

The EDAG logo is located in the top right corner. It features a stylized icon of three horizontal lines of varying lengths, followed by the word "EDAG" in a bold, sans-serif font.

EDAG



REinvent

EDAG Engineering Group AG

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1 Market Environment – Trends & Drivers

2 EDAG – Mission and Purpose

3 Strategic Growth Path

4 Financial Ambitions

5 Q&A

REinvent

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World Economy

to grow 3.9% in 2018/19

Automotive Industry

to grow 4-5% p.a. until 2030

Automotive R&D Spending

to grow ~7% p.a.

Automotive

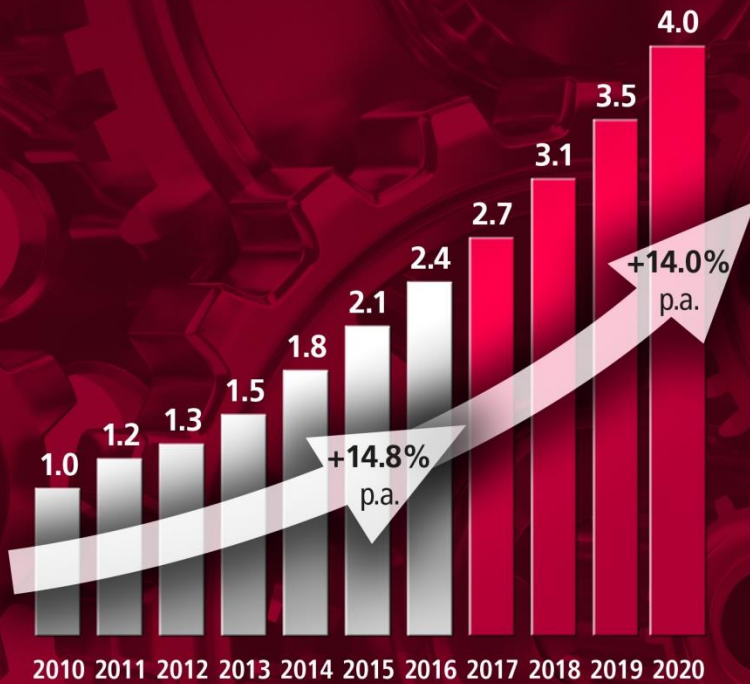
ESP Market

to grow
4.6% p.a.
until 2022

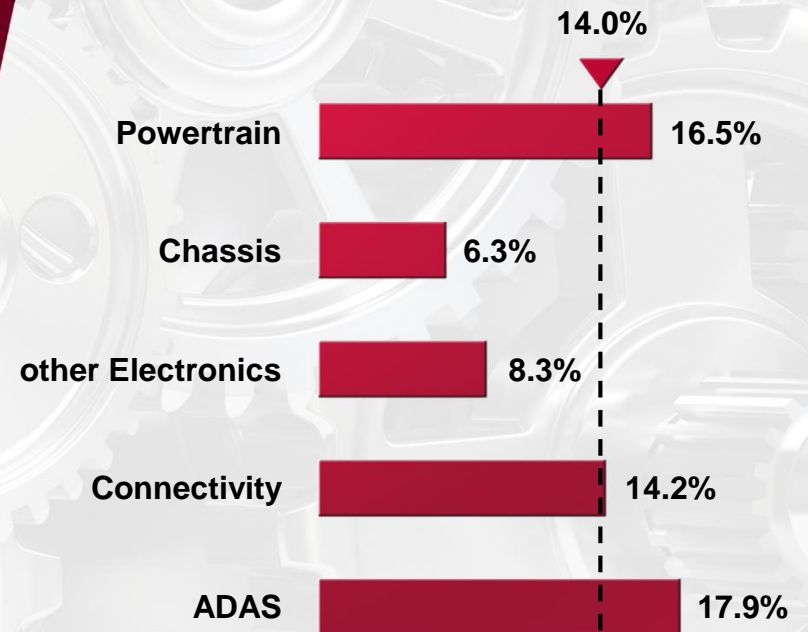
...new technologies will accelerate ESP growth...

Global Market for ESP in Software and Electronics

[in bn. €]

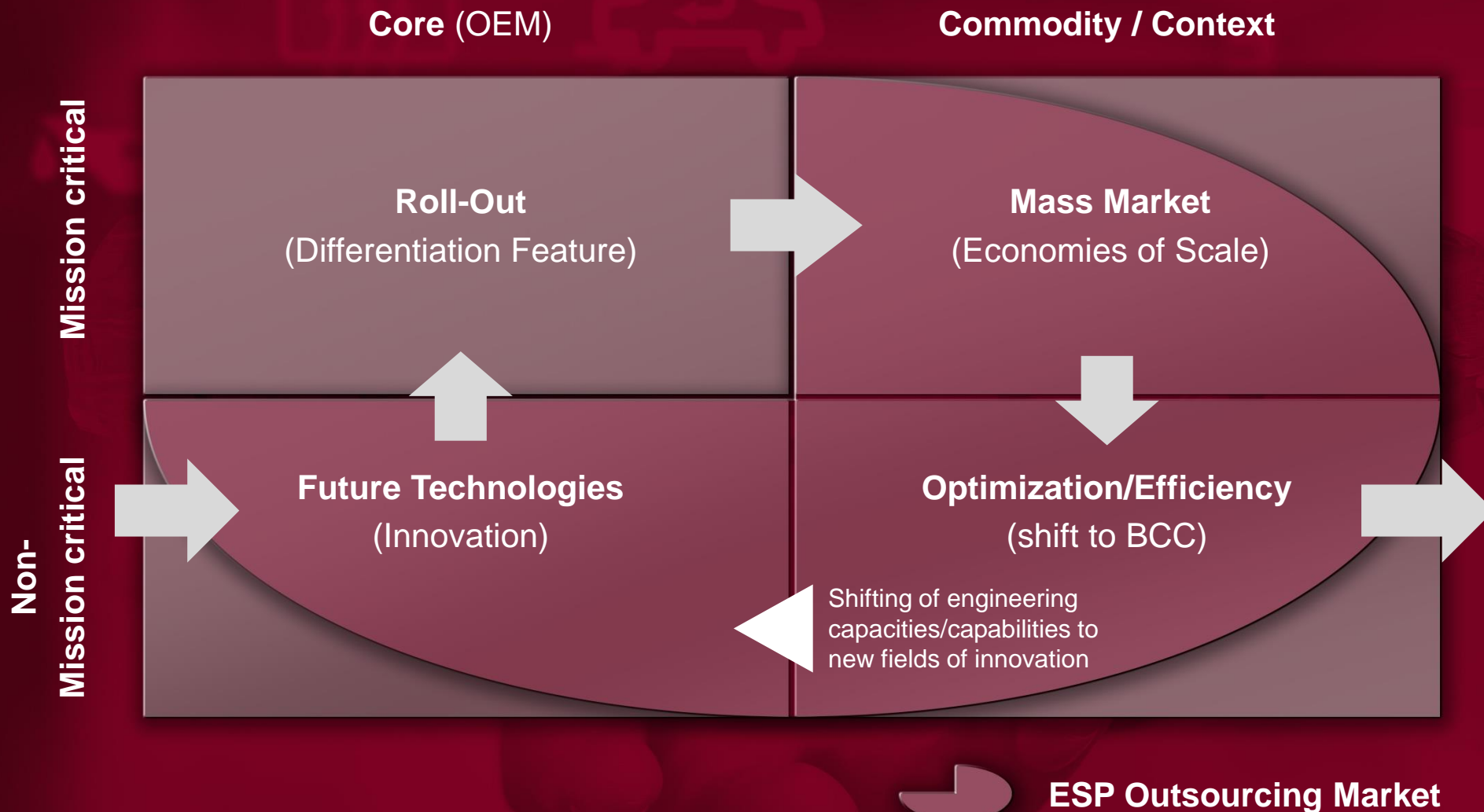


Growth rates (p.a.) by area



Source: McKinsey Center for Future Mobility; in: ATZ Special Issue May 2018 (Automotive Engineering Partners)

...and the OEM will increase their outsourcing ratio



Source: Based on Geoffrey Moore



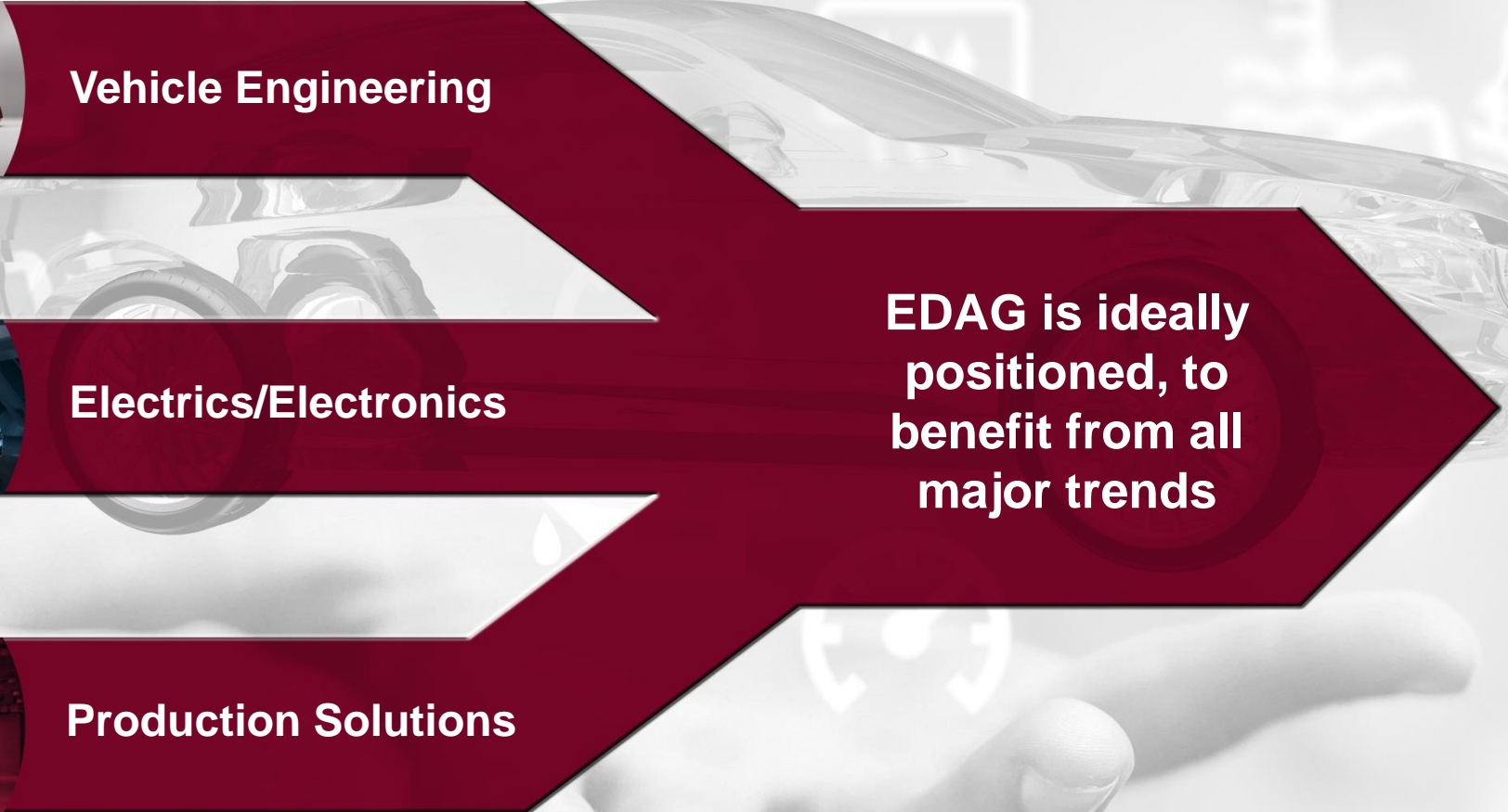
Vehicle Engineering



Electrics/Electronics



Production Solutions



EDAG is ideally positioned, to benefit from all major trends

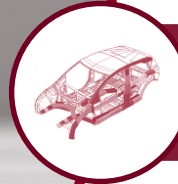
VEHICLE ENGINEERING



Further increase of the model portfolio



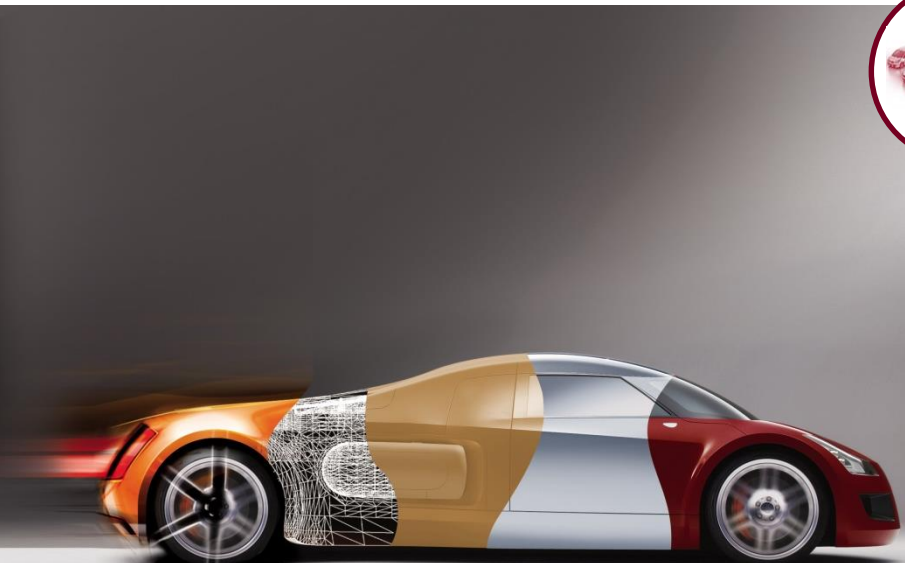
New Players / Automotive Start-ups



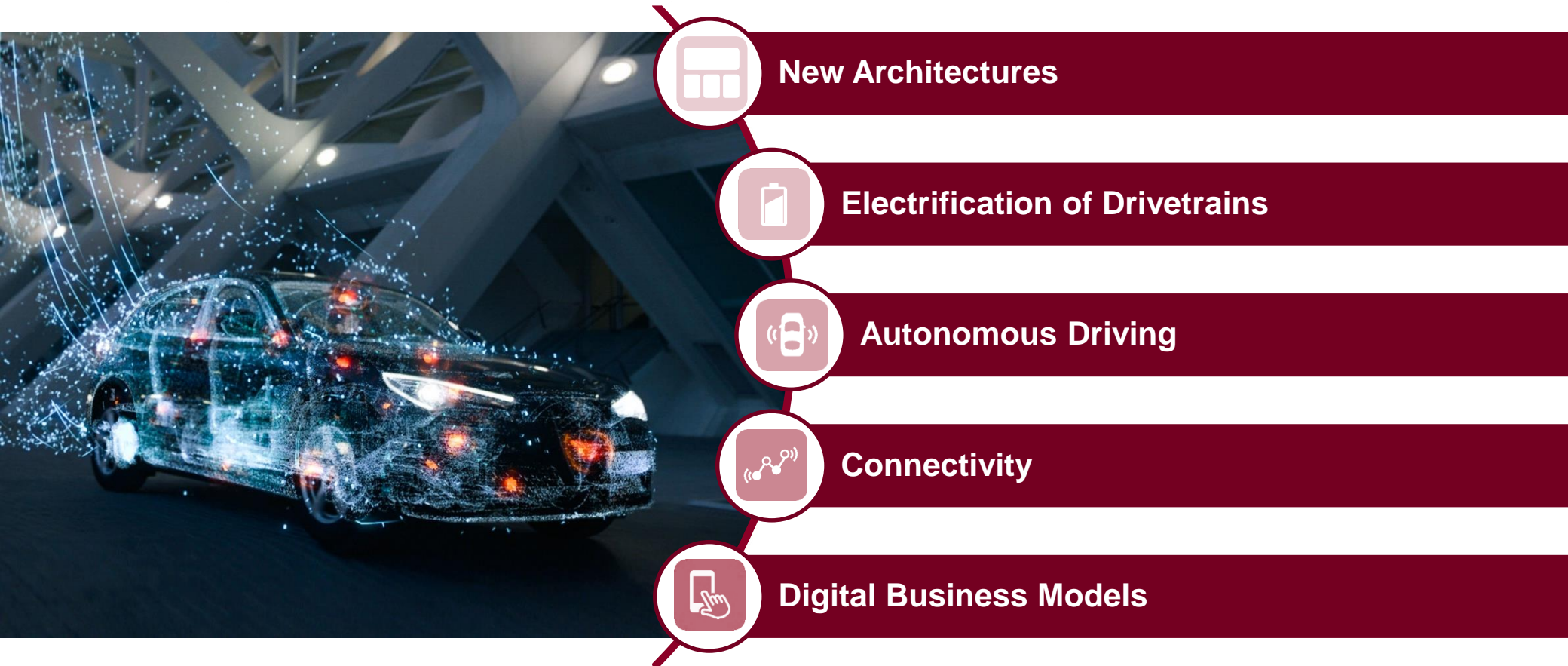
Lightweight Design



Interior/Exterior of the Future



ELECTRICS/ELECTRONICS



PRODUCTION SOLUTIONS



Industry 4.0 / Smart Factory



New Automotive Players



Production Concepts for E-Mobility



Virtual Launch of Production Facilities

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Our Mission (What do we offer?)



***“EDAG - the leading
Engineering and
Production Specialist
for future Mobility”***

EDAG´s unique Offer*

- **Seamless** delivery from design and production planning to SOP and after sales
- The **biggest independent worldwide engineering player** in the automotive industry
- **True international player** with worldwide network
- **Inspired team pride** of EDAG and of its strong reputation
- **Quality and competence** as the strongest values of EDAG staff

** Statements reflect our reputation on the market*

Our Purpose (Why are we doing what we are doing?)

***REinvent mobility –
REinvent yourself***

The Motivation of our Employees*

- **Enthusiasm for mobility**
- **Enabler of the success of our customers**
- **Unique job with challenges and true responsibilities**
- **Willingness to change the status-quo every day**

** Statements from employee survey and Base Team¹⁾*

1) Base Team: selected EDAG high-potentials employees and leaders

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REinvent

***Excellence
in
Operations***

***Internatio-
nalization***

***Next
Delivery
Model***

***Revenue
Growth***

REinvent

Ventures

Talents












Number One

***Electric/
Electronics***

Global TOP R&D Spenders Automotive

R&D Ratio¹

EDAG Customer

	Volkswagen	6-7%	✓
	Toyota	3.8%	✓
	General Motors	4-5%	✓
	Ford	4-5%	✓
	Daimler	6-7%	✓
	Honda	4-5%	✓
	BMW	up to 7%	✓
	Nissan	~4%	✓
	DENSO	~9%	✓
	Fiat Chrysler	~3%	✓
	Continental	~10%	✓

EDAG already serves the Blue Chips of the automotive industry. Position will be strengthened by:

- offering of new services
- deepening relationship and entering into development partnerships
- participating from increased outsourcing in mature markets
- increasing the international presence in the biggest automotive markets

New Automotive & Mobility Players (Selection)



- EDAG already serves some of the most promising auto start-ups
- Changes in the mobility ecosystem will attract additional new players
- Demand for engineering services and full vehicle development to increase dramatically
- EDAG offers worldwide services with a proven track record and a high market reputation
- EDAG's independency and high quality of services make it the first choice



- Optimization of assets, infrastructure and internal administration



- Project Management optimization
- Increase of delivery profitability and reduction of ramp-up costs

GO FROM LOCAL TO GLOBAL

23%



27%



~40%



■ International ■ Germany

Disproportionate increase of BCC workforce:

- ~800 BCC employees in 2018
- Growth of 50 – 75% until 2021

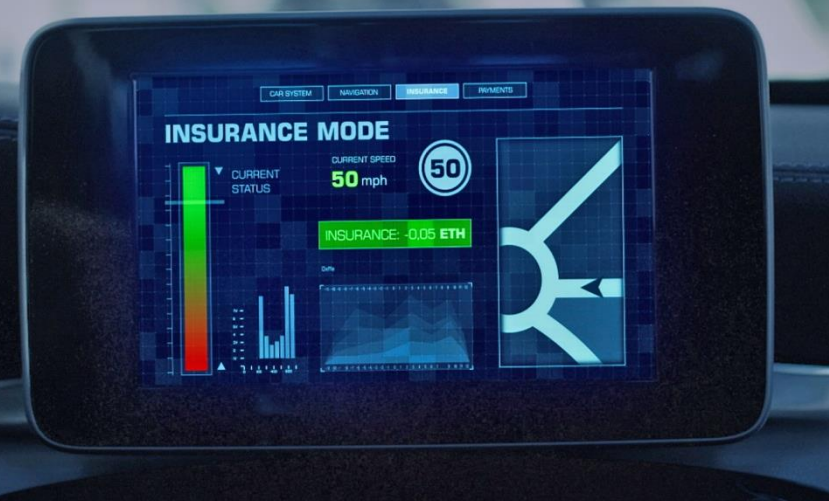


■ BCC

■ Others

VENTURES

trive.me

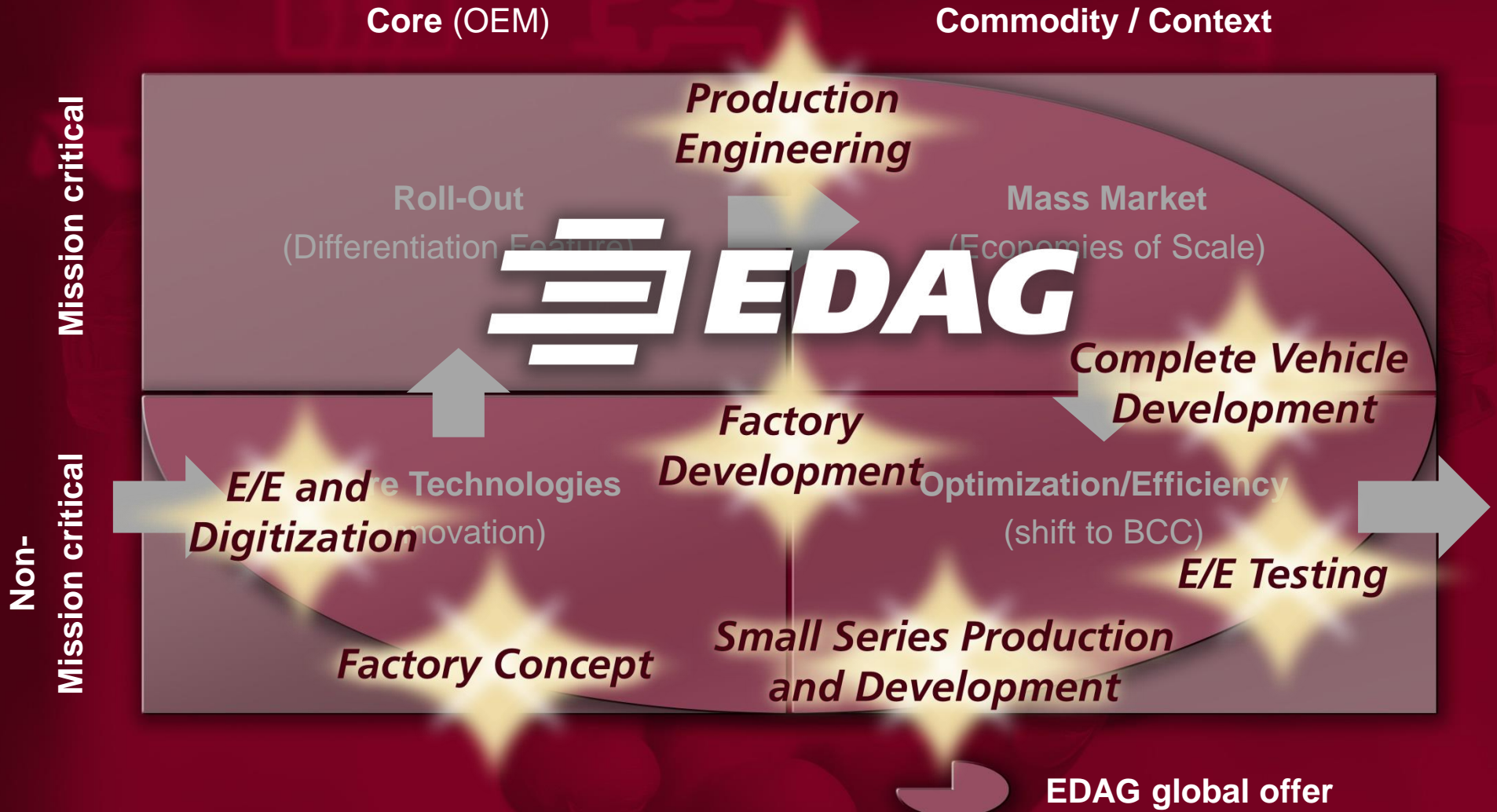


- Extend the classical business models with new revenue streams in the area of innovative software solutions for the networked mobility of tomorrow
- Scale and develop our internal start-up trive.me at ~100 HC by 2021

trive.me



- **Disproportionate increase in revenues**
- **Supported by additional M&A transactions**



Source: Based on Geoffrey Moore

BRAND

Launch of a new Employer Branding Campaign


RECRUITING

Roll out of a new country related Recruiting Process


RETENTION

Update of Career Path to win the "War for Talents"



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In 2018 we will return to profitable growth

Revenues

to grow by 6-8%

Adjusted EBIT-margin

in the range of 5-7%

Strong focus on sustainable and profitable growth

Revenues

to grow above market average

Adjusted EBIT-margin

to be gradually increased back to historic levels

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A hand is shown holding a transparent, futuristic car model. The car is rendered in a clear, glass-like material, revealing its internal components and structure. The background is a blurred, grayscale image of a person's face, with various icons related to mobility and technology overlaid. A large, semi-transparent red shape is positioned on the left side of the image, containing the main text.

***REinvent mobility –
REinvent yourself***