

DAIMLER

Daimler Financial Services Capital Market Day 2017

London – February 14, 2017



DAIMLER

CAPITAL MARKET DAY

Daimler Financial Services



Franz Reiner

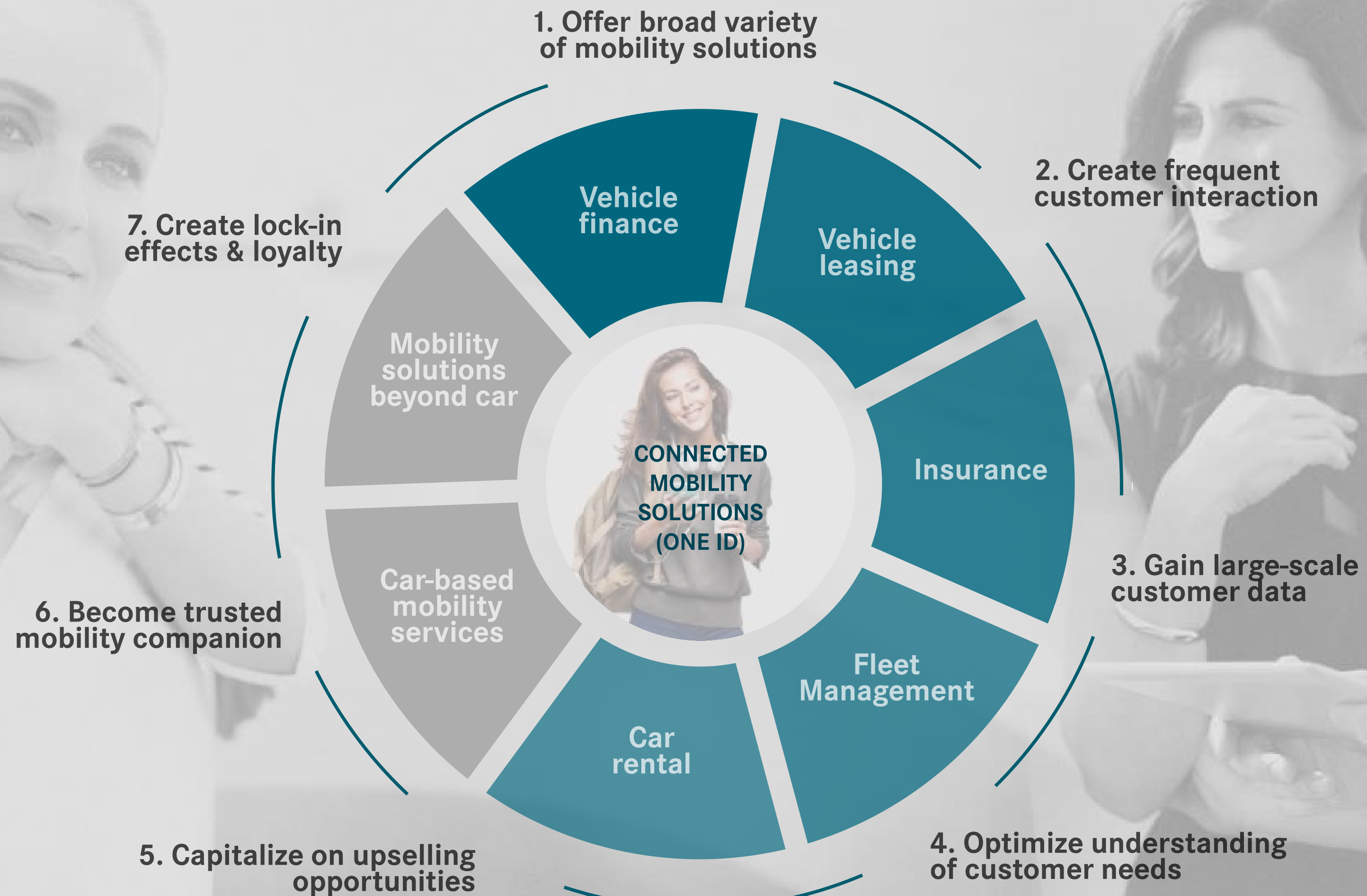
Member of the Board of Management,
Daimler Financial Services



WE ENGAGE CUSTOMERS **FOR LIFE**



We create a holistic and customer-centric ecosystem for connected mobility solutions



We focus on the individual needs of our customers

Dealer



‘We require **added value** to **increase sales** as well as **fast & easy** systems and processes.’

Private customers



‘We expect a **one-stop shopping experience** with **24/7 availability** and **mobility on demand**.’

Corporate customers



‘We need **flexible solutions** and **optimized total cost of ownership**.’

Fleet Mgmt. customers



‘We need **efficient multi-brand fleet management solutions** for our international business.’

LEAN SYSTEMS AND
PROCESSES ARE KEY
TO AN EXTRAORDINARY
CUSTOMER JOURNEY



DEALER

” WE REQUIRE **ADDED VALUE** TO INCREASE SALES AS WELL AS **FAST & EASY** SYSTEMS AND PROCESSES. ”





63%

OUTSTANDING
LOYALTY RATE

Source: AKA Study „Automotive Finance 2016“, Germany

We enable our dealers to be more successful

PERFORMANCE

Fast credit decisions
within 15 minutes

80%*

High automated approval rate

82%*

Time saving per customer

4.5 min**

STRATEGIC BENEFITS



Enable dealer success
in a digital world



Reduce time
to retail



Strengthen market
position of Daimler brands



Own customer interfaces
& increase loyalty

*Germany
**UK

Connecting customers and dealers is just a swipe away with StarMatch

Fast and easy

Simple information cards for fast decision making

Tailored

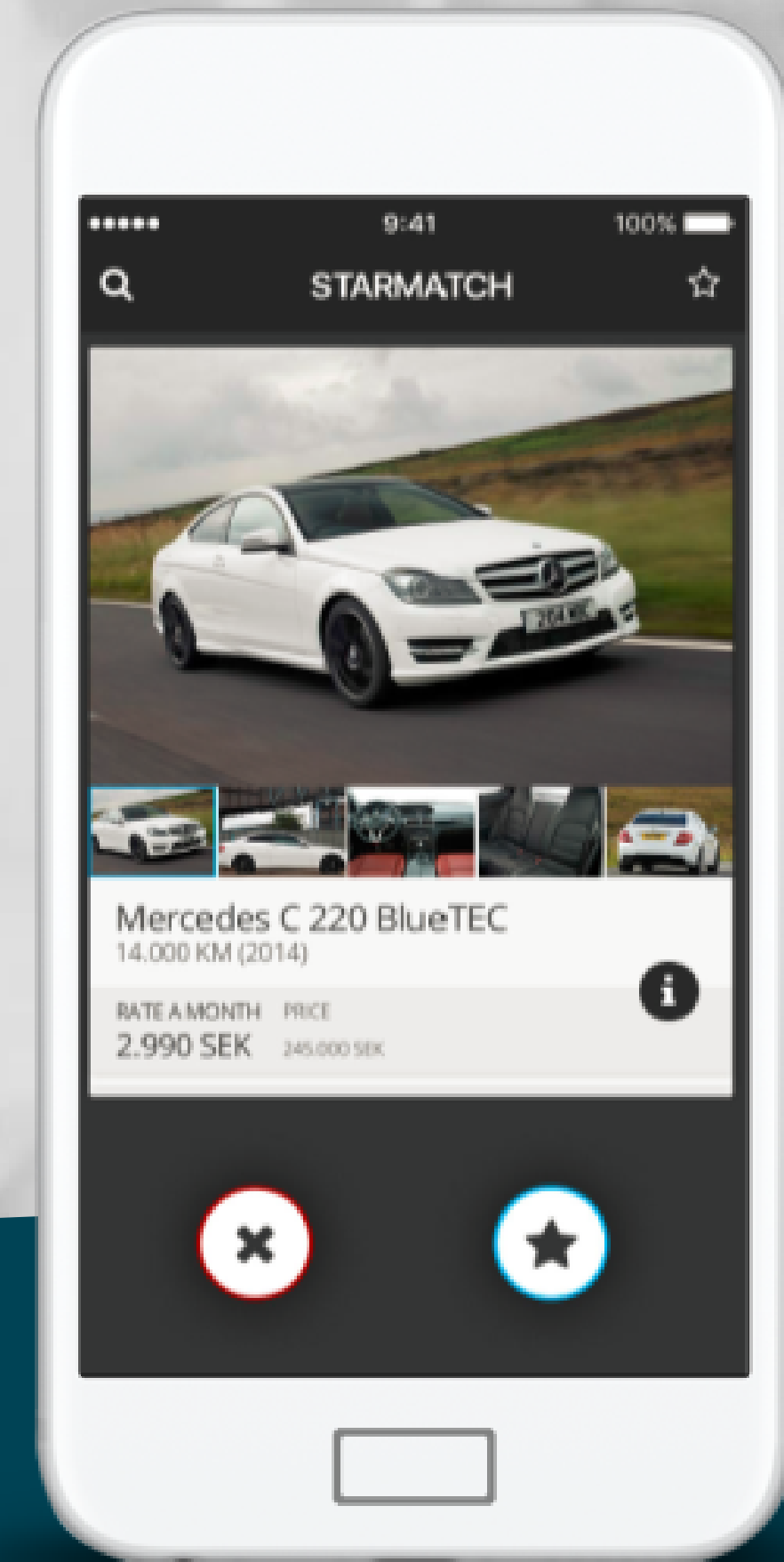
Suggested packages are tailored to the users' personal preferences

Tinder-like user experience

Easily swipe through offers to find best fitting match

Dealer contact and experience

Sales enabling tool that digitalizes the experience at the dealership





PRIVATE CUSTOMERS

” WE EXPECT A **ONE-STOP SHOPPING EXPERIENCE WITH 24/7 AVAILABILITY AND MOBILITY ON DEMAND.** ”

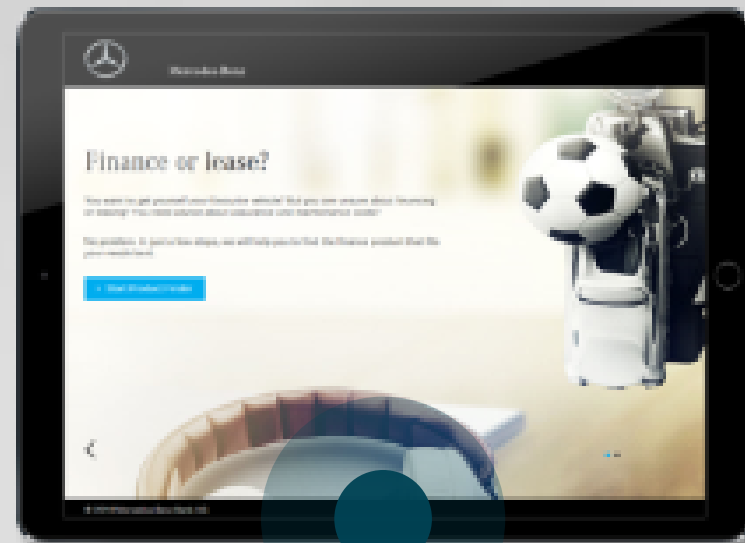


74%

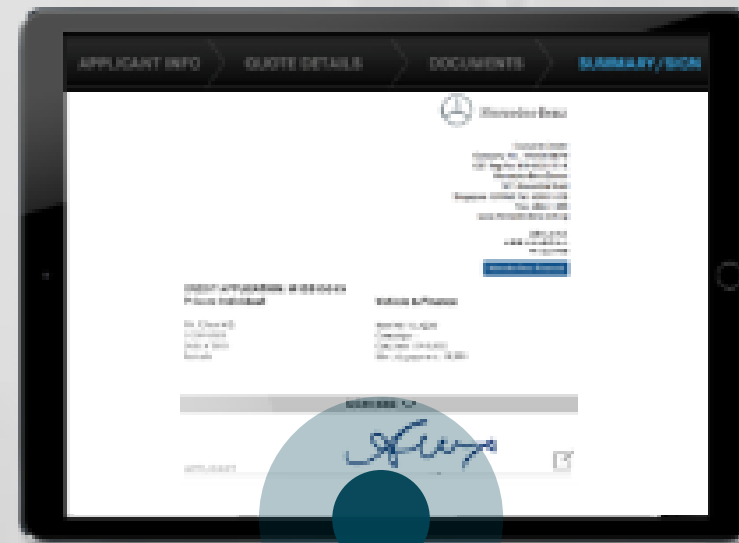
ONLINE RESEARCH
QUOTE ON FINANCIAL
SERVICES AHEAD OF
BRAND DECISION

Source: Google Consumer Survey 2015, UK

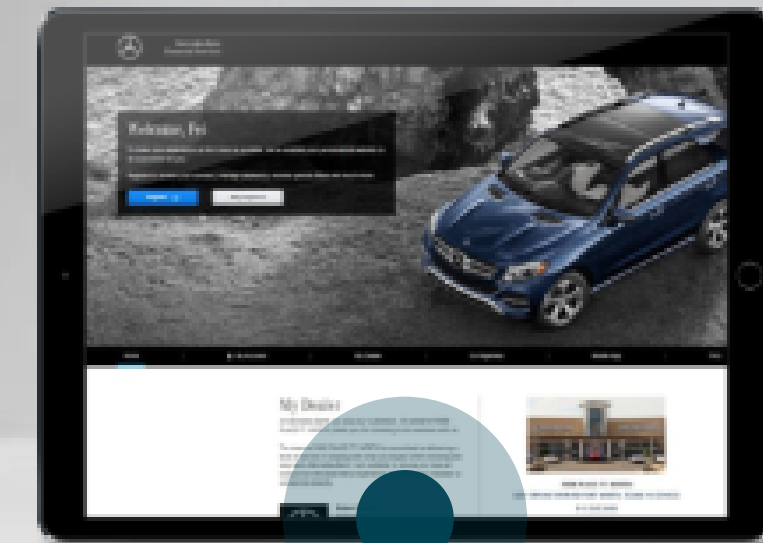
Financing at our customers' fingertips is enabled by a seamless digital customer journey



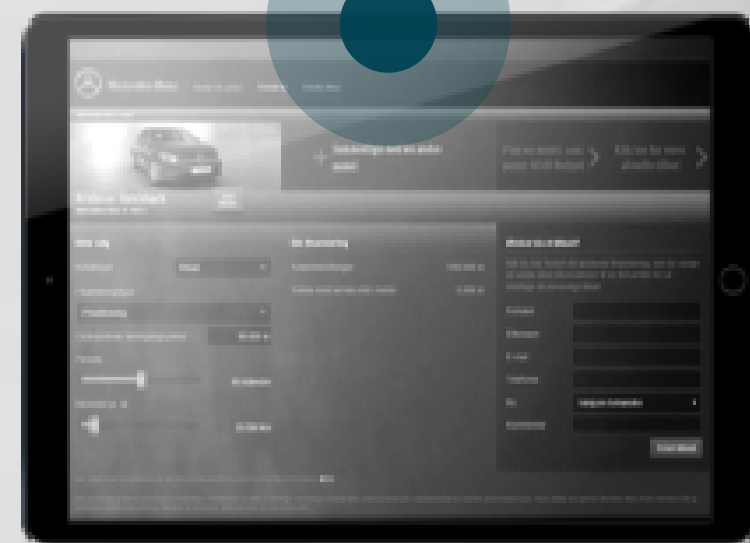
Calculate
Internet calculator
StarMatch



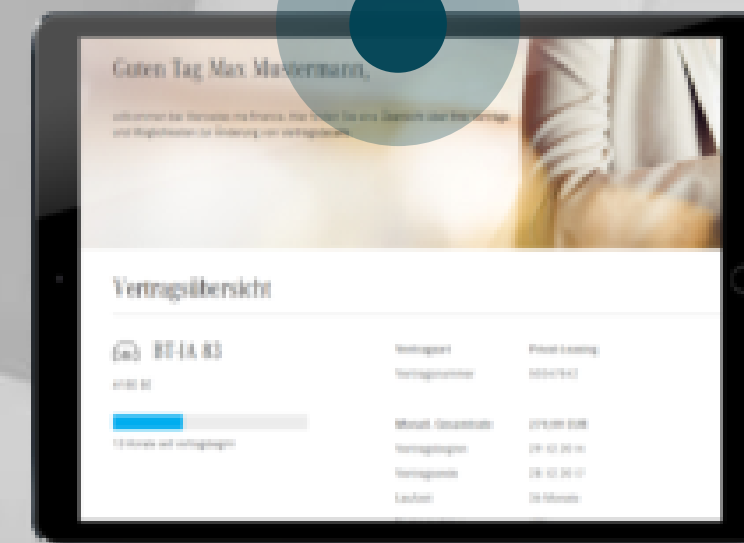
Stay in touch
Customer portal



Find
Product finder

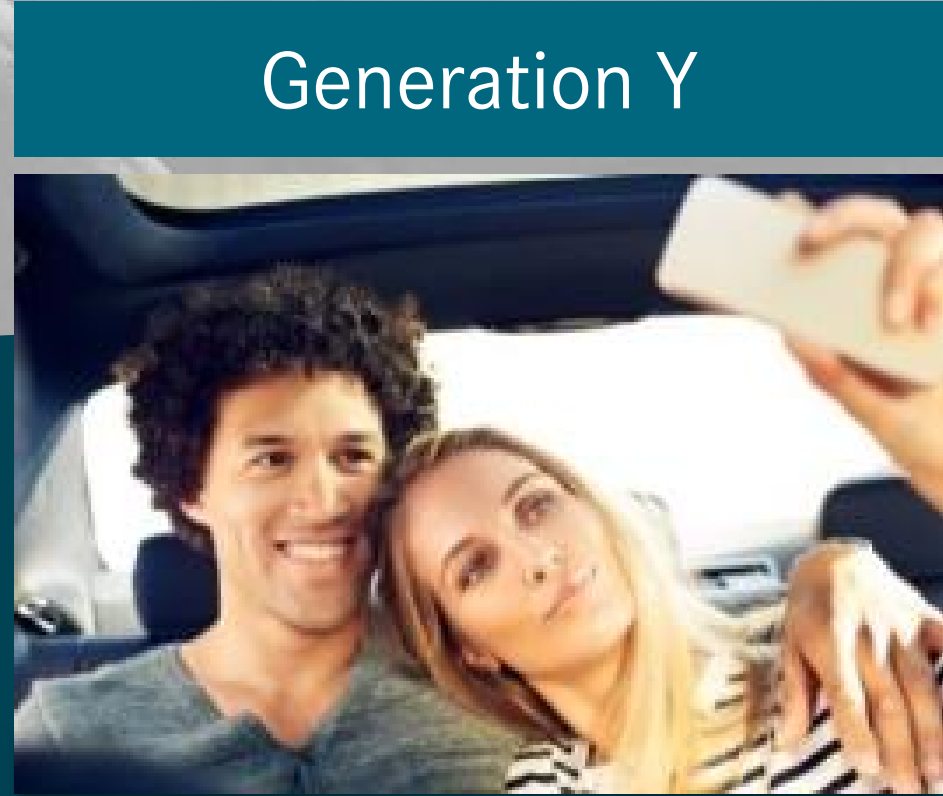


Buy
Online credit check
Direct online financing



Re-buy
Personalized offers

We create our products addressing individual needs based on stages of life*

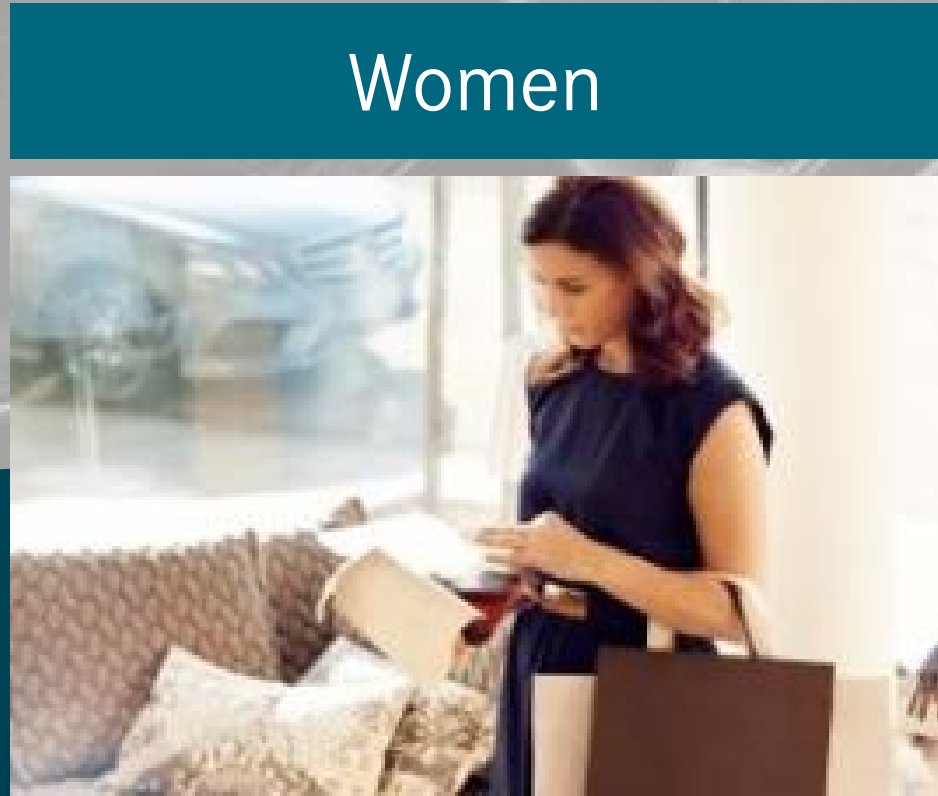


Generation Y

“fast & easy”
“affordability”

“everything online”

“mobility on demand”

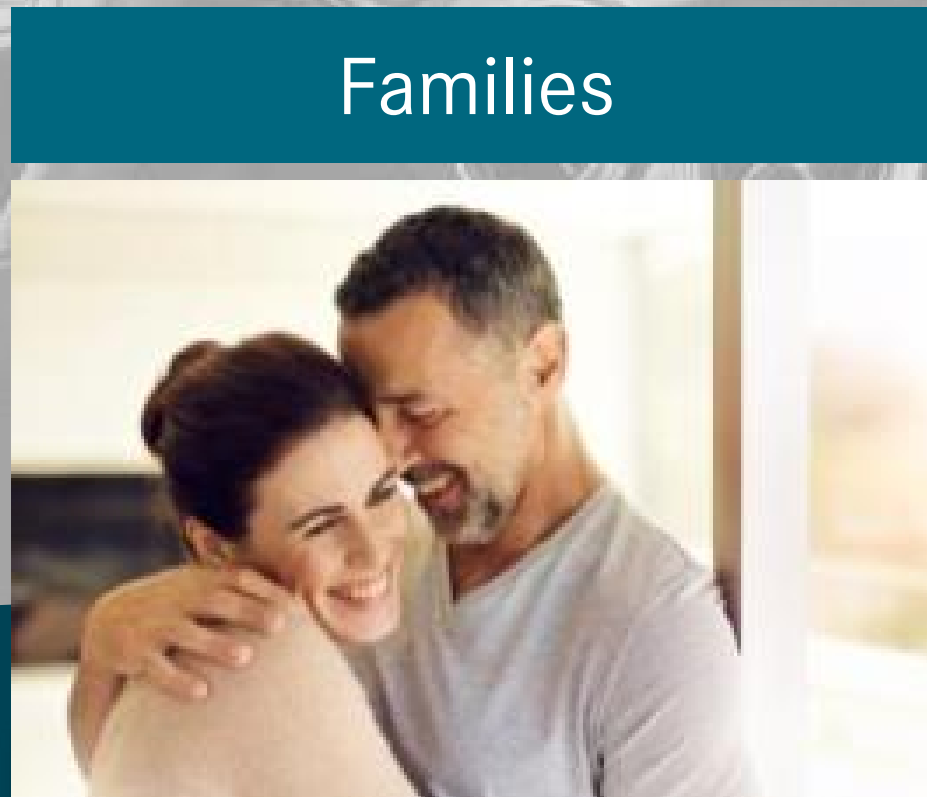


Women

“hands-on advice, education”

“flexibility”

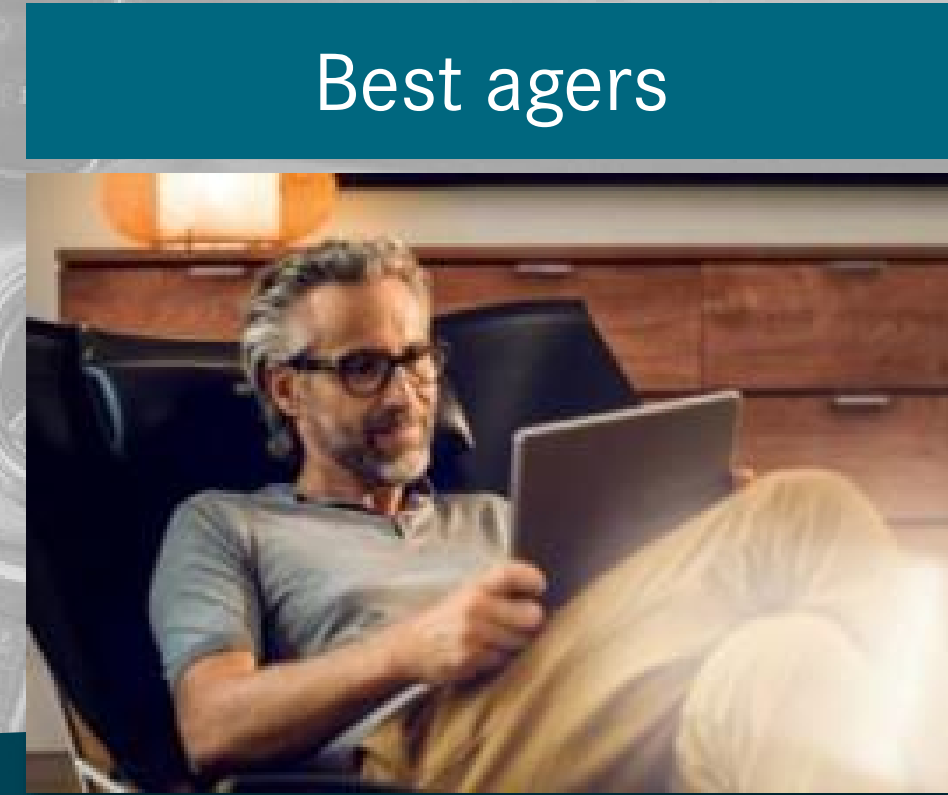
“personalized service”



Families

“added convenience”

“security”



Best agers

“ownership”

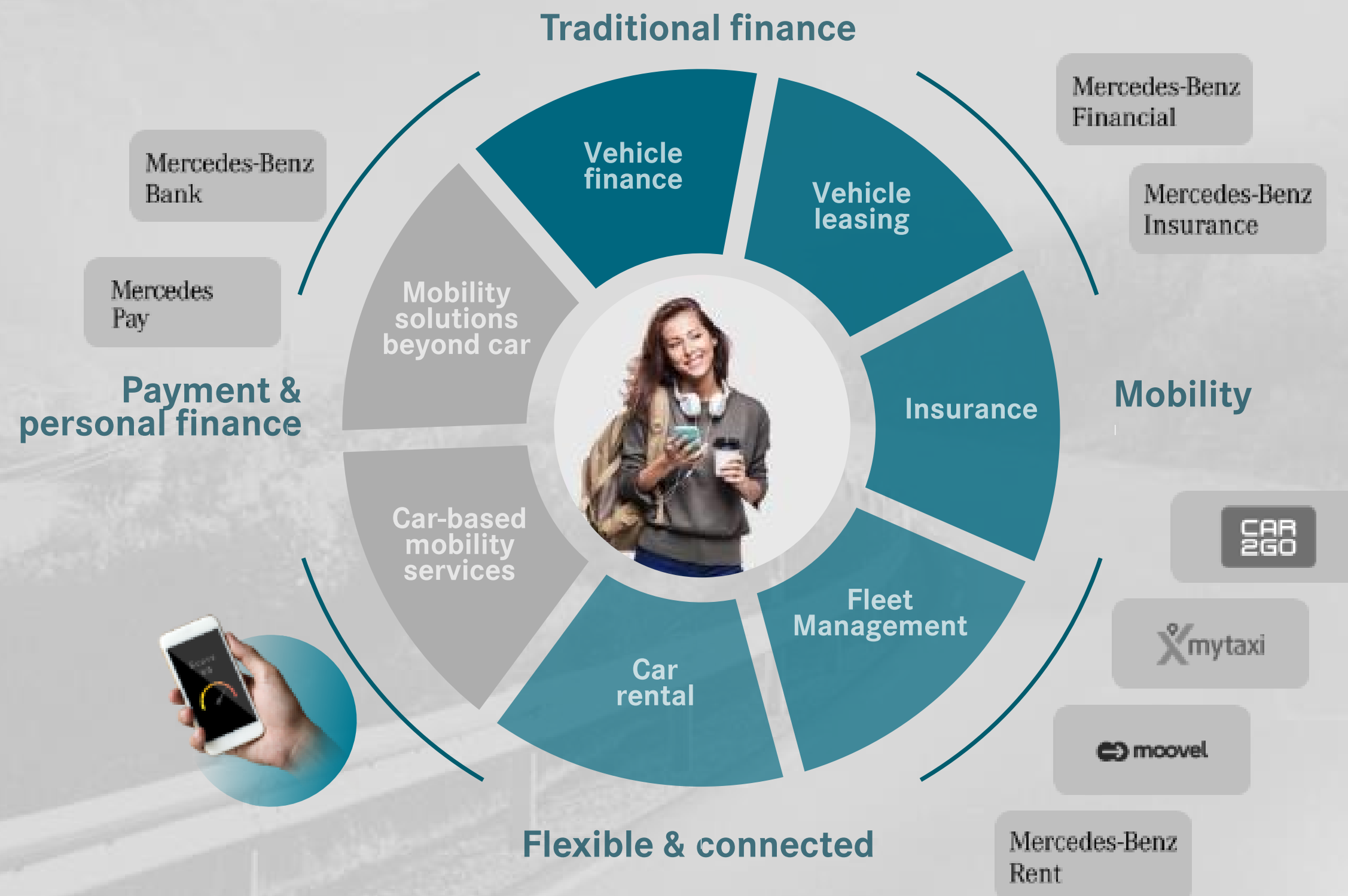
“personal interaction”

“comfort”

“premium customer experience”

*extract

We offer a broad variety of products – from traditional to innovative solutions



**We attract younger customers for Daimler brands
with tailor-made products**

**UP TO 9 YEARS
YOUNGER CUSTOMERS
A-CLASS**



**Online & social media
campaigns**



**Affordability
message**



**Digital customer
journey**



**Fast and easy credit
approvals**

With our combined packages we ensure total mobility for customers with electric/hybrid vehicles

**ELECTRIC VEHICLE
OR PLUG-IN HYBRID**

+

USAGE OF **CAR2GO**

+

USAGE OF **MB RENT**

**eMOBILITY
PACKAGE**



**B FLEXIBLE
PACKAGE**



We care for our customers, engaging them for life

PERFORMANCE

Internet calculations
per year

3 mn

Visits online store
per week

15k*

Reachability customer service
30 seconds

80%*

STRATEGIC BENEFITS



Attract new customer groups
for Daimler brands



Turn customers
into fans



Contribute towards
Daimler profitability

*Germany



COMMERCIAL CUSTOMERS

”

WE NEED **FLEXIBLE**
SOLUTIONS AND
OPTIMIZED TOTAL
COST OF **OWNERSHIP.**

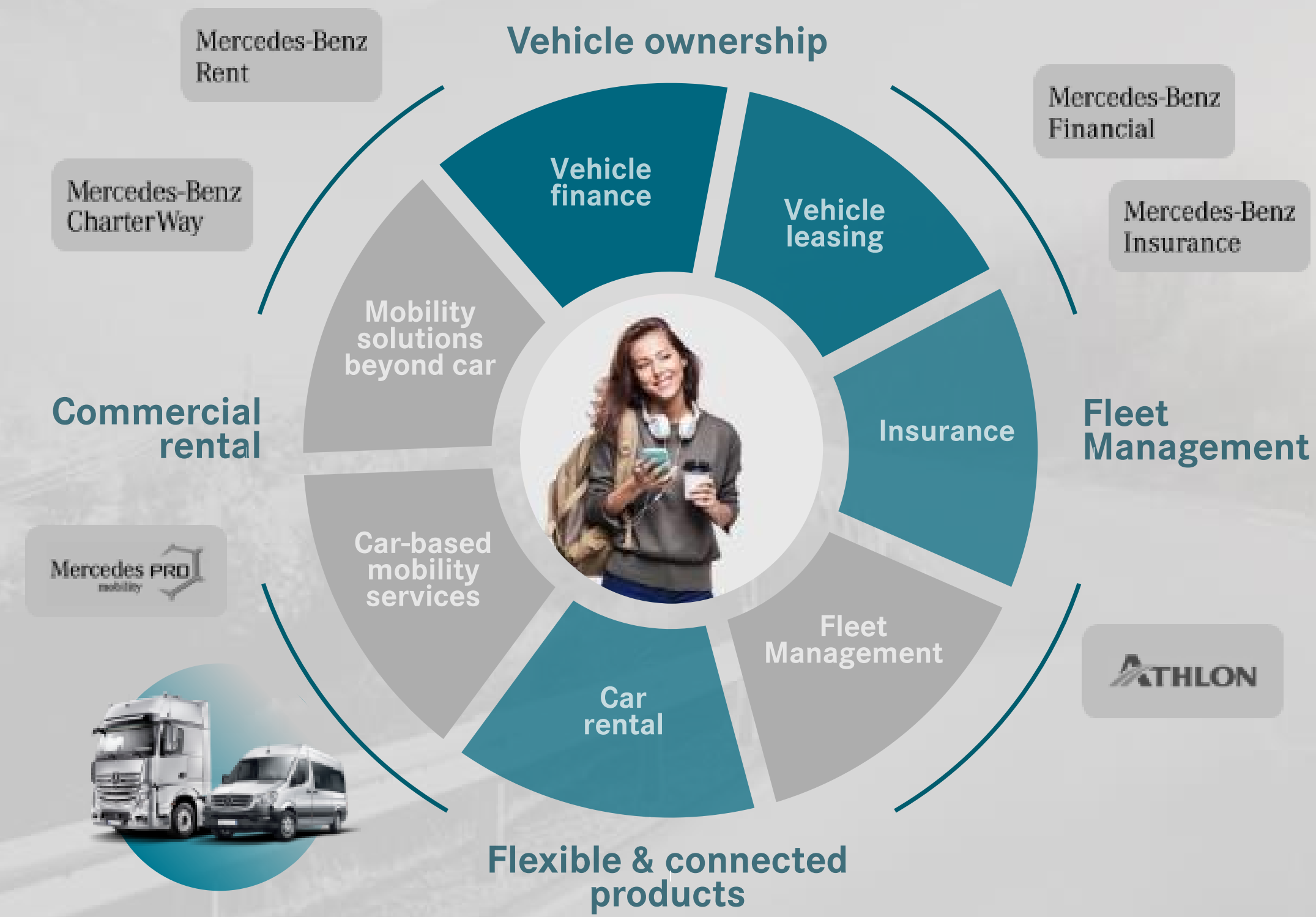
”



944,000

LEASED, FINANCED,
RENTED COMMERCIAL
VEHICLES

We are leading the business from ownership to flexible mobility solutions



We keep on innovating the business with tailor made mobility solutions for our commercial customers



DYNAMIC LEASE

OPERATE LEASE BASED ON PRICE PER KM

FIXED MONTHLY FLAT FEE

+

VARIABLE MONTHLY FEE

+

(DIRECTLY RELATED TO MILEAGE DRIVEN)

MOBILITY SOLUTIONS FOR VANS

VAN-DEDICATED MOBILITY OFFER INCL. SHARING,
RENTING AND COMPLETE FLEET MANAGEMENT SOLUTIONS



We delight our commercial customers by offering a broad variety of flexible financial and mobility solutions

PERFORMANCE

Van penetration
(global)

41%

Portfolio CharterWay
(Germany)

2bn€

Insurance discounts with safety products
(Trucks)

Up to 26%

STRATEGIC BENEFITS



Offer one-stop shopping solutions



Increased revenues



Increase customer loyalty



FLEET MANAGEMENT CUSTOMERS

” WE NEED **EFFICIENT** MULTI-BRAND FLEET MANAGEMENT **SOLUTIONS** FOR OUR **INTERNATIONAL BUSINESS.** ”

The European fleet management market is expected to double until 2020

5.3

mn units



10.6

mn units



2015



2020

The acquisition of Athlon will strengthen our market position



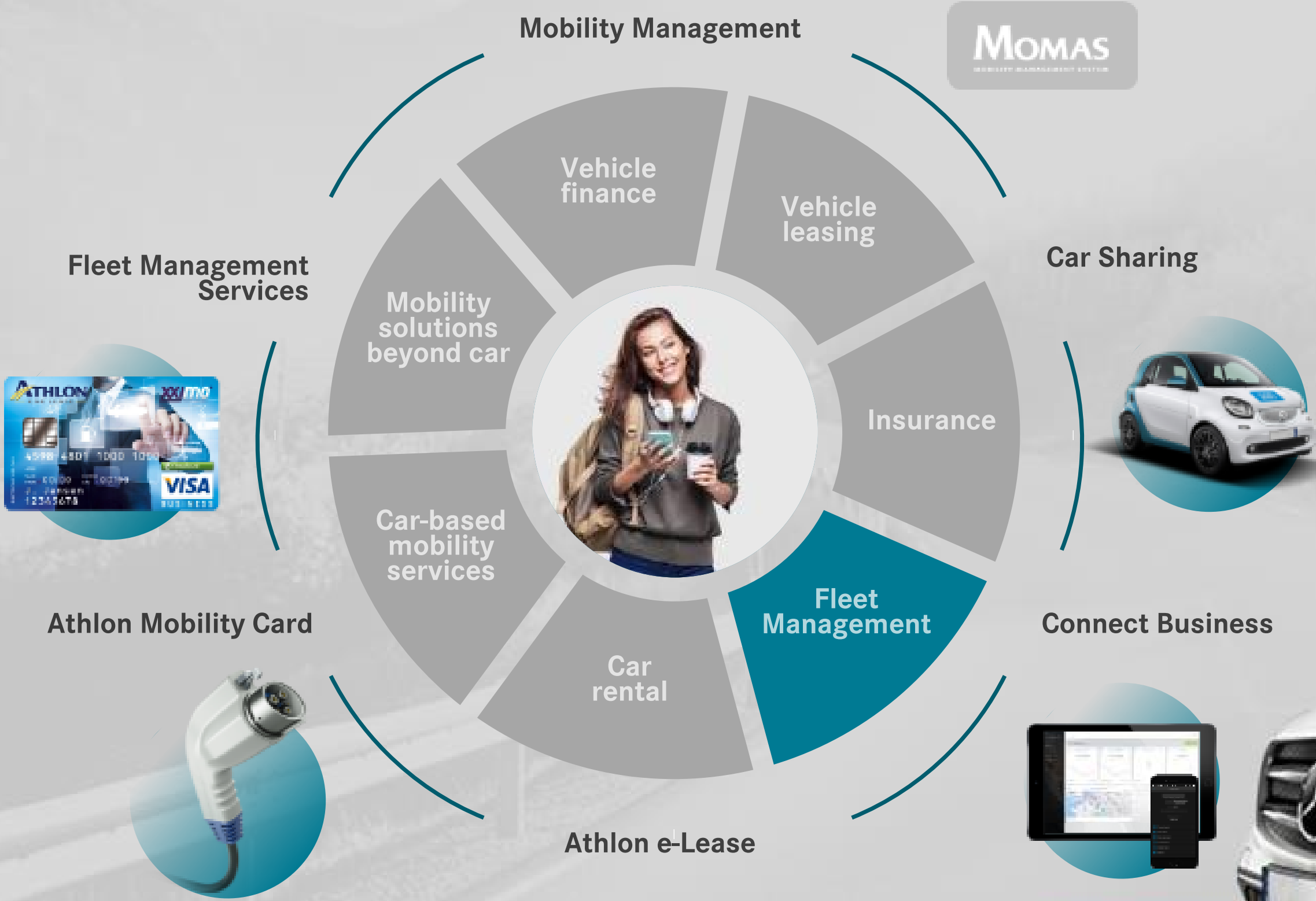
Daimler Fleet Management

1.1 bn €
Purchase price

1,800
Employees

Almere, NL
Headquarters

We offer 360 degree Fleet Management solutions to our customers – they drive, we care



Our Fleet Management activities greatly contribute towards the overall Daimler strategy

PERFORMANCE

International coverage
(contracts)

361k

Business mobility
(contracts)

24k

Customer satisfaction

75%*

STRATEGIC BENEFITS



Own the customer interface



Utilize market potential for Daimler vehicles



Contribute towards Daimler profitability

*% of customers experienced easy business with Athlon, 11-2016

Our customers and dealers attest to our world class service!

CUSTOMER SATISFACTION

nielsen ABOVE 80 POINTS

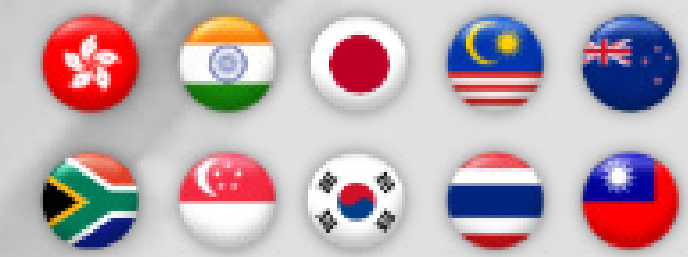


CFI Group

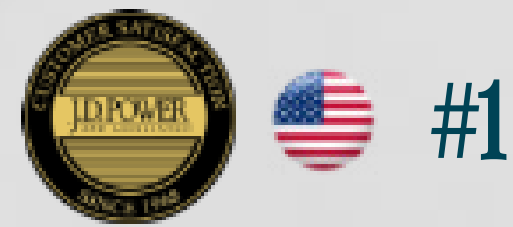


DEALER SATISFACTION

nielsen #1



DISS #1



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 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 or of investigations requested by governments 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.