WINNING THE FUTURE

BY BUILDING OUTSTANDING MOBILITY SERVICES

KLAUS ENTENMANN
Chairman of the Board of Management DFS
STEPHAN UNGER
CFO & Board Member DFS
JOERG LAMPARTER
Head of Mobility Services DFS

Daimler Full-Year Disclosure – February 1, 2018

DAIMLER

Daimler Financial Services

DAIMLER FINANCIAL SERVICES

A division of Daimler

MERCEDES-BENZ CARS | MERCEDES-BENZ VANS | DAIMLER FINANCIAL SERVICES | DAIMLER TRUCKS | DAIMLER BUSES

WE OFFER A BROAD VARIETY OF FINANCIAL AND MOBILITY SERVICES

0.4 mn
vehicles in fleet management

0.4 mn
banking customers

3.0mn
car2go customers

4.6 mn
insurance policies

11.1mn
mytaxi customers

4.8 mn
financed or
leased vehicles

3.7mn
moovel customers

Numbers per December 2017

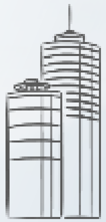
WE CREATE **DEMAND** FOR
VEHICLES AND SERVICES.

WE BUILD **CUSTOMER LOYALTY**
AND ENSURE **RETENTION**.

WE CONTRIBUTE TO DAIMLER‘S
FINANCIAL SUCCESS.

WE ARE TAPPING INTO THE
REVENUE STREAMS OF TOMORROW.

VARIOUS TRENDS CHANGE THE WAY WE MOVE IN OUR CITIES



PURCHASING POWER MOVES INTO URBAN AREAS.

An increasingly higher share of global GDP will be generated in urban areas.

TRAFFIC REGULATION IN CITIES BECOMES TIGHTER.

Municipalities around the globe aim at reducing emissions and congestion.

SOCIETAL CHANGE: USAGE IS THE NEW OWNERSHIP.

The sharing economy is expected to grow into a significant billion dollar market.

CONNECTIVITY AND AI TRANSFORM THE WORLD.

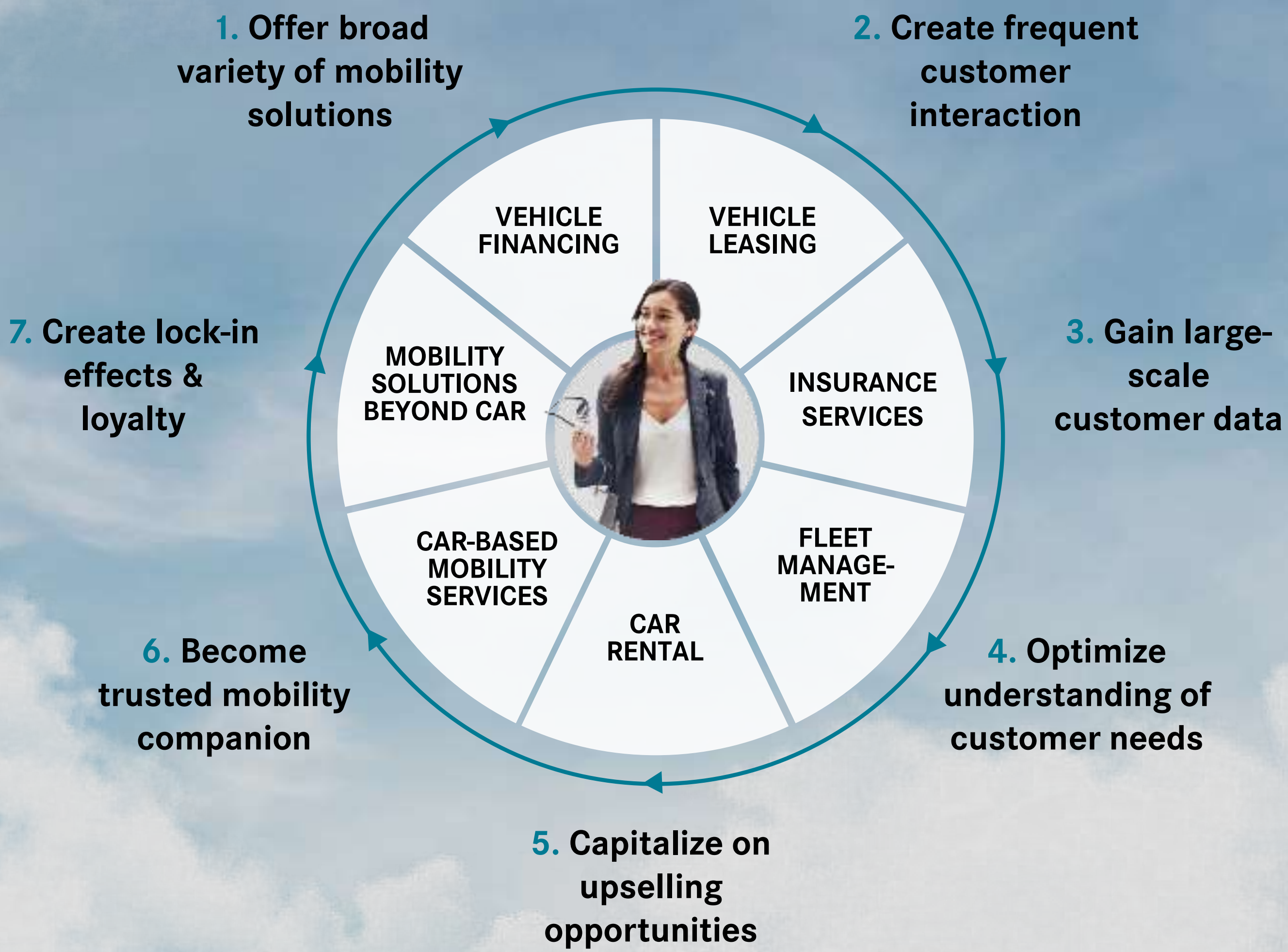
Investment into Artificial Intelligence is expected to explode.

SELF-DRIVING CARS TURN FROM FICTION INTO SCIENCE.

Automated driving technology will be ready for commercial use in the next decade.

Note: Numbers represent various external estimates – no official Daimler position

WE AIM TO BUILD A HOLISTIC MOBILITY ECOSYSTEM



OUR AMBITION

"DFS' AMBITION IS TO BECOME AN ENTIRELY **CUSTOMER-CENTRIC**, FULLY **DIGITIZED**, INTEGRATED **FINANCIAL & MOBILITY** SERVICES PROVIDER, OPERATING IN THE MOST **EFFICIENT** WAY."

WE ARE GETTING READY FOR THE FUTURE OF MOBILITY

BECAUSE INCREASINGLY MORE CUSTOMERS WILL PREFER TO CONSUME MOBILITY AS A SERVICE

TODAY

BUYING

(car-based) mobility as a product

TOMORROW

CONSUMING

(car-based) mobility as a service

OUR STRATEGIC TARGETS WHEN IT COMES TO MOBILITY SERVICES

THREE AREAS OF ACTIVITY IN MOBILITY SERVICES

CAR SHARING

- car2go
- Turo shareholding

RIDE-HAILING

- mytaxi
- CleverTaxi
- Beat
- Chauffeur Privé
- Flixbus shareholding
- Blacklane shareholding
- Via shareholding
- Careem shareholding

MULTI-MODAL

- moovel

18mn CUSTOMERS

116mn INTERACTIONS

>100 CITIES

* YTD December; numbers for car2go, moovel, mytaxi, Taxibeat, CleverTaxi.

THE DFS DIVISION COVERS A BROAD RANGE OF SERVICES

along the extended mobility value chain of tomorrow






VEHICLE MANUFACTURER

"Somebody needs to **develop, produce** and **sell** the vehicle"

DAIMLER
smart
Mercedes-Benz

ASSET PROVIDER

"Somebody needs to **pay for** and **own** the vehicle"

DAIMLER Daimler Financial Services
Mercedes-Benz Financial
Daimler Truck Financial
Mercedes-Benz Insurance
CharterWay
AUTOGRAVITY

FLEET OPERATOR

"Somebody needs to **take care** of the vehicles"

ATHLON
Mercedes-Benz Rent

SERVICE PLATFORM

"Somebody needs to **offer** the individual **mobility service** to customers"

mytaxi
CAR2GO
chauffeur privé
BLACKLANE*
FLIXBUS*
TURO*
*
Careem*

MULTI-MODAL PLATFORM

"Somebody needs to turn various mobility options into **one-stop-shopping solutions** and ensure integration into **smart city transportation** solutions"

moovel

FUTURE MOBILITY CUSTOMER

Consuming „mobility-as-a-service / **self-driving car services**"

SCOPE OF **CURRENT DFS BUSINESS**

*Shareholding

DFS REPRESENTS THE S IN CASE

OUR PERFORMANCE

Yet another record year for Daimler Financial Services

OUR BACKBONE

Our expected growth and our conservative risk management are strengthening the backbone of our future investments

OUR WAY FORWARD

Our early investments in global mobility services contribute to our competitive advantage

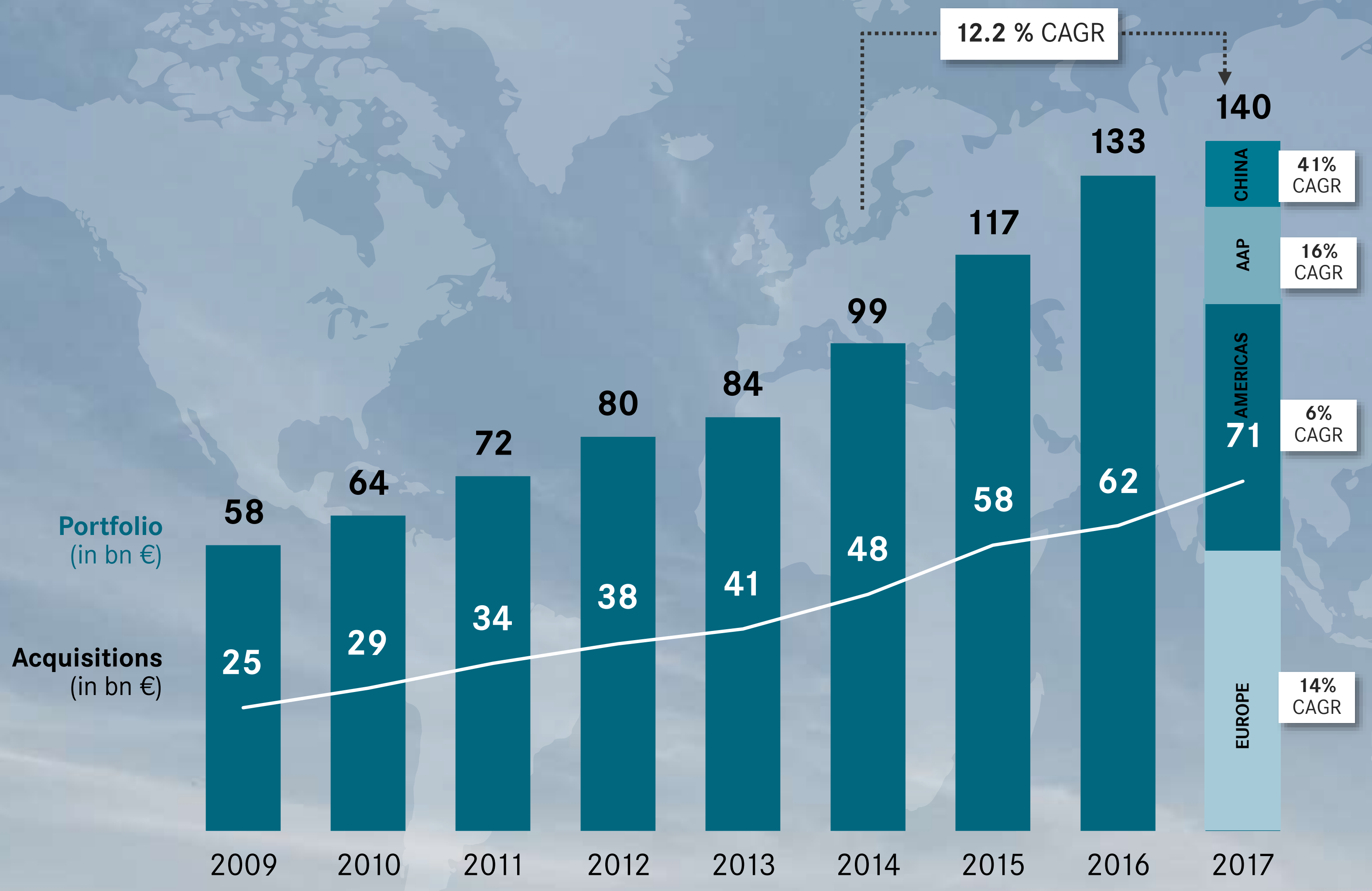
PERFORMANCE 2017

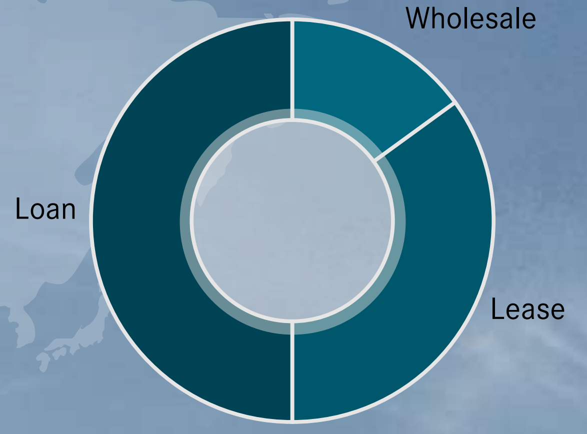
YET ANOTHER RECORD YEAR FOR DAIMLER FINANCIAL SERVICES

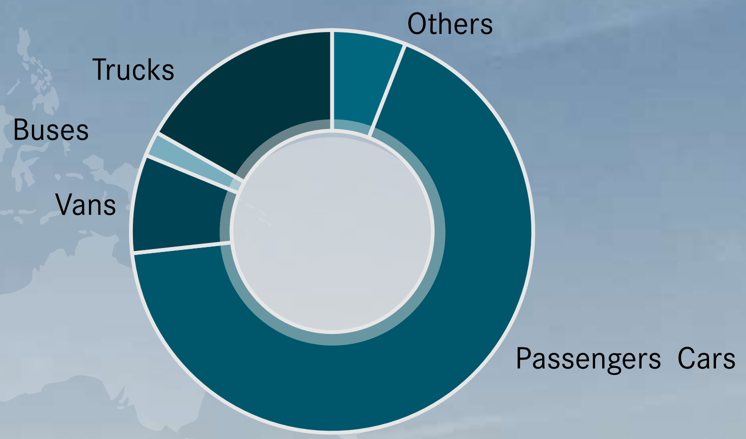
50.5%	PENETRATION RATE	Excellent cooperation with our brand partners
140bn	€ PORTFOLIO	Portfolio growth in all regions along with growing sales
2.0bn	€ EBIT	Favorable EBIT development

High efficiency	**0.91%**	OPERATING RATIO
Excellent risk management	**0.26%**	NET CREDIT LOSSES
Sustainable profitability	**17.6%**	RETURN ON EQUITY

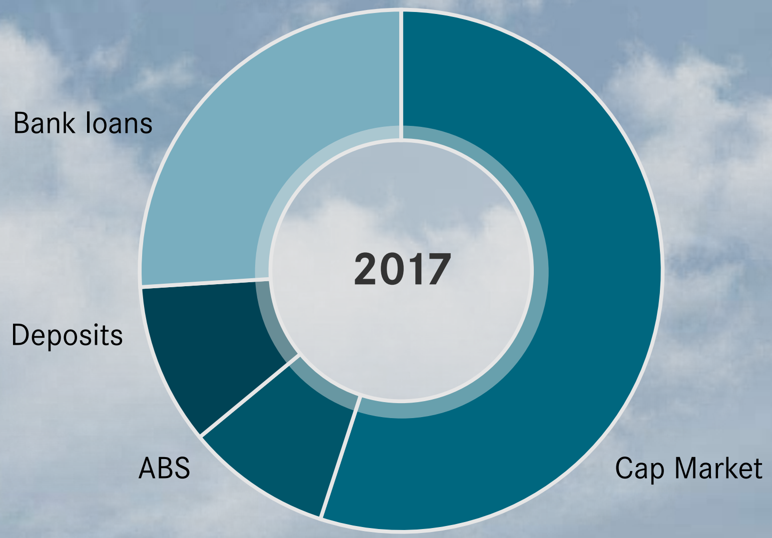
WE OPERATE IN OVER 40 COUNTRIES AND WE HAVE SUCCESSFULLY GROWN OUR PORTFOLIO OVER THE YEARS







WE MITIGATE RISK AND VOLATILITY THROUGH A BALANCED MIX OF FUNDING INSTRUMENTS AND CLEAR PRINCIPLES

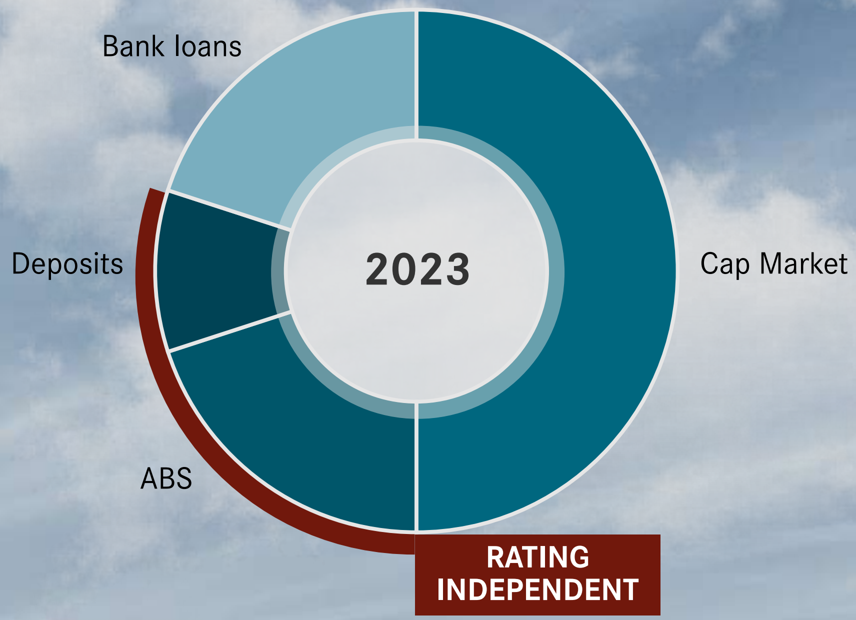


Capital Markets | Strengthen our global footprint and use market opportunities

Bank Loans | Deepen our excellent bank relationships

ABS | Globally expand our highly competitive ABS issuances

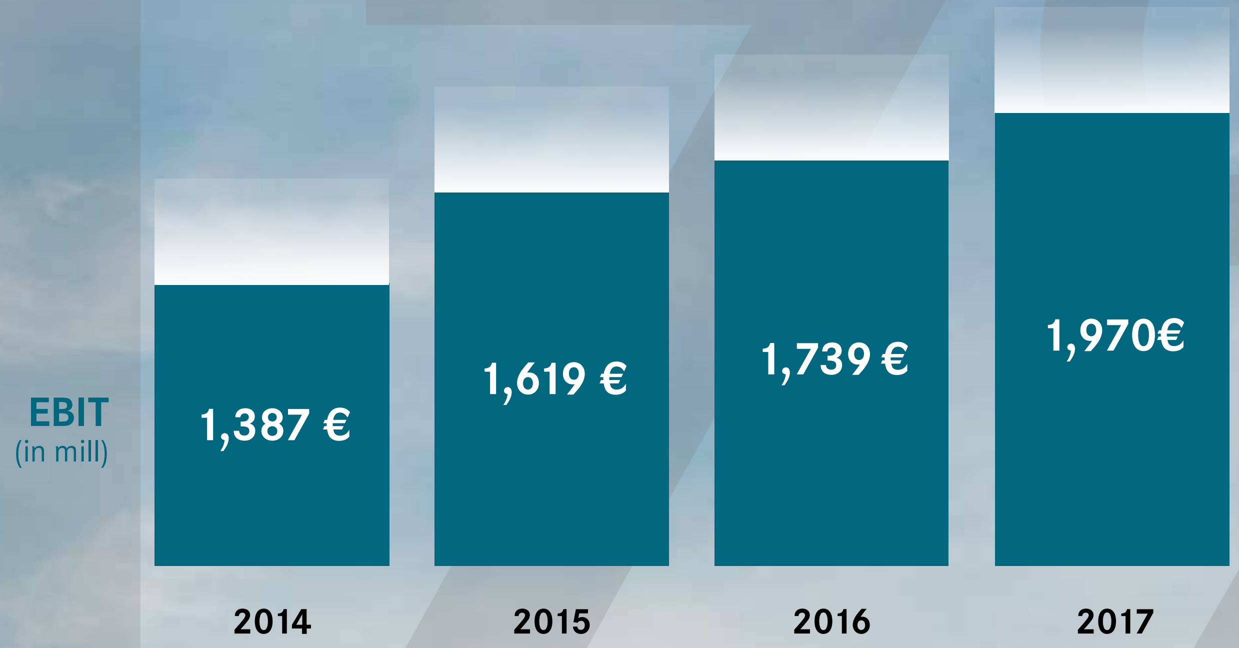
Deposit | Maintain well controllable liquidity reserve



STRINGENT FUNDING POLICY WORLDWIDE

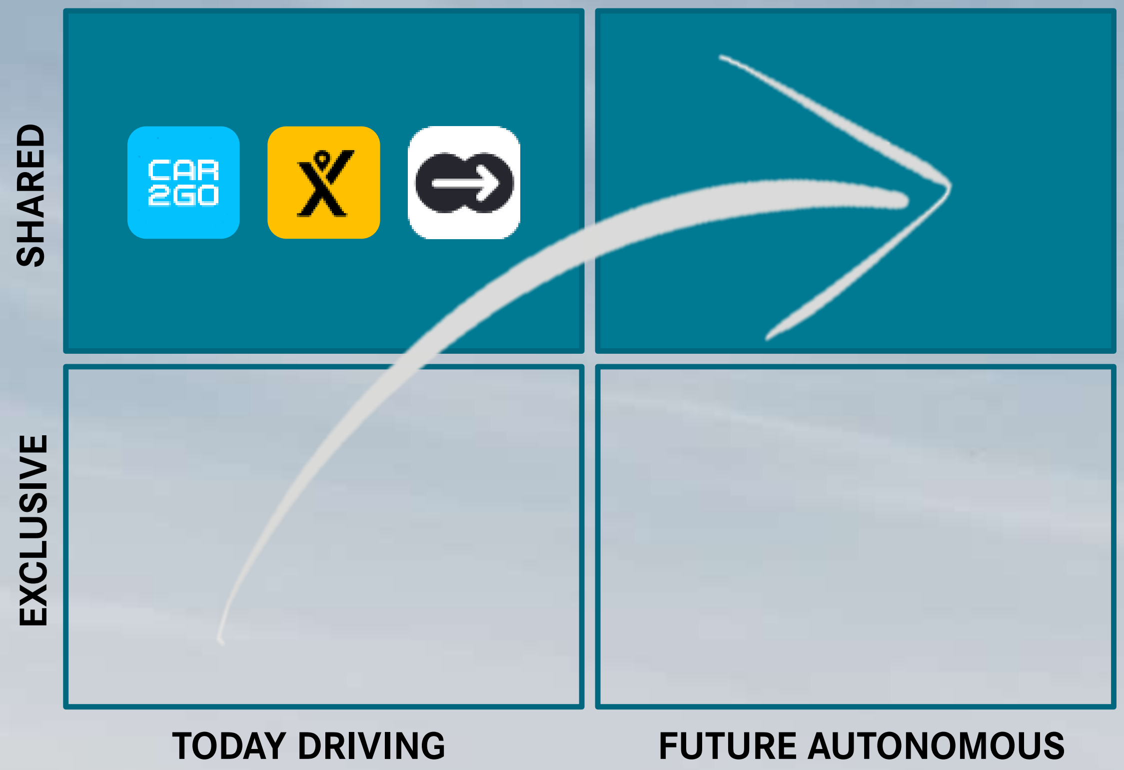
- Liquidity matched funding
- Interest rate matched funding
- Currency matched funding
- Country matched funding

WE HAVE THE FINANCIAL STRENGTH TO PREPARE FOR THE FUTURE



"OUR STRONG CORE BUSINESS IS THE **FOUNDATION** FOR THE SUSTAINABLE **INVESTMENTS** INTO THE **EXPANSION OF OUR MOBILITY ECOSYSTEM**"

THE WAY INTO THE MOST PROMISING SEGMENT LEADS THROUGH CURRENT SHARED SERVICES



"WE ARE SHAPING THE
MOBILITY ECO SYSTEM
ALREADY TODAY"

THE EXPANSION OF OUR FOOTPRINT IS A RESULT OF OUR COMPREHENSIVE MOBILITY STRATEGY

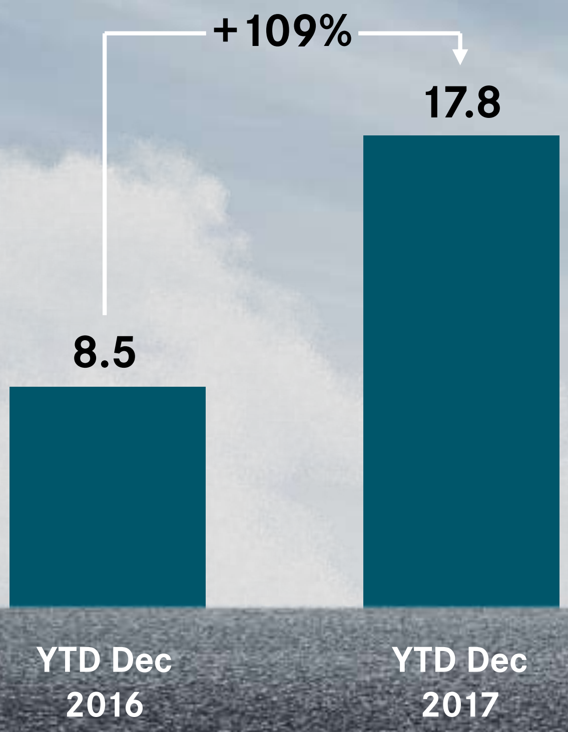
CAR 2GO
mytaxi
BLACKLANE
FLiXBUS
RIDESCOUT
mytaxi
globesherpa
HAIL O
taxibeat
CLEVER TAXI
Careem
Familonet
TURO
via
flinc
chauffeur privé

2008 2012 2013 2014 2015 2016 2017

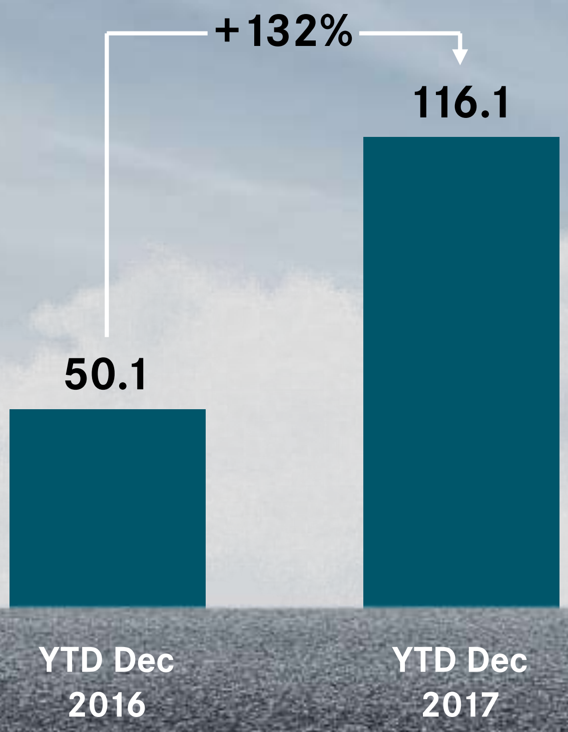
Investment Acquisition Merger Developed in-house

WE HAVE SIGNIFICANTLY ACCELERATED OUR MOBILITY BUSINESS

*Total customers**
[in m]



*Customer interactions**
[in m]



* Including Taxibeat since 02/17 and Clever Taxi since 06/17

THREE MAIN PILLARS
OF OUR MOBILITY BUSINESS

CAR 2GO

The worldwide leading free floating carsharing concept. The car2go service is used by 3 mn customers with 14,000 vehicles at numerous locations in Europe, North America and Asia.

mytaxi

The world's first taxi app and the leading e-hailing app in Europe, available in 13 countries worldwide. 120,000+ drivers are registered with mytaxi, providing high-quality driving services.

moovel

moovel radically simplifies individual mobility by combining & offering innovative mobility services to more than 3.7mn users worldwide via our services: ticketing apps, on-demand shuttle service

CAR2GO OFFERS INSTANT AUTOMOBILITY ON YOUR TERMS

FIND

DRIVE

PARK

Find a car2go next to you – with or without reservation. Whenever you need it.

Simply open your car2go with your smartphone and start driving – as long as you want.

After having arrived, park your car2go on any parking lot within the business area. That‘s it!

EVERYDAY, OVER 10,000 RIDES ARE ALREADY ELECTRIC.

3 EV locations

Stuttgart, Amsterdam and
Madrid (more to come)

10,000 e-rides per day

Every tenth kilometer driven in a car2go is
electric.

60mn kilometers

car2go members have already driven
more than 60 million electric kilometers.

mytaxi IS THE LEADING EUROPEAN TAXI-HAILING APP

CONCUR

Miles & More

Lufthansa

2015 TRAVELLERS' CHOICE tripadvisor

App Store BEST OF 2013

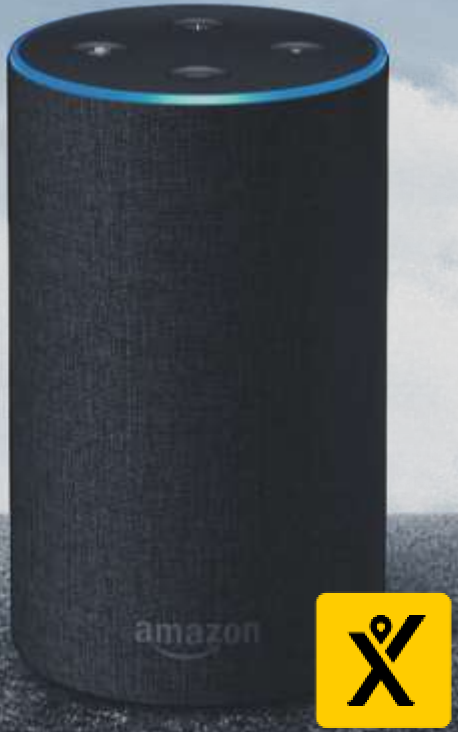
AirPlus INTERNATIONAL

App Store BEST OF 2012

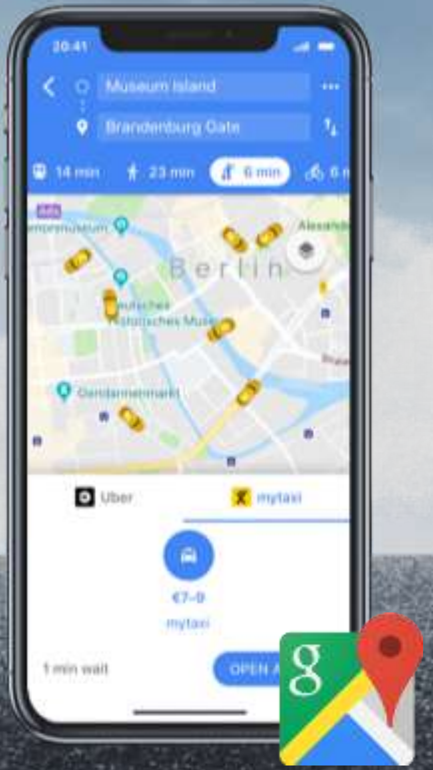
mytaxi IS CONSISTENTLY DRIVING INNOVATION - ALSO BY TEAMING UP WITH THIRD PARTIES

INTEGRATED INTO
APPLE WATCH

INTEGRATED INTO
AMAZON ALEXA



INTEGRATED INTO
GOOGLE MAPS MOBILE



moovel IS AN URBAN MOBILITY COMPANY, MAKING CITIES SMARTER

moovel (B2C)

„one-stop-shop“ for
urban mobility in EU

- „one-stop-shop“
- search, book, pay
- all in one account
- search & info globally

moovel transit (B2B, EU)

highly standardized EU
white-label ticketing app for PT

- >90% standardized
- using operator brand
- integration of MSPs
- search, book, pay

moovel transit (B2B, NA)

white-label solutions for
US PT authorities

- using operator brand
- visual ticketing
- ticket verification
- US market leader

PT: Public Transit | MSP: Mobility Service Provider

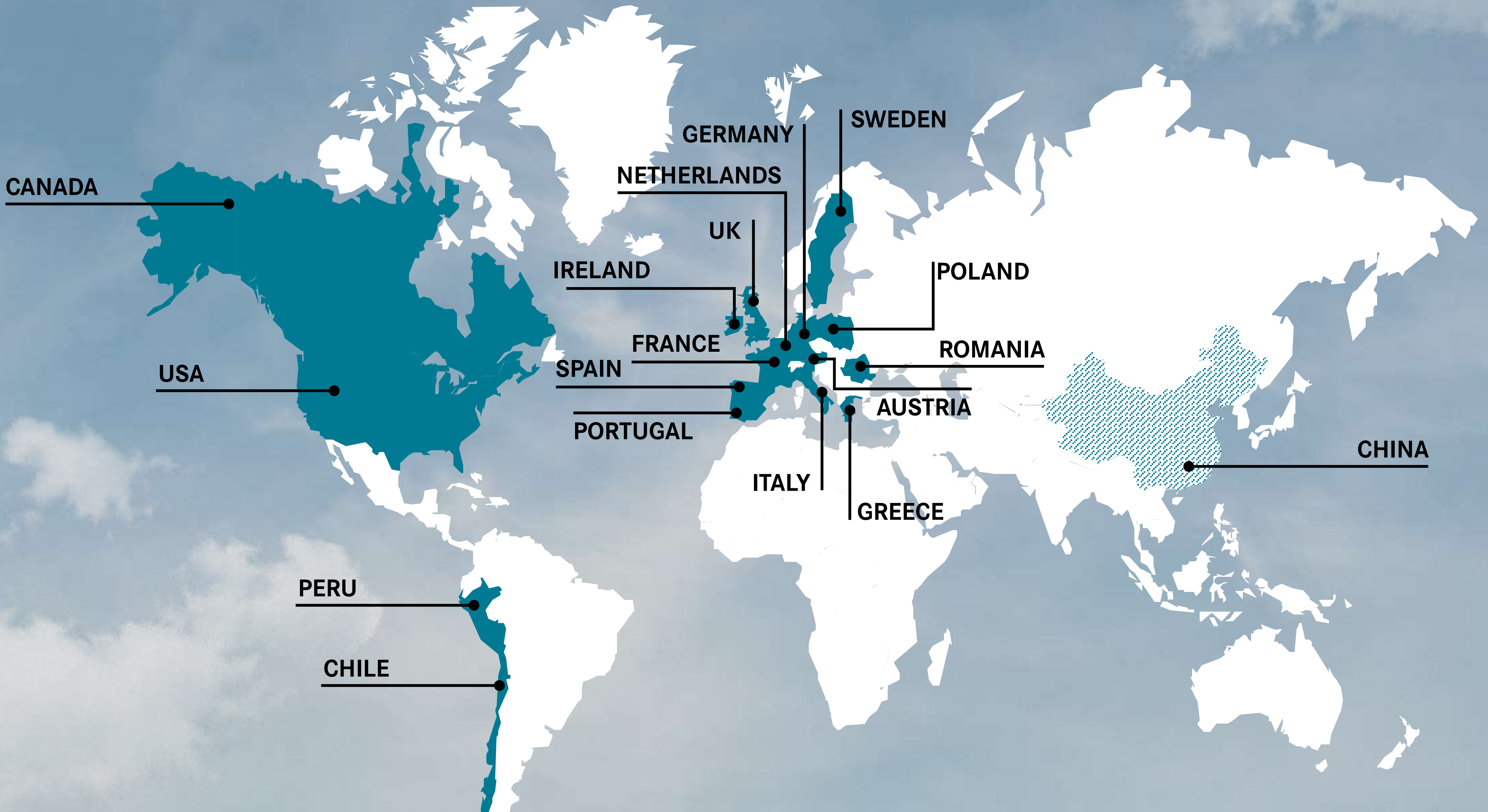
moovel HAS LAUNCHED A RESPONSIVE SHUTTLE SERVICE

Driver app

Rider app

Operator dashboard

WE ARE PRESENT IN MORE THAN 100 CITIES IN 18 COUNTRIES



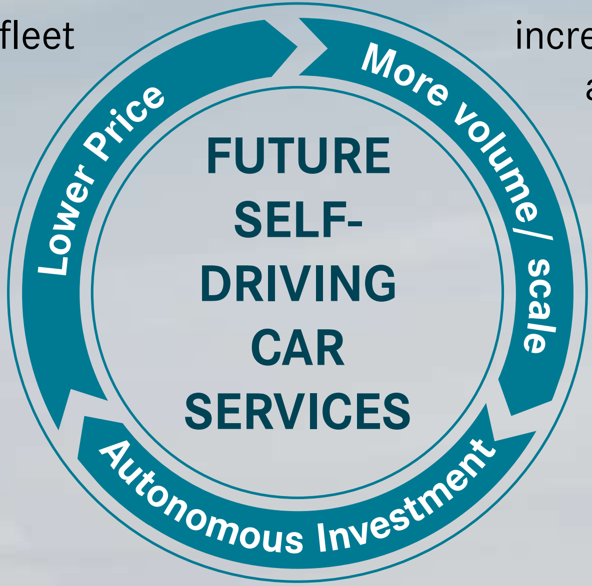
SELF-DRIVING TECHNOLOGY COULD TRIGGER SURGE IN DEMAND

Self-driving car services will ...

- ...DELIVER A UNIQUE CUSTOMER EXPERIENCE
- ...ENHANCE TRAFFIC SAFETY
- ...IMPROVE QUALITY OF LIFE IN CITIES
- ...PROVIDE A HUGE MARKET OPPORTUNITY

Prices will decrease due to higher fleet utilization

Customer demand will increase due to higher attractiveness



More companies will **invest** into self-driving car services because of attractive **margins**

REINFORCING CYCLE OF ROBO SERVICES

Source: Evercore ISI 2017

DAIMLER IS WELL PREPARED
TO SHAPE THE FUTURE OF MOBILITY

LEADING OEM MOBILITY SERVICES PORTFOLIO

Solid foundation to tap into significant revenue and profit potential

CUTTING-EDGE SELF-DRIVING VEHICLE TECHNOLOGY

DETERMINED TO SHAPE THE NEXT ERA OF

PERSONAL MOBILITY!

THANK YOU!

DAIMLER

Daimler Financial Services

Disclaimer

This document contains forward-looking statements that reflect our current views about future events. The words “anticipate,” “assume,” “believe,” “estimate,” “expect,” “intend,” “may,” ”can,” “could,” “plan,” “project,” “should” and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, 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.