WE CREATE DEMAND FOR VEHICLES AND SERVICES.

WE EFFICIENTLY RUN OUR BUSINESS.

WE KNOW HOW TO MANAGE RISK AND VOLATILITY.

WE ARE BUILDING THE REVENUE STREAMS OF TOMORROW.

WE CONTINUOUSLY DELIVER HIGH RETURNS.
Daimler Financial Services – a division of Daimler
We offer a broad variety of financial and mobility services – serving approximately 20 million customers

- 361,000 vehicles in fleet management
- 455,000 banking customers
- 4.1mn insurance policies
- 4.3mn financed or leased vehicles
- 2.2mn car2go customers
- 6.2mn mytaxi customers
- 2.2mn moovel customers
We are among the world’s leading captive finance providers

**PERFORMANCE**

Financing & leasing portfolio
[in mn units]

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<td>3.1</td>
<td>3.3</td>
<td>3.7</td>
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+$10\%$ p.a.

**STRATEGIC BENEFITS**

- Drive vehicle sales
- Foster customer loyalty
- Contribute to the group’s EBIT

**Share of vehicle types in 2016**
[in %; based on units]

- Passenger cars: 76%
- Trucks: 12%
- Vans: 11%
- Buses: 1%

**Passenger cars**

**Trucks**

**Vans**

**Buses**
WE FINANCE NEARLY EVERY SECOND VEHICLE SOLD BY DAIMLER

Penetration rates per vehicle segment:
- 36%
- 40%
- 28%
- 52%

Global penetration rate DFS:
- 2005: 35%
- 2006: 39%
- 2007: 39%
- 2008: 43%
- 2009: 40%
- 2010: 41%
- 2011: 43%
- 2012: 43%
- 2013: 45%
- 2014: 47%
- 2015: 48%
- 2016: 48%
Managing a portfolio of 133 billion € in 40 countries
[Portfolio by region in %]

- Americas: 41%
- Europe: 40%
- China: 7%
- Africa & Asia Pacific: 12%
Spotlight on China: Automotive financing is taking off – but minimal risk due to high down payment rates

Portfolio [in units]
Penetration rate [in %]
We broker 1.8 million insurance policies per year

Global automotive insurance portfolio
[in mn units]

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1.8mn

PERFORMANCE

Passenger car penetration 2016 35%

New insurance contracts 2016 1.8mn

STRATEGIC BENEFITS

- Support after sales profitability
- Drive customer convenience
- Ecosystem enabler
We are strengthening our fleet management business

PERFORMANCE

Fleet portfolio growth (in k units)

- 2013: 74
- 2014: 77
- 2015: 84
- 2016: 268

27,000 customers
22 countries

STRATEGIC BENEFITS

- Support service & product offering
- Drive customer loyalty
- Increase share of Mercedes Benz brand in fleets
We offer “mobility at your fingertips” through a comprehensive mobility services portfolio.

Long distance bus travel
Flixbus shareholding

P2P car sharing
Croove

Private-Hire (licensed)
Blacklane shareholding

B2B solutions
moovel white-label

B2C car sharing
car2go

Taxi-Hailing
mytaxi

B2C mobility platform
moovel App

Daimler Mobility Services
Total business volume 2016

10.6mn customers
59mn interactions*
77 cities

* transactions/tours/rentals

CAR SHARING

RIDE-HAILING

MOBILITY PORTAL

12.6mn
77

Daimler AG

Daimler Financial Services Capital Market Day 2017
is the world's market leader in flexible car sharing

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

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

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

Number of customers [in mn]

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<th>Year</th>
<th>Number</th>
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<td>2015</td>
<td>1.6</td>
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<td>2016</td>
<td>2.2</td>
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+43%
mytaxi has become Europe’s largest taxi-hailing provider

Number of customers [in mn]

- 2015: 2.0
- 2016: 6.2

Step 1: Order your cab via your smartphone

Step 2: Directly get in touch with your driver

Step 3: Get real-time information about estimated arrival

Step 4: Pay your ride with just one swipe

+210%
moovel is an urban mobility company, making cities smarter

**moovel app**
- B2C app for urban locals
  - "One-stop shop" for mobility
  - Look, book & pay functionality
  - Car sharing, taxi, railway, etc.
  - Feinstaub Stuttgart ticket record

**moovel transit**
- B2B white-label solutions for public transportation authorities
  - Mobile ticketing for public transit
  - White label solution
  - 16 transit operators integrated
  - Market leader in mobile ticketing in the U.S.

Number of customers (in mn)
- 2015: 1.1
- 2016: 2.2

+100%
puts car financing in the palm of your hand

Choose Your Car
- all makes, models, and trims

Find a Dealer

Apply for Financing
- all brands and dealers nationwide

Select Your Offer

Apply for Financing
- license scan; LinkedIn integration

Select Your Offer
- instant credit decision

Available in:
- Web App

Integrated partners
[as of February 2016]
We will create a holistic and customer-centric ecosystem for connected mobility solutions
Mercedes pay is an important puzzle piece

**BENEFITS FOR CUSTOMERS**
- Pay with one ID within Daimler ecosystem
- Enjoy loyalty programs & vouchers
- Gain convenience through seamless payment

**BENEFITS FOR DAIMLER**
- Strengthen customer understanding
- Enhance cross-selling
- Extend digital business model
Our strategic vision – extend Daimler’s ecosystem around the connected car and become an integrated financial and mobility service provider.

CONNECTED CAR + CONNECTED SERVICES BEYOND CAR + CONNECTED CAR-BASED ON-DEMAND SERVICES + CONNECTED FINANCIAL SERVICES

CREATE LOCK-IN-EFFECTS
FOSTER LOYALTY
INCREASE SHARE OF WALLET
We are preparing for the mobility value chain of tomorrow

Vehicle Manufacturer
"Somebody needs to develop, produce and sell the vehicle"

Asset Provider
"Somebody needs to pay for and own the vehicle"

Fleet Operator
"Somebody needs to take care of the vehicles"

Service Platform
"Somebody needs to offer the individual mobility service to customers"

Aggregator Platform
"Somebody needs to turn various mobility options into one-stop-shopping solutions"

Meta Platform
"Customers will expect mobility options to be seamlessly integrated into their digital life sphere"

Mobility Customer
Consuming "mobility-as-a-service/robo car services"

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Mobility Customer

Consuming "mobility-as-a-service/robo car services"
We connect the customer to the car
Our culture is the foundation of our success

NINE OUT OF TEN EMPLOYEES SAY: THIS COMPANY IS A GREAT PLACE TO WORK!
DETERMINED TO SHAPE
THE NEXT 50 YEARS
OF PERSONAL MOBILITY!
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.