



Audi Investor and Analyst Day 2018



Alexander Seitz

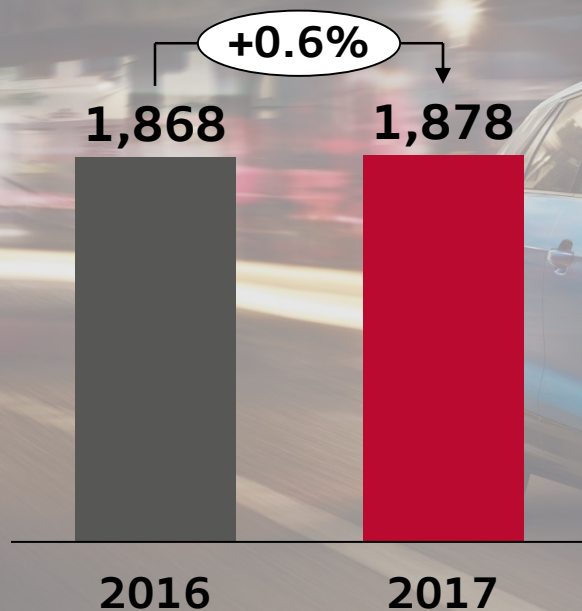
Board Member for Finance, IT & Integrity, AUDI AG

robust KPIs 2017



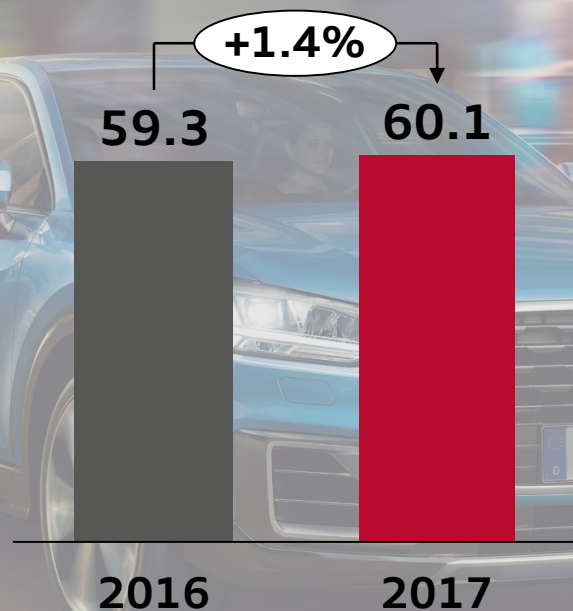
Deliveries
slightly above prior year

Audi brand, '000 vehicles



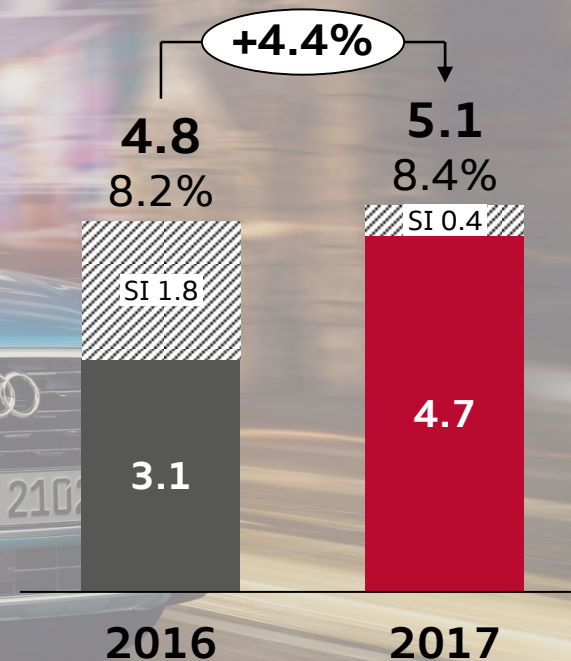
Revenue
slightly above prior year

EUR billion



Operating profit
before/after special items (SI)
above prior year

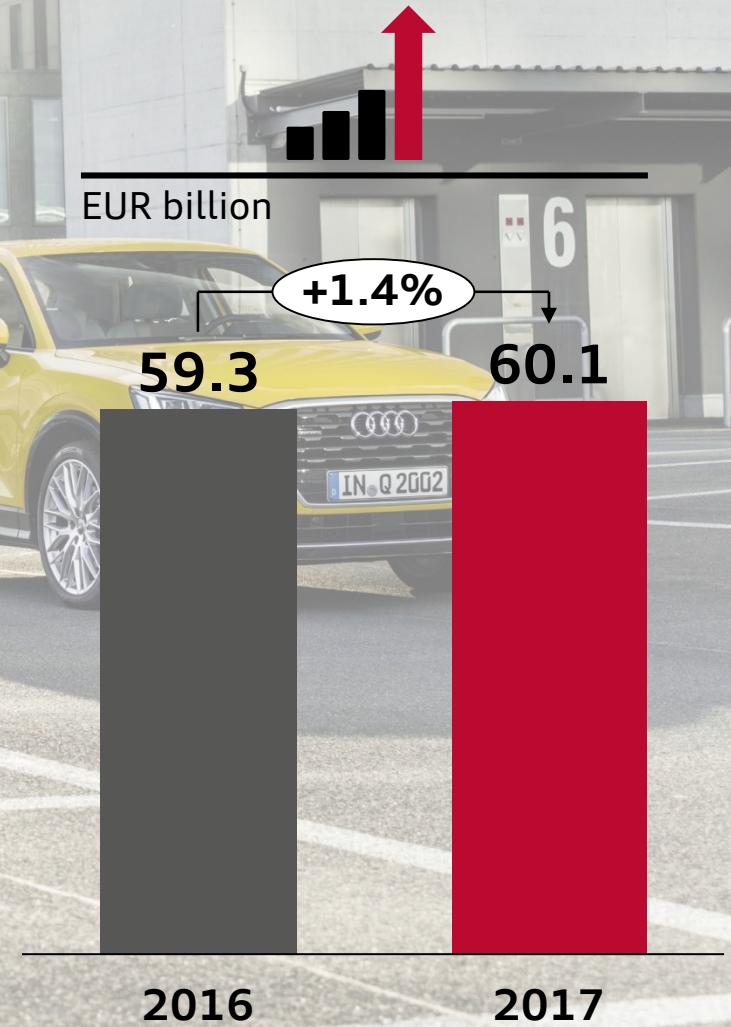
EUR billion



performance

passes 60bn EUR

revenue



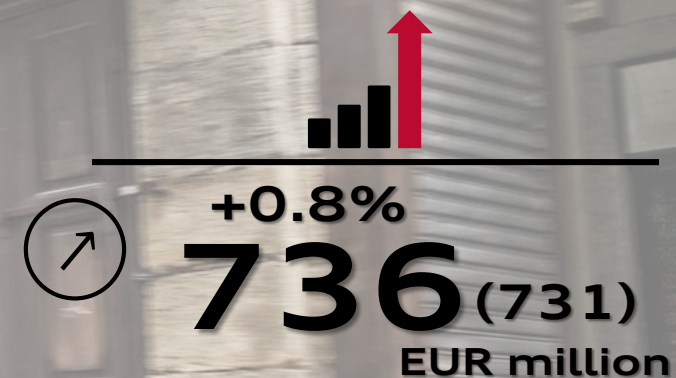
speeds-up revenue

Lamborghini



contributes stable revenue

Ducati



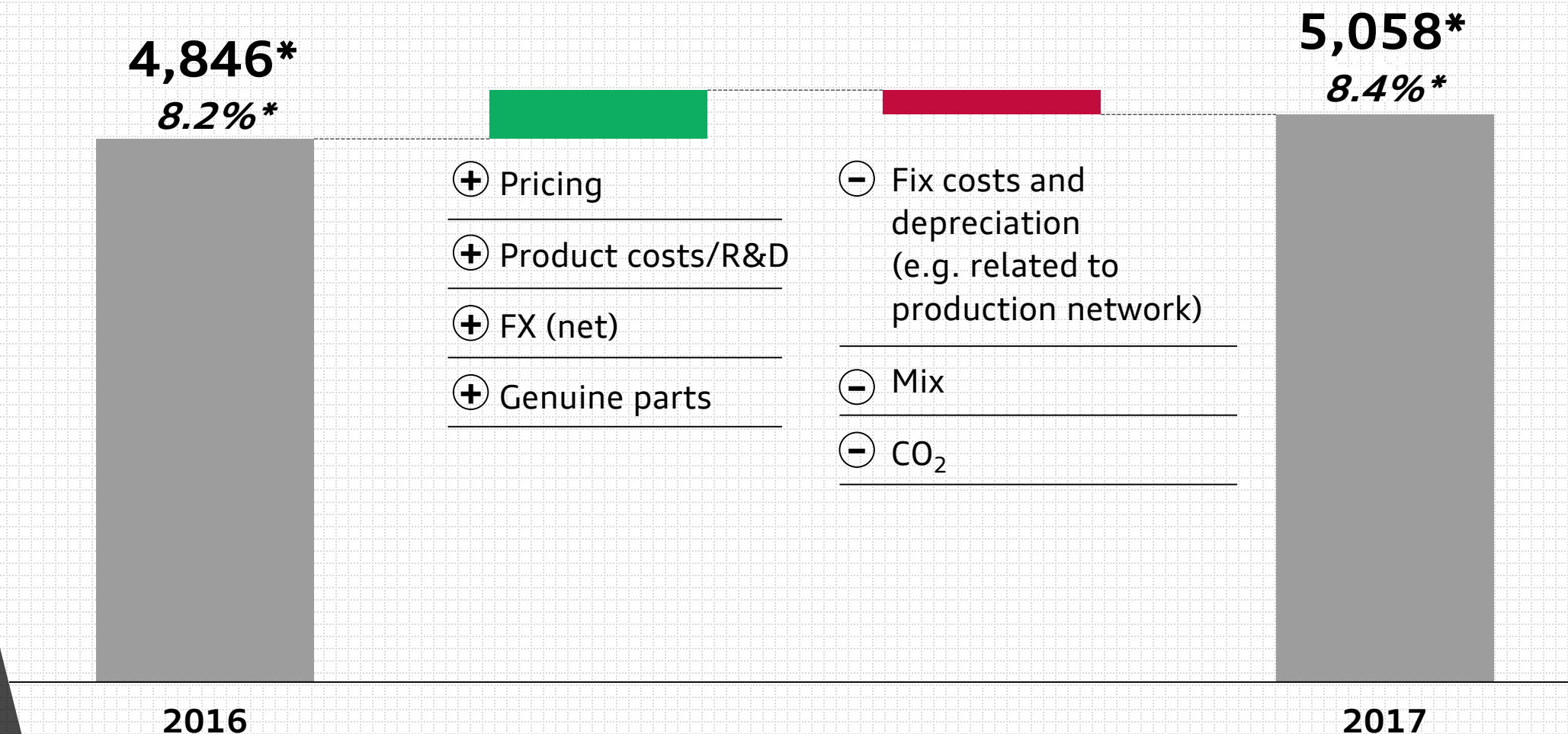
robust performance

profit & loss

EUR million	2017	2016	Δ in %
Revenue	60,128	59,317	+1.4
Cost of goods sold	-50,545	-49,390	+2.3
Distribution costs	-5,297	-5,807	-8.8
Administrative expenses	-685	-663	+3.3
Other operating result	1,069	-405	X
Operating Profit	4,671	3,052	+53.1
Operating Profit before special items	5,058	4,846	+4.4

Operating margin of 8.4%

profit analysis



* KPI adjusted by special items

financial strength

net cash flow



4,312 (2,094)
EUR million



diesel issue



sale of
participation



20,788 (17,232)
EUR million

net liquidity



new models



FX-headwinds



2018

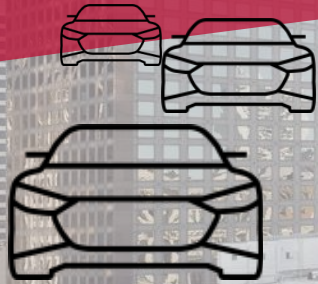
new technologies



new regulations



deliveries



prior year
level

2018

revenue



slight
increase



between
8 - 10 %



between
2.7 and **3.2**
billion EUR

operating margin

net cash flow

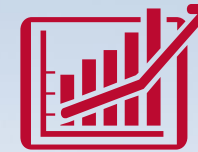
Action and Transformation Plan



Upfront expenditure of more than EUR 40 bn. till 2022 to secure competitiveness.



Free up more than EUR 10 bn. for CO₂, electric and autonomous driving and digitization.

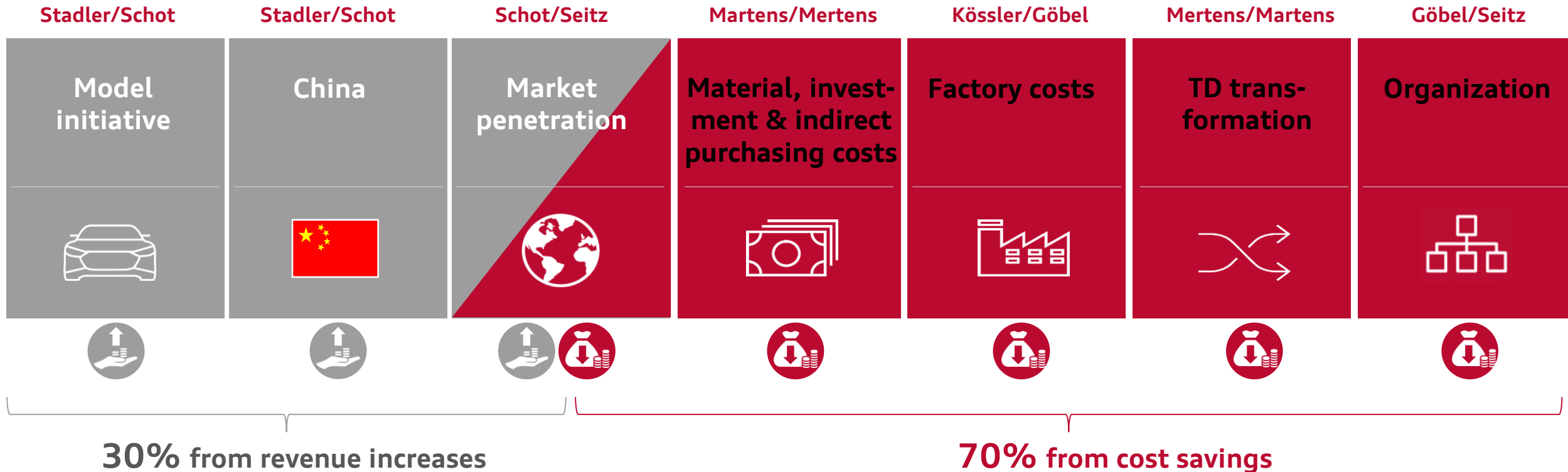


Maintain profitability in the corridor of 8 to 10% over the **longterm.**



future viability

Action and Transformation Plan



Target of more than **EUR 10 billion**



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Bram Schot

Board Member for Sales & Marketing, AUDI AG

Global Sales 2017



1.88 mio.
+0,6 %

Audi

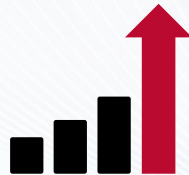
Core regions



USA

226,511 cars
(210,213)

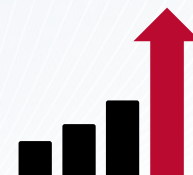
+7.8%



**Western
Europe**

805,388 cars
(801,116)

+0.5%



Audi

Top Ten markets 2017

	2017	Delta vs. previous year	
1. CHINA	597,866	+6,312	+1.1%
2. GERMANY	294,544	+1,237	+0.4%
3. USA	226,511	+16,298	+7.8%
4. GREAT BRITAIN	175,217	-2,348	-1.3%
5. ITALY	68,954	+6,524	+10.5%
6. FRANCE	63,980	+2,228	+3.6%
7. SPAIN (incl. Canary Islands)	56,083	+4,204	+8.1%
8. CANADA	36,007	+5,463	+17.9%
9. BELGIUM	32,760	-510	-1.5%
10. JAPAN	28,301	-151	-0.5%
WORLD	1,878,105	+10,367	+0.6%

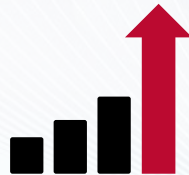
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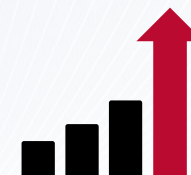
+7.8%



**Western
Europe**

805,388 cars
(801,116)

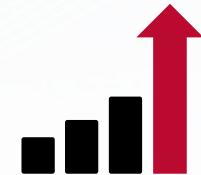
+0.5%



China

597,866 cars
(591,554)

+1.1%



Audi

30 years of success

China



Constant Growth



Audi Sport

24,000 RS-models

High performance electric vehicle

e-tron



Digital Retail Elements

Connected Retail



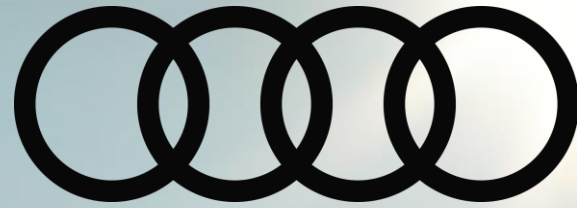
+500 in 2017

Audi on demand

myAudi



Outlook



AUDI – THE MOST DESIRED PREMIUM BRAND

*BEST PRODUCTS
AND PERFORMANCE*

*LEADING PREMIUM
EXPERIENCE*

*IMAGE AND
INNOVATION
LEADERSHIP*

Best opportunity ever

Product initiative



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Consequently, a negative impact relating to ongoing claims or investigations, any unexpected fall in demand or economic stagnation in our key sales markets, such as in Western Europe (and especially Germany) or in the USA, Brazil or China, will have a corresponding impact on the development of our business. The same applies in the event of a significant shift in current exchange rates in particular relative to the US dollar, sterling, yen, Brazilian real, Chinese renminbi and Czech koruna.

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