DAIMLER

Corporate Presentation FY 2015

Souv 2922

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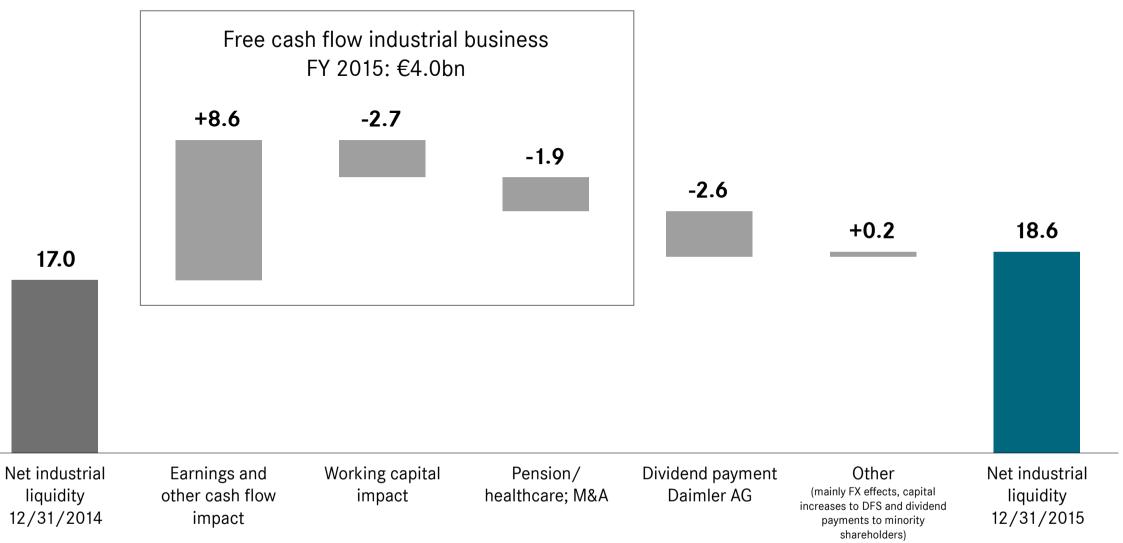


	2014	2015
Unit sales (in thousands of units)	2,546.0	2,853.0
Revenue	129.9	149.5
EBIT		
as reported	10.8	13.2
from ongoing business	10.1	13.8
Net profit	7.3	8.7
Free cash flow of the industrial business	5.5	4.0
Earnings per share (in euros)	6.51	7.87
Dividend per share (in euros)	2.45	3.25

in billions of euros

Net industrial liquidity: development in 2015

- in billions of euros -

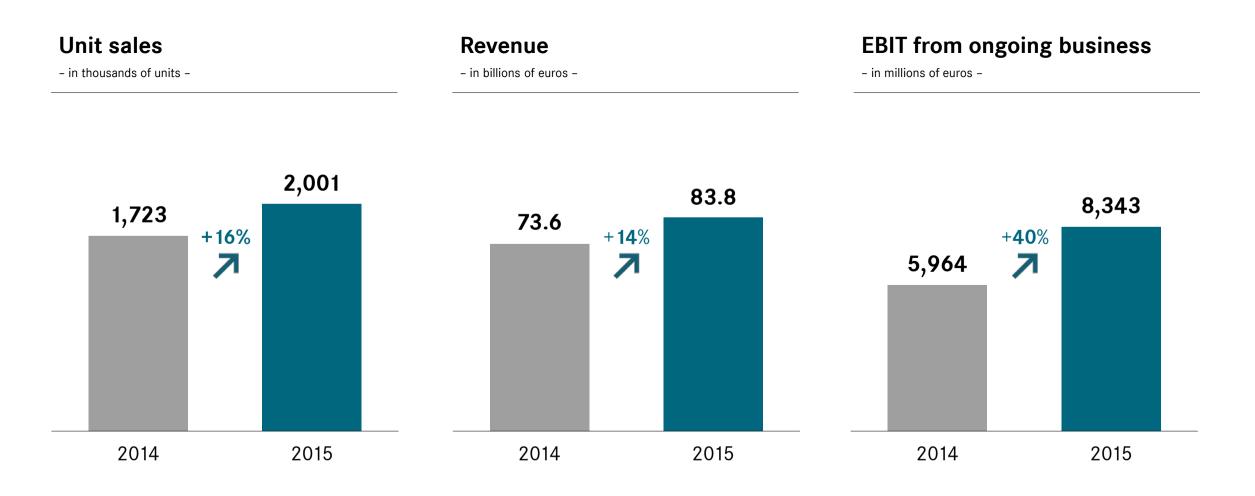


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Mercedes-Benz Cars: profitable growth through success of attractive models



Mercedes-Benz Cars: sales volume at new record level

- in thousands of units -



Mercedes-Benz Cars: balanced sales structure



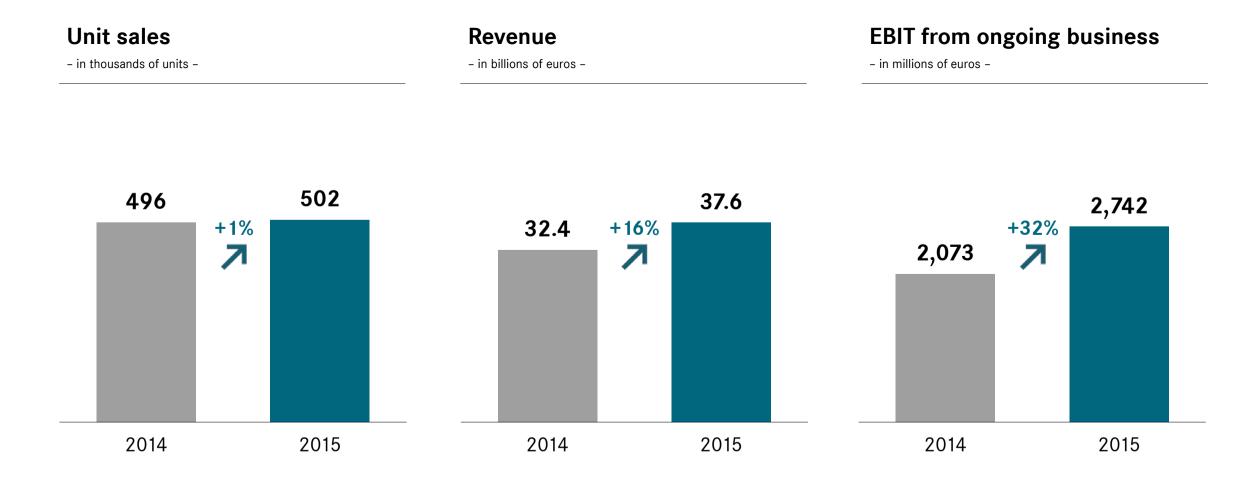
Mercedes-Benz Cars: EBIT from ongoing business

- in millions of euros -



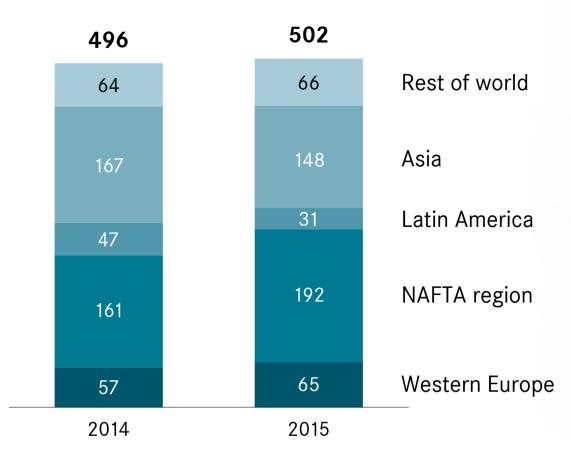
* Return on sales

Daimler Trucks: successful development in heterogeneous market environment



Daimler Trucks: sales growth in NAFTA region and Western Europe

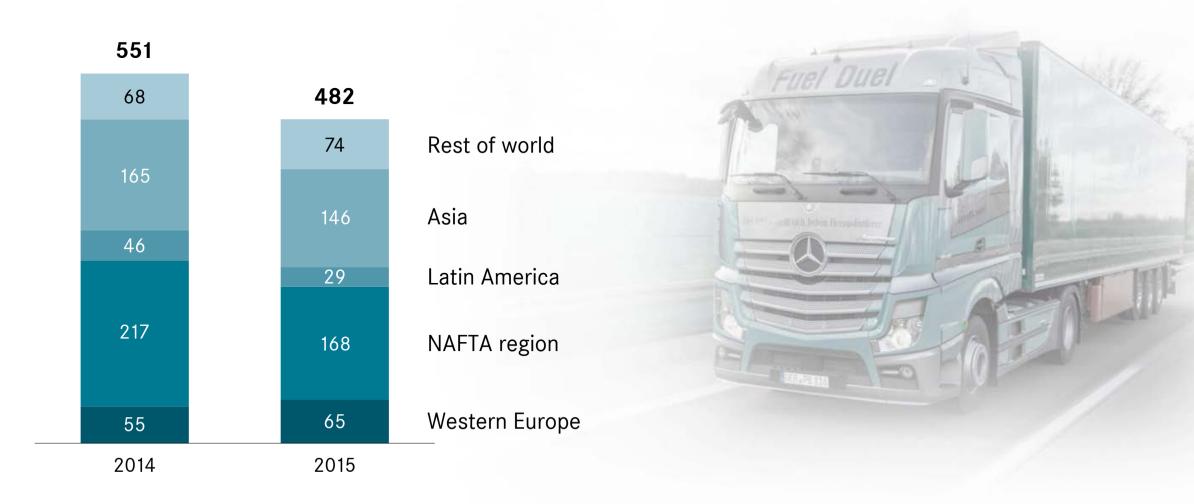
- in thousands of units -





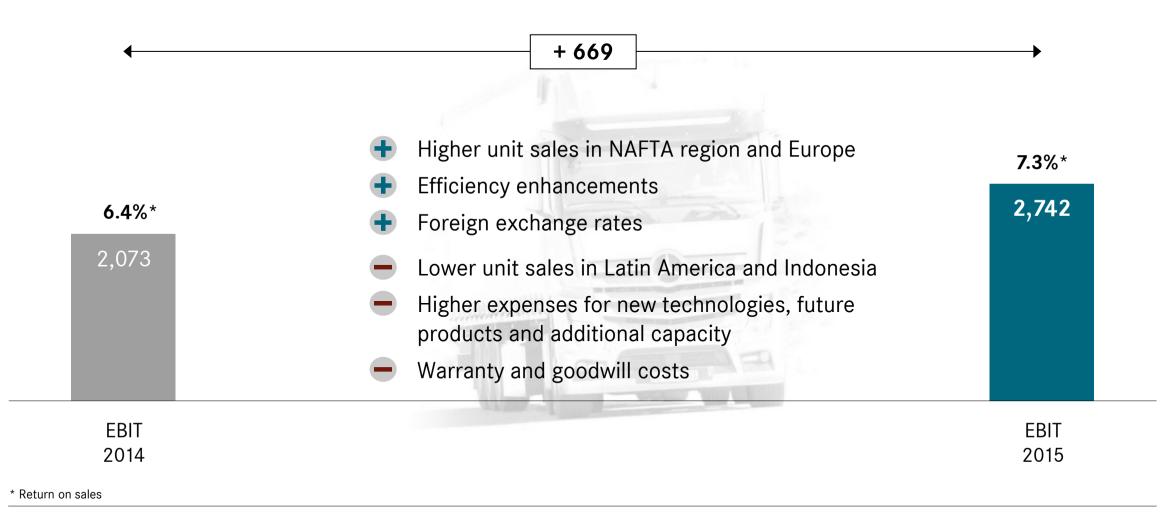
Daimler Trucks: incoming orders below prior-year level

- in thousands of units -



Daimler Trucks: EBIT from ongoing business

- in millions of euros -



Mercedes-Benz Vans: success in volatile markets

Unit sales

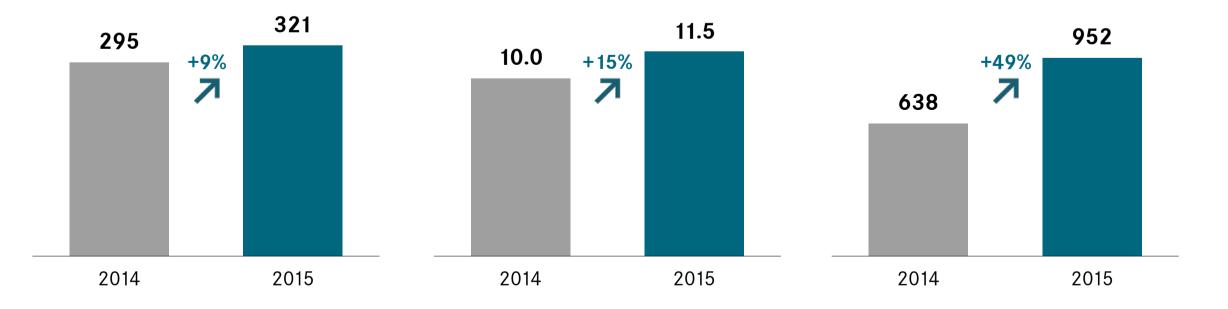
- in thousands of units -

Revenue

- in billions of euros -

EBIT from ongoing business

- in millions of euros -



Mercedes-Benz Vans: market success of mid-size vans

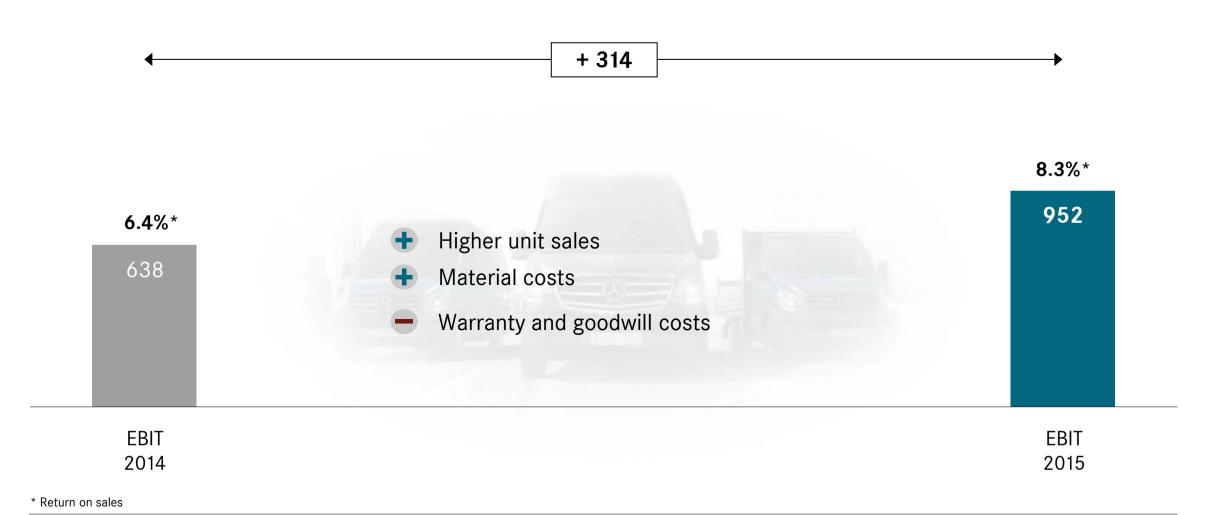
- in thousands of units -



* incl. Viano

Mercedes-Benz Vans: EBIT from ongoing business

- in millions of euros -



Daimler Buses: strong EBIT despite significant market contraction in Latin America



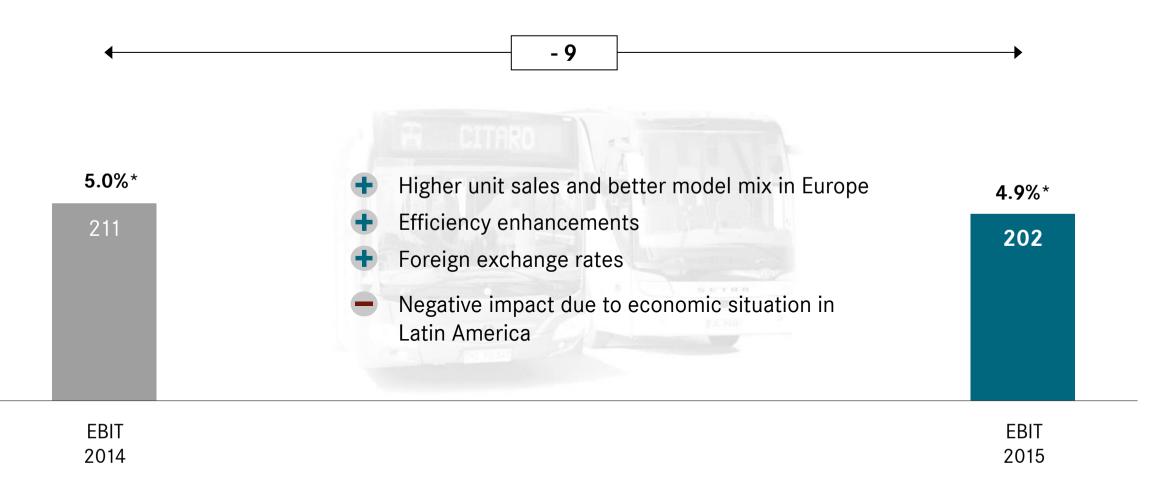
Daimler Buses: lower demand for bus chassis in Brazil

- unit sales in thousands -



Daimler Buses: EBIT from ongoing business

- in millions of euros -



* Return on sales

Daimler Financial Services: further business growth

New business

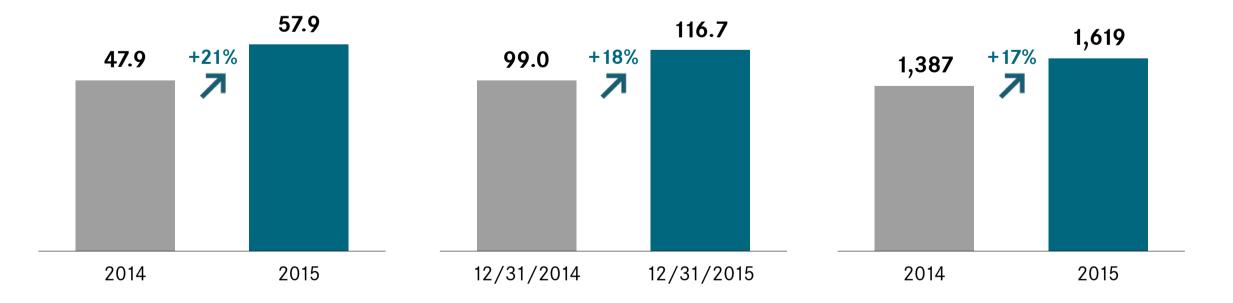
- in billions of euros -

Contract volume

- in billions of euros -

EBIT from ongoing business

- in millions of euros -



Daimler Financial Services: growth in all regions

- contract volume in billions of euros -



Daimler Financial Services: EBIT from ongoing business

- in millions of euros -



EBIT	EBIT
2014	2015
* Return on equity	

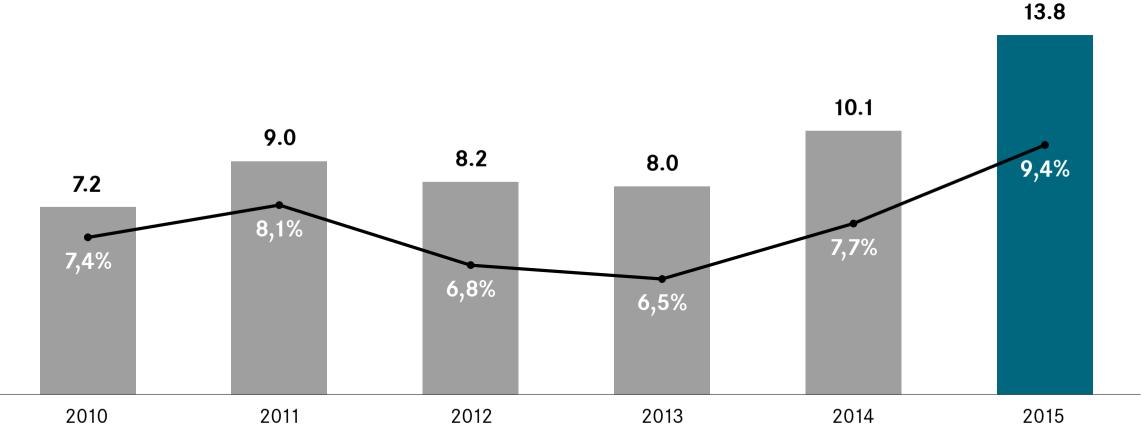
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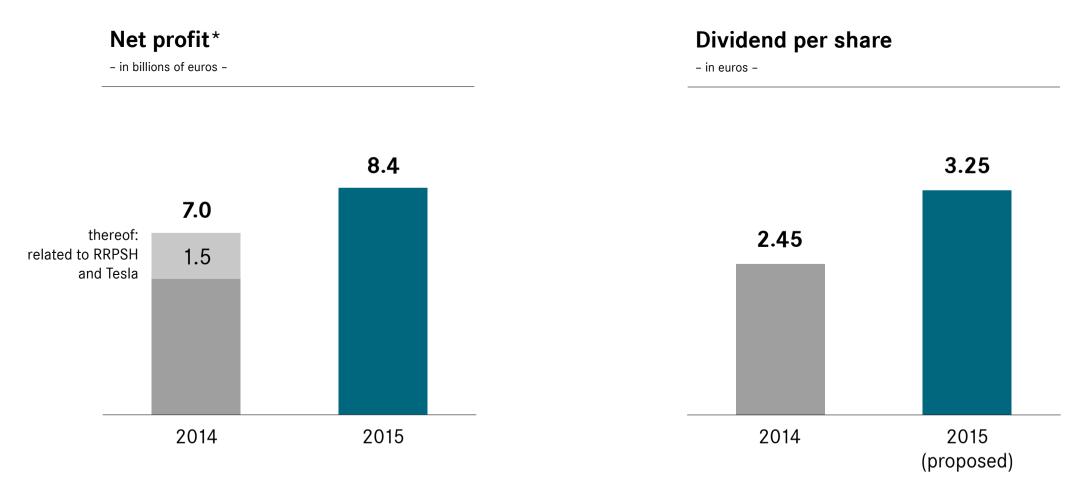
Development of EBIT and RoS from ongoing business*

- EBIT in billions of euros; RoS in % -



* EBIT from ongoing business of Daimler Group; return on sales from ongoing business of Daimler Group excluding Daimler Financial Services

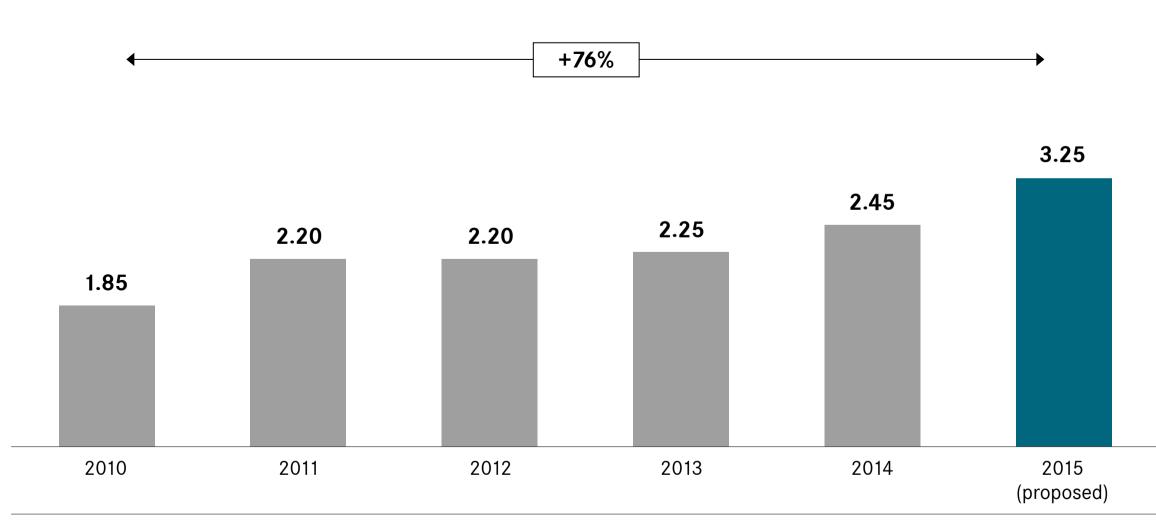
Dividend at record level based on strong net profit



* attributable to shareholders of Daimler AG

Development of dividend per share

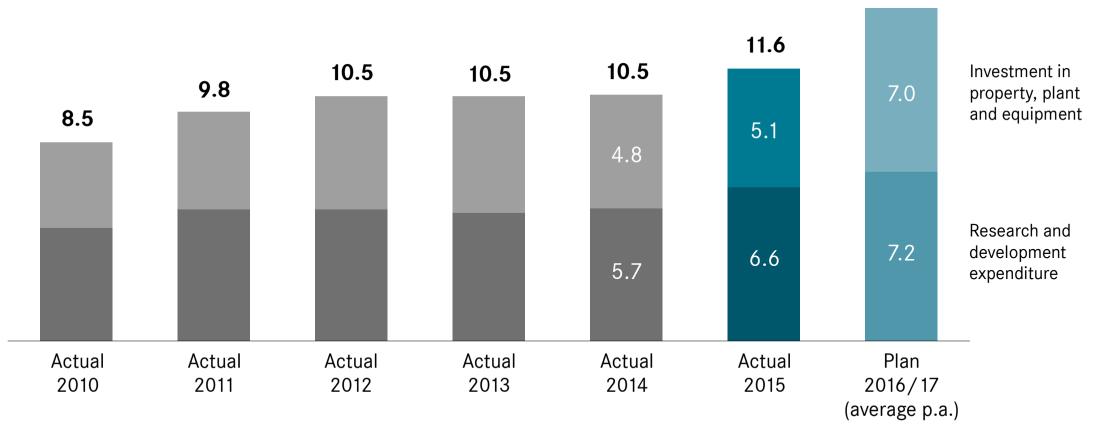
- in euros -



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Increased investment as a basis for profitable growth

- in billions of euros -



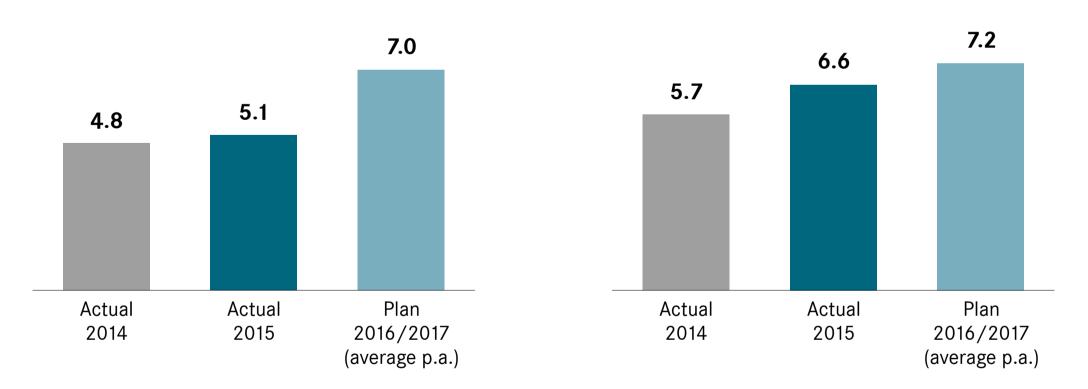
14.2

Capital expenditure / Research and development

- in billions of euros -

Investment in property, plant and equipment

Research and development expenditure

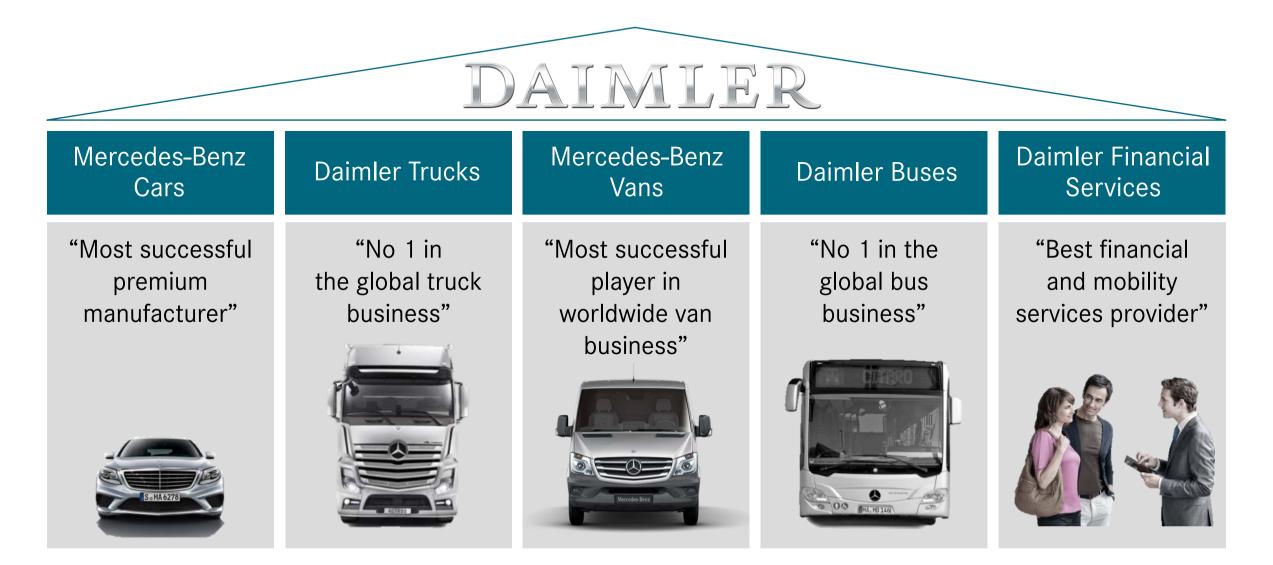


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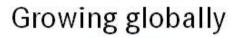
Clear aspiration for all our divisions



The four strategic focus areas of Daimler

Strengthening core business







Leading in technology

Pushing digitalization





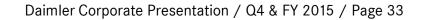
Profit targets

Profit targets [Return on Sales / Return on Equity¹) in %]



1) Daimler Financial Services

Mercedes-Benz Cars



2016: The product offensive continues

S.MB 5006

Mercedes-Benz E-Class: Masterpiece of intelligence

SeW 2132

smart: Summer in the city

and the

Ð

Our product offensive continues in 2016!



E-Class Limousine



SL new generation





GLS new generation



smart Convertible





SLC



E-Class (LWB)



CLA new generation



E-Class T-Modell



C-Class Convertible

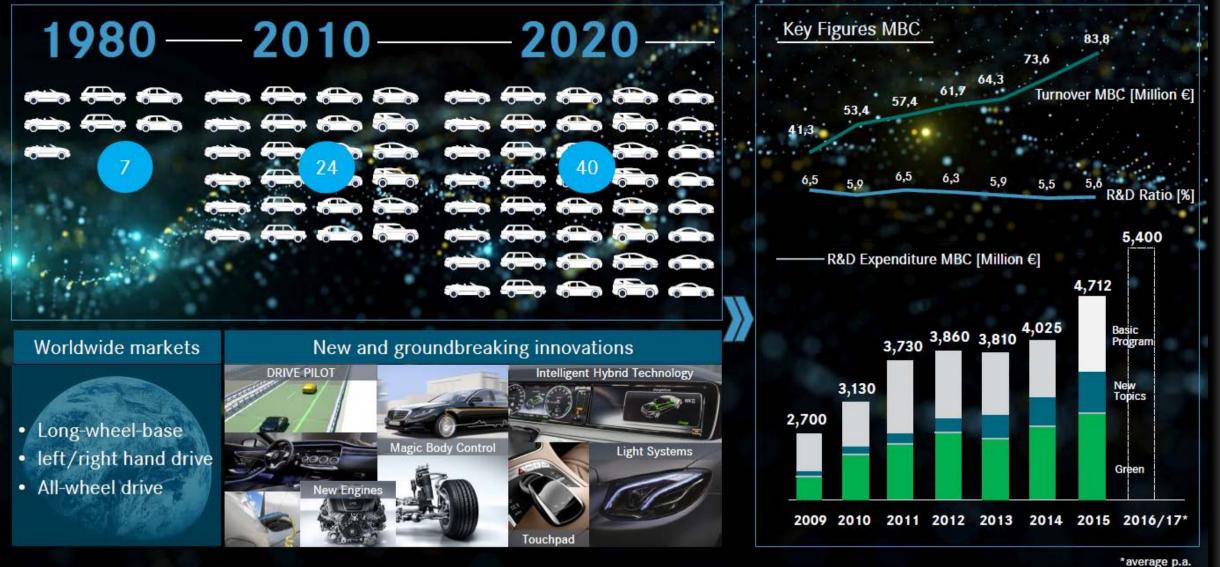


GLC Coupé



smart EV

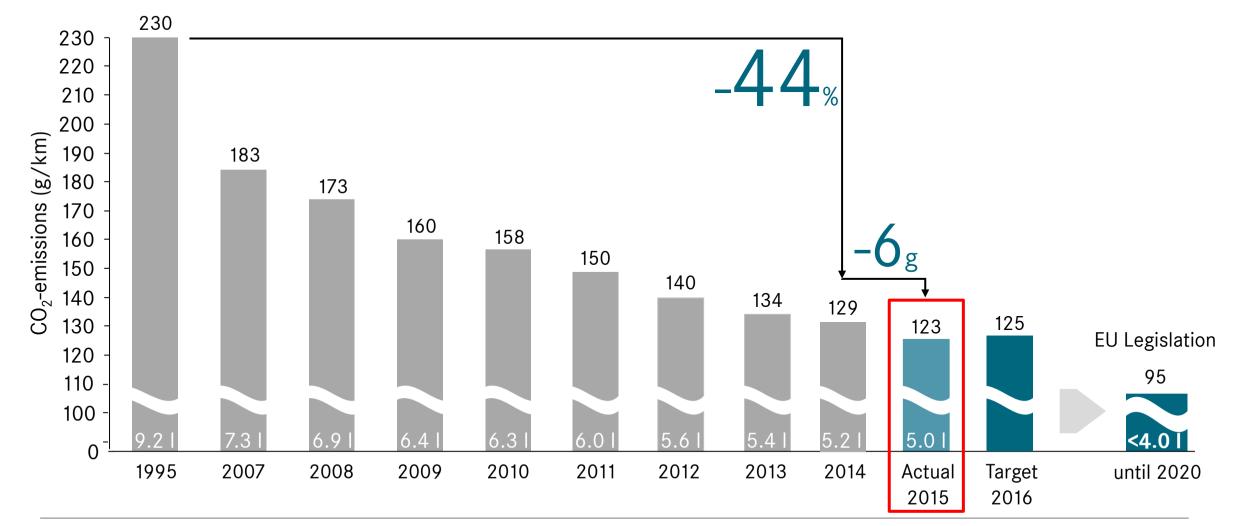
Our product- and technology offensive is at full speed 30 Models in 2016



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Daimler AG

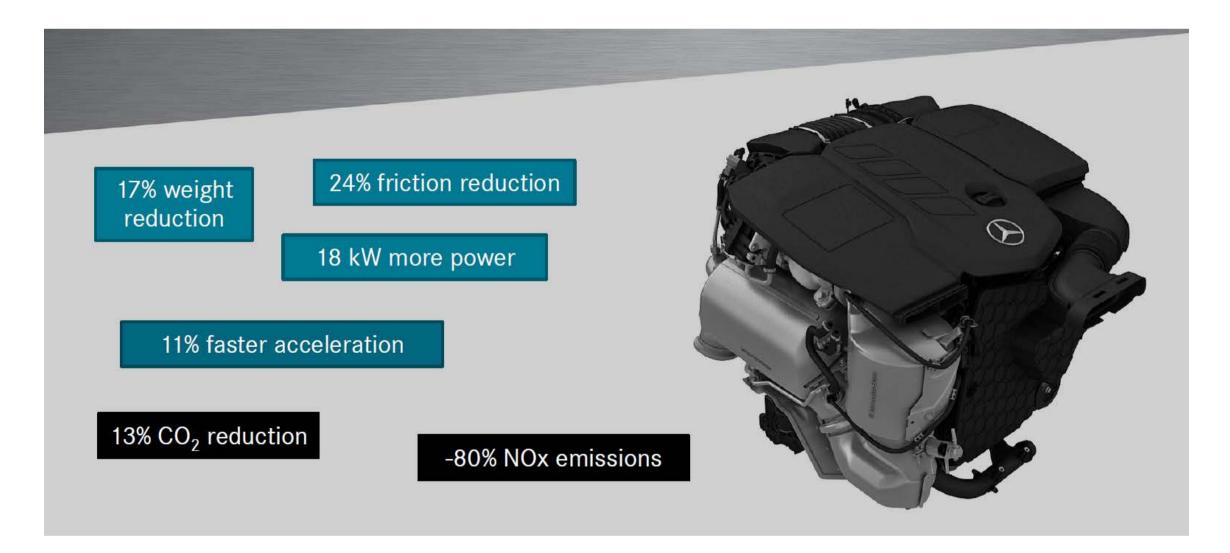
We are on our way to emission-free driving Example: MBC fleet consumption in Europe



Our roadmap for sustainable mobility



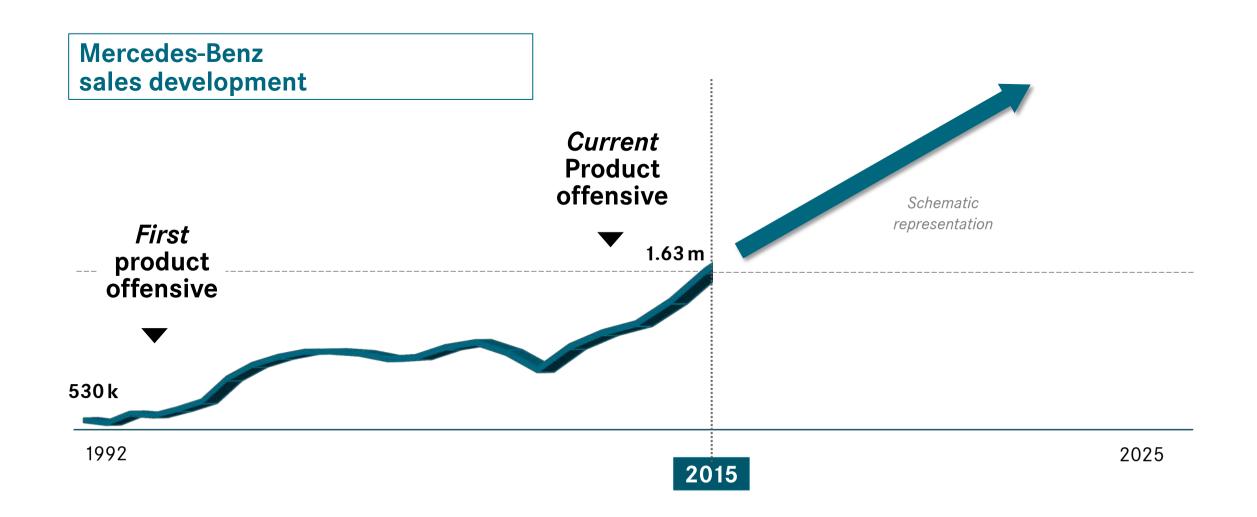
The new diesel engine OM654 – key figures



Our Plug-In Hybrid Rollout is at full speed

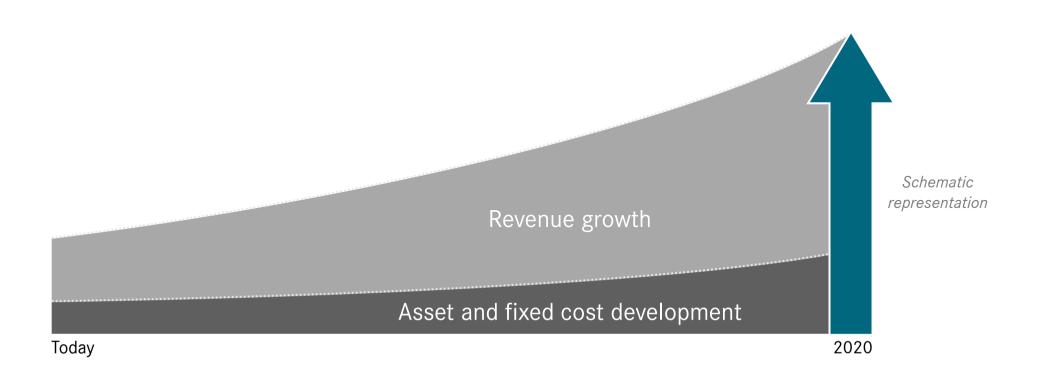


Product offensive to fuel our sales offensive



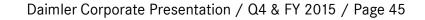
Efficiency increase for profitable growth

Our growth plan



Autonomous driving goes far beyond technology

1



The new E-Class takes autonomous and accident-free driving to the next level



PRE-SAFE[®] PLUS



Active Lane Keeping Assist

Beltbag

Remote Park-Pilot PRE-SAFE[®] Impulse Side

PRE-SAFE®

DRIVE PILOT

with Distance Pilot DISTRONIC, Steering Pilot, Active Lane Change Assist, Active Emergency Stop Assist, Speed Limit Pilot

Active Braking Assist

with Pedestrian Detection, Cross-Traffic Function and Congestion Emergency Braking Function **Active Blind Spot Assist**

Evasive Steering Assist

MULTIBEAM LED Headlights

with Adaptive High Beam Assist

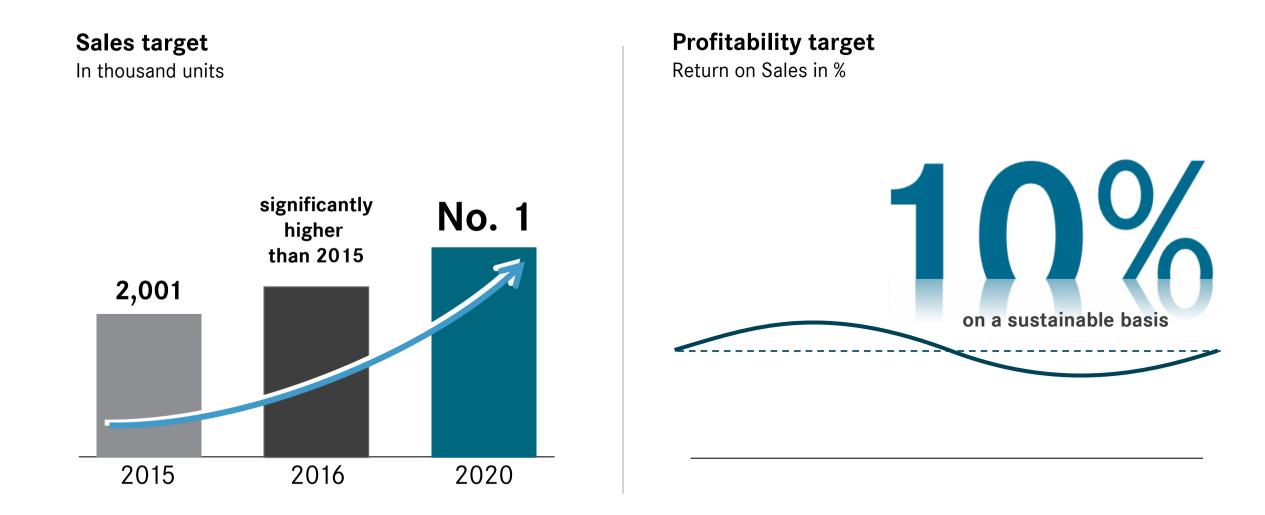
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Connectivity as 'enabling technology' is the core of...



Daimler AG

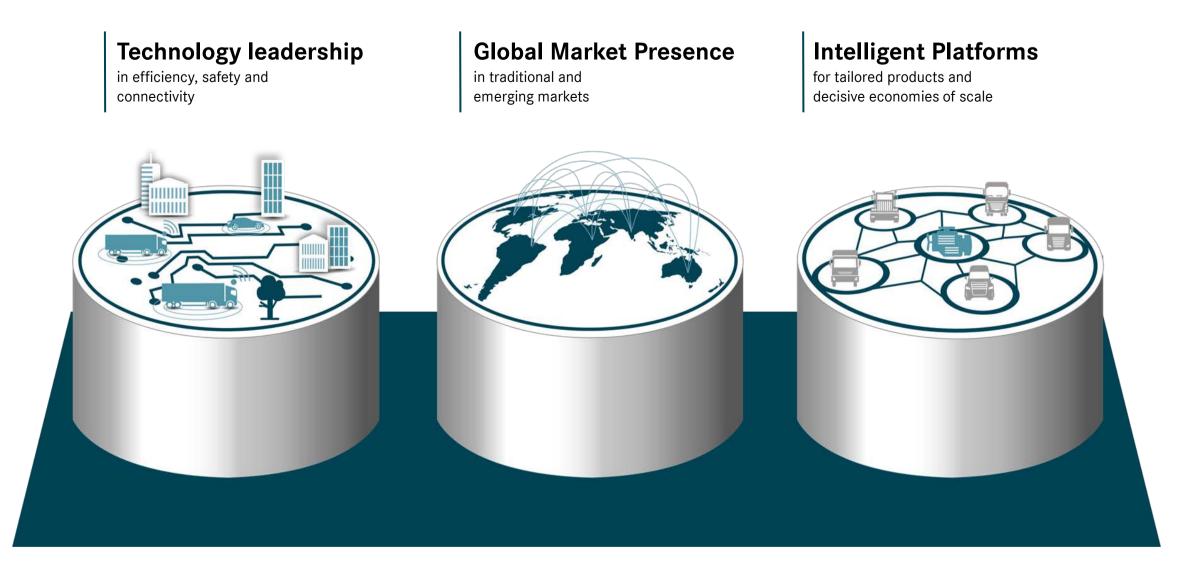
Our target: No.1 premium car manufacturer



Daimler Trucks



Our strategy pays off – and we continue executing it



Broadest and strongest truck portfolio in our history

























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Daimler AG

Efficiency: Emission-free driving in urban areas



Efficiency: the most efficient trucks are Daimler Trucks

~10%

less fuel than "fuel duel" competitors*



Mercedes-Benz Actros

~7%

less fuel than previous model



Freightliner Cascadia Evolution

~5%

below Fuel Efficiency Standard in Japan



Fuso Super Great V

*10.3% average saving versus competitor vehicles in over 1,900 so-called "fuel duels" in European fleets [8,981,019 kilometers driven and more than 90% duels won] as of December 2015

Efficient trucks and integrated powertrain components will strengthen undisputed market leadership in NAFTA

Integrated Powertrain Penetration rate components, yearend 2015

> Heavy Duty Engines - DD15 & DD13 86%



Automated Manual Transmission – DT12 39%



Front Axle

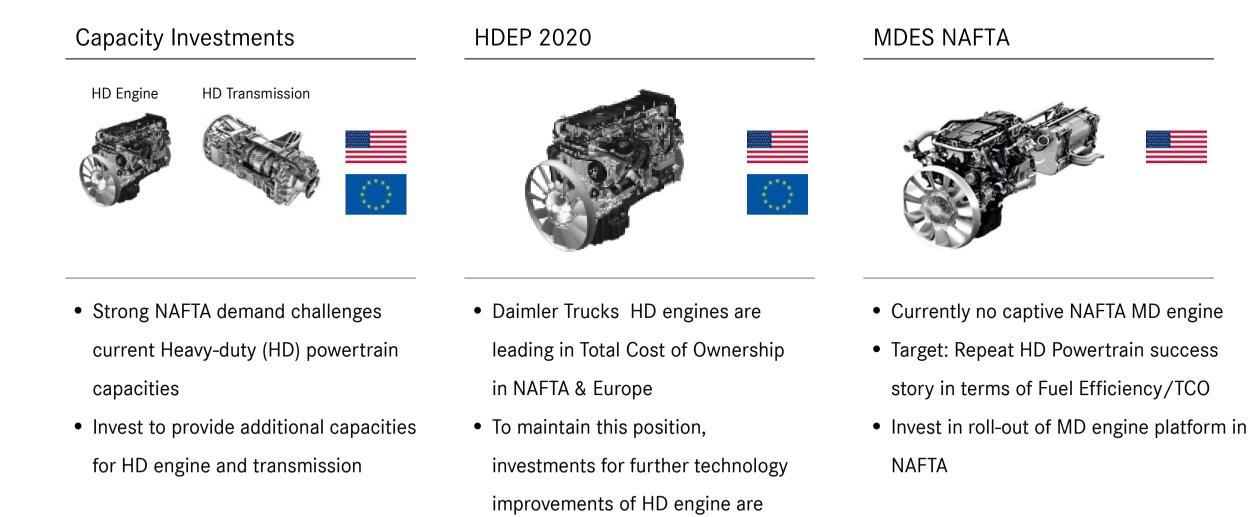


e e

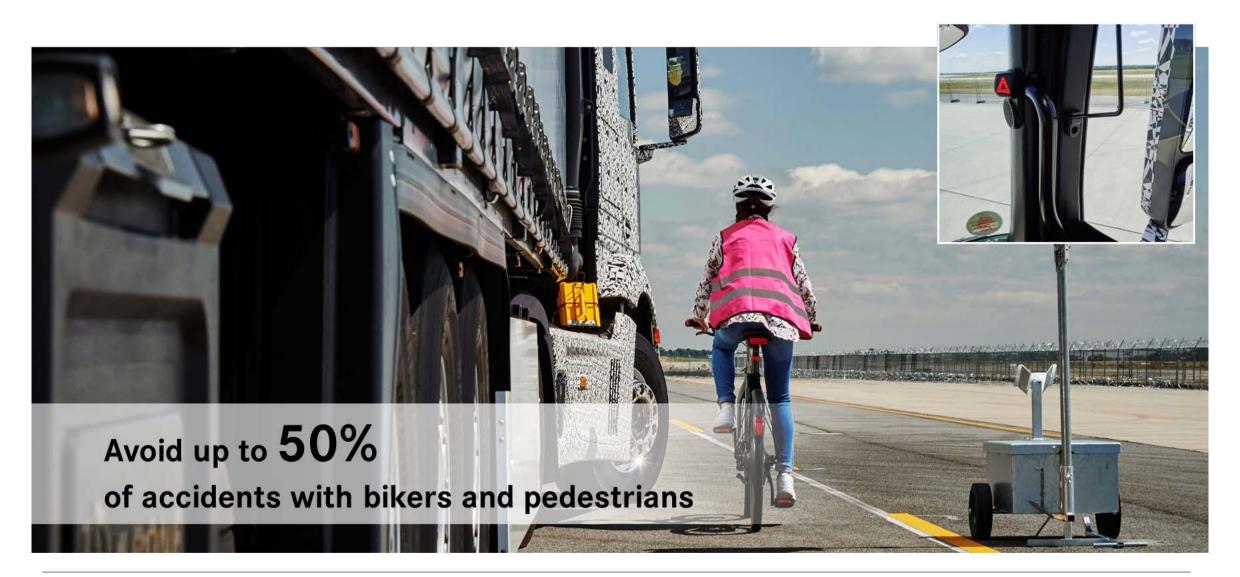


Heavy investment in captive powertrain components

being made



Safety: new Blind Spot Monitor improves active safety



Pioneering autonomous driving



Pioneering connectivity

- A modern truck provides all kind of data
- Connecting the truck with the cloud allows for much more efficient logistics
- We're hitting the ground running: providing advanced telematics with FleetBoard and Detroit Connect
- There's much more to come and Daimler Trucks will lead the way



Driver management

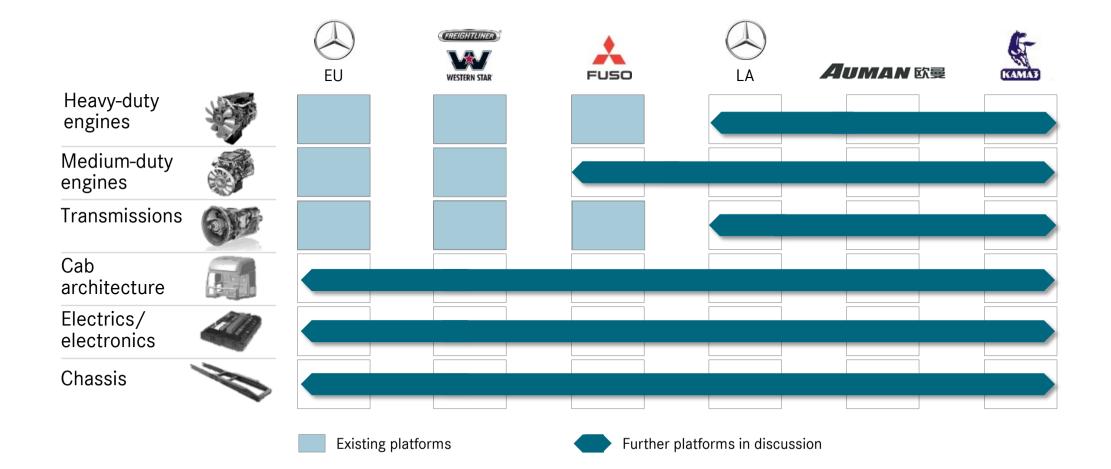
Vehicle management

Logistics Management

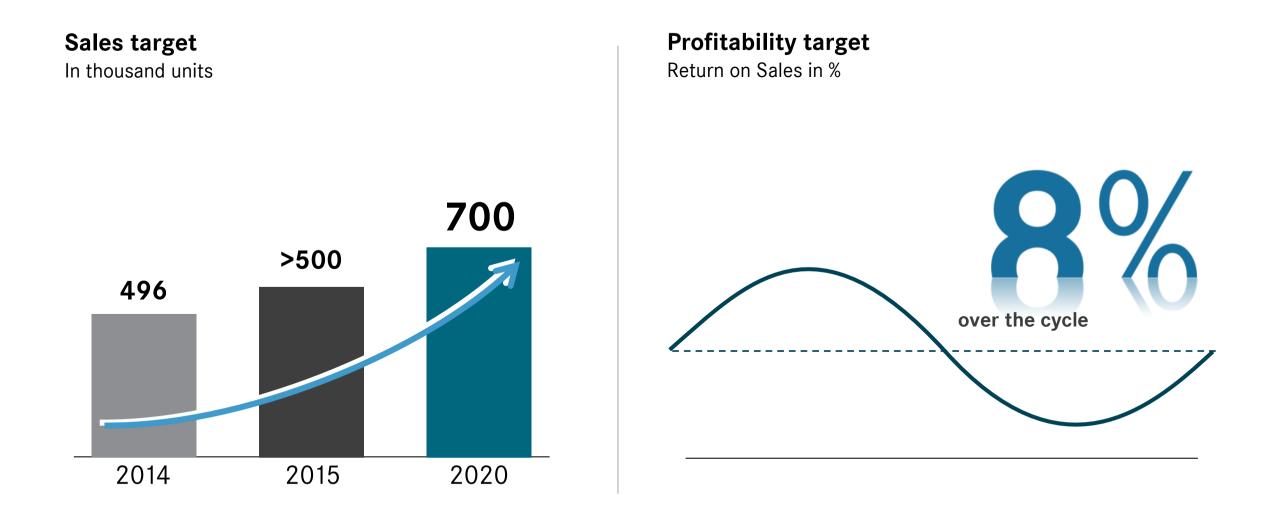
With our new Regional Centers, we push sales and after sales in emerging markets



Roll-out of intelligent platforms continues: Medium-duty engines for NAFTA, transmission for Fuso



Sticking to our target: undisputed leader in the truck industry



Daimler Financial Services

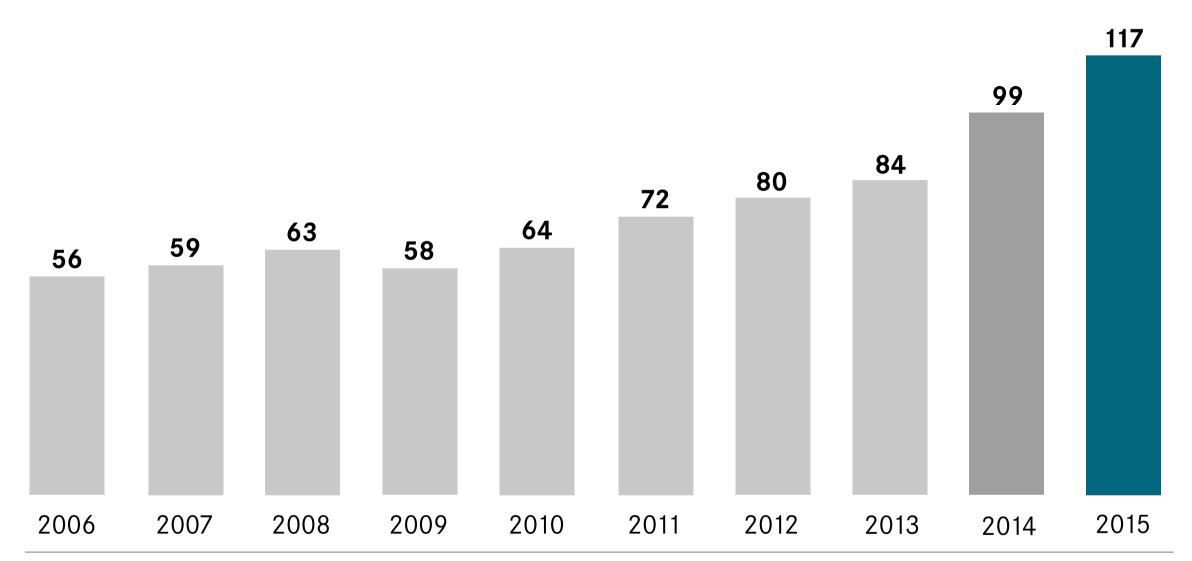


Daimler AG

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Strong business growth

- Contract volume in billions of euros -



Services become an ever-more important part of our business model

Financing Insurance Leasing **Mobility Services Fleet Management Banking Services Mercedes-Benz Rent** Nearly every second vehicle

delivered to customers worldwide is being financed or leased*

* Global average penetration rate with regard to passenger cars and commercial vehicles



Daimler AG

Mobility services on growth path

>1,000,000 people use our mobility services

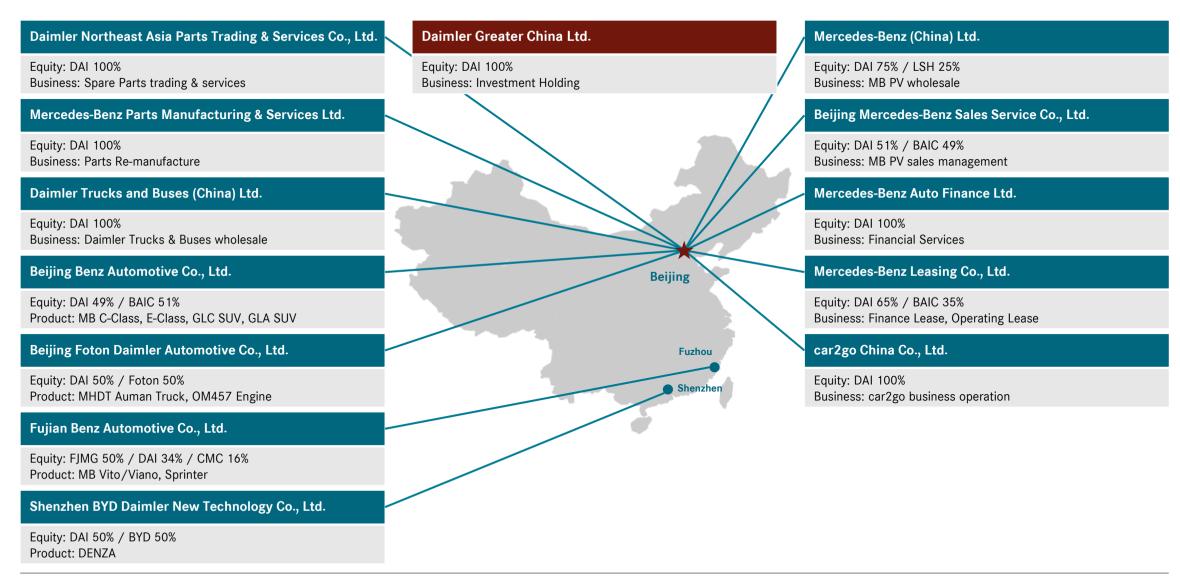


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Daimler presence in Mainland China



Daimler in China



We do our homework and we're determined to pick up the pace in China



Integrated Sales Organization



Expansion Dealer Network



Extension Product Portfolio



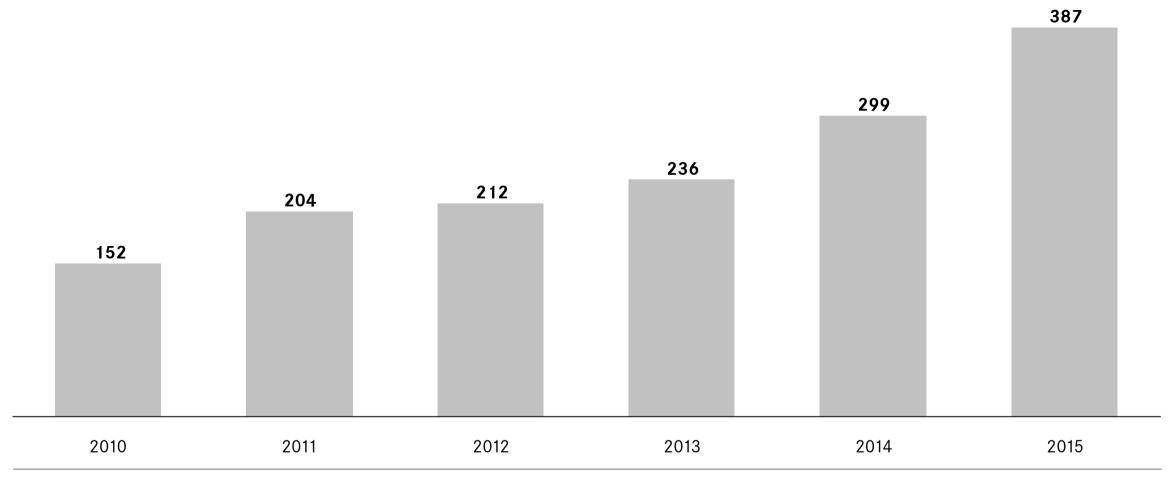
Extension Local Production

Extension Local R&D

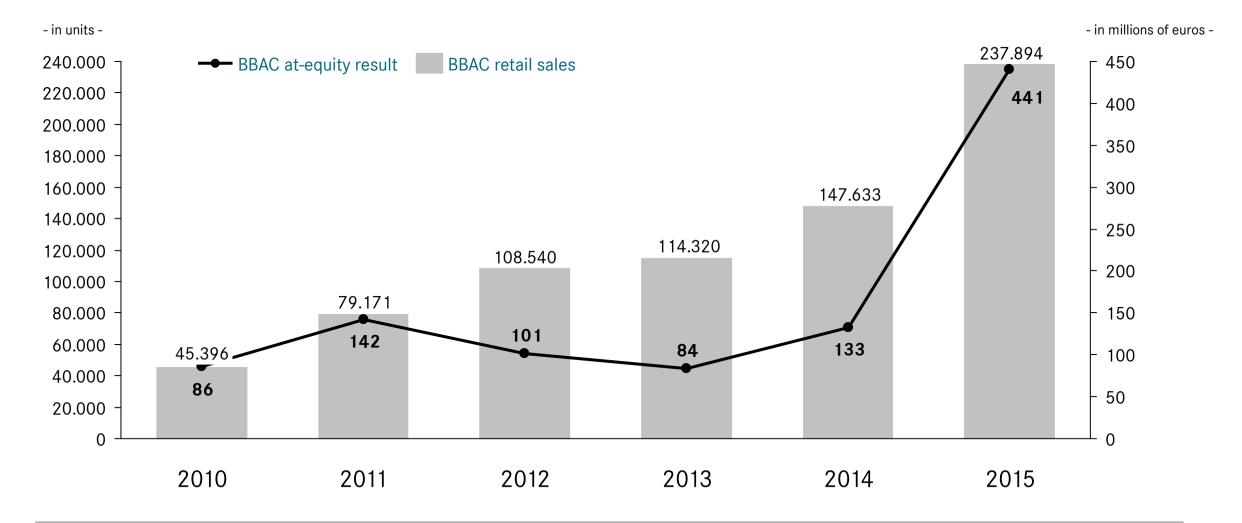
Leverage Financial Services

Mercedes-Benz Cars Sales Development in China

Retail Sales (incl. Hong Kong) in thousands of units

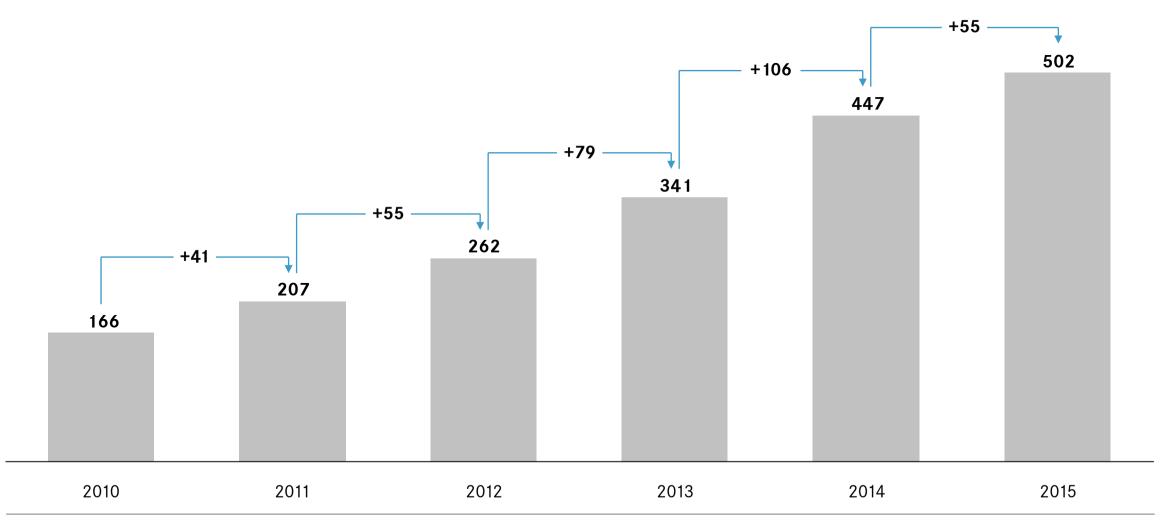


Local production in China is ramping up resulting in increasing retail sales and at-equity result at BBAC



Mercedes-Benz Network Development in China

Number of Outlets



Key Product Launches in 2015 and 2016



2016

continue product offensive in China

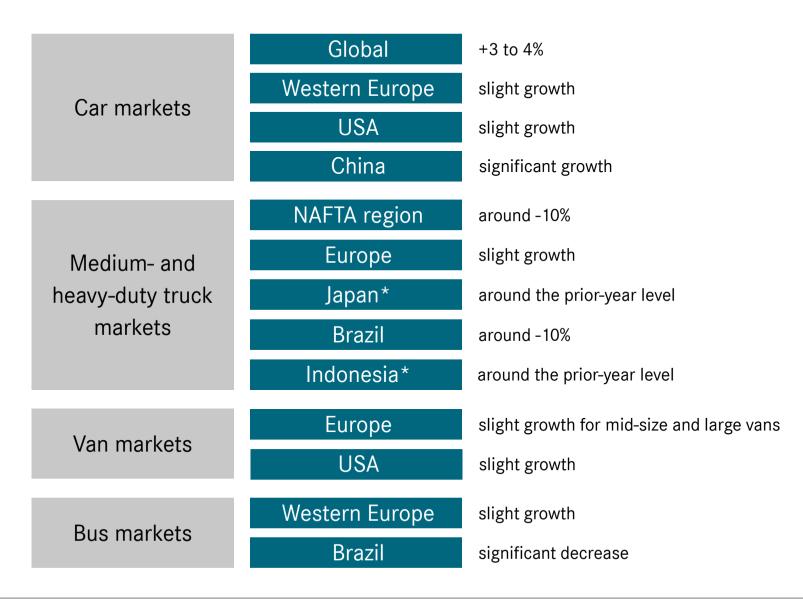
new E-Class facelifted GLS SUV

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Assumptions for automotive markets in 2016



* including light-duty trucks

2016 sales outlook



Mercedes-Benz Cars

Significantly higher unit sales

Strong momentum from renewed SUV portfolio and further plug-in hybrid models Launch of all-new E-Class, C-Class Coupé, S-Class Cabriolet and smart fortwo cabrio



Daimler Trucks

Unit sales at the prior-year level

Sustained market leadership in softening NAFTA market, strong product portfolio across all regions, expansion of global market presence with regional centers



Mercedes-Benz Vans

Significantly higher unit sales

Significant growth in core market Western Europe Continued momentum from "Mercedes-Benz Vans goes global" strategy



Daimler Buses

Unit sales at the prior-year level

Maintain market leadership in core markets

Positive development in Western Europe and Mexico, lower demand in Brazil

2016 outlook for EBIT from ongoing business

DAIMLER	We expect Group EBIT for FY 2016 to increase slightly based on the following expectations for divisional EBIT:	
Mercedes-Benz Cars	Slightly above the prior-year level	
Daimler Trucks	At the prior-year level	
Mercedes-Benz Vans	Slightly above the prior-year level	
Daimler Buses	Slightly above the prior-year level	
Daimler Financial Services	Slightly above the prior-year level	
Daimler AG	Daimler Corporate Presentation /	Q4 & FY 2015 / Page 77

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Key balance sheet and financial figures

Daimler Group	Dec. 31, 2014	Dec. 31, 2015
Equity ratio	22.1%	23.6%
Gross liquidity	16.3	18.2
Industrial business		
Equity ratio	40.8%	44.2%
Net liquidity	17.0	18.6
Free cash flow	5.5	4.0

in billions of euros

Unit sales

	2014	2015	% change
Daimler Group	2,546.0	2,853.0	+12
of which			
Mercedes-Benz Cars	1,722.6	2,001.4	+16
Daimler Trucks	495.7	502.5	+1
Mercedes-Benz Vans	294.6	321.0	+9
Daimler Buses	33.2	28.1	-15

in thousands of units

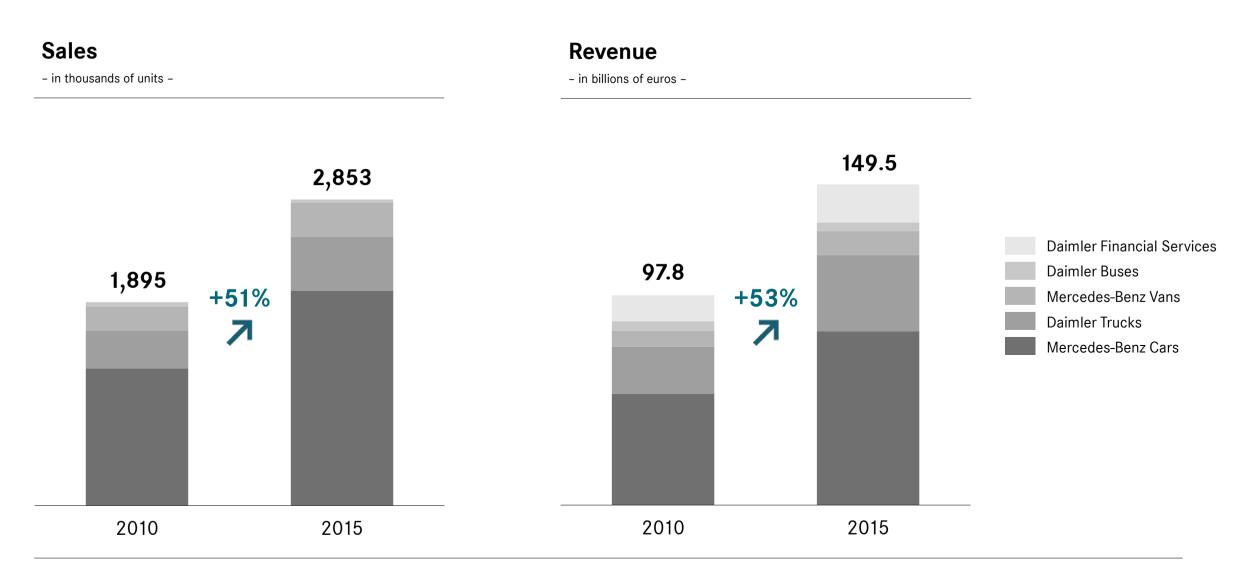
Revenue by division

	2014	2015	% change
Daimler Group	129.9	149.5	+15
of which			
Mercedes-Benz Cars	73.6	83.8	+14
Daimler Trucks	32.4	37.6	+16
Mercedes-Benz Vans	10.0	11.5	+15
Daimler Buses	4.2	4.1	-2
Daimler Financial Services	16.0	19.0	+19
Contract volume of Daimler Financial Services*	99.0	116.7	+18
			in billions of euros

in billions of euros

* at year-end

Development of unit sales and revenue by divisions since 2010



Daimler AG

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Revenue by region

	2014	2015	% change
Daimler Group	129.9	149.5	+ 15
of which			
Western Europe	43.7	49.6	+13
of which Germany	20.4	22.0	+8
NAFTA	38.0	47.7	+25
of which United States	33.3	41.9	+26
Asia	29.4	33.7	+ 15
of which China *	13.3	14.7	+10
Other markets	18.7	18.5	-1

in billions of euros

* excluding revenue of not fully consolidated companies

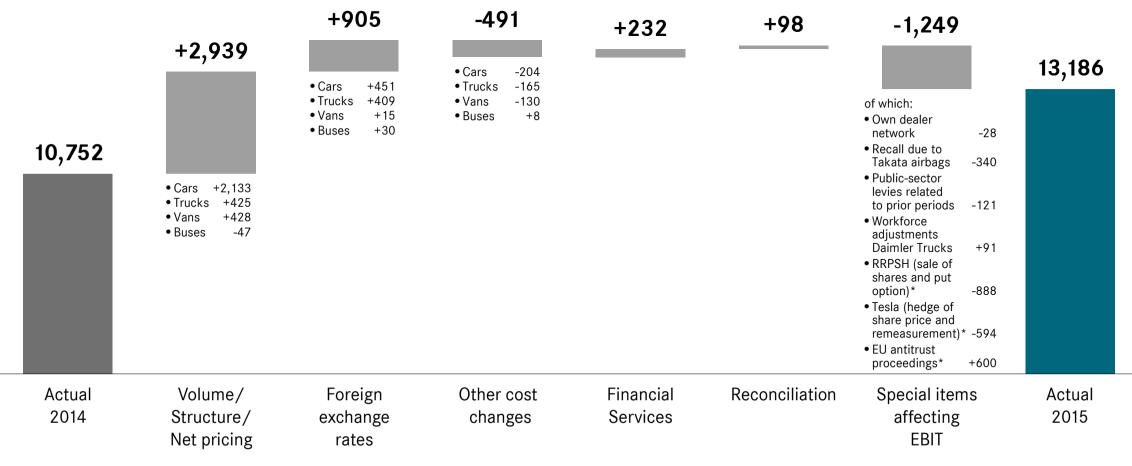
EBIT by division

	20	014	20	15
- EBIT in millions of euros; RoS in % -	EBIT	RoS*	EBIT	RoS*
Daimler Group	10,752	8.2	13,186	8.9
of which				
Mercedes-Benz Cars	5,853	8.0	7,926	9.5
Daimler Trucks	1,878	5.8	2,576	6.9
Mercedes-Benz Vans	682	6.8	880	7.7
Daimler Buses	197	4.7	214	5.2
Daimler Financial Services	1,387	-	1,619	-
Reconciliation	755	_	-29	-

* Return on sales; Daimler Group excluding Daimler Financial Services

Group EBIT in 2015

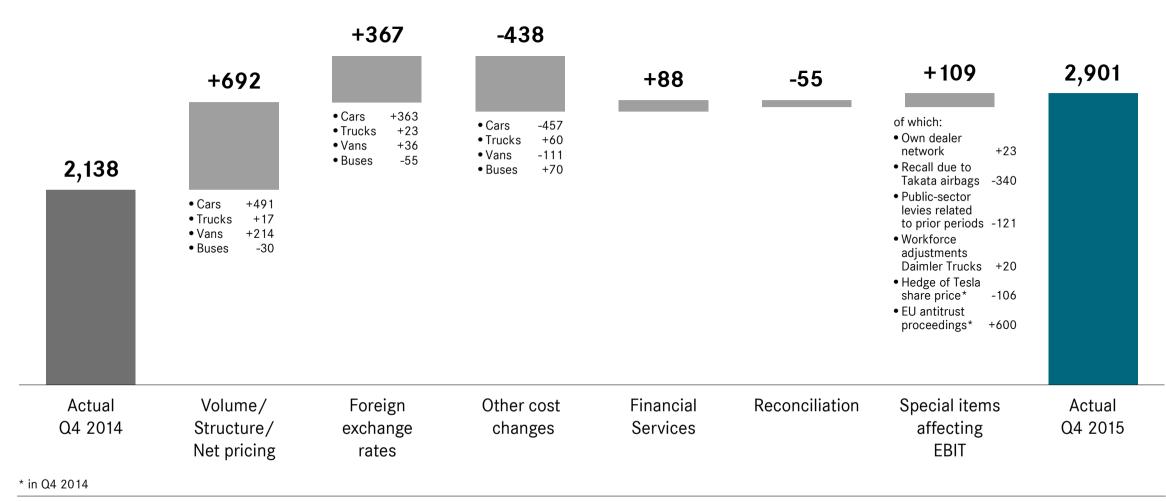
- in millions of euros -



* in 2014

Group EBIT in Q4 2015

- in millions of euros -



Special items affecting EBIT

(ງ 4	Full	year
2014	2015	2014	2015
-81	-49	-81	-64
-	-9	-	-19
-	-	-	+87
-	-	-30	-
-	-300	-	-300
-	-121	-	-121
-43	-23	-149	-58
-16	-24	-16	-47
-	-6	-	-61
-30	-	-30	-
	2014 81 -	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	$\begin{array}{c c c c c c c c c c c c c c c c c c c $

in millions of euros

Special items affecting EBIT

	Q4		Full year	
Mercedes-Benz Vans	2014	2015	2014	2015
Restructuring of own dealer network	-17	-18	-17	-29
Relocation of headquarters of MBUSA	-	-1	-	-3
Reversal of impairment of investment in FBAC	-	-	+61	-
Recall in connection with Takata airbags	-	-40	-	-40
Daimler Buses				
Business repositioning	-3	-	-12	-
Restructuring of own dealer network	-2	-2	-2	-4
Sale of investment in New MCI Holdings Inc.	-	+16	-	+16
Reconciliation				
Measurement of put option for RRPSH	-	-	-118	-
Sale of shares in RRPSH	-	-	+1,006	-
Remeasurement of Tesla shares	-	-	+718	-
Sale of Tesla shares and hedge of Tesla share price	+106	-	-124	-
Expenses related to EU antitrust proceedings	-600	-	-600	-

in millions of euros

EBIT from ongoing business

	20)14	20	15
- EBIT in millions of euros; RoS in % -	EBIT	RoS*	EBIT	RoS*
Daimler Group	10,146	7.7	13,829	9.4
of which				
Mercedes-Benz Cars	5,964	8.1	8,343	10.0
Daimler Trucks	2,073	6.4	2,742	7.3
Mercedes-Benz Vans	638	6.4	952	8.3
Daimler Buses	211	5.0	202	4.9
Daimler Financial Services	1,387	-	1,619	-
Reconciliation	-127	-	-29	-

* Return on sales; Daimler Group excluding Daimler Financial Services

Q4 2015: EBIT from ongoing business

	Q4	2014	Q4 2	015
- EBIT in millions of euros; RoS in % -	EBIT	RoS*	EBIT	RoS*
Daimler Group	2,824	8.0	3,478	8.7
of which				
Mercedes-Benz Cars	1,758	8.7	2,154	9.6
Daimler Trucks	583	6.6	684	6.8
Mercedes-Benz Vans	158	5.8	297	8.5
Daimler Buses	35	2.7	20	1.7
Daimler Financial Services	299	-	387	-
Reconciliation	-9	-	-64	_

* Return on sales; Daimler Group excluding Daimler Financial Services

Capital expenditure / Research and development

			Resea	rch and deve expenditure	•
Actual 2014	Actual 2015	Plan* 2016-2017	Actual 2014	Actual 2015	Plan* 2016-2017
4.8	5.1	7.0	5.7	6.6	7.2
3.6	3.6	5.0	4.0	4.7	5.4
0.8	1.1	1.4	1.2	1.3	1.3
0.3	0.2	0.6	0.3	0.4	0.4
0.1	0.1	0.1	0.2	0.2	0.2
0.02	0.03	0.02	-	-	
	Actual 2014 4.8 3.6 0.8 0.3 0.1	Actual 2014 Actual 2015 4.8 5.1 3.6 3.6 0.8 1.1 0.3 0.2 0.1 0.1	201420152016-20174.85.17.03.63.65.00.81.11.40.30.20.60.10.10.1	Actual 2014Actual 2015Plan* 2016-2017Actual 20144.85.17.05.73.63.65.04.00.81.11.41.20.30.20.60.30.10.10.10.2	Actual 2014 Actual 2015 Plan* 2016-2017 Actual 2014 Actual 2015 4.8 5.1 7.0 5.7 6.6 3.6 3.6 5.0 4.0 4.7 0.8 1.1 1.4 1.2 1.3 0.3 0.2 0.6 0.3 0.4 0.1 0.1 0.1 0.2 0.2

in billions of euros

* average p.a.

MBC retail sales by model FY 2015

- in units -

Retail sales		FY 2015	FY 2014	Change in %
Mercedes-Be	nz	1,871,599	1,650,007	+13%
of which*:	A-/B-Class	414,365	389,577	+6%
	C-Class	460,497	343,195	+34%
	E-Class	301,566	338,205	-11%
	S-Class	107,335	107,277	0%
	SUVs**	525,894	415,363	+27%
	Sports Cars	30,441	31,440	-3%
	V-Class	31,501	24,950	+26%
smart		119,382	89,844	+33%
Mercedes-Be	enz Cars	1,990,981	1,739,923	+14%

* incl. Derivatives

** incl. GLA

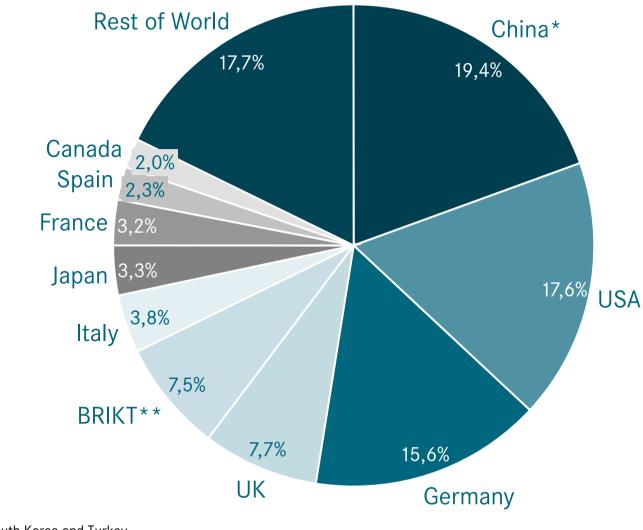
MBC retail sales major markets FY 2015

- in units -

Retail sales	FY 2015	FY 2014	Change in %
China*	386,635	299,416	+29%
thereof PbP	237,894	147,633	+61%
USA	350,548	340,623	+3%
Germany	309,989	282,347	+10%
UK	152,929	127,823	+20%
BRIKT**	149,357	131,364	+14%
Italy	76,064	61,596	+24%
Japan	65,983	61,768	+7%
France	62,971	55,436	+14%
South Korea	45,638	35,985	+27%
Spain	45,132	34,001	+33%
Russia	42,179	50,131	-16%
Canada	39,696	36,474	+9%
Turkey	30,433	23,263	+31%
Rest of World	351,677	309,003	+14%
Mercedes-Benz Cars	1,990,981	1,739,923	+14%

*Incl. Hong Kong **BRIKT: Brazil, Russia, India, South Korea and Turkey

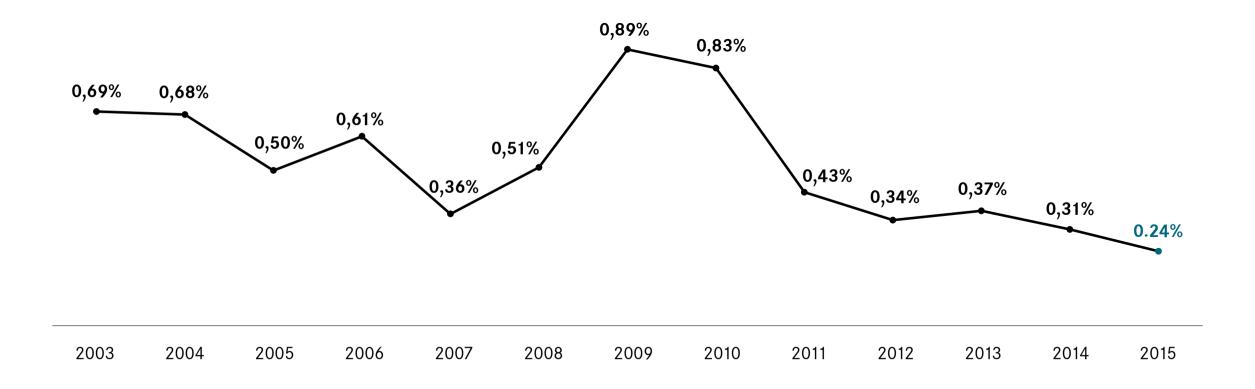
MBC regional retail sales mix FY 2015



*Incl. Hong Kong

**BRIKT: Brazil, Russia, India, South Korea and Turkey

Daimler Financial Services: net credit losses* at low level



* as a percentage of portfolio, subject to credit risk

Daimler follows a conservative Financial Policy

Clear commitment to a single A rating

Balanced approach between shareholder interest and credit providers

Dividend policy on a sustainable basis (40% target pay-out ratio)

No share buybacks planned, further pension contributions will be evaluated

Bond Maturities

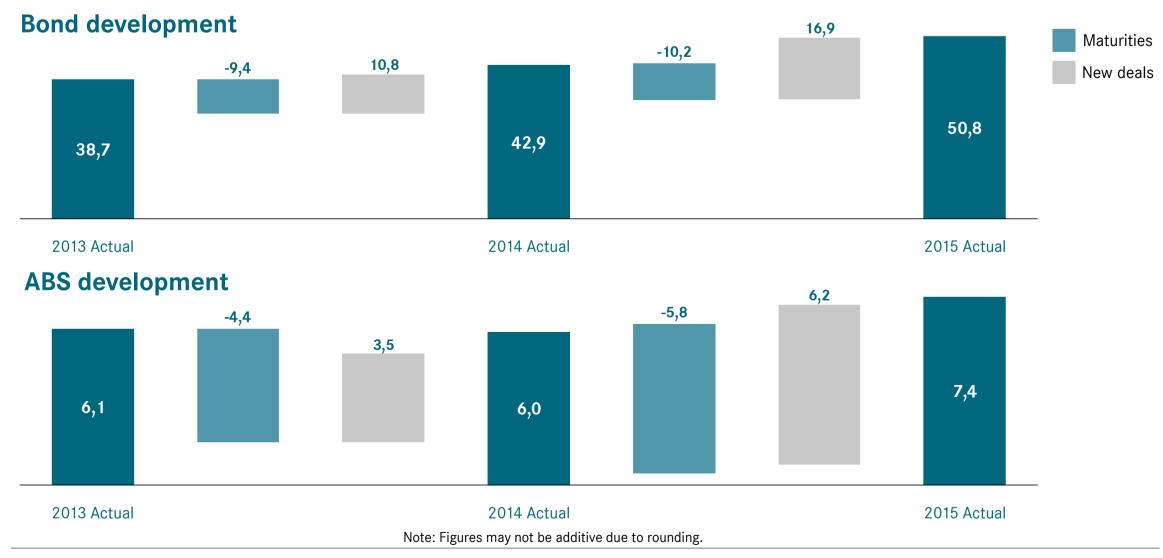
- in billions of euros -

Bonds total outstanding as of Q4 2015: 50.8

	Q1 2016	5	Q2 2016	Q3 2016	Q4 20	016	Next 12 months
Bonds short term	-2.6		-1.2	-4.3	-2.2	2	-10.3
	0-1 Y	1-2 Y	2-3 Y	3-4 Y	4-5 Y	5-6 Y	>6 Y
Bonds long term	-10.3	-12.2	-10.5	-3.6	-6.4	-1.7	-6.1

Bonds and ABS Development 2013 - 2015

- in billions of euros -



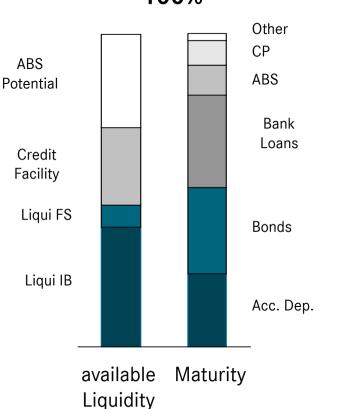
Financial Flexibility is Key Liquidity Management Tool

General approach:

Maturities of next 12 months need to be covered by financial flexibility*

* Financial flexibility

- = Cash
- + Committed Credit Facilities
- + Receivables available for sale (RAFS)



Ensures repayment of maturing debt in case of stress scenarios



Our funding strategy is built on prudent principles

Targeting Financial Independence No dependence from single markets, instruments, banks or investors Diversification of funding sources and instruments:

Bank Loans, Bonds, ABS, CP, Deposits No Covenants, no MAC, no asset pledges, no CSAs

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

Disclaimer

The figures in this document are preliminary and have neither been approved yet by the Supervisory Board nor audited by the external auditor.

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 worsening of the sovereign-debt crisis in the euro zone; an increase in political tension in Eastern Europe; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, 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; a shift in consumer preferences towards smaller, lower-margin vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities: price increases for fuel or raw materials: disruption of production due to shortages of materials, labor strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook for companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the resolution of pending government investigations and the conclusion of pending or threatened future legal proceedings; and other risks and uncertainties, some of which we describe under the heading "Risk and Opportunity Report" in the current Annual Report. 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.