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AUDI INVESTOR & ANALYST DINNER MEETING

THE CHARGE | SEPTEMBER 16, 2018 | INVESTORS & ANALYST

TOMORROW...

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DIGITAL ECOSYSTEM

NILS WOLLNY HEAD OF DIGITAL BUSINESS AT AUDI AG

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NEW ERA OF DIGITALIZATION

MAKING PREMIUM MOBILITY EFFORTLESS





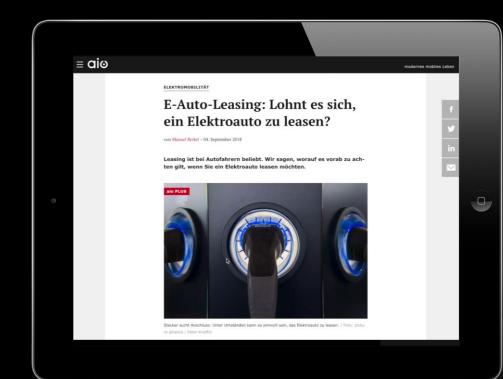
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Deutschland		



Translation:

E-CAR LEASING

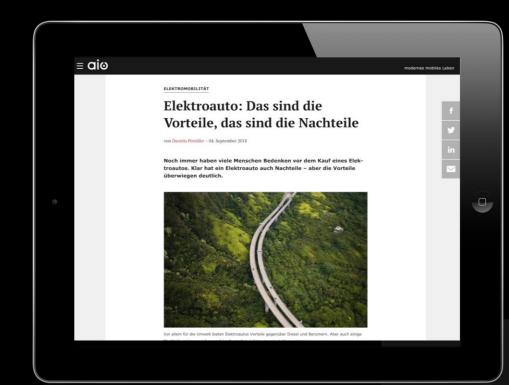
Is it worth it to lease an electric car?





Translation: ELECTRIC CAR

These are the advantages, these are the disadvantages!





Translation:

ENVIRONMENTAL BONUS FOR ELECTRIC CARS

How can I get the grant?





Translation:

PECUNIARY ADVANTAGE

In 2019 electric company cars will be more attractive!

≡ aio		modernes mobiles Leben	
	as Navi kommandiert: 'Jetzt rechts abbiegen'. Daniel Brühl blickt stur geradeaus, murmelt "Kokolores", greift beherzt ins Lenkrad – und steu- ert das Fahrzeug stattdessen nach links.	f	
	Anzeige Erster Rein elektrischer Audi	y	
	Reservieren Sie sich demnächst den Audi e-tron.	in	
•	4 18 08 17 Tage Stunden Minuten Sekunden		
	Mehr erfahren		
	Die Szene stammt aus einem neuen Werbespot für den Audi e-tron, das erste rein elektrische Modell von Audi. Der Film steht unter dem Motto "Neues probieren" und zeigt Brühl, wie er mit alten Gewohnheiten bricht. Erst beim Essen, dann bei der Bekleidung – und am Ende auch beim Auto.		
	"Warum nicht mal einen Erlkönig ausprobieren?", fragt Brühl und ergänzt: "Einen		



ADVERTORIALS

1. Make reservations for your e-tron!

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www.**ɑi⊙** mag.de

≡ aio modernes mobiles Lebe as Navi kommandiert: "Jetzt rechts abbiegen". Daniel Brühl blickt stur geradeaus, murmelt "Kokolores", greift beherzt ins Lenkrad – und steuert das Fahrzeug stattdessen nach links. Anzeige **DER NEUE AUDI E-TROI** Wie weit komme ich unterwegs mit 0 Elektromobilität? Alle öffentlichen Ladestationen Die Szene stammt aus einem neuen Werbespot für den Audi e-tron, das erste rein elektrische Modell von Audi. Der Film steht unter dem Motto "Neues probieren" und zeigt Brühl, wie er mit alten Gewohnheiten bricht. Erst beim Essen, dann bei



ADVERTORIALS 2. How far can I go with e-Mobility?

www.**CiO** mag.de

≡ aio modernes mobiles Lebe as Navi kommandiert: "Jetzt rechts abbiegen". Daniel Brühl blickt stur geradeaus, murmelt "Kokolores", greift beherzt ins Lenkrad – und steuert das Fahrzeug stattdessen nach links. Anzeige DER NEUE AUDI E-TROM Was brauche ich, um mein Auto von zu Hause aus zu laden? 0 e-tron Zum Audi Mobility Check Die Szene stammt aus einem neuen Werbespot für den Audi e-tron, das erste rein elektrische Modell von Audi. Der Film steht unter dem Motto "Neues probieren" und zeigt Brühl, wie er mit alten Gewohnheiten bricht. Erst beim Essen, dann bei der Bekleidung - und am Ende auch beim Auto. "Warum nicht mal einen Erlkönig ausprobieren?", fragt Brühl und ergänzt: "Einen



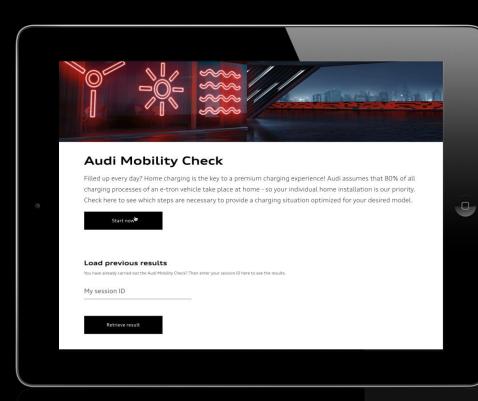
ADVERTORIALS

3. What do I need to charge my e-tron at home?

www.**CiO** mag.de



Tool 1: Mobility Check



GO LIVE IN CW 47/2018





Tool 2: Range Calculator

		O km electric range	Z	
دی ن Driving mode		Button 3	Button 4	0



GO LIVE IN CW 47/2018



Tool 3: Charging Time Calculator

	electric range		h j o O	
 Charging location 	Home	() (co) () Public		0
(i) Charging source	Industrial power sociert	Existing charging solution we	-U aless charging	



GO LIVE IN CW 47/2018

Pre Order

a-tron	300	
•	Reserve your e-tron® Be among the first to reserve the future of electric mobility and secure the limited Audi e-tron® Edition One, or configure your own.	•
	Reserve Edition One Be part of a select few to own the Edition One etron [®] . The Edition One has exclusive design elements and advanced driver assistance systems and technology as standard equipment.	
	Build Your Own Build your e-tran [®] with the trim and other options you prefer, using the configurator.	
Premium Plus	O Prestige ①	

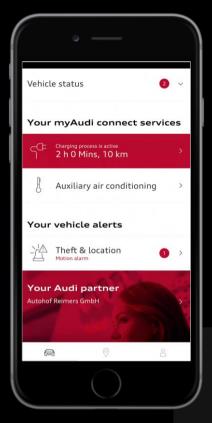


RESERVE YOUR E-TRON

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Pre order available from 17th of September!

myAudi: Range Status





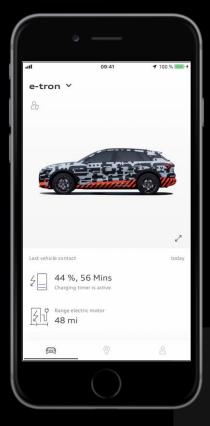
ALWAYS UNDER CONTROL

The myAudi APP offers full overview and control of your e-tron functionalities!

myAudi IHE HEART OF OUR DIGITAL ECOSYSTEM



e-tron route planner





ENSURE LONG-DISTANCE CAPABILITY

Reduces range anxiety through an efficient navigation including necessary charging stations.

Functions on Demand





THE FIRST DIGITAL DEVICE

With Functions on Demand we create a fully digital experience.





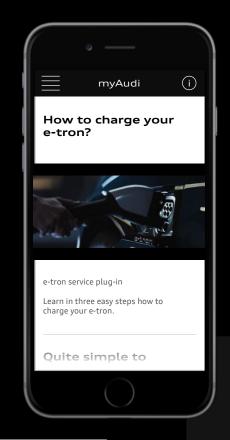


AMAZON ALEXA

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Find Amazons Alexa - which you love and know from your home - (integrated) in your AUDI e-tron.

Content

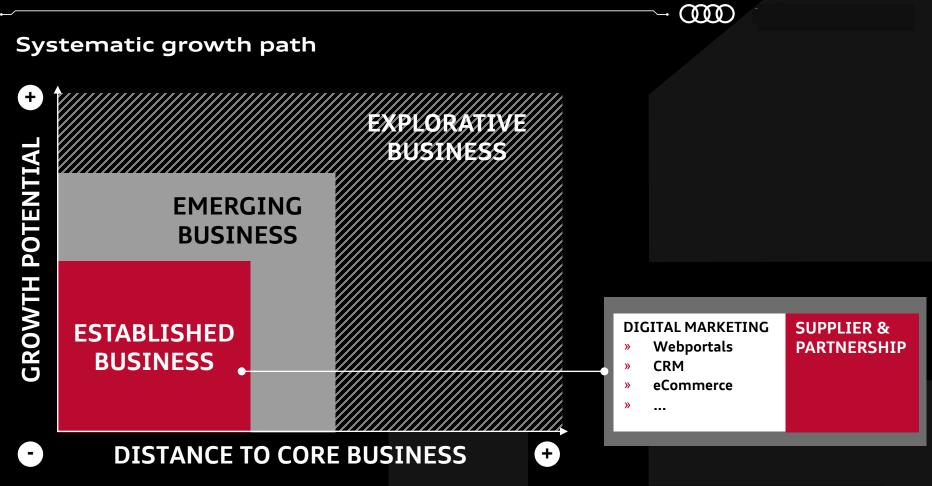




HOW TO TUTORIALS

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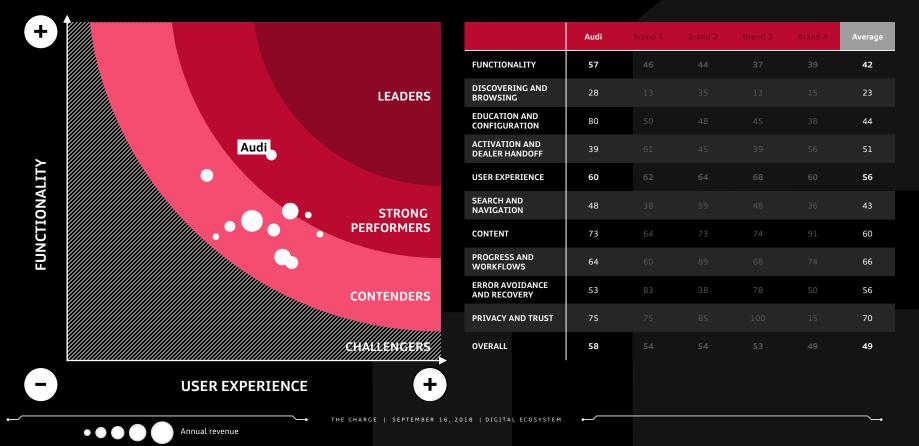
We help the customers to experience their car!





The Forrester Automotive Wave

European Websites

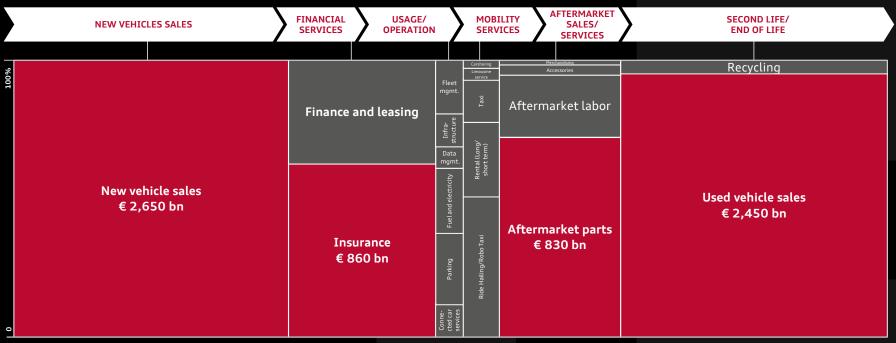


$(\mathfrak{Q}\mathfrak{Q}\mathfrak{Q})$ Systematic growth path + EXPLORATIVE BUSINESS TEN **EMERGING BUSINESS** DOd **DIGITAL BUSINESS 1.0** JOINT **VENTURE &** Used Car PARTNER-Insurance SHIP Aftersales GROW **ESTABLISHED** Mobility **BUSINESS DISTANCE TO CORE BUSINESS** +



Global Revenue Potential in 2025

COMPONENT/ PRODUCTION



Note: Revenue from fuel and public transport not included, figures reflect light vehicles market | Source: diverse sources

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First Go lives in 2019

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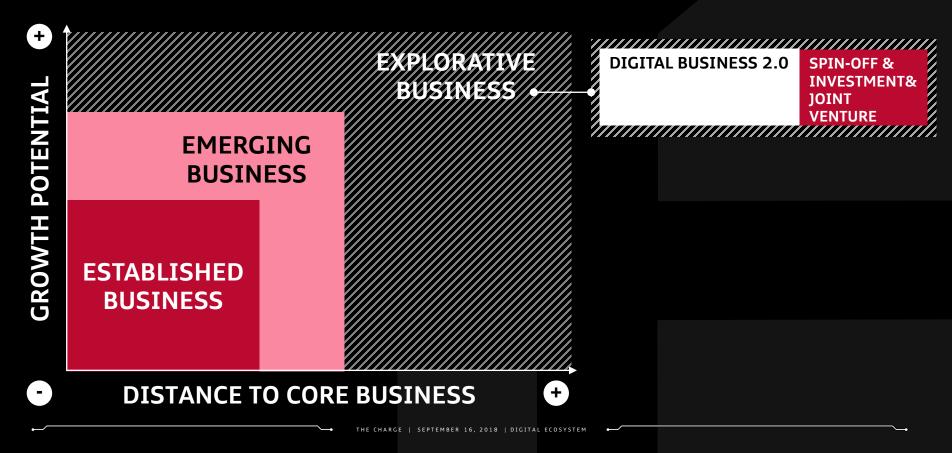
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Systematic growth path



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LAS VEGAS ANNOUNCEMENT IN Q1 / 2019

© myAudi CONNECTING TC EVERYTHING THAT

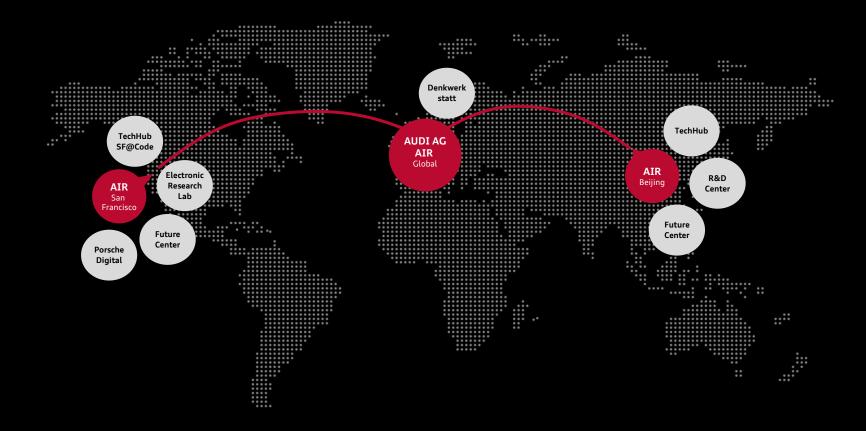
DRIVES YOU

WHAT IS AIR DOING?

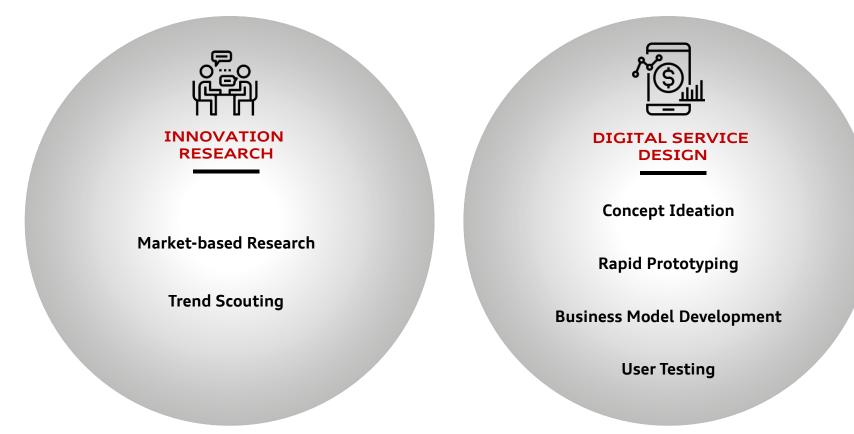
JÜRGEN KUFNER SENIOR INNOVATION STRATEGIST AT AUDI AIR-OFFICE SAN FRANCISCO

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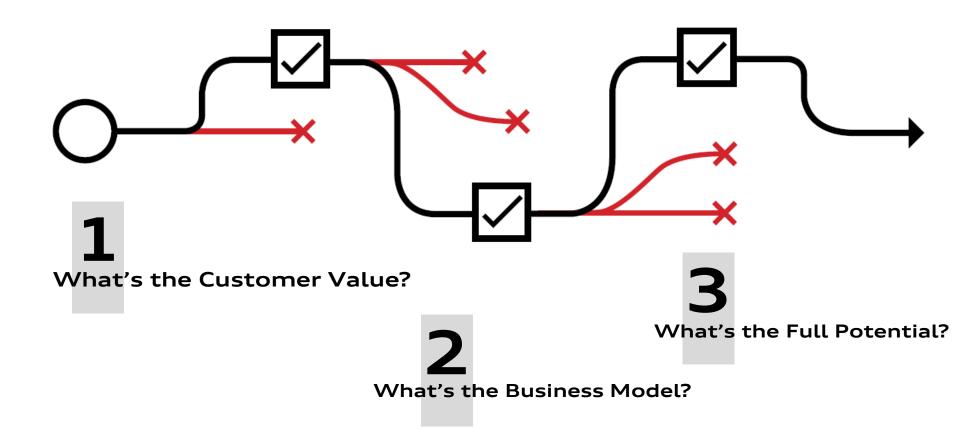
Audi Innovation Research: A Global Innovation Network



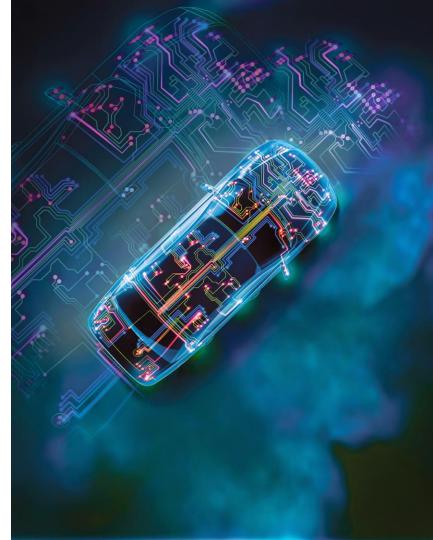
To create the digital services of tomorrow AIR's mission is to engage in innovation research and create customer centric service design.



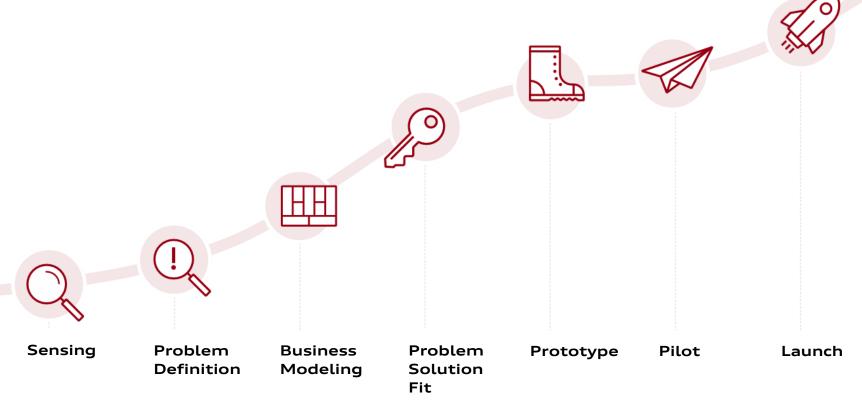
From Paper to Prototype: Developing Digital Services



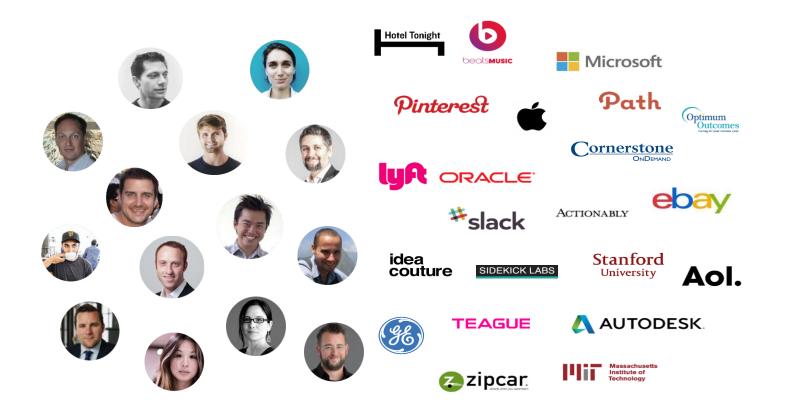
How can we create new digital experiences for our customers based on car data?



Audi Innovation Funnel – our process to enrich the Audi digital ecosystem with customer centric services

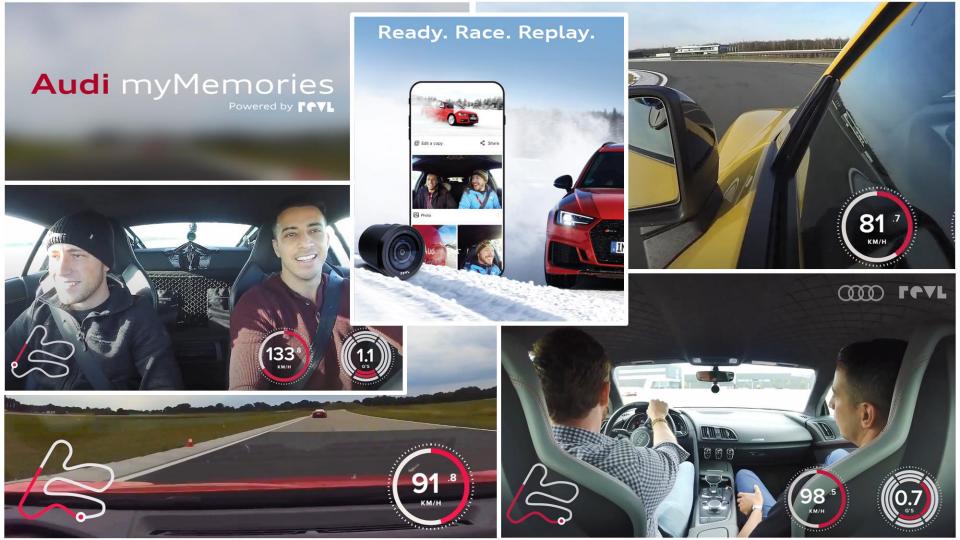


Bay Area Experts Provide a Diversified Perspective









Disclaimer

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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.

If any of these or other risks occur, or if the assumptions underlying any of these statements prove incorrect, the actual results may significantly differ from those expressed or implied by such statements.

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