

Investor Relations Release

January 18, 2019

Adjustment of the forecasting method for the Group and the divisions effective as of financial year 2019

Stuttgart - With the guidance for the 2019 financial year, for **forecasting the profitability** of the divisions, Daimler will change over to using **return on sales** instead of EBIT for the **automotive divisions** and **return on equity** for **Daimler Financial Services**. This will create a link between our expectations for the current financial year and our strategic targets.

In the future, divisional return on sales and return on equity will be forecast on the basis of **bandwidths**.

For the **Daimler Group's EBIT**, we will **retain the current method** of a comparative forecast; however, we will **adjust the forecast sensitivities**:

- The forecast **“at the prior-year level”** represents a change compared with the prior-year figure of **-5% to +5%**.
- The forecast **“slightly above/below the prior-year level”** represents a change compared with the prior-year figure of **> +/-5%**.
- The forecast **“significantly above/below the prior-year level”** represents a change compared with the prior-year figure of **> +/-15%**.

In addition, for both the **Group** and the **divisions**, we are adjusting the **forecast sensitivities** for the less volatile reporting parameters **unit sales** and **revenue** as follows:

- The forecast **“at the prior-year level”** represents a change compared with the prior-year figure of **-2% to +2%**.
- The forecast **“slightly above/below the prior-year level”** represents a change compared with the prior-year figure of **> +/-2%**.
- The forecast **“significantly above/below the prior-year level”** represents a change compared with the prior-year figure of **> +/-7.5%**.

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 and tariff regulations; 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.

If you have any questions, please contact our Investor Relations Team:

<https://www.daimler.com/investors/services/contacts.html>

E-mail: ir.dai@daimler.com

Fax: +49 (0) 711 17 94075

For an overview of major roadshows and conferences please see:

<https://www.daimler.com/investors/events/roadshows>