**robust development in 2017**

<table>
<thead>
<tr>
<th>Deliveries</th>
<th>Revenue</th>
<th>Operating profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,868</td>
<td>59.3</td>
<td>4.8</td>
</tr>
<tr>
<td>+0.6%</td>
<td>+1.4%</td>
<td>+4.4%</td>
</tr>
<tr>
<td>1,878</td>
<td>60.1</td>
<td>5.1</td>
</tr>
<tr>
<td>Audi brand, ‘000 cars</td>
<td>billion euros</td>
<td>billion euros</td>
</tr>
</tbody>
</table>

**Performance**

- Deliveries: Slightly above prior year (1,868 vs. 1,878, +0.6%)
- Revenue: Slightly above prior year (59.3 vs. 60.1, +1.4%)
- Operating profit: Above prior year (4.8 vs. 5.1, +4.4%)
successful four months
2018

Deliveries
Audi Brand

1-4/2017  578,561
1-4/2018  624,668

+8.0%
successful four months 2018

Thereof SUV
37 percent
229,164 units

Audi Brand
Deliveries
outperform US-market
1-4/2018

Q3
Q5
Q7

Q-models
+15.4%

A5 family
A4 family

69,156 cars
(64,358)

+7.5%
growth by >33% in China
1-4/2018

Premium market
share >25%

Q5
A4 L
A6 L

202,681 cars
(154,873)

+33.5%
1.2 million deliveries by 2023

- more than double CKD portfolio
- launch of 10 new SUVs
- ~10 electrified models
- expand product range
- comprehensive market initiative
- expand business model
- JV digital services & mobility
- independent sales company
- ...
premiere at Audi China Summit
exceptional situation in Western Europe
1-4/2018

271,549 cars
(286,059)

-5.1%

Audi Brand

Deliveries

e-tron  A1  Q8

Q3  A6  models to come

models to come in 2018

>20

in 2018
successful start into the year

Revenue

<table>
<thead>
<tr>
<th></th>
<th>1-3/2017</th>
<th>1-3/2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>14.4</td>
<td>15.3</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td>+6.5%</td>
</tr>
</tbody>
</table>

significantly above prior year

Operating profit

<table>
<thead>
<tr>
<th></th>
<th>1-3/2017</th>
<th>1-3/2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>profit</td>
<td>1.2</td>
<td>1.3</td>
</tr>
<tr>
<td>%</td>
<td>8.7%</td>
<td>8.5%</td>
</tr>
</tbody>
</table>

significantly above prior year

billion euros

Q1/2018
impressive financial strength in Q1

1,919 mil. euros
(1,487)
Deliveries
Audi brand

at prior year level

Revenue

slight increase

Operating margin
between 8 and 10%

Net cash flow
between 2.7 and 3.2 billion euros

Outlook 2018
more than 20 launches in 2018

e-tron

Q3

A6

A1

Urus

Q8

...and many more to come
above peers...
2017

all new Q8

new Q3

first BEV-SUV Audi e-tron

regional SUV-ratio

50% of US-sales

growing popularity

follows SUV-trend
...and even extending SUV-ratio 2022

- all new Q8
- new Q3
- first BEV-SUV Audi e-tron

- regional SUV-ratio
- additional Q-models
- ten new Q-models (some of them BEV)
- SUV-trend continues
drives change

Vorsprung durch Technik

The New Premium
Revolutionizing mobility
defines new premium

**Digitization**
We create the digital experience of tomorrow.

**Sustainability**
We take e-mobility to the next level

**Urbanisation**
We set trends in autonomous mobility
Next stage of electric mobility

Target: all core model lines electrified by 2025

Fully electric models:
- Audi e-tron
- Audi e-tron Sportback
- Audi e-tron GT

PHEVs:
- A3
- Q7
- A8
- Q5
- A7
- A6 L
- Q8
- ...
...coming up 2018

>8,000 pre-orders
in 2019
high performance EV
Digital experience of tomorrow

Target: €1 bn. from new business models by 2025

Connectivity rate > 90% plus

Functions and services
- Audi Remote functions
- Audi connect key
- myAudi App
- Audi VR Experience
- In-Car Webshop
- Function on demand
- Alexa Voice Assistant
- Swarm functions
- myAudi ID / Personalization online
- Remote Repair
- Data based services
- Offene Diensteplattform (Android)
- PIA – Personal assistant
- Blockchain Car CV
- In-car Virtual Reality

Mind set

Online capability

One Digital Platform (ODP)

Architecture (E³)

Safety and convenience

2015

2018

2025
Benchmark in autonomous mobility

**Target:** Leading in autonomous driving – in Ownership & Sharing

- **Audi A8**
  - First series production car being Level 3-able
- **Audi Robotaxi** + eco system
  - Launch Parking pilot
  - Launch traffic jam pilot for highways up to 60 km/h
- **Audi Elaine** Level 4
  - Launch highway pilot up to 130 km/h
  - Launch traffic jam pilot for cities from 2024
- **Aicon/Long-distance Lounge** Level 4/5
  - Launch personal use & on demand

- Rising portion of shared vehicles of total registrations
defines new premium

By 2025, Audi makes upfront expenditure of approx. €40bn. for digital, electric and autonomous mobility

<table>
<thead>
<tr>
<th>One Digital Platform</th>
<th>e-tron/ PHEV</th>
<th>Aicon</th>
</tr>
</thead>
<tbody>
<tr>
<td>E³-Architecture</td>
<td>MEB/PPE</td>
<td>Autonomous Driving</td>
</tr>
<tr>
<td>Digitizing Audi</td>
<td>Fuel cell</td>
<td>Pop.Up</td>
</tr>
</tbody>
</table>
We will free up more than 10 billion euros in the 5 years to come.

We plan to make upfront expenditure of approx. 40 billion euros for digital, electric and autonomous mobility by 2025.

We will secure a margin between 8 and 10% over the long term.
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