# FIXED INCOME PRESENTATION MERCEDES-BENZ GROUP AG

FULL YEAR 2024



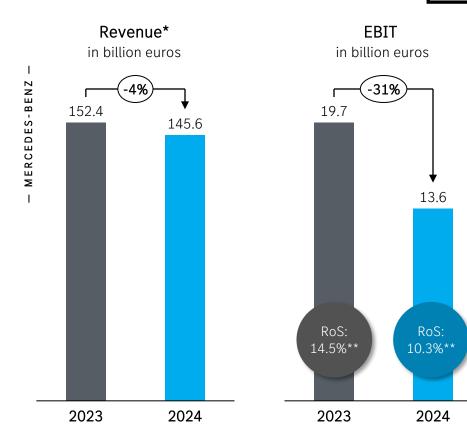
#### AGENDA

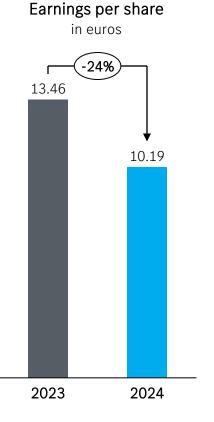
- I. Mercedes-Benz Group Review FY 2024
- II. Divisional Review FY 2024
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- VII. Luxury & Top-End Vehicles
- VIII.Technology
- IX. Next Level Performance

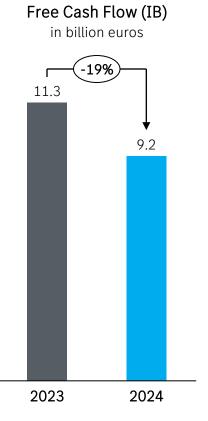
#### MERCEDES-BENZ GROUP: KEY FIGURES

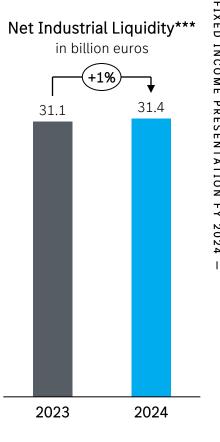


Share buyback: EUR ~7 bn. completed. Dividend: EUR 5.5 bn. paid out.









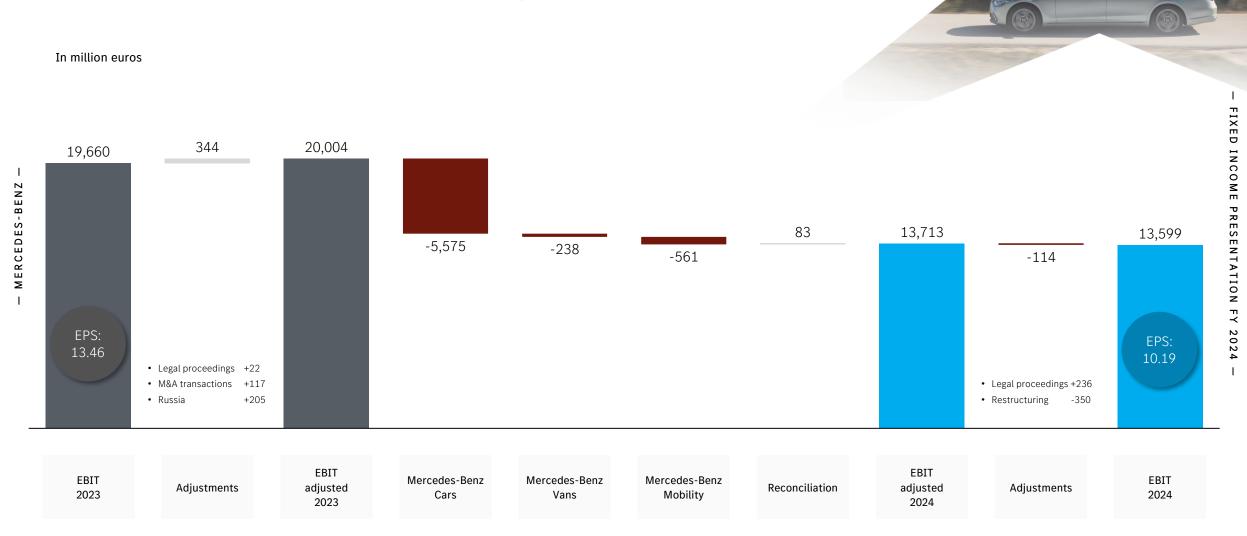
2024 figures preliminary and unaudited.

<sup>\* 2023</sup> revenue has been corrected in accordance with IAS 8.

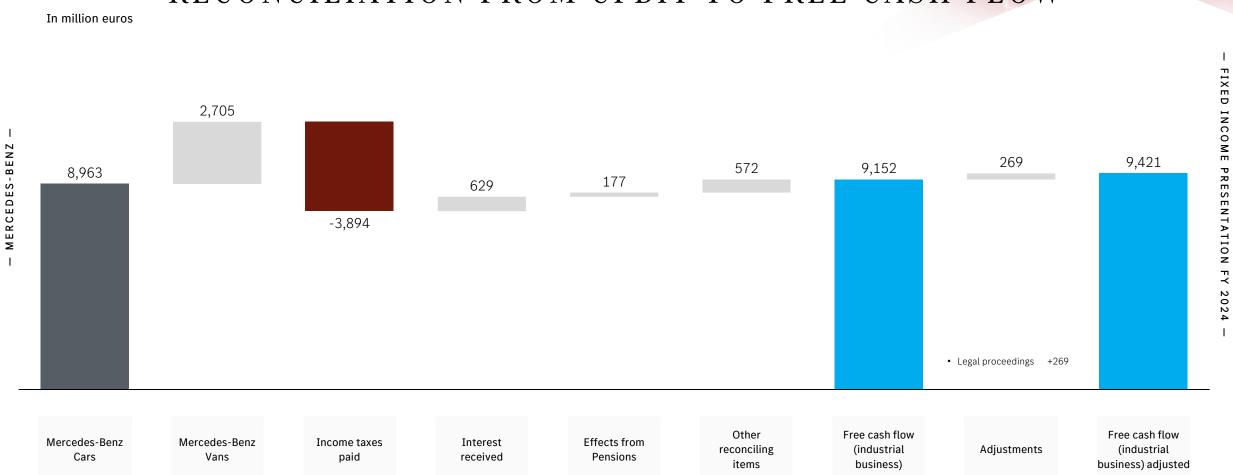
<sup>\*\*</sup> Group Return on Sales considering the Industrial Business.

<sup>\*\*\*</sup> Accrued interests are now shown under financing liabilities leading to a change of Net Industrial Liquidity.

#### MERCEDES-BENZ GROUP: EBIT



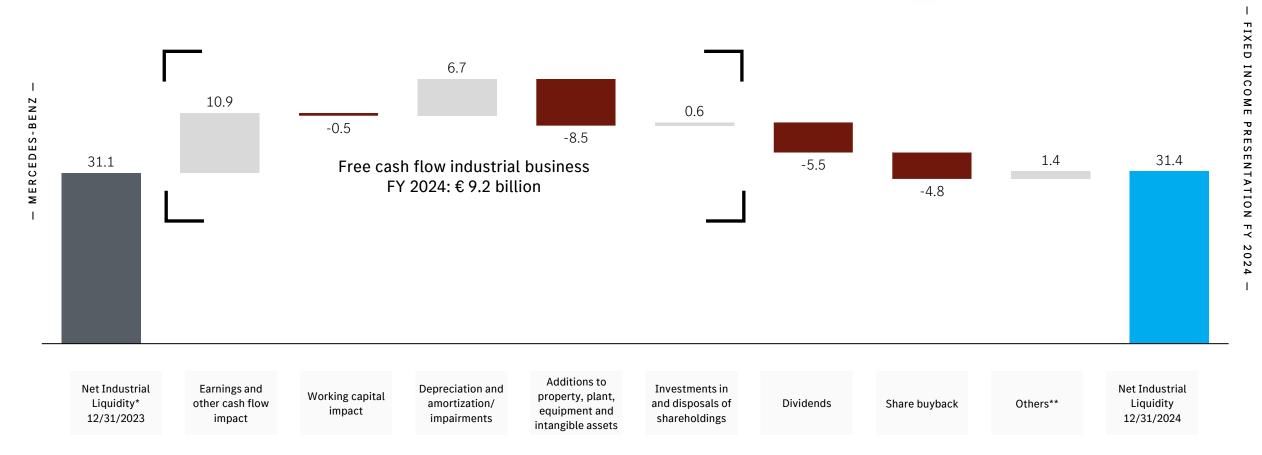
# MERCEDES-BENZ GROUP: RECONCILIATION FROM CFBIT TO FREE CASH FLOW



#### MERCEDES-BENZ GROUP: NET INDUSTRIAL LIQUIDITY\*



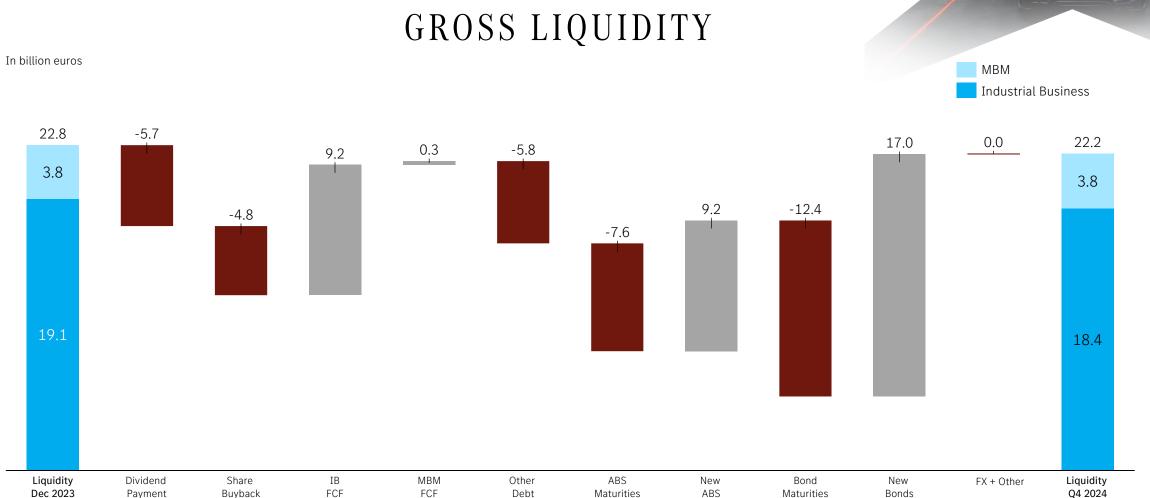




<sup>\*</sup> Accrued interests are now shown under financing liabilities leading to a change of Net Industrial Liquidity.

<sup>\*\*</sup> Mainly transactions related to MBM.

#### MERCEDES-BENZ GROUP: GROSS LIQUIDITY

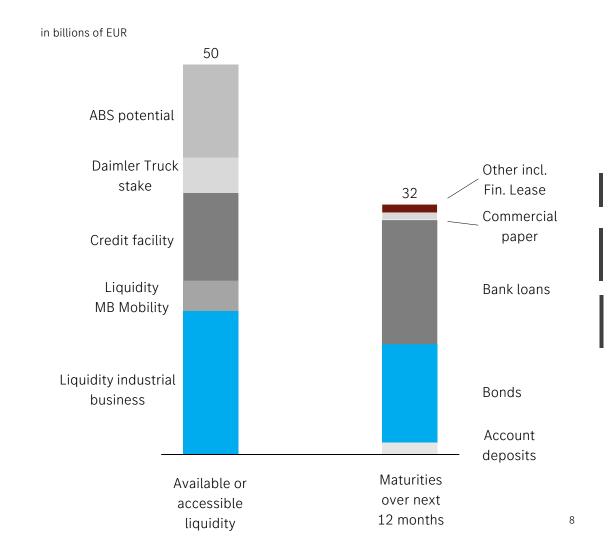


FIXED INCOME

PRESENTATION

Note: Figures may not be additive due to rounding.

#### MERCEDES-BENZ GROUP: FINANCIAL FLEXIBILITY OVER A 12-MONTH PERIOD - Q4 2024



Gross industrial liquidity at €18.4 billion

Financial flexibility supported by €11 billion revolving credit facility (not utilized)

Financial flexibility supported by 30% Daimler Truck stake

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#### MERCEDES-BENZ CARS: KEY MESSAGES 2024



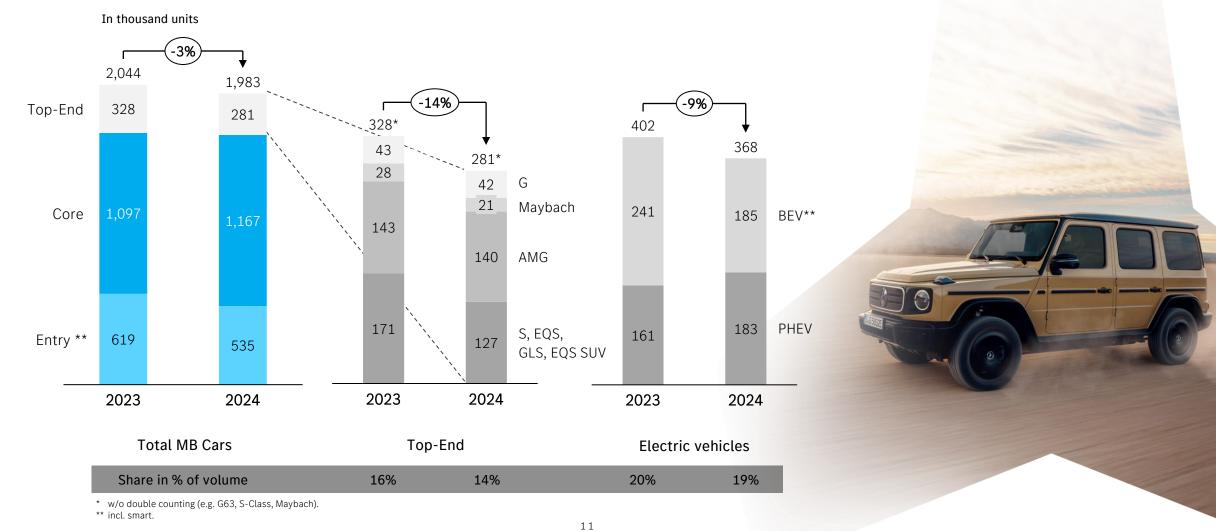
**Performance:** Top line development impacted by market dynamics, intensified cost efficiencies at work, RoS adj. at 8.1%.

**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.

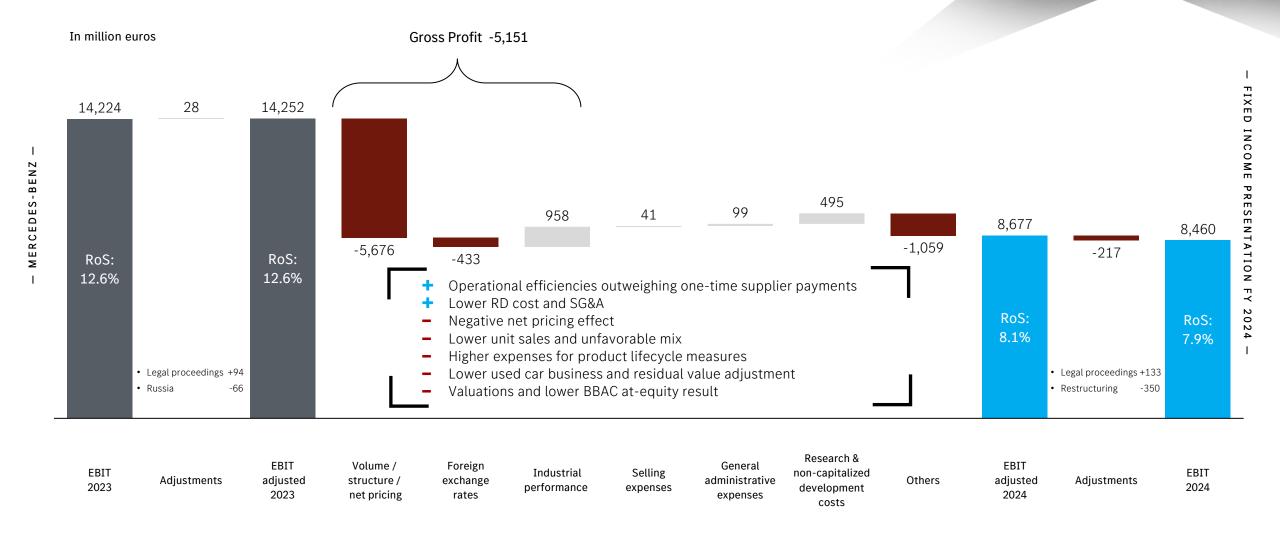
**Technology:** Elevating digital in-car user experience, advancing ADAS technology in all regions.

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

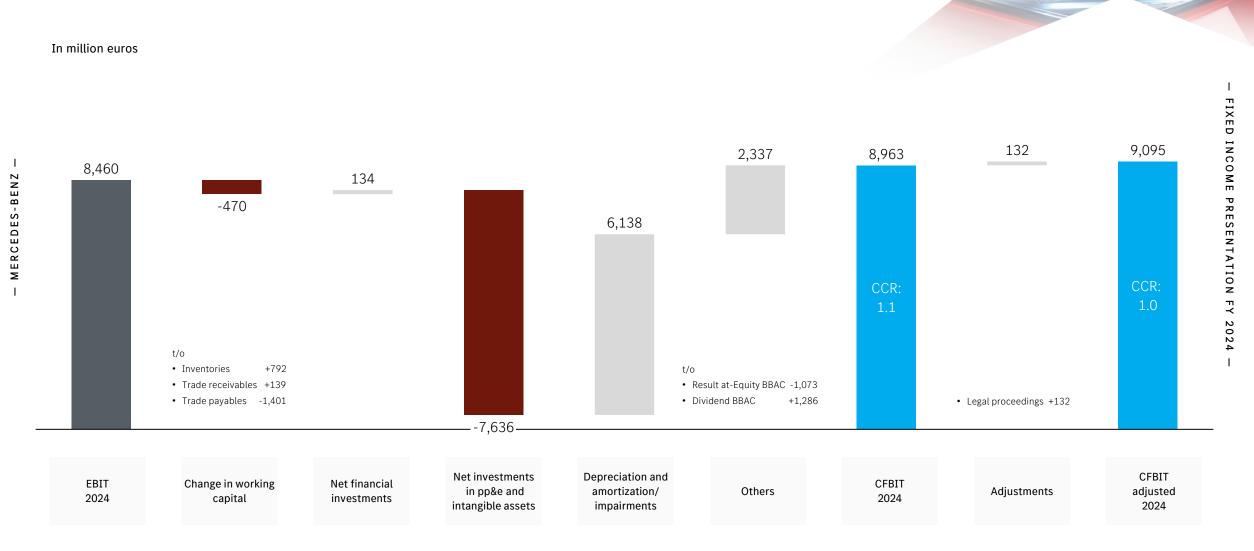




#### MERCEDES-BENZ CARS: EBIT & ROS

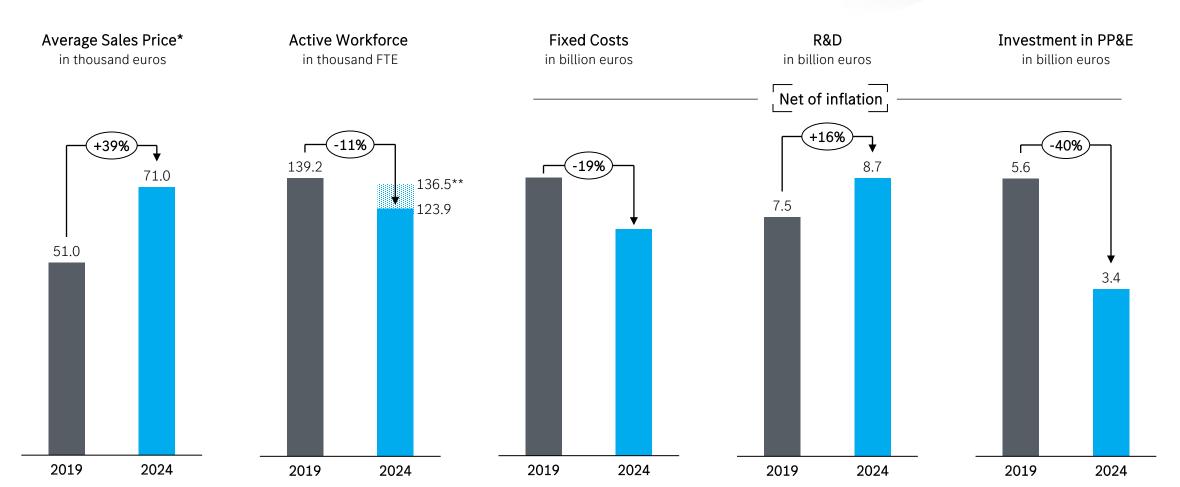


#### MERCEDES-BENZ CARS: EBIT TO CFBIT



# MERCEDES-BENZ CARS: INDICATORS OF CHANGE





FTE = Full time equivalent

<sup>\*</sup> ASP excl. smart, BBAC sales and pbp revenues.

<sup>\*\*</sup> Active Workforce figures have been adjusted to comply with CSRD/ESRS requirements.

#### 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.

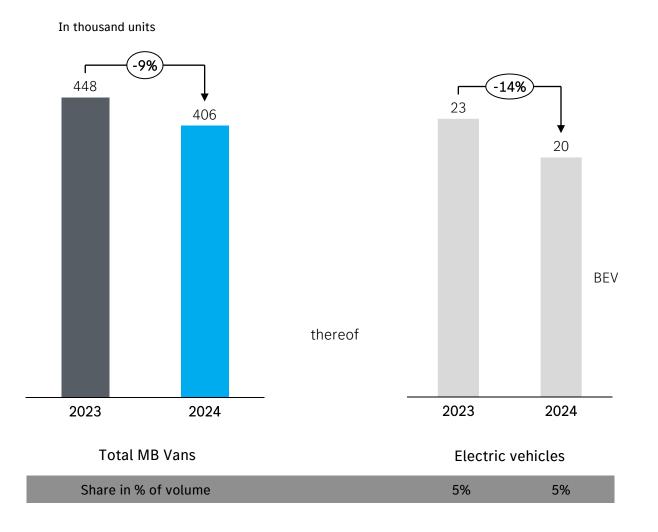
**Product:** Complete product portfolio renewed in 2024. First VAN.EA test vehicles on the road.

**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.

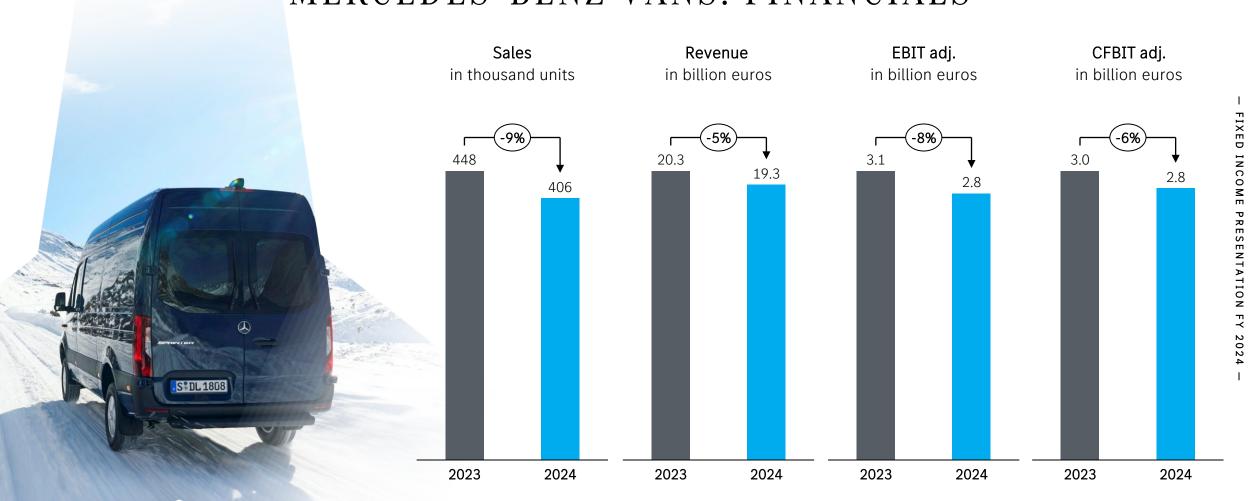
**Costs:** On track in all areas. 2024 fixed cost reduction of 3% vs. 2023.

#### MERCEDES-BENZ VANS: ELECTRIC VEHICLE UNIT SALES

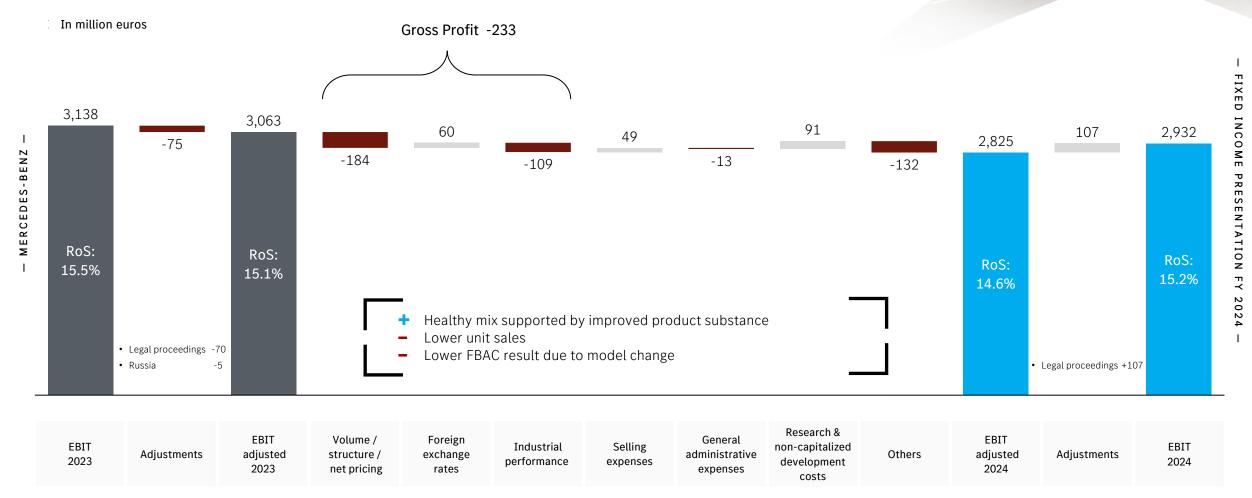




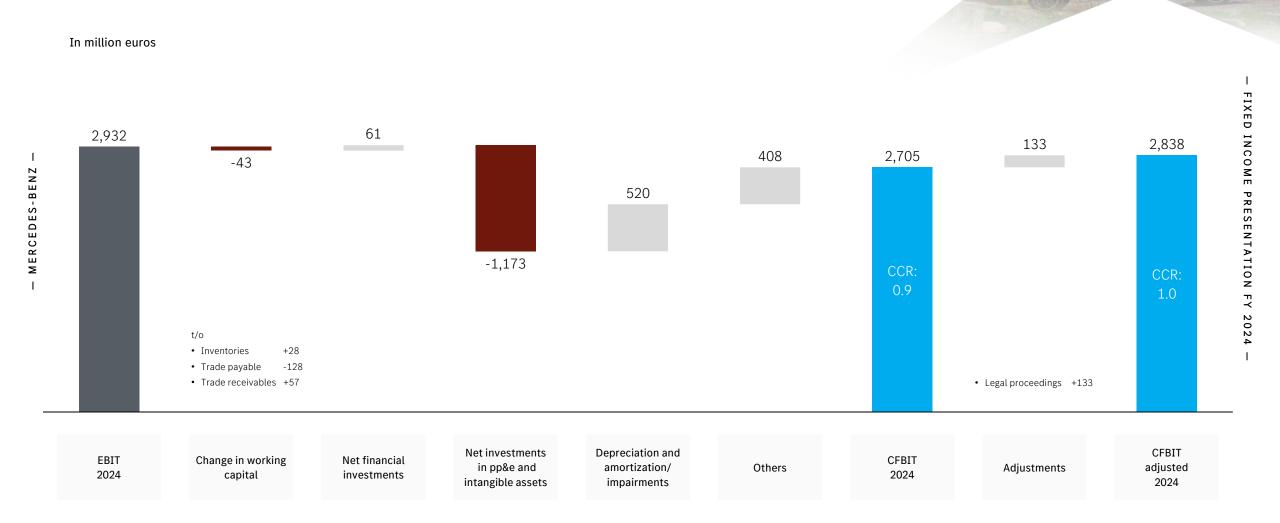
#### MERCEDES-BENZ VANS: FINANCIALS



#### MERCEDES-BENZ VANS: EBIT & ROS

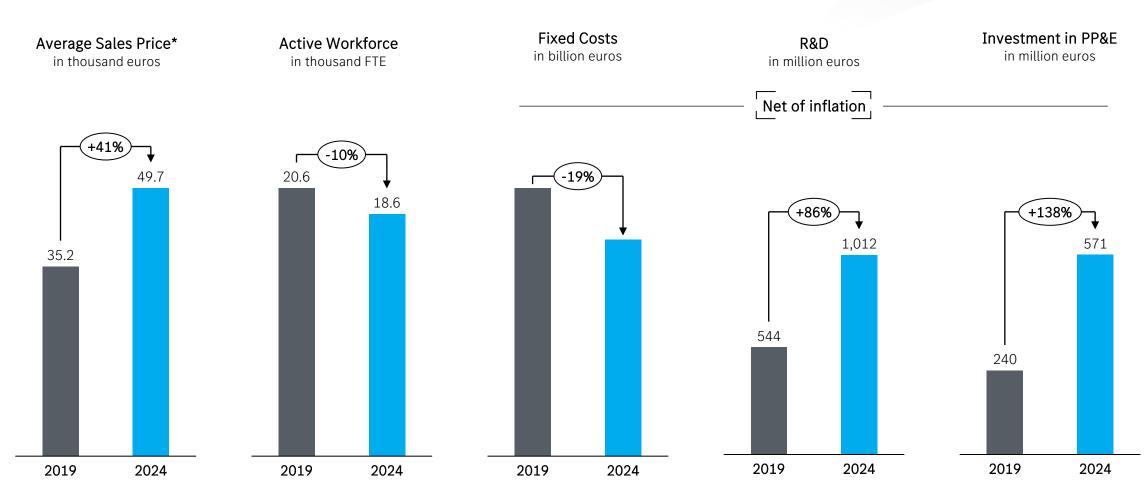


#### MERCEDES-BENZ VANS: EBIT TO CFBIT



# MERCEDES-BENZ VANS: INDICATORS OF CHANGE





FTE = Full time equivalent.

\* Excluding FBAC Business.

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#### MERCEDES-BENZ MOBILITY: KEY MESSAGES 2024



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

Acquisition margin stabilized in line with target return.

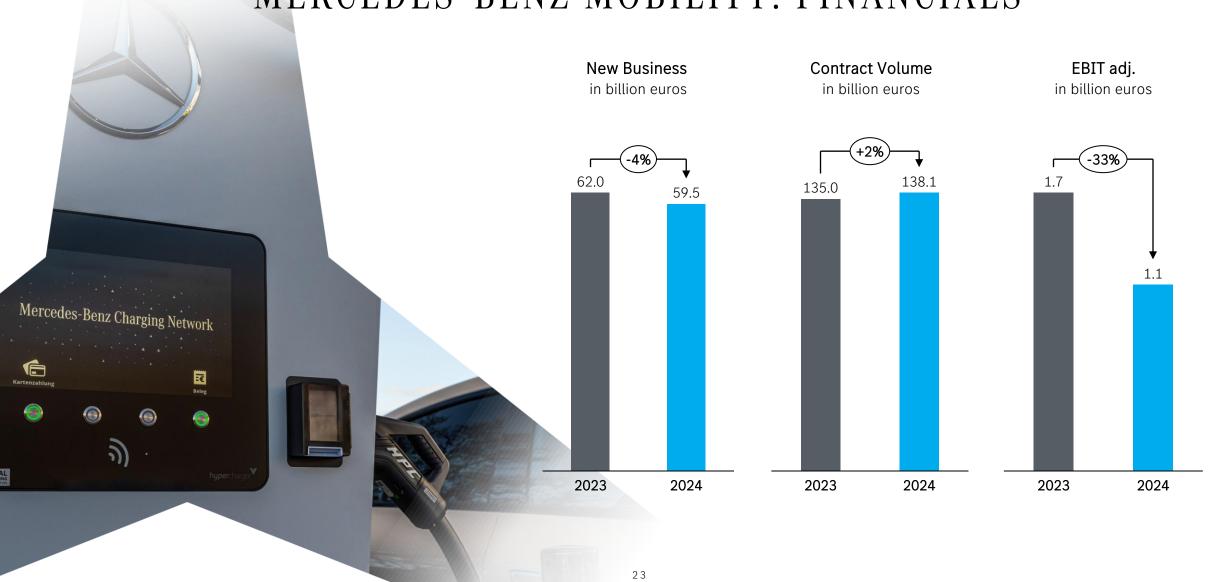
Portfolio margin at subdued level.

Cost of credit risk on elevated level.

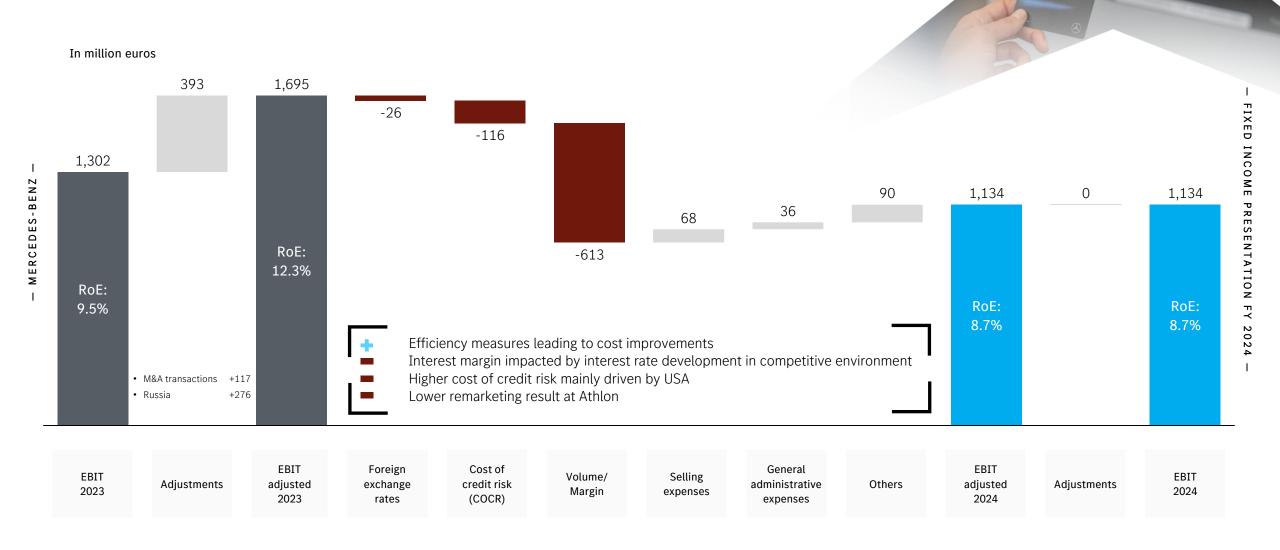
Efficiency measures led to significant cost improvements.

Charging Solutions continued to expand.

#### MERCEDES-BENZ MOBILITY: FINANCIALS

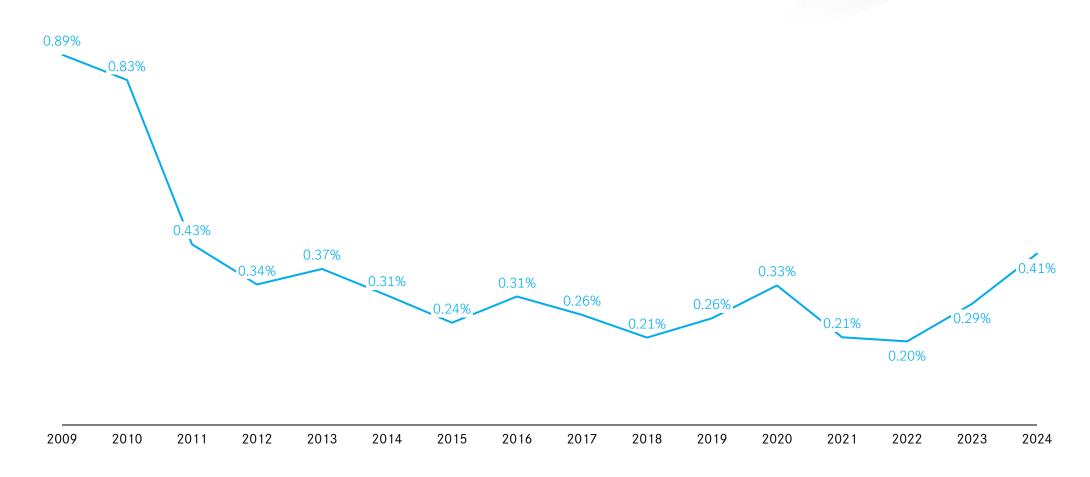


#### MERCEDES-BENZ MOBILITY: EBIT & ROE



# MERCEDES-BENZ MOBILITY: NET CREDIT LOSSES\*





<sup>\*</sup> As percentage of portfolio, subject to credit risk.

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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 Colos	Mercedes-Benz Cars	1,983k units	Slightly below
Unit Sales	Mercedes-Benz Vans	406k units	Slightly below
FW - b	Mercedes-Benz Cars (xEV)	19%	20 to 22 %
xEV share	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
DOD averageditura	Mercedes-Benz Cars	EUR 8.7 bn.	At prior-year level
R&D expenditure	Mercedes-Benz Vans	EUR 1.0 bn.	Significantly above

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

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

FY 2025 Guidance

#### MERCEDES-BENZ GROUP GUIDANCE 2025



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FY 2024 Actuals

	1 1 2024 Actuals	11 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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OUR FUNDING STRATEGY IS BUILT ON STRICT PRINCIPLES

# Targeting Financial Independence

No dependence from single markets, instruments, banks or investors

Diversification of funding sources and instruments: Bank Loans, Bonds, ABS, Commercial Paper

No Covenants and asset pledges, no Credit Support Agreements

### Maximizing Financial Flexibility

Keeping prudent amount of Cash and Committed Credit Facility

New markets funded via global and local banks first

Early capital market funding to save credit capacity in growth regions

## Stringent Global Funding Policy

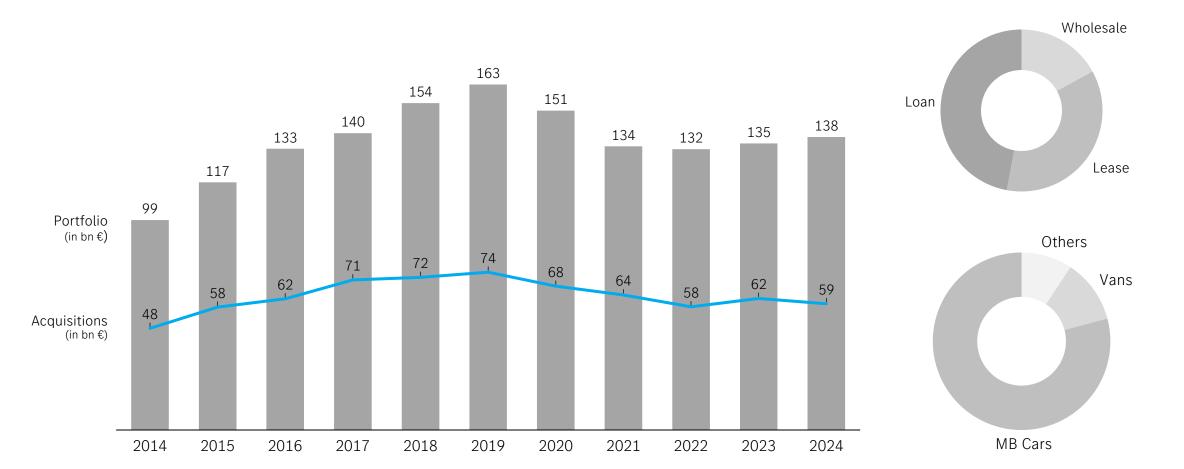
Liquidity matched funding

Interest rate matched funding

Currency matched funding

Country matched funding

## PORTFOLIO AT MERCEDES-BENZ MOBILITY INCREASED SLIGHTLY COMPARED TO 2023 MAINLY DUE TO FX EFFECTS



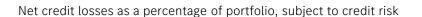
#### MERCEDES-BENZ MOBILITY BUSINESS WITH STRINGENT CREDIT MANAGEMENT AND SOLID REFINANCING

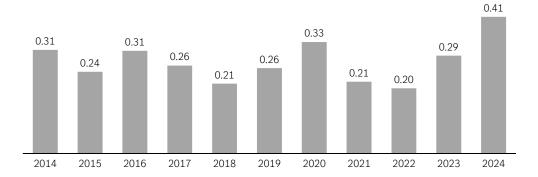
Net credit losses on an elevated level, mainly driven by the US market in 2024.

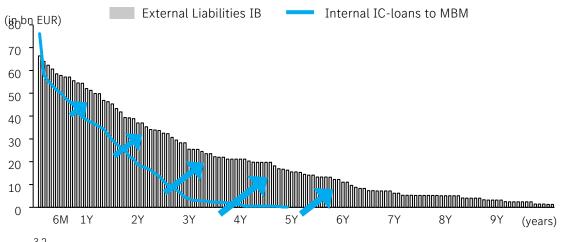
On a global level, they are expected to stabilize in the year 2025.

The matched-funded approach ensures that liquidity risks are managed properly.

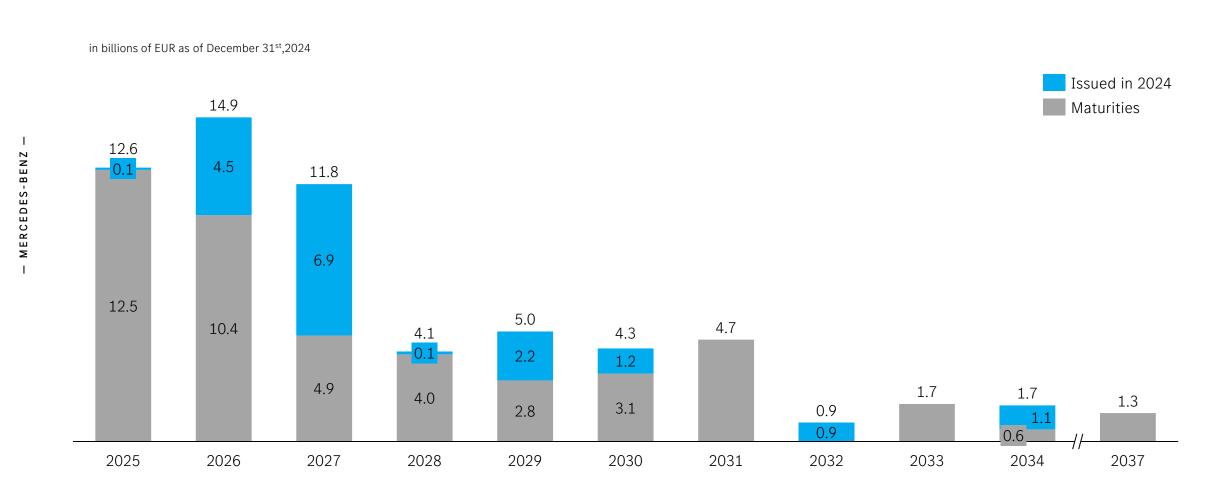
External liabilities of Mercedes-Benz Group have a longer duration due to capital market refinancing than internal allocation to MBM via IC-loans.





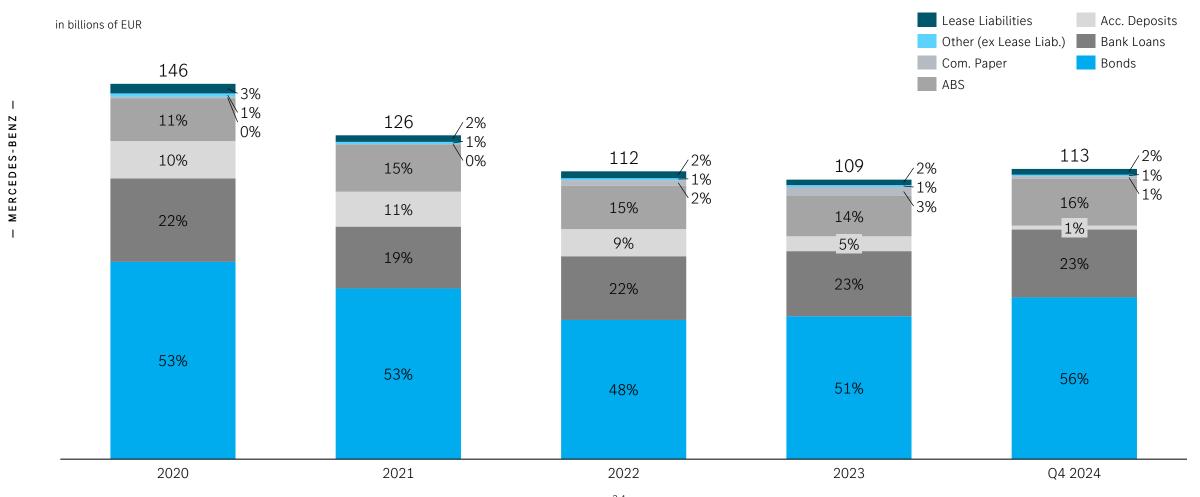


#### WELL BALANCED BOND MATURITY PROFILE

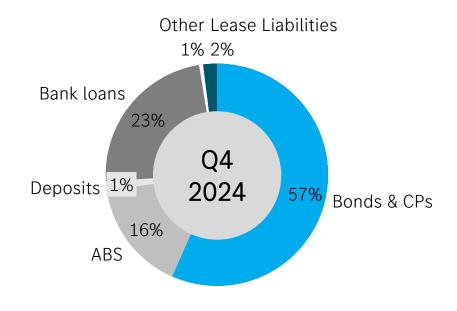


# FIXED INCOME PRESENTATION FY 2024 —

#### FINANCING LIABILITIES SHOW A DIVERSIFIED FUNDING MIX



# TO ENSURE SUSTAINABLE PORTFOLIO GROWTH WE MITIGATE RISK AND VOLATILITY THROUGH A BALANCED MIX OF FUNDING INSTRUMENTS



Total: EUR 113 bn

Bonds & CPs | Strengthen our global footprint and use market opportunities

Bank Loans | Deepen our excellent bank relationships

ABS | Globally expand our highly competitive ABS issuances

Deposits | Deposits from institutional & other qualified investors to be maintained on a reasonable level

# DIVERSIFIED GLOBAL FUNDING BASE: CONTINUOUSLY MATCHED WITH MBM REQUIREMENTS

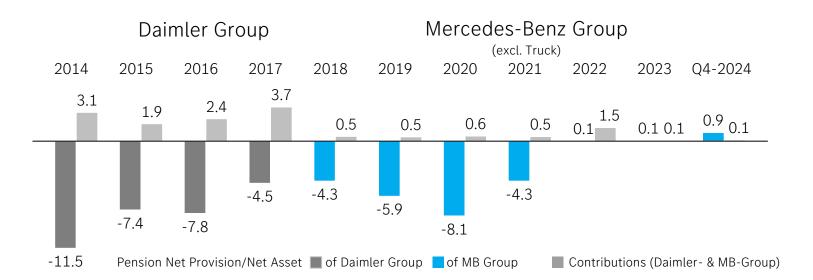


Total (EUR bn)	63		Currencies	16	Total (EUR bn)	18	Currencies	7	
			(HUF. SEK. HKD. NOK. TRY)						
CHF	0.6	1%	Other	0.4 0%					
GBP	0.8	1%	JPY	0.4 1%					
CAD	1.4	2%	ZAR	0.4 1%	GBP	1.3 7%			
CNY	2.2	3%	KRW	0.4 1%	EUR	2.6 14%	JPY	0.5 3%	
USD	24.7	39%	AUD	0.4 1%	CNY	3.4 18%	AUD	1.0 6%	in 30 countries
EUR	30.8	49%	MYR	0.4 1%	USD	9.2 51%	CAD	0.3 1%	110 banks providing funding of EUR 26 bn
Currency	Volume	%	Currency	Volume %	Currency	Volume %	Currency	Volume %	
Bonds					ABS				Bank Loans

# MERCEDES-BENZ GROUP'S FINANCIAL KPIS SET TO SUPPORT A STRONG RATING

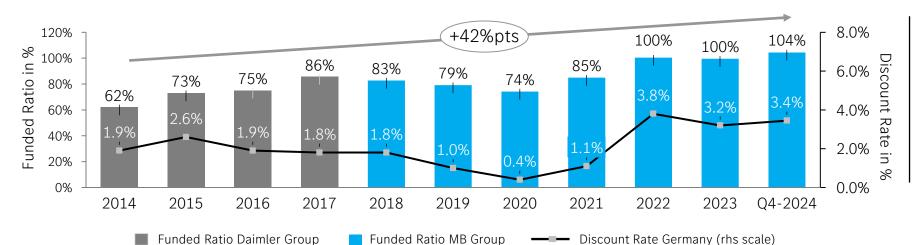
Current Credit Ratings

Agency	Long-term	Outlook	Short-term
S&P:	А	stable	A-1
Moody's:	A2	stable	P-1
DBRS:	А	stable	R-1 (low)



MERCEDES-BENZ

Solid capital structure: on a net basis. no more pension provisions since 12/2022



Funded Ratio improved in 2024 due to positive asset returns and slightly increasing discount rate

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### WE ARE COMMITTED TO OUR AMBITION 2039

#### Reducing CO<sub>2</sub> 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



# WE AIM TO COMPLY WITH EUROPEAN UNION CO<sub>2</sub> REGULATIONS

#### 2024

EU CO<sub>2</sub> compliance achieved, significantly below target

#### 2025

Next stage of regulation coming into force, aiming to meet EU CO<sub>2</sub> targets with favorable pooling agreements made in a cost-efficient manner

#### **Going forward**

Product launch with a range of BEVs to support CO<sub>2</sub> compliance in the mid-term



### ELECTRIFICATION HAS FOUR DIMENSIONS

EV EFFICIENCY EV OFF-ROAD

EV PERFORMANCE

**EV NEXT LEVEL** 



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



## AS A TECH FRONTRUNNER, THE CLA WILL ELEVATE THE GAME

>750 km range (WLTP)

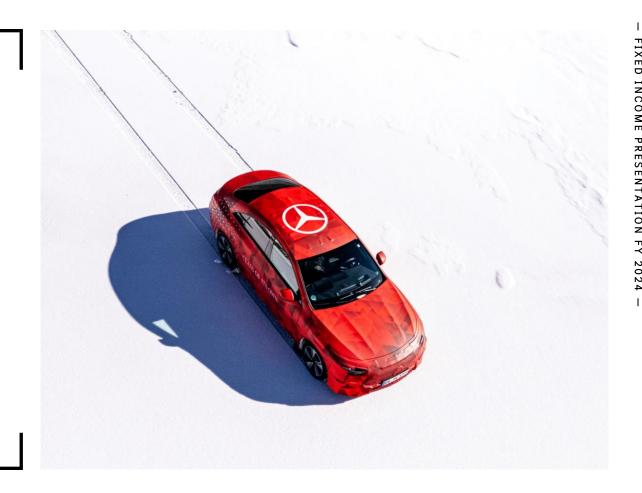
Energy consumption of ~12 kWh / 100 km

150 kW to >400 kW output

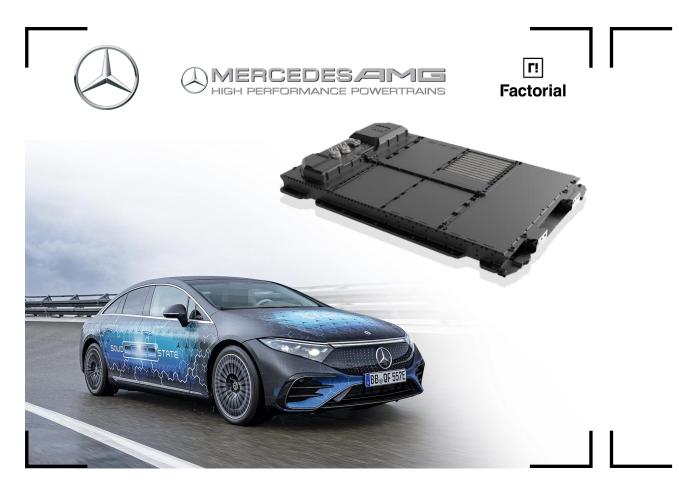
Up to 300 km charge in 10 min

Technical requirements for bidirectional charging

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



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



## Increase cell energy density up to 450 Wh/kg

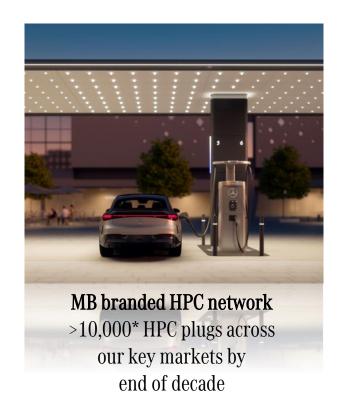
Enables up to 25% more range at same weight and size

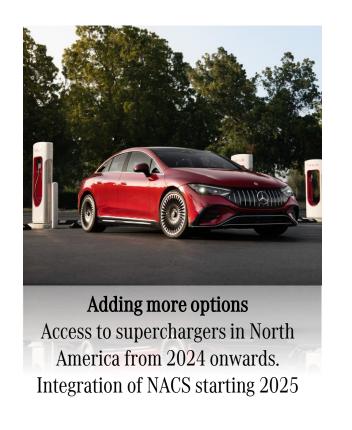
Improved cell safety

Further weight and energy efficiency through passive cooling

# WE WANT TO EASE THE LIFE OF OUR CUSTOMERS WITH FAST, CONVENIENT, AND RELIABLE CHARGING SOLUTIONS

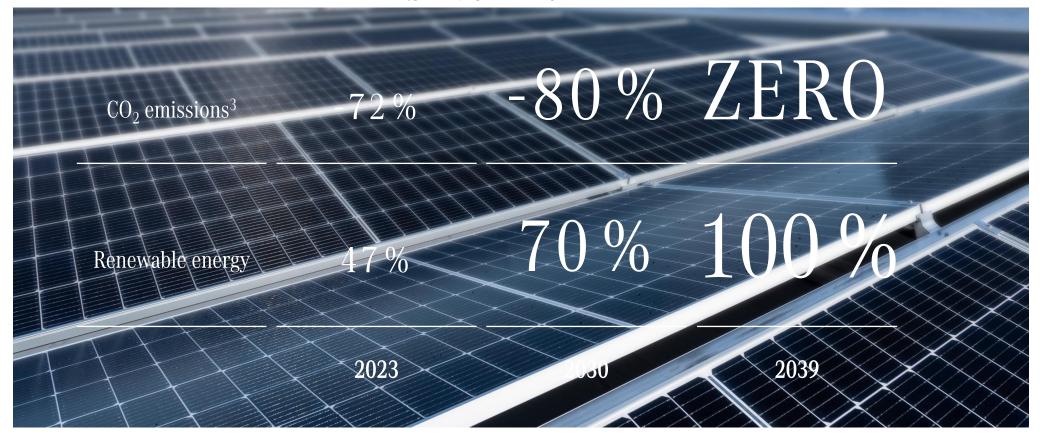






<sup>\*</sup> Figures are target values

# CARBON REDUCTION & RENEWABLE ENERGY EXPANSION AT MERCEDES-BENZ CARS; NET CARBON-NEUTRAL PRODUCTION SINCE 2022<sup>1,2</sup>



 $<sup>^1</sup>$  All production plants operated by the Mercedes-Benz Group have been net carbon-neutral in terms of Scope 1 and Scope 2

<sup>&</sup>lt;sup>2</sup> Net carbon-neutral means that no CO<sub>2</sub> emissions are created or any resulting CO2 emissions are offset by certified compensation projects.

<sup>&</sup>lt;sup>3</sup> Coming from 2018, CO<sub>2</sub> emissions scope 1 and scope 2

# MERCEDES-BENZ GROUP INTENDS TO COVER MORE THAN 50% OF ITS TOTAL ELECTRICITY DEMAND IN GERMANY FROM NEW SOLAR AND WIND POWER PLANTS

**PHOTOVOLTAIC** 



WINDPARK PAPENBURG



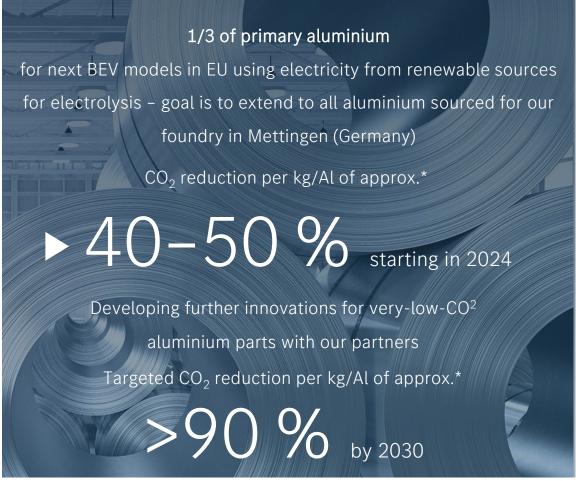
WINDPARK WINDANKER



### WE ARE ESTABLISHING A NET CARBON-NEUTRAL\* SUPPLY CHAIN

STEEL ALUMINIUM

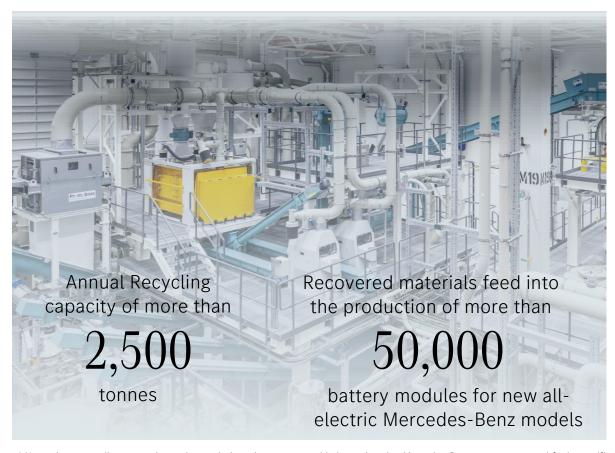


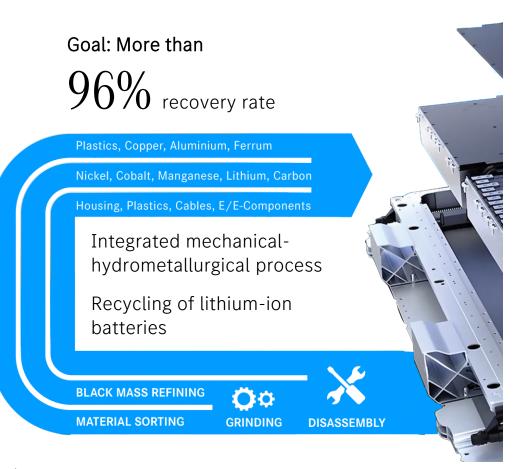


INCOME

<sup>\*</sup> Net carbon-neutral means that no CO<sub>2</sub> emissions are created or any resulting CO2 emissions are offset by certified compensation projects.

# CLOSING THE LOOP WITH OUR NET CARBON-NEUTRAL\* BATTERY RECYCLING FACTORY IN KUPPENHEIM





<sup>\*</sup> Net carbon-neutrality means that carbon emissions that are not avoided or reduced at Mercedes-Benz are compensated for by certified offsetting projects

### WE FINANCE OUR TRANSFORMATION IN A SUSTAINABLE MANNER

#### GREEN FINANCE FRAMEWORK



#### GREEN PANDA BOND



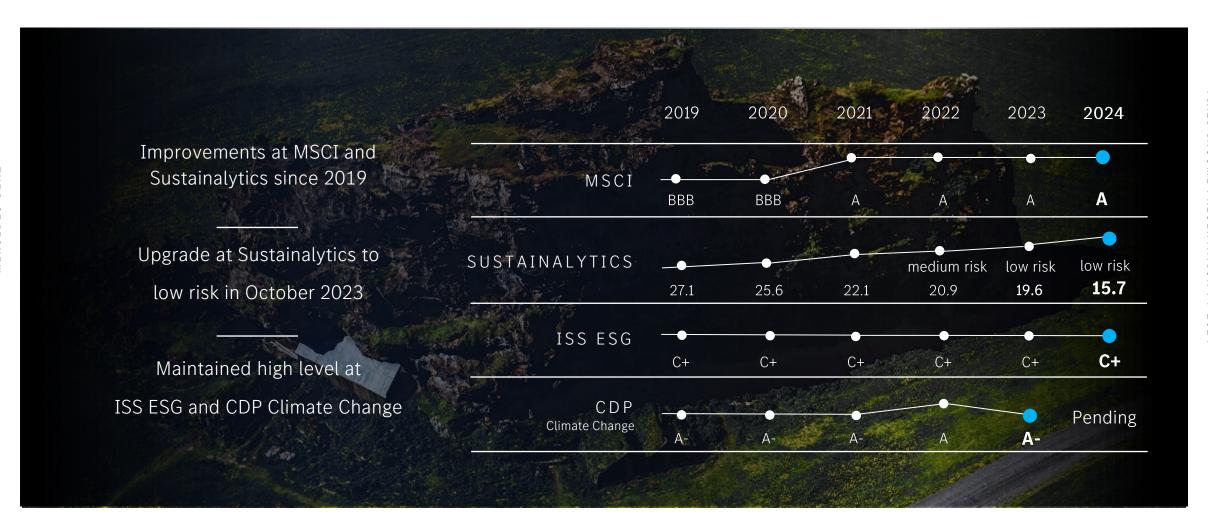
In line with Ambition 2039

"DARK GREEN" by CICERO

Green Mercedes-Benz Mobility assets and Green ABS

First automaker to issue a Green Panda Bond
Green Finance regional footprint expanded
Net proceeds for BEVs

### MERCEDES-BENZ GROUP ESG RATINGS PERFORMANCE



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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 <sup>2</sup>

social media followers <sup>2</sup>

\$59 bn

Mercedes-Benz brand value 2024 <sup>1</sup>



# 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\*



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



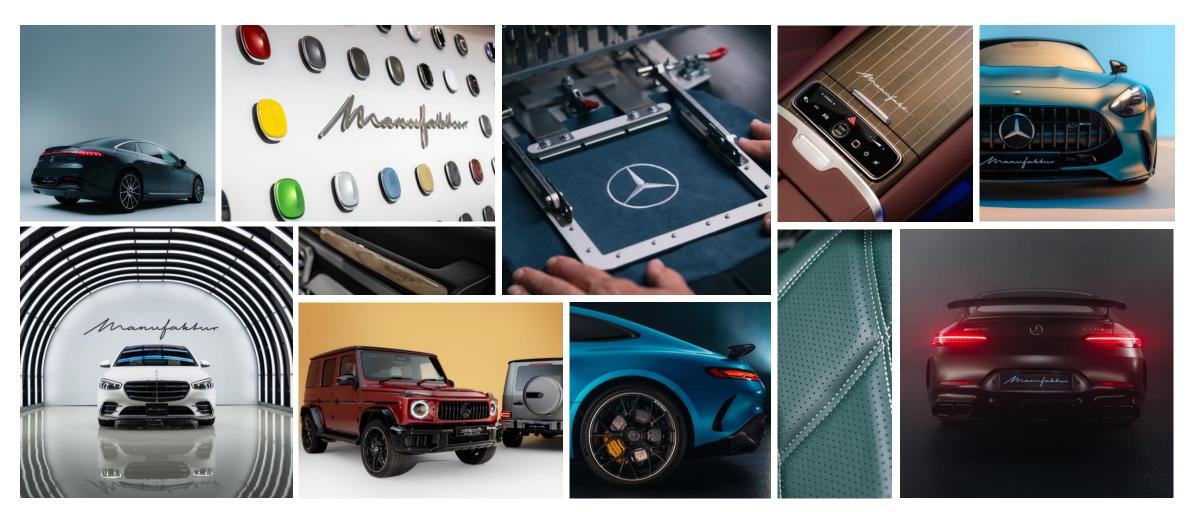
# INTELLIGENCE: THIS YEAR, WE ARE BRINGING THE SOFTWARE-DEFINED VEHICLE TO THE ROAD



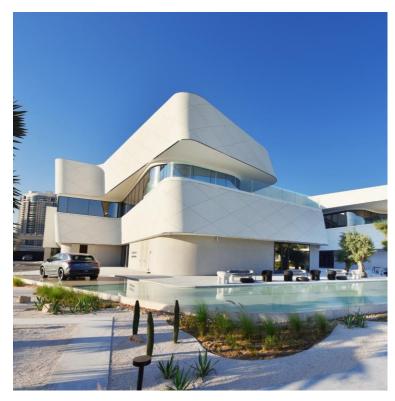
# SENSUAL PURITY: MERCEDES-BENZ GETS YOU FROM A TO B - IN STYLE



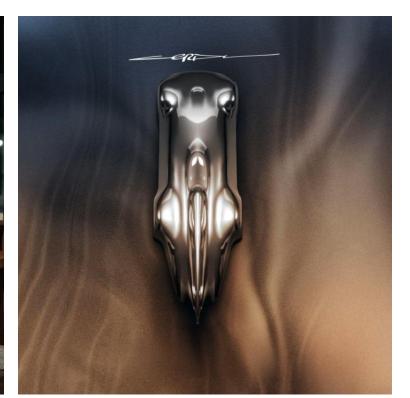
# EXCLUSIVITY: WE OFFER EVEN MORE INDIVIDUALIZATION FOR OUR MOST DEMANDING CUSTOMERS



### 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

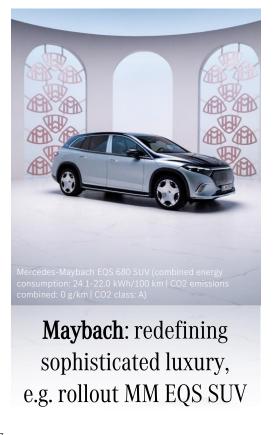
- I. Mercedes-Benz Group Review FY 2024
- II. Divisional Review FY 2024
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- VII. Luxury & Top-End Vehicles
- VIII.Technology
- IX. Next Level Performance

# 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



# MAYBACH



#### **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:

2024

Extensive production network and established sales / aftersales infrastructure



USING SYNERGIES & ECONOMIES OF SCALE WHILE ELEVATING THE BRAND EXPERIENCE

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

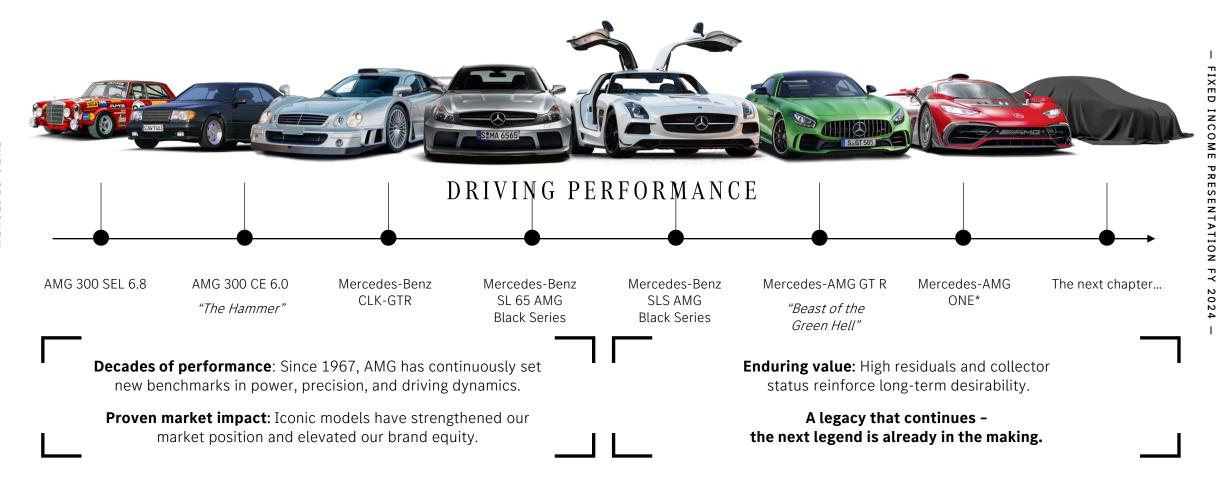


MERCED

WE ARE REFUELING AMG WITH RACING AND PERFORMANCE DNA

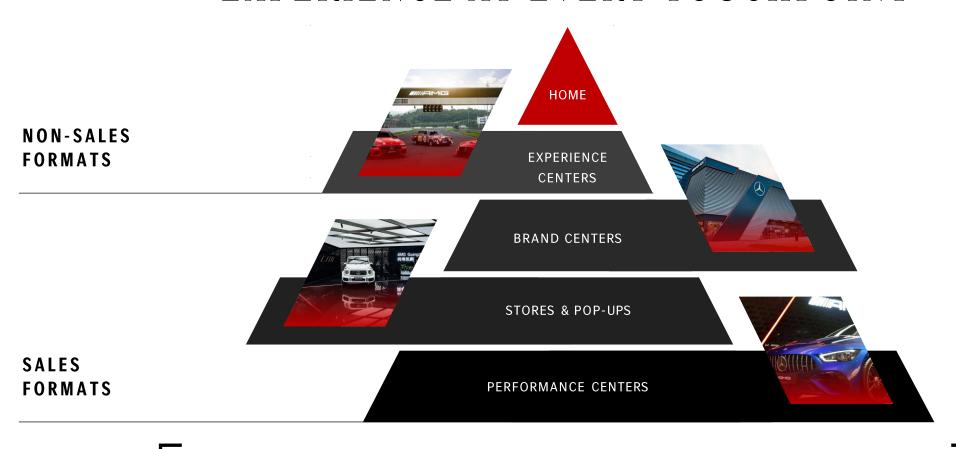
\*Mercedes-AMG ONE (energy consumption combined weighted: 47.5 kWh/100 km plus 11 1/100 km | fuel consumption combined discharged battery: 15.8 1/100 km | CO<sub>2</sub> emissions combined weighted: 250 g/km | CO<sub>2</sub> class combined weighted: G | CO<sub>2</sub> class discharged battery: G) The 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 CO<sub>2</sub> 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. 7 1

### AMG LEGENDS



<sup>\*</sup>Mercedes-AMG ONE (energy consumption combined weighted: 47.5 kWh/100 km plus 11 l/100 km | fuel consumption combined discharged battery: 15.8 l/100 km | CO<sub>2</sub> emissions combined weighted: 250 g/km | CO<sub>2</sub> class combined weighted: G | CO<sub>2</sub> class discharged battery: G)
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## 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

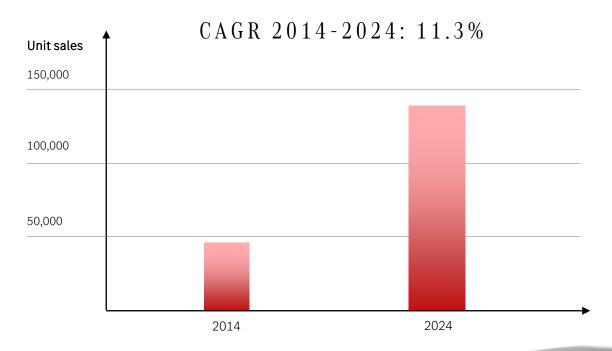
Premium hospitality & exclusive insights:

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

### AMG SALES: STRONG GROWTH DRIVEN BY A HIGHLY DESIRABLE PORTFOLIO



### Strategically optimized portfolio:

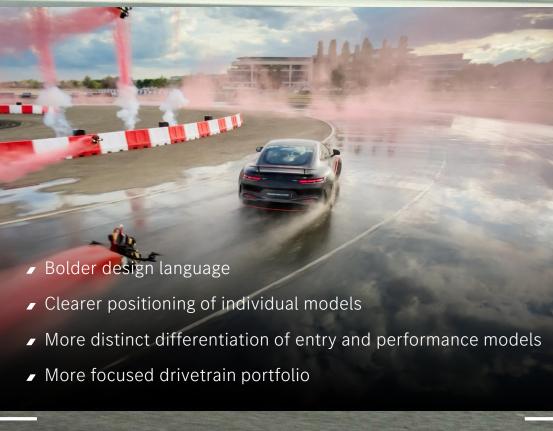
Capitalised on untapped market potential by closing key gaps in the lineup with targeted new models

#### Safeguarding growth:

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



### MERCEDES-AMG: PERFORMANCE FOR ENTHUSIASTS



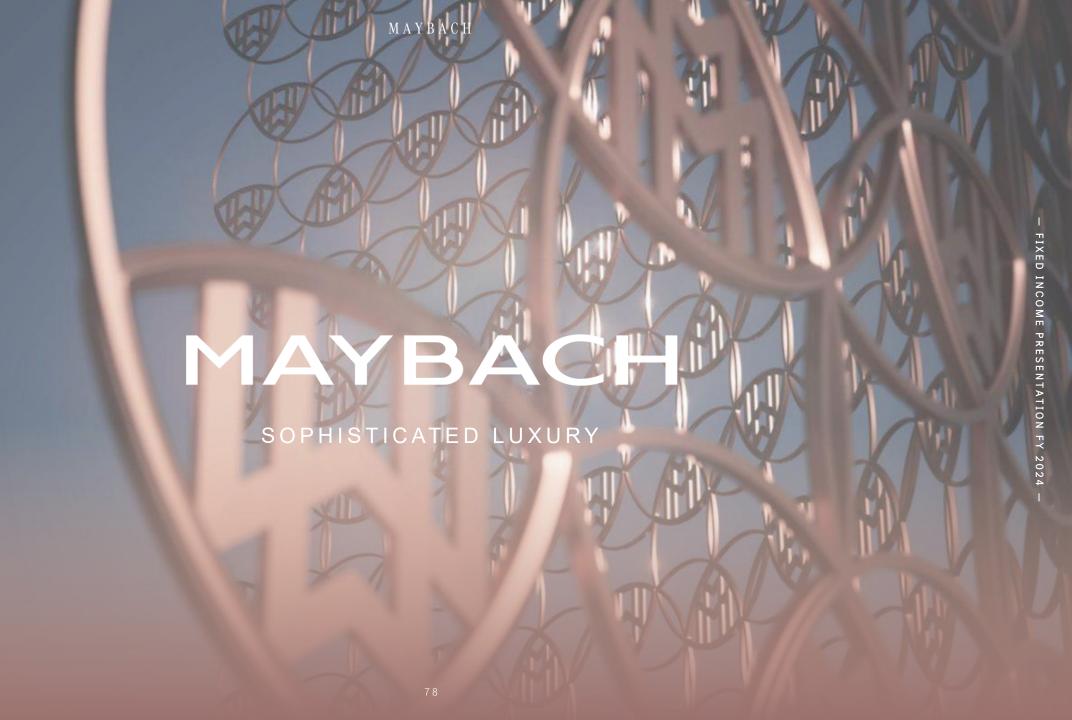
WE REMAIN COMMITTED TO DELIVERING HIGHLY EMOTIONAL ICE MODELS...



...WHILE PIONEERING THE NEXT GENERATION OF HIGH-PERFORMANCE EVS

## OUR AMBITION: MAKING AMG THE MOST SUCCESSFUL PERFORMANCE BRAND

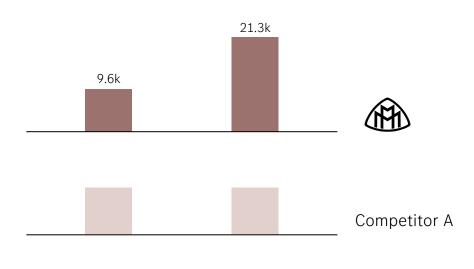


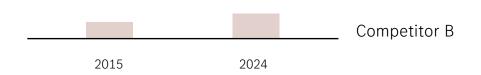


### GROWING THE BRAND

### SALES 2015 - 2024 MAYBACH & LUXURY COMPETITORS

(Source: company resources)





### 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 20<sup>th</sup> 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



## 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"

85

FIXED INCOME PRESENTATION FY 2024 —



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### VIII.Technology

IX. Next Level Performance

## 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



## MMA - UNCOMPROMISING DRIVETRAIN FLEXIBILITY IN THE ENTRY SEGMENT



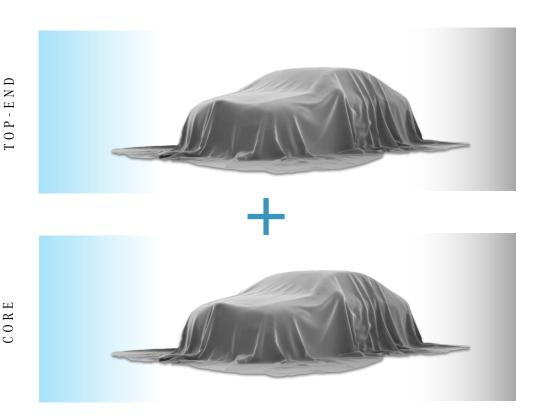




High-tech electrified M252 four-cylinder petrol engine with electrified eight-speed dual clutch transmission Drivetrain-flexible with **no compromise**Interior space matches
all-electric competitors &
BEV characteristics are superior
to the competition

**Electric Drive Unit 2.0** with 2 gears is **new efficiency benchmark** 

### CORE & TOP-END: UNCOMPROMISED LAYOUT AND ROOMIER INTERIOR



### MERCEDES-BENZ: UNCOMPROMISING

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

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DEDICATED BEV & HEV

### THE PERFECT COMBINATION OF INTELLIGENCE AND EMOTION



INTELLIGENCE

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

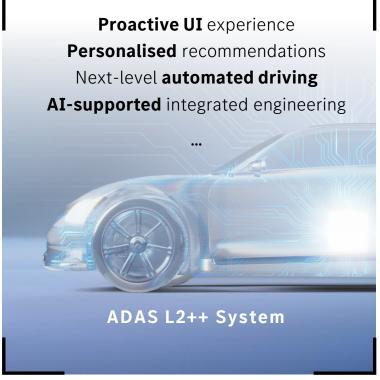
CONVERSATIONAL AI

BEHAVIOURAL AI

AGENTIC AI

INCOME







### 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 3<sup>rd</sup>-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.

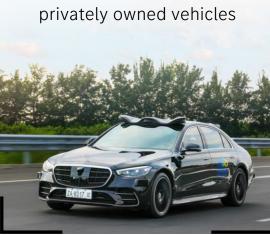


### **ON TEST IN BEIJING**

INCOME

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

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** 





## 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



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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.

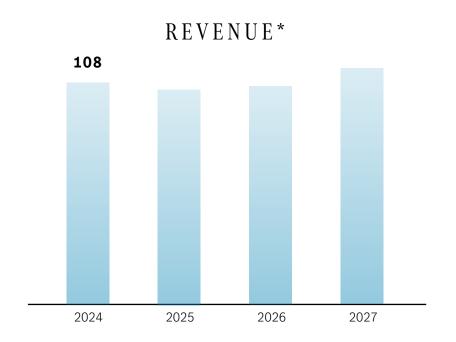
#### **Top-End Vehicles**

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.

### SOLID REVENUE MOMENTUM 2024 - 2027





### **ASP/Pricing**

Staying disciplined while staying competitive.

#### Revenue

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

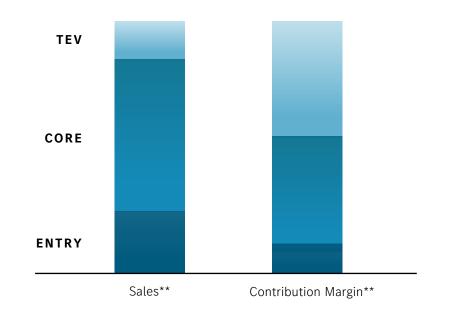
### **Gaining traction**

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.

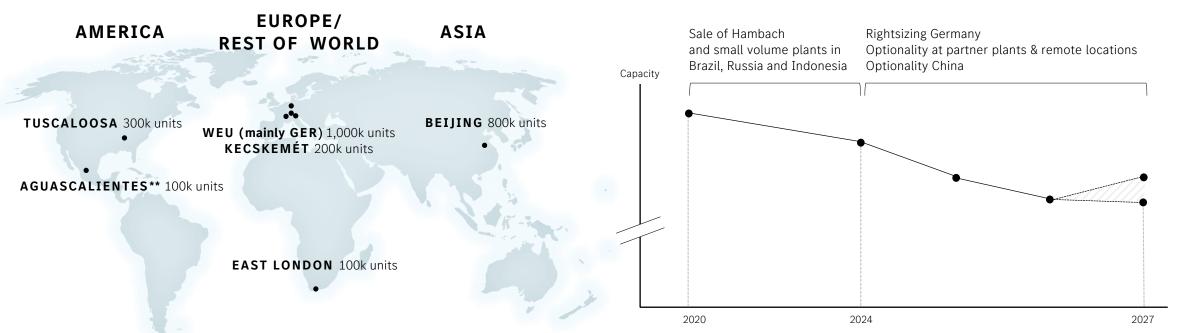
Investment focus on TEV and Core.

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

### 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.

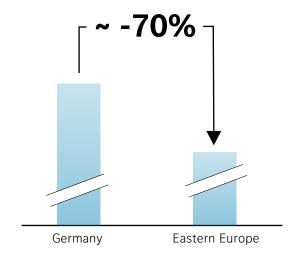
### SUBSTANTIALLY OPTIMIZING PRODUCTION COSTS

## DOUBLING THE LOW-COST COUNTRY SHARE IN EU

from 15% to 30%

Act 2024 vs. 2027

Factor costs EUR/vehicle\*



### PRODUCTION COSTS

-10%

> -10%

Act 2024 vs. Act 2022

2027 vs. Act 2024

RESENTATION FY 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

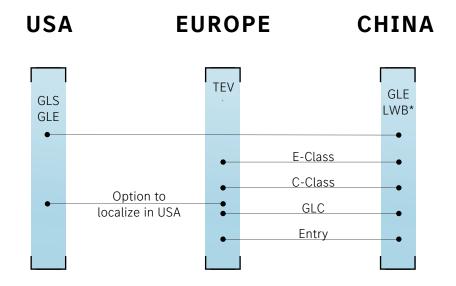
(mainly China and USA).

### 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

**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.

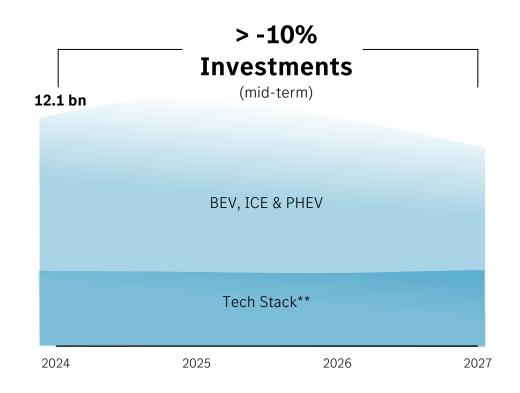
Ramp-up of investments for future TEV (e.g. S-Class) and Core (e.g. E-Class) products.

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.

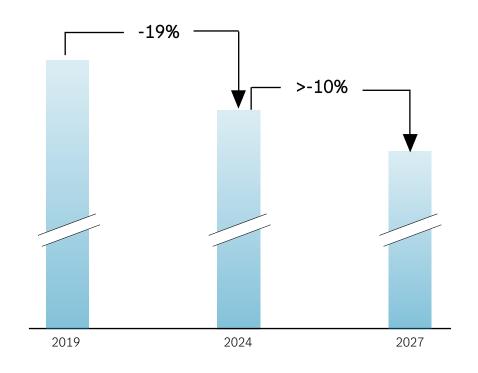
Sale of Own Retail Germany.

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-End**Market 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\*\*

FIXED INCOME

## Defend TEV position in China and protect profit pool

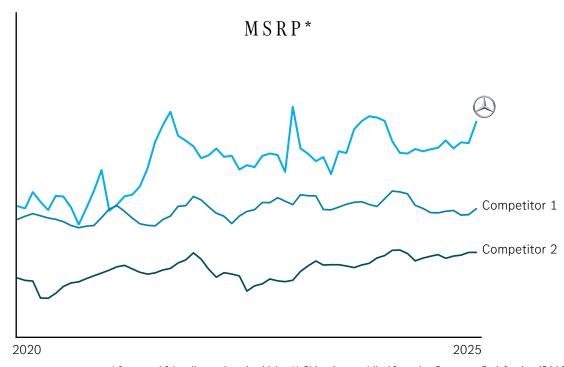
Most valuable luxury brand

Status-driven design

China-fit products

S-Class upgrade and TEV portfolio





<sup>\*</sup> 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.

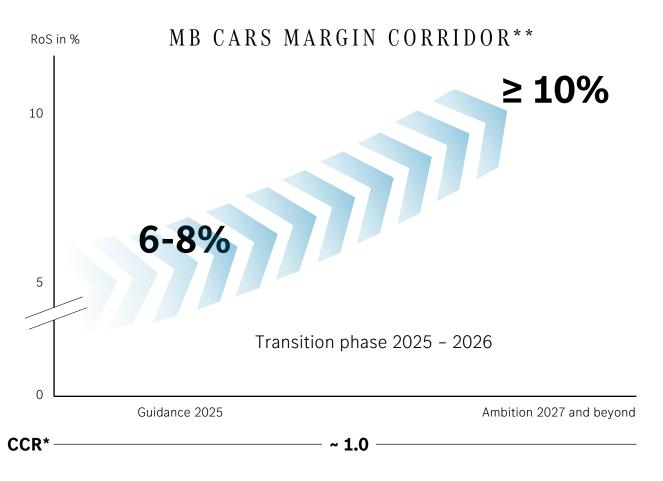
Potentially **expanding our R&D footprint** further.

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.

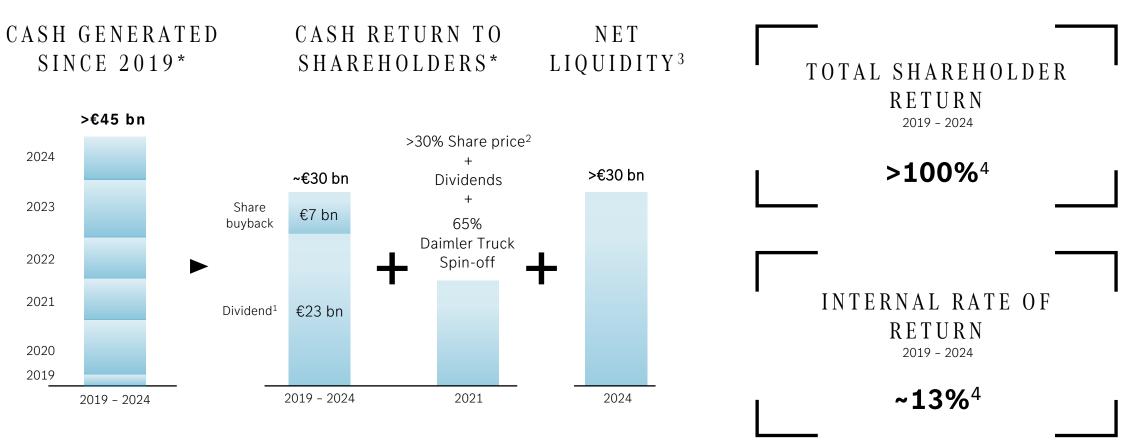
Next Level Performance yielding benefits over time in variable and fixed costs.

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



FIXED INCOME

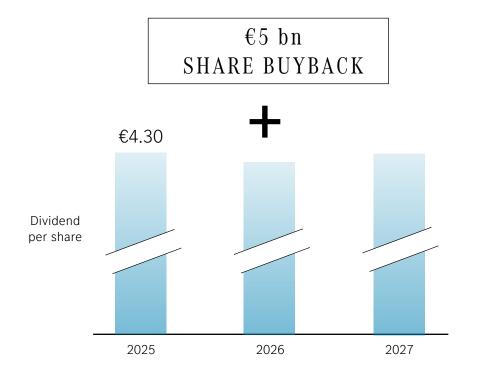
ENTATION

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<sup>\*</sup>schematic graph <sup>1</sup> Dividend for the years 2019-2024 paid out in the following year <sup>2</sup> Daimler Truck share price development from 10 Dec 2021 to 31 Dec 2024 <sup>3</sup> Net liquidity of the industrial business as of 31 Dec 2024 <sup>4</sup> 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

# 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



PRODUCTS & TECHNOLOGY

FINANCIAL RESILIENCE

SHAREHOLDER RETURNS



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%



### CONTACTS - INVESTOR RELATIONS

### Visit our Investor Relations Website:



#### Christian Keller

Analysts, Defense and Equity Relations
Email: christian.ck.keller@mercedes-benz.com

### **Alexander Jasperneite**

Analysts, Creditor and Equity Relations
Email: alexander.jasperneite@mercedes-benz.com

### Stephanie Dumke

Capital Market Communication ESG
Email: stephanie.dumke@mercedes-benz.com

### **Erwin Bacher**

Annual General Meeting & Share Register Email: erwin.bacher@mercedes-benz.com

### 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 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.