand’s first all-electric model

Premiere: April 2023

Redefining automotive excellence in the age of electro mobility

Maximum luxury and comfort with a cocooning effect in the rear

Extraordinary driving experience with Maybach driving programme and maximum noise comfort

Range of up to 600 kilometres\(^1\)

DC charging system with a charging capacity of up to 200 kW

In 15 minutes, power corresponding to a range of up to 220 kilometres\(^2\) can be recharged on the basis of the WLTP range

---

\(^1\) Data on electrical consumption and range are provisional and were determined internally in accordance with the “WLTP test procedure” certification method. So far there are no confirmed figures from an officially approved testing organisation, nor any EC type approval or certificate of conformity with official figures. Differences between the stated figures and the official figures are possible.

\(^2\) At DC fast charging stations with 500 amps based on WLTP range

Mercedes-Maybach EQS 680 SUV Mercedes-Maybach EQS 680 SUV (provisional figures: combined power consumption: 24.4–22.5 kWh/100 km; CO2 emissions: 0 g/km)
We are on the way to an all-electric future - MMA followed by three “electric only” architectures mid-decade.

**MB.EA**
MEDIUM AND FULL-SIZE CARS
Scalable modular system for our EV portfolio

**AMG.EA**
PERFORMANCE ELECTRIC VEHICLES Architecture

**VAN.EA**
NEW ERA
For electric vans and light commercial vehicles

* where market conditions allow
Together with our partners, we will expand our activities in battery cells and systems

Our target: Capacity of more than **200 Gigawatt hours by 2023**

**Local-for-local strategy** with partners and new cell factories around the world

**Envision AESC**
- Cell production in Bowling Green, USA
- Cell production in Caceres, Spain

**CATL**
- New plant in Debrecen, Hungary

**ACC building 3 plants in Europe**
- Douvrin, France
- Kaiserslautern, Germany
- Termoli, Italy

Mercedes-Benz
By joining ACC, we build a European battery champion

We take a one third stake in Automotive Cells Company (ACC).

Our goal: Joint development and production of cells and modules in Europe.

ACC will reach a capacity of at least 120 Gigawatt hours in Europe by the end of the decade.

ACC will supply Mercedes-Benz with high-performance battery technologies from its production locations from mid of the decade.
Developing the next generation battery cell technology

**High-Silicon Anode**: increasing energy density by using silicon-carbon composite in the anode

**Solid-State**: pushing energy density beyond limits of conventional lithium-ion cell, doubling energy capacity and reducing weight in same packaging space, enduring more charging cycles over lifetime

**Several cooperations** with existing and new partners like Sila, Prologium and Factorial to accelerate development of both technologies

Continuously integrating most advanced cell technology in our production cars, increasing range during lifecycle

---

**Expected energy density**

- **Today**
- **Mid-decade**
- **~2028**

**Li-Ion state of the art**

**High-Silicon Anode**

**Solid-State battery**
In-house electric drive units are a key part of our strategy

Ultra-high performance axial flux motors for our forthcoming AMGs. Axial flux technology allows for unmatched power density, performance, acceleration.

Electric motor and power electronics company YASA Ltd. is a fully owned subsidiary of Mercedes-Benz. The acquisition takes our electric drive tech to a new level.

eATS 2.0: In-house developed and built electric drive unit with radial motor: Outstanding performance for majority of key products.
VISION EQXX - taking electric range and efficiency to an entirely new level

Efficiency means achieving more from less. The VISION EQXX is packed with efficiency improvements that push the envelope with a mixture of advanced technology and talented teamwork.

Following its record-breaking maiden drive from Stuttgart to Cassis (France) in April 2022, the research vehicle set the bar even higher, with a 1,202-kilometre road trip from Stuttgart to Silverstone in the UK. Throughout the road trip, the VISION EQXX took advantage of its innovative thermal management system to achieve an average consumption of 8.3 kWh/100 km in the face of heavy traffic and summer temperatures.

VISION EQXX: key technical data at a glance

<table>
<thead>
<tr>
<th>Battery energy content, usable</th>
<th>kWh</th>
<th>&lt;100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max. system voltage</td>
<td>Volts</td>
<td>&gt;900</td>
</tr>
<tr>
<td>Energy consumption</td>
<td>kWh/100 km (miles/kWh)</td>
<td>8.3 (7.5)</td>
</tr>
<tr>
<td>c_d value</td>
<td></td>
<td>0.17</td>
</tr>
<tr>
<td>Front face</td>
<td>m²</td>
<td>2.12</td>
</tr>
<tr>
<td>Power</td>
<td>kW</td>
<td>180</td>
</tr>
<tr>
<td>Wheelbase</td>
<td>mm</td>
<td>2,800</td>
</tr>
<tr>
<td>Length/width/height</td>
<td>mm</td>
<td>4,975/1,870/1,348</td>
</tr>
<tr>
<td>Unladen vehicle weight</td>
<td>kg</td>
<td>1,755</td>
</tr>
</tbody>
</table>
Mercedes-Benz to launch global branded high-power charging network and gains access to Tesla Supercharger network in North America

More than 10,000 high-power chargers worldwide by the end of the decade

Convenient locations with amenities nearby

Accessible for drivers of all car brands

Pre-booking and other benefits for Mercedes-Benz customers, Green charging with Mercedes me Charge

With up to 350 kw charging power

Investment cost in North American just over 1 billion Euros, deployed over the next 6-7 years. The capital for this will be provided by Mercedes and MN8 in a roughly 50:50 split

Furthermore, Mercedes-Benz drivers gain access to more than 12,000 Tesla Superchargers across North America beginning in 2024

Mercedes-Benz to integrate North American Charging Standard (NACS) in its electric vehicle line-up – introduction in North America starting 2025
Mercedes-Benz joining initiative to create a leading high-powered charging network across North America

Seven major global automakers – BMW Group, General Motors, Honda, Hyundai, Kia, Mercedes-Benz Group, Stellantis NV – will create an unprecedented new charging network joint venture that will significantly expand access to high-powered charging in North America.

Targeting to install at least 30,000 high-powered charge points in urban and highway locations to ensure customers can charge whenever and wherever they need.

With a focus on delivering an elevated customer experience, the network will provide reliability, high-powered charging capability, digital integration, appealing locations, various amenities while charging, and use renewable energy.

Charging stations will be accessible to all EV customers, offering both Combined Charging System (CCS) and North American Charging Standard (NACS) connectors.

First stations are scheduled to open in the summer of 2024.
**BEV cost reduction focus**

**Key levers**

- Material and manufacturing cost reduction of 1% until 2025
- Further cost reduction on electric drive train from 2025 to 2030
- Decreasing cell costs and common battery platforms
- Scalable modular electric only architectures

* schematic and before mix change

Mercedes-Benz
Radical shift in capital allocation - from EV-first to EV-only

Key levers

- **Additional investments** for new BEV architecture MB.EA, AMG.EA, VAN.EA and intensified battery footprint

- **Radically reduced** non-BEV investments

- **Capex share of investments decreasing**

- **>20% investment reduction** until 2025 and further decreases afterwards
Fixed cost reduction targets stepped up

Key levers

Covid 2020: significant fixed cost reduction

2021: temporary effects replaced by permanent measures

>20% fixed cost reduction until 2025 vs. 2019

2025ff: digitization of all business areas

After 2025 further net reductions

Mercedes-Benz
We will at least halve lifecycle CO₂ emissions per vehicle in this decade

Mercedes-Benz Cars – on our way towards Ambition 2039 – we target the full lifecycle of the car

End-of-life
Use phase
Production & logistics
Supply chain & raw materials
We create sustainable supply chains for focus materials via technology changes

Steel – CO₂ reduction:

- Optimised oxygen furnace
- Conventional directly reduced iron/electric arc furnace
- Green electricity
- H₂GS

~90% of our annual purchasing volume is supplied by companies that follow our ambition to become net carbon-neutral

Further materials in focus:

- Aluminium sheet/cast
- Thermoplastics
- Battery materials

Mercedes-Benz
All of our own Mercedes-Benz plants world-wide are producing 100% net carbon-neutral

Together with our EV strategy, net carbon-neutral production is a key driver of Ambition 2039.

Since the beginning of 2022, production sites worldwide fully owned by Mercedes-Benz have been net carbon-neutral.

We plan to cover 70% of our energy needs through renewable sources¹ and will also produce energy on site by 2030.

¹ As of 1/1/2023, including non-consolidated sites, joint ventures, associated companies, plant ventures and joint operations.

Mercedes-Benz global production network

Roadshow Presentation Q2 2023

62
Our Factory 56 is a zero-carbon factory and serves as a blueprint for our global Mercedes-Benz production network.

At our Factory 56 in Sindelfingen, producing more sustainable is already reality.

The innovative energy concept includes a photovoltaic system, a DC power grid and energy storage based on reused vehicle batteries.

Self-generated, green electric power is sufficient to cover about 30% of the factory’s annual power requirements.
We are establishing a green and net carbon-neutral supply chain

In the future, raw materials for battery components only from IRMA-certified mines

Cooperation with strategic partners, e.g. for lithium hydroxide with German-Canadian Rock Tech Lithium Inc.

Direct sourcing of battery raw materials like nickel and cobalt under consideration

First closed battery loop at industrial scale set-up in China with leading partners
Mercedes-Benz is closing the loop on batteries through sustainable recycling

Own CO₂-neutral recycling plant in Kuppenheim, southern Germany start operations in summer 2024 with the first phase - shredding batteries - in 2023

Hydrometallurgy: Innovative technology increases recovery rate to more than 96%

Cooperation with high-tech partners in China and the U.S. ensures the closure of the recyclable materials loop worldwide
Our people plan focuses on a just transition for our employees

**Re-shape**
streamlining our organisation in a responsible way

**Re-skill**
developing future-oriented qualifications

**Re-charge**
defining the Mercedes-Benz way as an employer

---

| **3,000** | **Individual target plans for our entities, plants and functions** |
| **>2 bn** | **Realignment of our global production network towards electric vehicles and digitalisation** |
| **Turn2Learn investment in Turn2Learn qualification initiative worldwide 2022-2030** | **77,000 employees in Germany qualified in e-mobility since 2020** |
| **~120,000 participations in training courses related to digitization** | **30% share of women in senior management positions by 2030** |
| **Modern, flexible and diverse working environment** | **Competitive salary Profit-sharing bonus for tariff-scale employees** |
| **Employee shares** | **Roadshow Presentation Q2 2023** |
AGENDA

I. Results Q2 2023

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1. Mercedes-Benz Cars

   1.1 Luxury Strategy

   1.2 Electrification

   1.3 Automated Driving & Operating System

2. Mercedes-Benz Vans

3. Mercedes-Benz Mobility
Mercedes-Benz is the first car company in the world to meet the UN-R157 regulation for conditionally automated driving.

Since May 2022, DRIVE PILOT can be ordered in Germany for variants of the S-Class and the EQS starting at around 6,000 EUR.

In the U.S., Nevada became the first state to confirm the compliance of DRIVE PILOT with state regulations. California followed shortly after that as the second state.

First cars will be delivered to U.S. customers in late 2023.
Driving Assistance Package with DRIVE PILOT

Parking Package with 360°-Camera

Antenna Module

Rear Multi-Purpose Camera
Opening angle 50°

Stereo Multi-Purpose Camera
Opening angle 70°

Front Long-Range Radar
Opening angle 90° / 9°

Ultrasonic Sensors
12x Opening angle 120°

LiDAR
Opening angle 120°

Multi-Mode Radar
4x, Opening angle 130°

Redundant Brake and Steering System

360°-Camera
4 Single Cameras
Opening angle 180°

Moisture Sensor

Driver Camera

Mercedes-Benz
The fundamental building principles of our proprietary operating system

WE ARE THE ARCHITECTS

SPECIFY
DESIGN
DEVELOP
PROCURE/PARTNER
INTEGRATE
UPGRADE
The fundamental building principles of our proprietary operating system:

1. Purpose-built and open to partners

2. Personalized services through one unique Mercedes Me ID

3. Privacy-by-design from the very beginning

4. Full over-the-air updatability and decoupled software and hardware releases
All central to our own Mercedes-Benz Operating System MB.OS

- Proprietary Operating System
- Four Domains: Infotainment, Automated Driving, Body & Comfort, Driving & Charging
- Service-Oriented Chip-to-Cloud Architecture
Delighting our customers with an extraordinary experience

The most desirable

**HARDWARE CANVAS**

... for the most desirable

**SOFTWARE CONTENT**
We are building it intelligent, automated and exceptionally safe

Equipping each Mercedes with a

SUPERCOMPUTER AND A COMPREHENSIVE SENSOR SET
It’s about the operating system of our entire business

We’re connecting the elements to build an **INTEGRATED NETWORK**
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
Advancing next-generation Level 2 automated driving
Leveraging machine learning

Best-in-class LiDAR

New dimension of processing power

AI-powered and data-driven

System designed for urban use cases

Point-to-point assisted driving based on navigation

Substantially increased availability and ODD

Starting with MMA for entry segment
Accelerating next-generation Level 3 automated driving with 2x computing power
Giving customers back even more time

UP TO 130 KM/H
in its final stage

Automatic Lane Change (ALC) and highway-to-highway transfer

Worldwide rollout to additional markets
We are bundling the best functionalities into one MB.CONNECT package

The MB.CONNECT package will bundle a wide range of services into one

High flexibility: Available for a fixed-term three-year contract with vehicle purchase or via subscription

From 2025 onwards, 80% customer retention expected (for vehicles in the one-to-six-year age)
A strong digital customer base as a springboard for future growth

**TODAY**

Mercedes me is live in 50 markets

>10 million connected cars worldwide

**2025**

Mercedes me is planned to be live in 65 markets

...and targeting expansion to more than 16 million connected cars
MB.CHARGE – we offer fixed prices and priority access to our charging network

---

Transparent, fixed-price charging rates

Priority access for customers to the Mercedes-Benz HPC network

> 80% customer retention expected from 2025 onwards (for vehicles in the one-to-six-year age)
MB.DRIVE – our expanded and new offerings for assisted and automated driving

Starting with MMA we aim to equip all new models with hardware for enhanced assisted driving

Ability to upgrade to a higher degree of assistance foreseen across whole lifecycle

Conditionally automated driving functionalities can be ordered from the factory
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
We are the architects

**OUR PROMISE:** The world's most desirable cars

**OUR OPPORTUNITY:** Outstanding products & improved enterprise productivity

**OUR CONVICTION:** Software a core competence

**OUR REALISM:** Technology partnerships essential

**OUR VISION:** Future proofing our valuable real estate

**OUR FOCUS:** Delivering MB.OS for the launch of MMA
**BBAC (Beijing Benz Automotive Cooperation) Joint Venture**

**Key Facts**

- **BBAC** is based on a *trustful partnership* with our long-term partner BAIC.
- **BBAC** is the *largest Mercedes-Benz production* facility in the world with local R&D for passenger cars.
- Product ranges from Compact, Midsize, and Large-mid Segment (E-Class) as well as **PHEVs** and **fully electric vehicles** such as **EQA, EQB** and **EQE**. Local production of **EQE SUV** started in 2023.
- **Engines** as well as **batteries** are also produced locally.
- The *production* is *strongly integrated* in the worldwide Mercedes-Benz network with a *highly flexible production* set up and shift models throughout the locations **BBAC-Yishuang (BDA)** and **BBAC-Shunyi**.
- **BBAC-Shunyi** is the *new local production facility* as of 2018 and part of the jointly invested expansion program of above 11.9 Bn RMB.
- **Both partner** (BAIC and Mercedes-Benz) *sharing the investments* for new products.
- **CEO** and **CFO** are appointed by Mercedes-Benz.
- **MB contribution** by locally produced cars are *generated* via (i) supplies, (ii) royalties, and (iii) at equity results (see right chart).

<table>
<thead>
<tr>
<th>BBAC Figures disclosed by MBG</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales Volume</strong> (in thousand units)</td>
<td>611</td>
<td>561</td>
<td>592</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td>21,774</td>
<td>21,288</td>
<td>24,820</td>
</tr>
<tr>
<td><strong>Profit from continuing operations after taxes</strong></td>
<td>2,900</td>
<td>3,205</td>
<td>3,649</td>
</tr>
<tr>
<td><strong>BBAC Equity Result MB</strong></td>
<td>1,335</td>
<td>1,553</td>
<td>1,711</td>
</tr>
<tr>
<td><strong>BBAC Dividend MB</strong></td>
<td>1,718</td>
<td>1,523</td>
<td>1,431</td>
</tr>
</tbody>
</table>
AGENDA

I. Results Q2 2023
II. Outlook FY 2023
III. Strategy
   1. Mercedes-Benz Cars
      1.1 Luxury Strategy
      1.2 Electrification
      1.3 Automated Driving & Operating System
   2. Mercedes-Benz Vans
   3. Mercedes-Benz Mobility
Mercedes-Benz Vans Strategy

WE OFFER THE WORLD’S MOST DESIRABLE VANS AND SERVICES

**TARGET**
- premium segments and focus on profitable growth

**EMBRACE**
- customers and grow lifetime revenues

**LEAD**
- in electric drive and digital experience

**LOWER**
- total cost base and improve industrial footprint

Guided by economic, environmental and social sustainability
Accelerated by digitalisation and data-driven business
Driven by a highly qualified and motivated team
The Van business is commercially attractive

**MARKETS**
- Strong and growing
  - Development LCV-market +25% expected in core markets, from 2022 through to 2030*

**PLAYERS**
- Stable and concentrated
  - Top-3 players in Europe dominate approx. 70% of the market

**CUSTOMERS**
- Knowledgeable and loyal
  - Mostly B2B customers

**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; Source: IHS
Our products keep the world running

Ordered according to sales volume of Mercedes Benz Vans in Germany 2021

Private Usage  Services & Crafts  Rental  Deployment & Municipal  Recreational Vehicles  Manufacturing

Private 20%*  Commercial 80%

CEP & Logistics  Trade & eGrocery  Construction  People Mover

* Private 20% 2021 Summary: EQV, V-Class, Citan Tourer, (e)Vito Tourer
Mercedes-Benz Vans enjoys a unique position

**Strengths Today**

- Exceptional top-end product identity
- Best mix, strongest pricing, highest residuals
- Favourable channel mix
- Balanced market coverage
- Highest buyer loyalty
- Strong synergies with Mercedes-Benz Cars

**Opportunities Ahead**

- Lead the industry to all-electric future
- Grow top-end positioning even further
- Expand profitable growth in U.S. and China
- Address manufacturing footprint
- Lower cost structure
Net carbon-neutral fleet of new vans

2022
Net carbon-neutral production at our own plants worldwide

2026
up to 20% BEV share

2030
> 50% BEV share*

2039
Net carbon-neutral fleet of new vans over the entire life cycle

SUPPLY CHAIN & RAW MATERIALS

PRODUCTION & LOGISTICS

WELL-TO-TANK

TANK-TO-WHEEL

END OF LIFE

* Wherever market conditions allow, target
Transition plan towards “electric only”
Electrification roadmap

2010
Introduction of first electric Vito

2023
Electrification of every Van segment & presentation of new eSprinter

2026
Launch of all-new, electric-only architecture VAN.EA

2030
> 50% share of battery electric vehicles*

* Wherever market conditions allow, target
Raising our ambitions level: tackling costs at all levels

**COMPANY**
- **FIXED COSTS**
  - $20\%^*$

**OPERATIONS**
- **HOURS PER VEHICLE (HPV)**
  - $25\%^*$

**PRODUCTS**
- **PORTFOLIO VARIANTS**
  - $30\%^*$

* By mid-decade vs. 2019
Our financial ambitions for Mercedes-Benz Vans

**Guidance**

- **ROS adjusted**:
  - 2019: 1.9
  - 2020: 6.0
  - 2021: 8.3
  - 2022: 11.2

- **CCR adjusted**:
  - 2023: 1.1
  - Mid-decade: 0.7 - 0.9
  - End of decade: slightly lower than level of 2022

"DOUBLE DIGIT"
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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

Go For Data
Data-driven company

Imagine It, Do It, Live It!
Transformation & High-performance 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

As integral part of the Mercedes-Benz customer journey

Financing | Leasing | Insurance | Fleet Management | Rental & Subscription | Charging Ecosystem | Payment Services
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, raw materials or energy; disruption of production due to shortages of materials or energy, labour 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 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 or in this 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.