

Meeting with Erste Bank

Warsaw, January 22, 2019



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AUDI AG



2018: model initiative at its 'peak'



spectacular upbeat for Audi e-tron

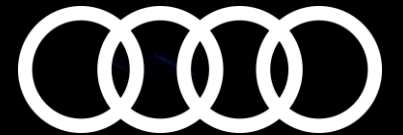
e-tron

WORLD PREMIERE



e-tron

San Francisco, September 2018



An aerial photograph of a dark-colored car driving through a shallow, muddy river. The car is moving from left to right, creating a large splash of brown water behind it. The riverbed is covered in rocks and sand, with visible tire tracks in the mud on the left bank. The overall scene is rugged and challenging.

challenging year 2018

introduction of
>20 new models
and derivatives

new test cycle
in Europe

special items due
to diesel issue

deliveries slightly below prior year

 2018



World

1,812,485 cars
(1,878,105)

-3.5%



Europe

743,613 cars
(860,624)

-13.6%

WLTP-impact



USA

223,323 cars
(226,511)

-1.4%

model changes



China

663,049 cars
(597,866)

+10.9%

premium market leader

Poland is one of Audi's top 20 markets

**Audi among Top 3
Premium OEMs in Poland**

**Record deliveries
of 13,606 cars (+4%) ²⁰¹⁸**

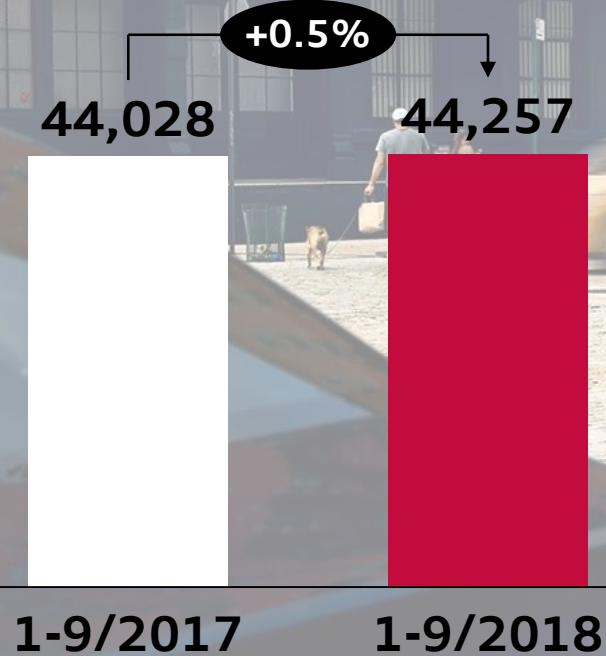
**Volume drivers:
Q5 & Q8**

**A6, A7, A8
well accepted by
Polish customers**



stable revenue despite challenges

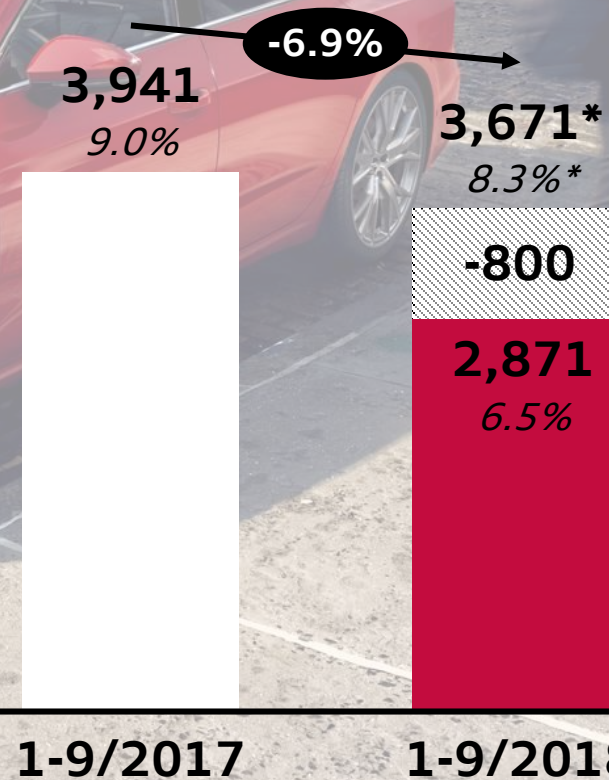
Revenue
(EUR m)



covers special items related to Diesel issue

Operating Performance

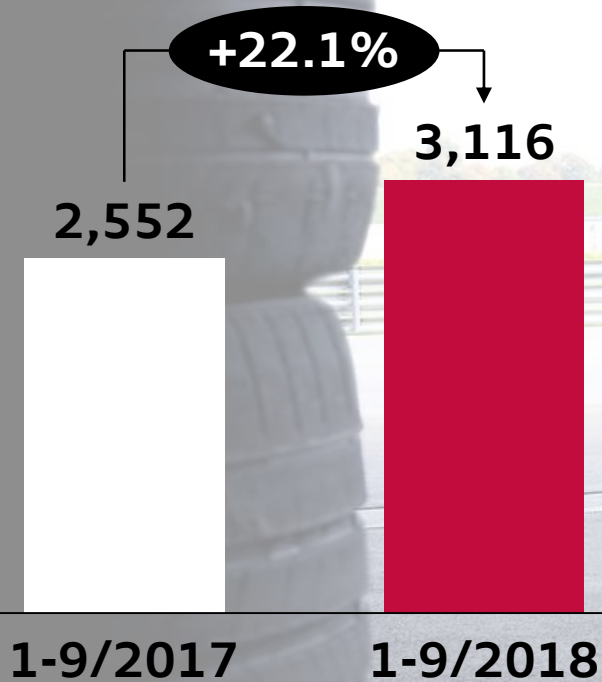
Operating profit/margin (EUR m)



* before special items

major contributor to VW Group NCF

Net cash flow
(EUR m)



Audi makes heavy upfront expenditure into strategic fields



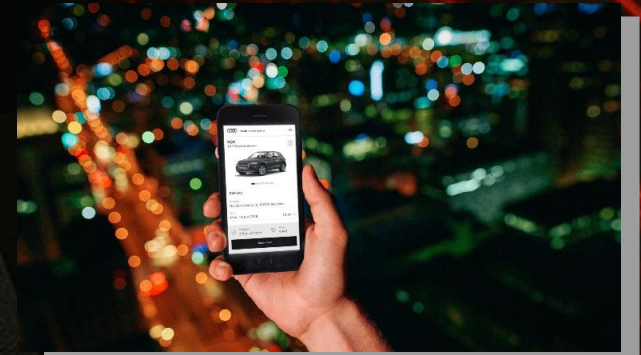
Autonomous Driving



Electric mobility



Digital Services



Audi Transformation Plan (ATP) funds the future

transforms
and
prioritizes
resources

frees up
a total of
€ **10**^{bn}
until 2022

secures
Operating RoS
8-10%

2025



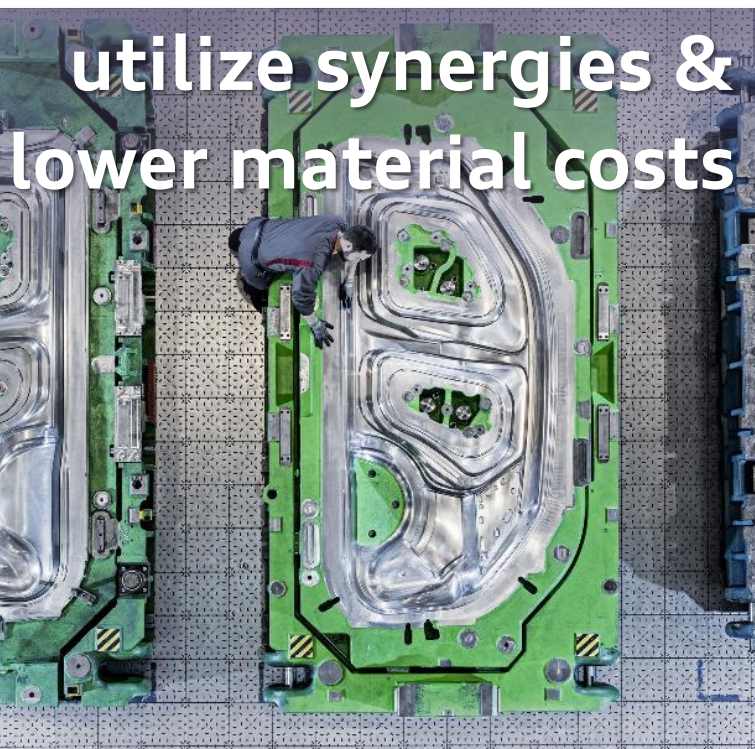
**strong C-/D-
portfolio**



**enhance
China business**



**transformation
of skills**



**utilize synergies &
lower material costs**



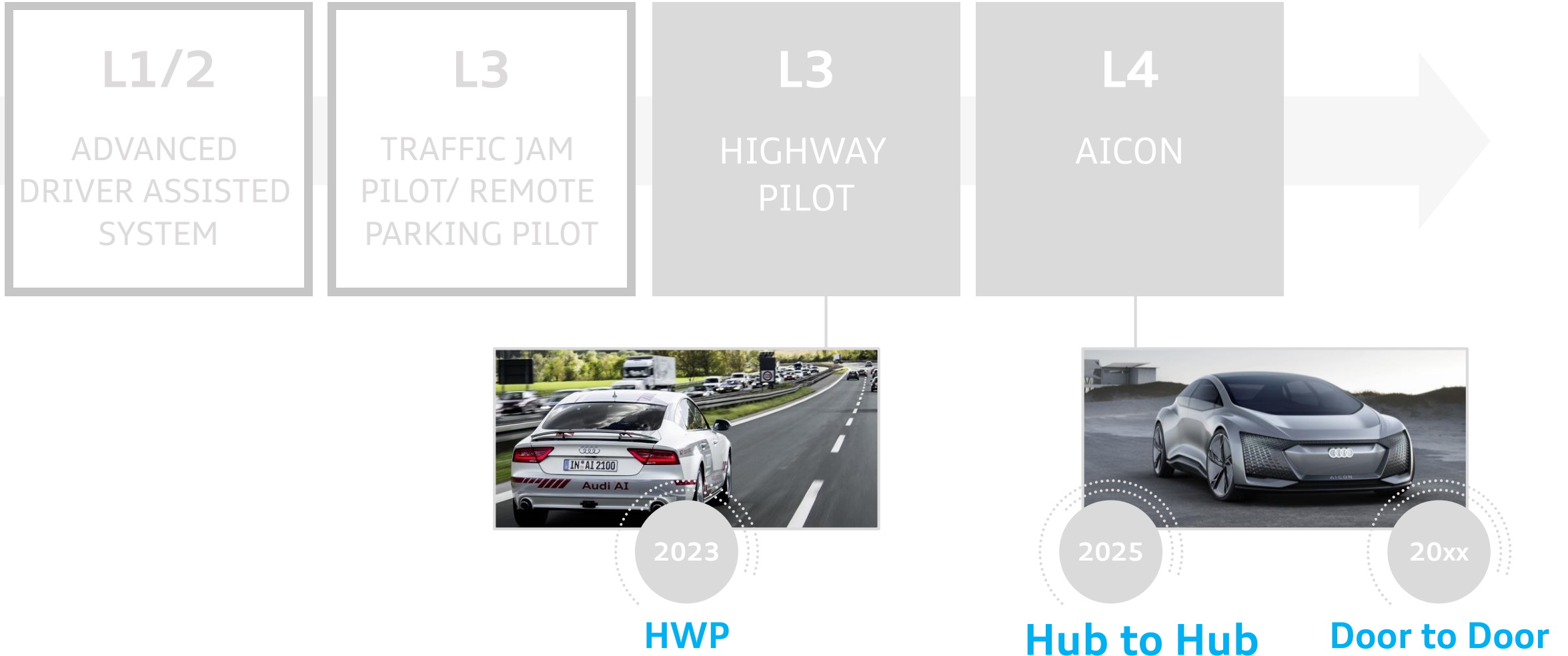
**reprioritize &
focus on USPs**



**MEB & PPE for
profitable EV**

Audi's Autonomous Roadmap

Audi's Highway Pilot and Aicon



first BEV made by Audi

**>20.000 pre-orders
in Europe & North-America**

**coming to China
in 2nd half/2019**

**clear strategic target:
one in three Audis
electrified by 2025***

**electric and electrified*



e-tron

THE AUDI E-TRON

is the beginning...



...of an
**ELECTRIC VEHICLE
INITIATIVE**



E-ROADMAP: AUDI ELECTRIFIED

BEV Platform PPE



BEV Platform MEB



BEV dedicated platform



PHEV



2016

2020

2025



Audi e-tron Sportback 2019*

*concept



Audi e-tron GT 2020 *

*concept

success story Audi China

7 attractive models from
local production



1988



today



success story Audi China

One in three Audis delivered
to a Chinese customer



success story Audi China

more than
double CKD portfolio

launch of
10 all new SUVs

strengthen
local R&D



expand
product range

JV
**digital services
& mobility**

independent
sales company

JV with SAIC



expand
business model

MyAudi app: ecosystem and customer interface



by 2020

3m active users

€1bn Operating Profit
by 2025

The car becomes bigger than the car...

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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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