

JUNE 12-13, 2019

## **CEO CONFERENCE** EXANE BNP PARIBAS - PARIS

#### Leverage on Group's strengths, in four domains of growth, to enhance customers mobility and create value

#### Michelin strengths

#### ▲ Four domains of growth



#### Michelin Brand leadership

Michelin Man sacred\* "Icon of the Millennium"



#### High-tech material leadership

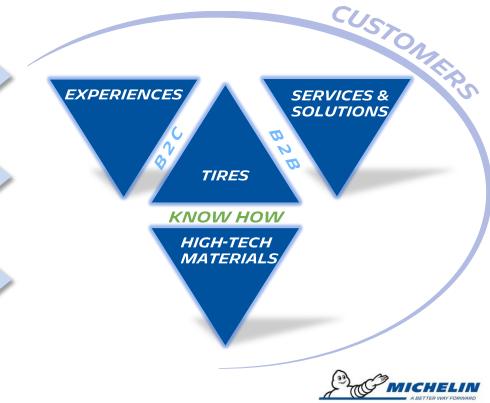
125 years of competencies and innovations in flexible composite materials and transformation processes



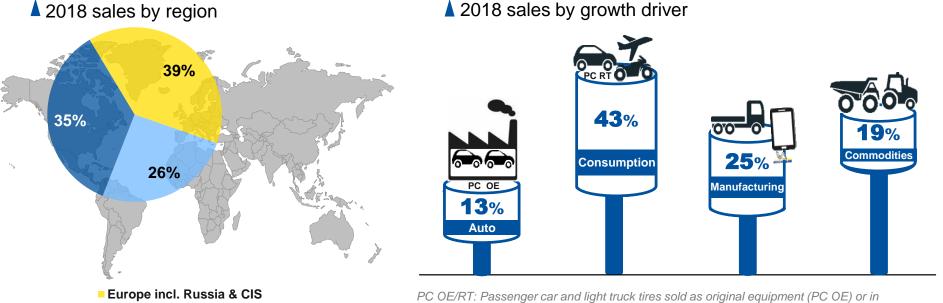
### Employees engagement

In 2018, 80% of employees say they are proud and happy to work at Michelin

\*By American magazine advertising week



### A resilient business thanks to Group's global geographic exposure and wide product offering



2018 sales by growth driver

- Asia and rest of the world
- North America incl. Mexico

replacement markets (PC RT)





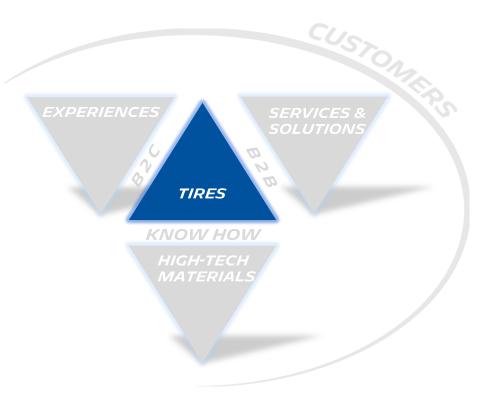
# June 12-13, 2019 - Paris **CEO Conference**



## Levers of growth



Tires





# **Tire market growth prospects**

(in millions units)		2019e	Markets 2020 and beyond	Michelin growth ambitions
	SR1	+0% / +1%	~ +2% CAGR	Growth in line with markets
	SR2	~ -1%	0 to +1% CAGR	Value-creating growth
	SR3	+3% / +5%	~ +3% CAGR	Growth above markets



# Recognized brand and technical leadership supporting pricing power

Tires

Recent Tirelines have already been acclaimed by some of the most demanding German car magazines

Manufacturer of the year 2019 with



 The two latest additions to the MICHELIN Pilot Sport family presented at the Geneva International Motor Show





Since 1989, Michelin has won 91 of the 112 awards for OE tire satisfaction

#### ALMOST 5X MORE THAN THE COMPETITION COMBINED!



Source: 2018 J.D. Power U.S. OE Tire Customer Satisfaction Study



#### Uptis: the airless concept, an essential step towards more sustainable mobility

#### - From ambition to action -

#### FOR THE NEW C.A.S.E MOBILITY (Connected, Autonomous, Shared, Electric) **Co-developed Benefits for car** owner More serenity during the journeys **Benefits for all** Material savings and waste reduction **Benefits for fleet** owners and profesionnals Productivity optimisation

AIRLESS TECHNOLOGY « PUNCTURE PROOF »

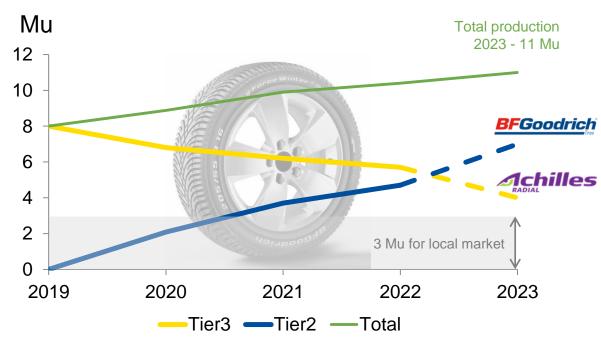
Tires

## with General Motors



# Multistrada: a key asset to capture the worlwide rising demand in Tier 2 tires

Rapidly convert PC Tier 3 capacity into PC Tier 2 capacity with very limited investment



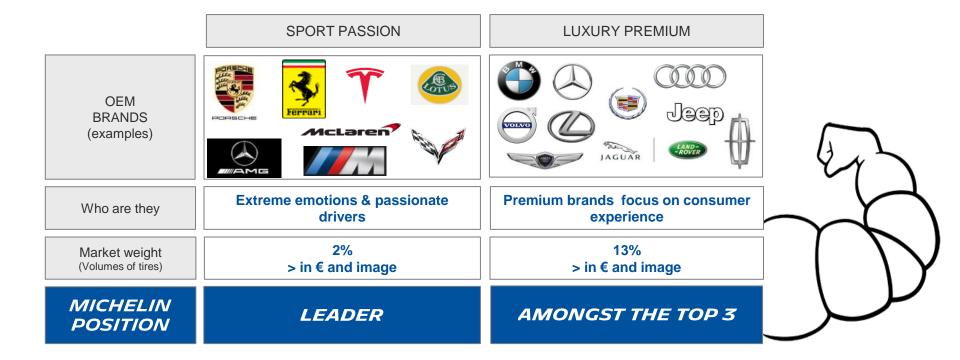
- Global Tier 2 market growth: ~+3%
  - in line with projected global growth over 2017-2023: ~+3%

Tires

- Tier 1 market: ~+3%
   driven by emerging
   economies
- Capex required for the conversion: USD 13 million in 2019

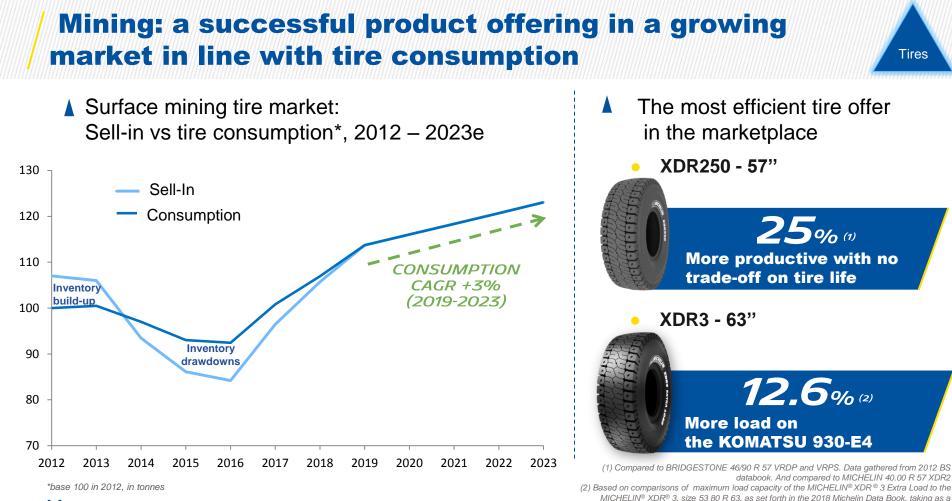


#### **Michelin reference partner for premium OEMs**





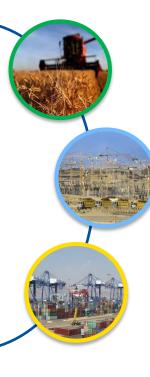
Tires



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reference the technical data of the Komatsu 930-E4 truck. Actual results may vary, and may be impacted by many factors, to include road conditions, weather, environment, driving habits, tire size, equipment and maintenance.

# Michelin Off-Highway Transportation: to sustainably contribute to build, and feed & protect people



- OHT customers operate in
  - Agriculture
  - Construction
  - On-site Logistics
  - Defense

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- They face challenges to operate sustainably
  - Lack of productive land
  - Material scarcity, pollution, safety risks
- In demanding, unpredictable conditions and constrained timing
- Benefitting from long term fundamental growth

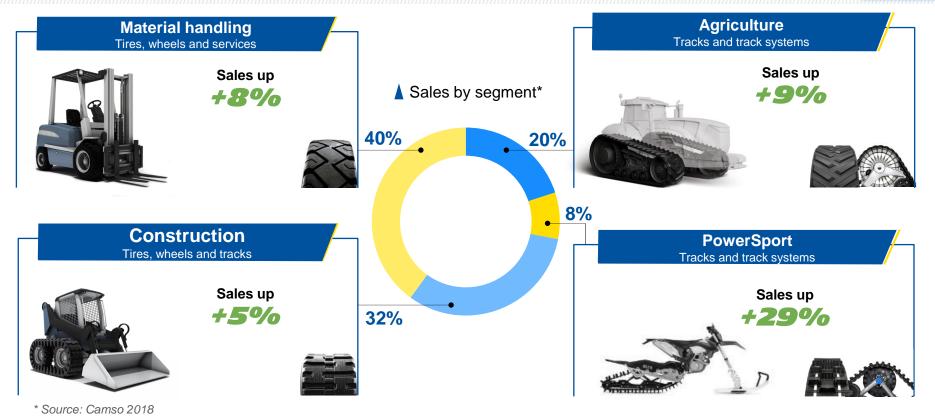
 Tires, tracks & related services: a key asset to improve profitability and sustainability





Tires

### Camso: sales up +9% in Q1 2019

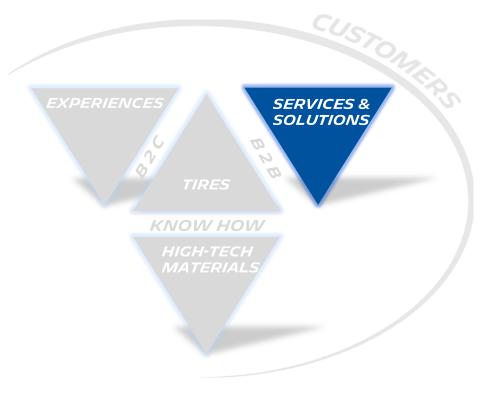


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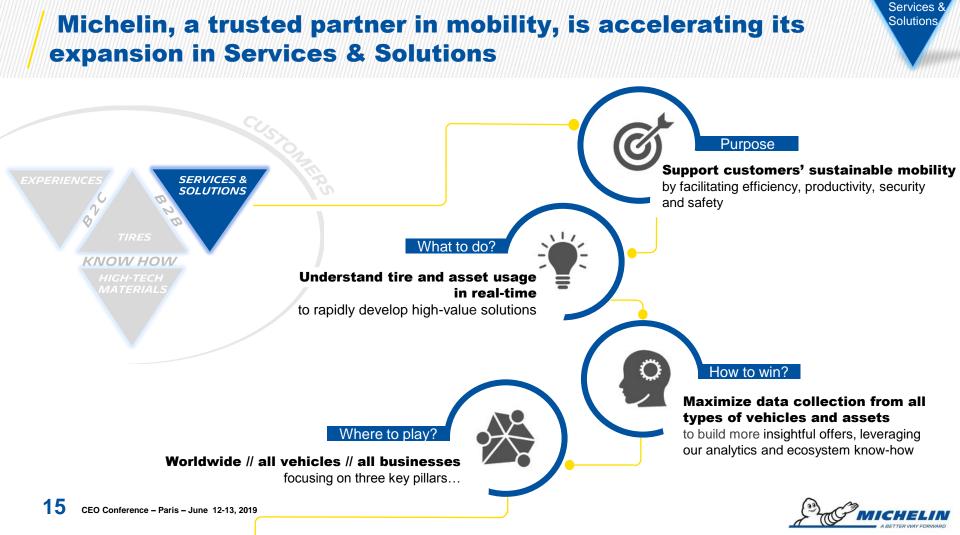
Tires

#### **Services & Solutions**

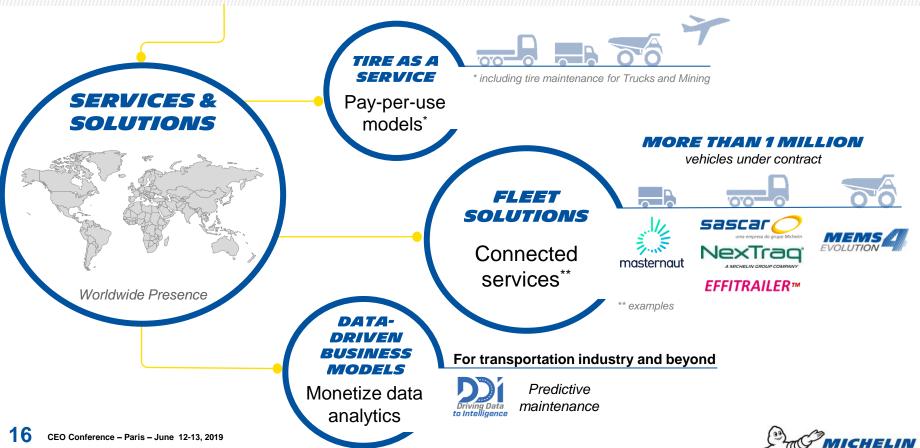




Services & Solutions



#### Services & Solutions: a diverse range of offers built on three pillars



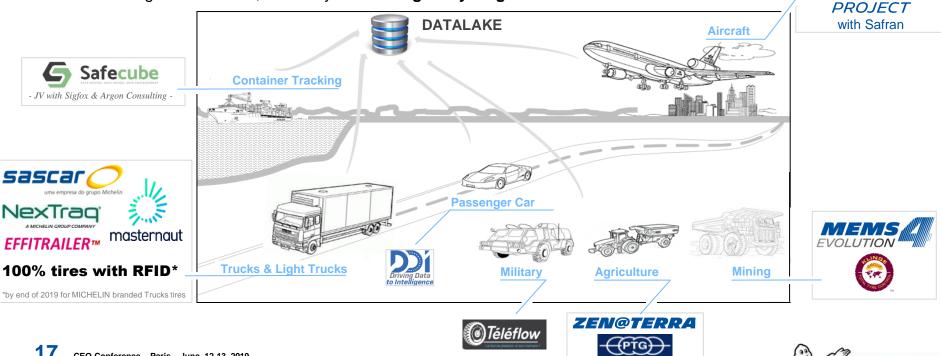
Services &

Solutions

#### Our aim: deeply understand our customers to provide solutions that create greater value for all



- We launch on this journey with a data lake that merges unique historical data sets •
- We will go much further, ultimately connecting every single asset

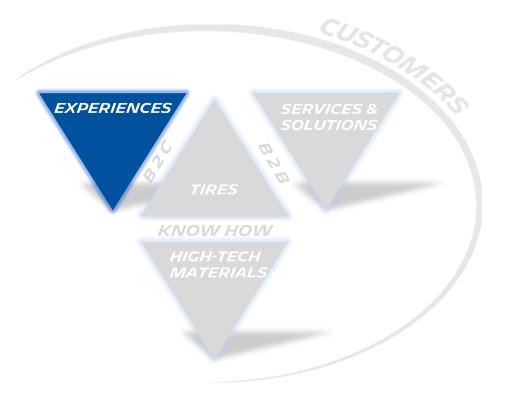


Services &

Solutions

PRESSENSE

### **Consumer Experiences**



Experiences

### Maintain our brand leadership and strengthen our B2C consumers link

# Nurturing our brand premiumness

8<sup>th</sup> most reputable company worldwide 1<sup>st</sup> in automotive sector " BY 2019 GLOBAL REPTRACK®100 \*"



\*Reputation Institute





Experien

ces

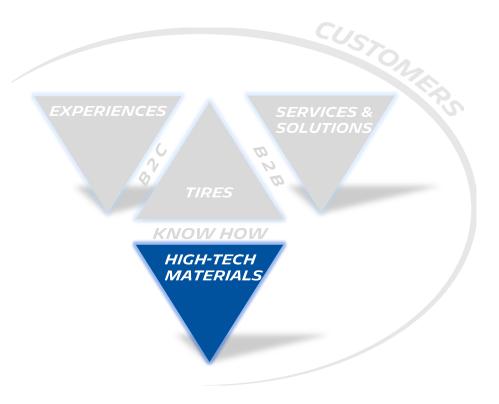
"BY MICHELIN"

Developing selection activities that enable our customer to enjoy unique mobility and becoming a trusted partner





## **High-Technology Materials**





# Leverage our expertise in high performance materials



\* This price is awarded by « The Circulars», an initiative of the World Economic Forum and the Forum of Young Global Leaders, run in collaboration with Accenture Strategy.



Materials

### Fenner: +3% growth in Q1 2019



- Q1 growth in each division
- ECS (conveyor belts):
  - sales growth
  - major contract wins
  - a record backlog (mining and manufacturing)
  - a highly competitive product portfolio
- AEP (technological materials):
  - growth on strong value-creating niche markets in line with expectations



Materials

# Michelin, a committed and leading player in the Hydrogen sector



- With its expertise in the hydrogen fuel cell, notably with Symbio, Michelin is accelerating the deployment of zero-emission mobility:
  - by partnering with Faurecia to create a leading hydrogen fuel cell system
  - by participating in the Zero Emission Valley project (Hympulsion), in Auvergne Rhône Alpes





Materials

# **Continuous and consistent deployment of Michelin's strategy**



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# Levers of competitiveness



## Improve our competitiveness

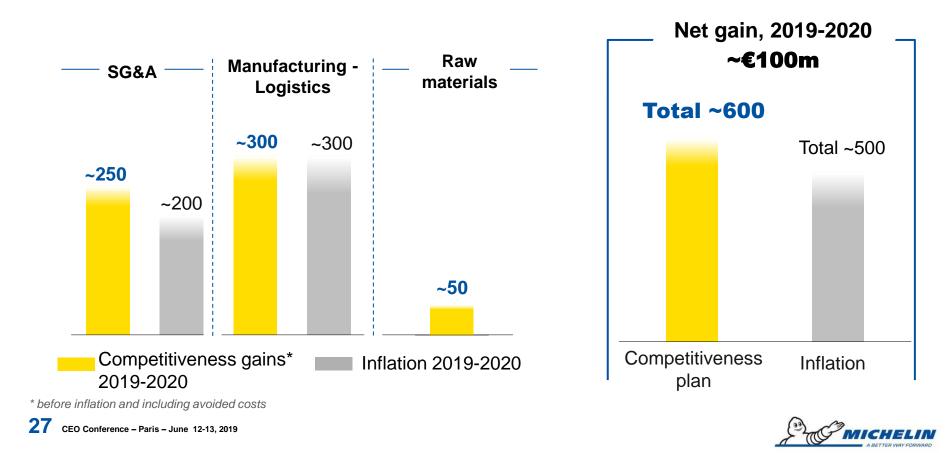
- Deploy « Simplexity » program
- Improve our manufacturing efficiency and pursue industrial footprint optimization
- Reduce our SG&A
- Optimize capital employed







### **Competitiveness plan vs inflation 2019-2020 ambitions**



### **Beyond 2020: reinforce our manufacturing efficiency** with competitiveness gains boosted by 35%

INDUSTRIAL FOOTPRINT	<ul> <li>Produce locally and increase flexibility to constantly adapt to local demand</li> <li>Optimise low cost plants loading and ramp-up</li> <li>Increase the number of large plants and their loading (&gt;100ktons)</li> </ul>
	Drocoss standardization

PRODUCTIVITY GAINS

- Process standardization
- Digital Manufacturing
- Empowerment and Michelin Manufacturing Way deployment
- Simplexity

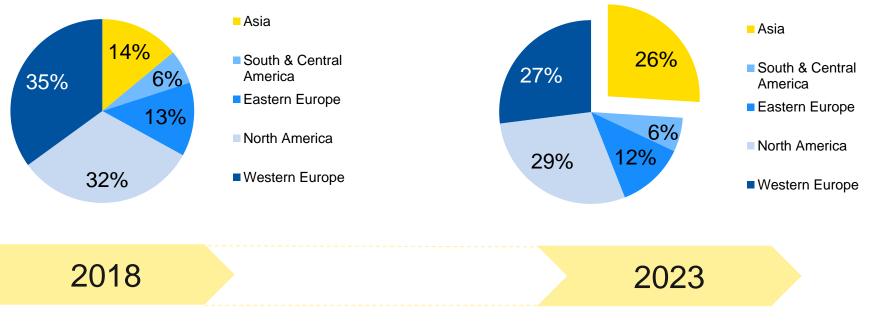


# Footprint evolution to answer tire market geo-mix

▲ Production by region in 2018 (in KT)

▲ Production by region in 2023 (in KT)

including Camso and Multistrada



## **Digital manufacturing: 50 demonstrators launched**

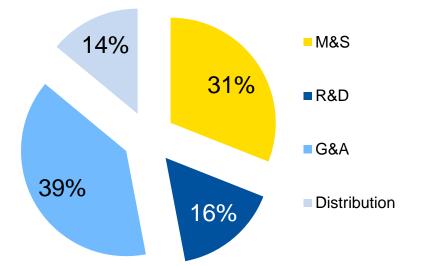
Assets	Quality	Supply	People	Automation
PREDICTIVE MAINTENANCE	ANALYSIS AND ANTICIPATION Assisted root cause quality	PLANT DIGITAL TWIN	ASSISTED ACCES TO KNOWLEGE	HUMAN/ROBOT
	control	PLANNING / SCHEDULING		COLLABORATION AGV, ROBOTS, VISION
	ZATION	End to End integration	DEMOTE	1. AUTOMATISATION FACTORY FLOW
<i>CONDITIONAL MAINTENANCE</i>	STANDARD ANALYSIS Quality data collection (SPC, Vision)	INVENTORY On time inventory / intelligent lots	<i>REMOTE MONITORING AND CONTROL</i>	2. WORKSTATION AUTOMATISATION
				3. AUTOMATISATION CONTROL – VISION

DIGITAL PERFORMANCE MANAGEMENT

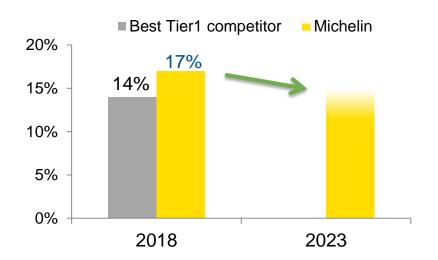


## Beyond 2020: keep on targeting SG&A benchmark levels

▲ 2018 SG&A split (in €millions)



Zoom SG&A excluding distribution (in % of sales )



CLOSING THE GAP VS TIER 1 BEST COMPETITOR



### Levers to improve our competitiveness



CORPORATE BUSINESS SERVICE IN BUCAREST (EUROPE), QUERETARO (AMERICAS) AND IN ASIA (SHENYANG, BANGKOK)

STRENGTHENING OF OUR PURCHASING ORGANIZATION AND PROCESSES





CULTURAL TRANSFORMATION: SIMPLIFICATION AND FRUGALITY

VALUE STREAM MAPPING ON LARGE TRANSVERSAL PROCESSES





COMPLETE THE DEPLOYMENT OF OUR BUSINESS MANAGEMENT PROGRAM (OPE)



CREATION OF MICHELIN TECHNOLOGY AND INNOVATION CENTER IN PUNE (INDIA) DIGITIZATION OF HR AND CRM PROCESSES







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# 2019 guidance confirmed, on track to our 2020 ambitions



# 2019 market scenario: PC/LT markets slightly up and Truck markets stable in an uncertain environment; growth in Specialty markets

#### PC/LT: +0% / +1%

#### vs +0,5% / +1%

- OE: Lower demand, especially in China and Europe
- RT: Markets slightly up in mature economies and gradually improving in China and the rest of the world
- ≥18" demand up by around 10%

TRUCK: ~ -1%

vs -0,5% / +0,5%

- Stable demand in Europe
- Stable demand in North America versus very high prior-year comparatives
- Slight contraction in China

SPECIALTIES : +3% / +5%

- Mining tires: sustained growth in demand (+4% to +5%), in line with actual tire consumption
- Off-road tires: Stable
   Infrastructure tire sales,
   Agricultural tires slightly
   down
- Growth in the Two-Wheel Commuting and Aircraft segments



# 2019 Scenario\*

	2019		
Cost impact of raw material prices and customs duties (primarily in H1)	~ €(100) million		
Currency effect	Slightly positive based on March 2019 rates**		
Effective tax rate	Standard ETR reduced to 26%***		
Net price-mix/raw materials effect	Positive		
Competitiveness plan gains vs. inflation	Positive		

\*Based on the following average prices and exchange rates for the year: Natural rubber: \$1.43/kg; butadiene (US, Europe and Asia): \$1,174/t; Brent: \$65/bbl; EUR/USD: 1.14 \*\*See slide 40

\*\*\*Based on currently available information

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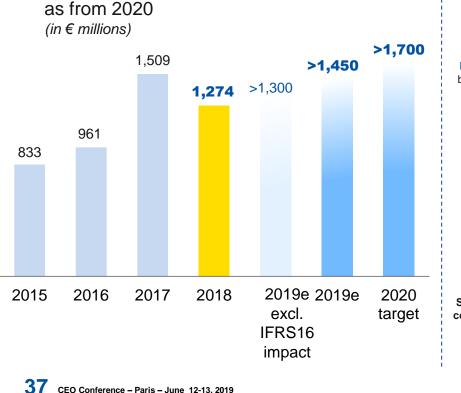




	2019	
Volumes	Growth in line with the markets	
Segment operating income at constant exchange rates before the estimated €150m additional contribution from Camso and Fenner	>2018	
Structural FCF including the positive €150m accounting impact of IFRS 16	>€1,450m	

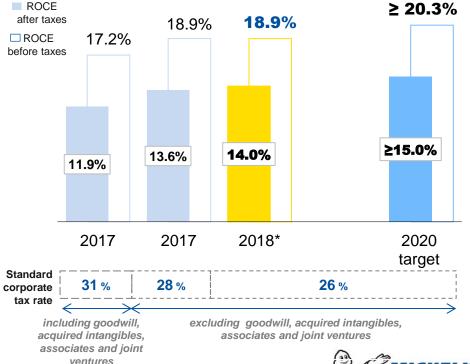


## On the road to our 2020 objectives



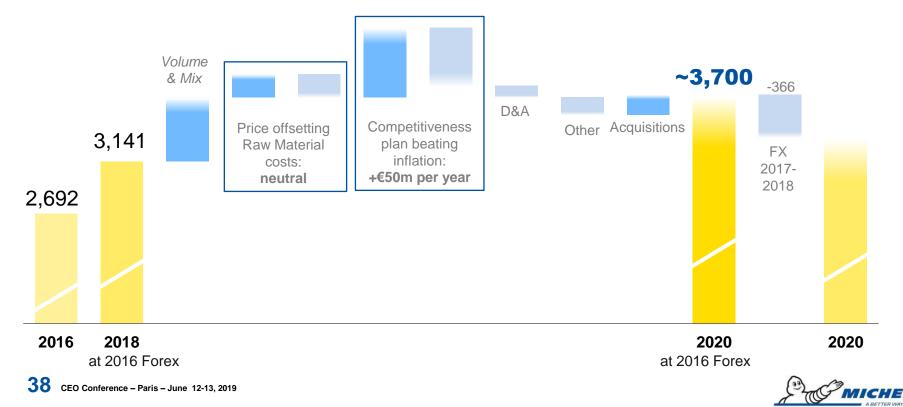
Deliver structural FCF > €1,700m

▲ Deliver an after-tax ROCE ≥ 15% excluding goodwill as from 2020 (*in* %)



# 2018-2020: profitability levers to reach around €3.7bn EBIT in 2020 at constant forex

▲ 2018-2020 EBIT growth (in €millions)



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#### **Appendices**



**PC Tire Market:** RT demand confirms its rebound in China and keeps on growing in North America, whereas it remains weak in Europe, notably penalized by Turkey and Germany. Continuing decline in OE demand in every zone.

#### April 2019 / 2018

Market	Europe including Russia & CIS *	Europe excluding Russia & CIS *	North America	South America	China
Original equipment tires	<b>v</b> -10%	<b>-</b> 11%	▼ -9%	▼ -5%	<b>v</b> -17%
Replacement tires	<b>V</b> -1%	▼ -3%	<b>▲</b> +1%	▼ -2%	<b>▲</b> +6%

#### YTD (April 2019)

Market	Europe including Russia & CIS *	Europe excluding Russia & CIS *	North America	South America	China
Original equipment tires	▼ -6%	<b>-7%</b>	▼ -8%	▼ -5%	<b>V</b> -13%
Replacement tires	<b>-2%</b>	<b>V</b> -1%	<b>▲</b> +4%	▼ -6%	<b>▲</b> +3%

\* Turkey included



**TB Tire Market:** on very high basis of comparison in every zone, dynamic OE demand in Americas, while declining in Europe. RT demand still penalized by the Turquish crisis in Europe, whereas in North America, it is still affected, on high basis of comparison, by the counter effect of Chinese tire pre-buy ahead of additional tariffs implementation in February.

#### April 2019 / 2018

Market (Radial + Bias)	Europe including Russia&CIS *	Europe excluding Russia&CIS *	North America	South America
Original equipement tires	▼ -7%	▼ -7%	<b>▲</b> +8%	<b>▲</b> +14%
Replacement tires	▼ -2%	▼ -4%	-9%	<b>4</b> +2%

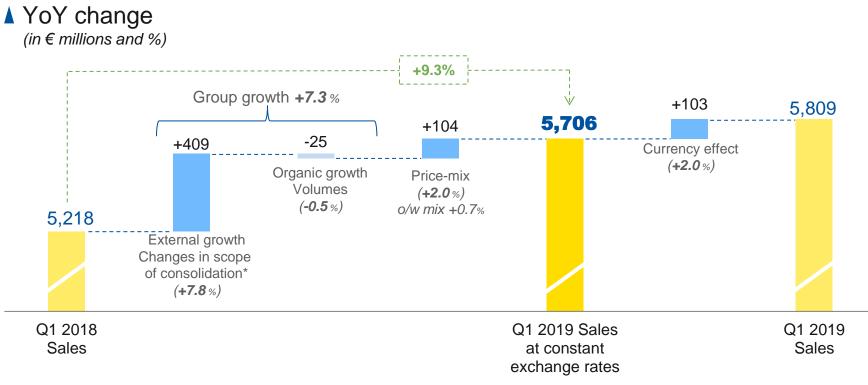
#### YTD (April 2019)

Market (Radial + Bias)	Europe including Russia&CIS *	Europe excluding Russia&CIS *	North America	South America
Original equipment tires	▼ -3%	▼ -2%	<b>▲</b> +11%	<b>▲</b> +26%
Replacement tires	▼ -3%	▼ -4%	-9%	<b>T</b> -1%

\* Turkey included



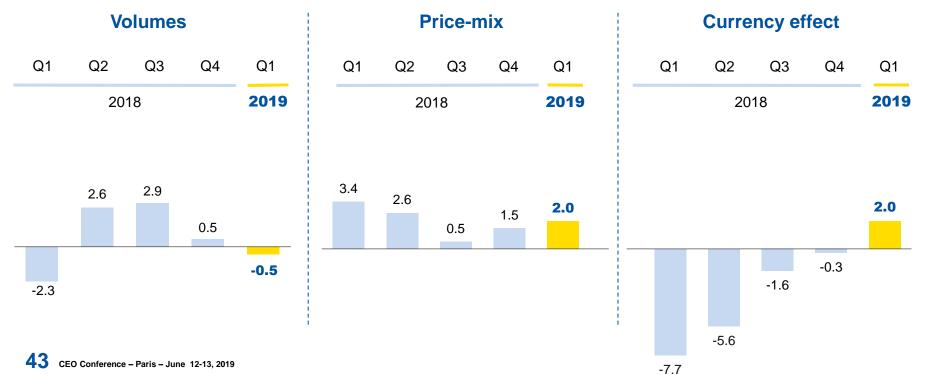
# Sales up 9.3% at constant exchange rates, lifted by the contribution from acquisitions, strong prices and the sustained improvement in the mix



\* consolidation of Fenner and Camso, deconsolidation of TCi

# **Q1: Firm prices and sustained mix enrichment; volumes impacted by declining demand**

▲ YoY quarterly change 2018-2019



## Q1 2019: dynamic price-mix in every business, volume growth in Truck, strong contribution from acquisitions in Specialties

(in € r.	nillions)	Q1 2019	Q1 2018 restated *	Change	Q1 2018 reported
	SR1 sales	2,788	2,783	+0 %	2,772
	SR2 sales	1,550	1,472	+5 %	1,368
	<b>SR3 sales</b> SR3 excl. Fenner/Camso	1,471 <i>1,00</i> 7	963 963	+53 % +5 %	1,078

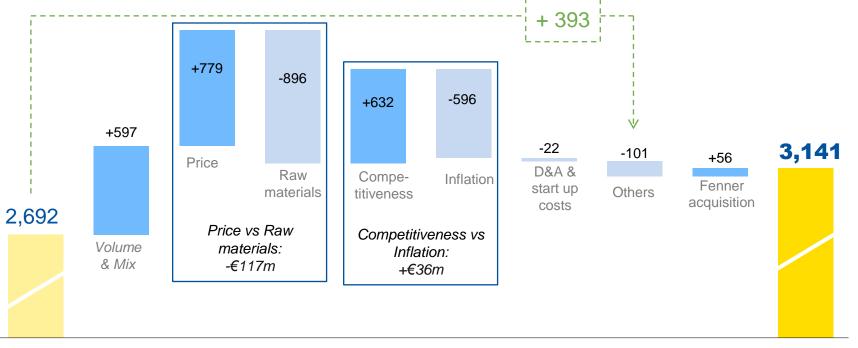
\* Following the acquisition of Camso and the merger of the Off-Road operations, minor adjustments in the scope of the business segments. See the impact on 2018 SOI by reporting segment on slide 21.

- SR1: stable sales thanks to a solid price-mix; currency effect offsets the deconsolidation of TCi
- SR2: sales lifted by volume growth and a robust price-mix; sustained growth in services and solutions
- SR3: stable volumes and dynamic price-mix effect



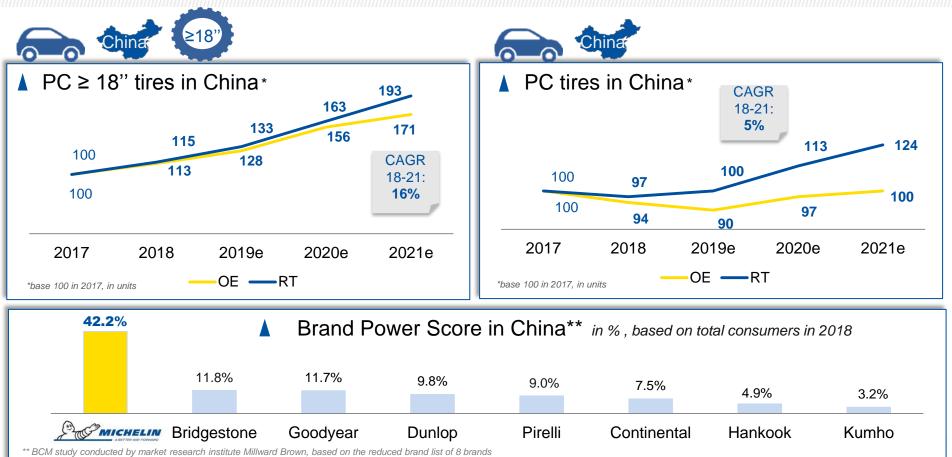
## 2016-2018: +€200m/year organic EBIT growth

#### ▲ 2016-2018 EBITgrowth (in € millions)



**2018** at 2016 forex

# China: MICHELIN brand leadership on a structurally growing market driven by $\ge$ 18" demand



## **MICHELIN, THE premium brand**

#### **Michelin position at Super Sport OEMs**



representing 98 % of Super Sport OEMs market

#### **Technologies**

#### Acoustic



MICHELIN Acoustic technology enhances the driving experience by significantly reducing vehicle interior noise



A technology that allows the immediate and definitive self-repair of the tire



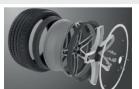
Track connect

The first connected tire available on the market to upgrade the performance on track



**Premium Touch** 

A unique sidewall with a patented "velvet-effect" finish



Acorus

A flexible wheel that eliminates flat tires due to potholes and curb-shocks, for a hassle-free driving experience

#### Partner dealership chains\* that showcase the Group's products

Michelin boasts industry-leading global coverage



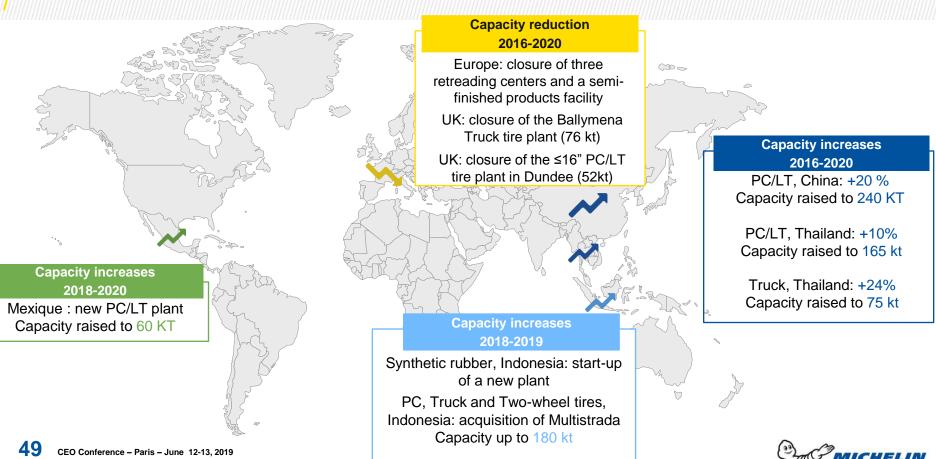
- Partner wholesalers: NTW, Ihle, Meyer Lissendorf
- A vast network of strategic retailers\* as of late 2018: ~ 7,400 including Penta in Indonesia following the acquisition of Multistrada

\*Proprietary or franchised dealers, plus minority stakes in partners



Beaurepaires 🕅

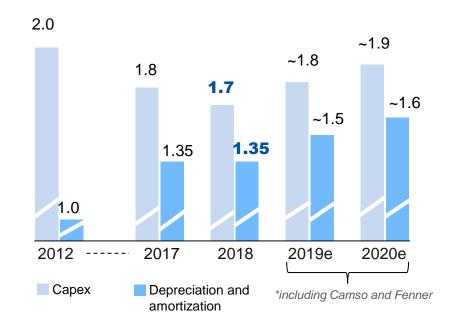
#### **Continuing to adapt Michelin's manufacturing footprint**



#### **Investing to create value**

- Reducing Capex on historical core-business towards depreciation level
  - Marginal low cost investments first
  - MICHELIN brand focused
  - Optimized maintenance Capex & molds
- Reinforcing Michelin footprint where the growth is
  - with a Capex/unit now back to best market practices
- Allowing Capex growth in Specialties businesses (SR3)
- Developing new territories: fleet management solutions & High Tech Materials excluding JVs
- Speeding up a comprehensive digitization plan

Capital expenditure and depreciation: (in € billions, at current exchange rates)



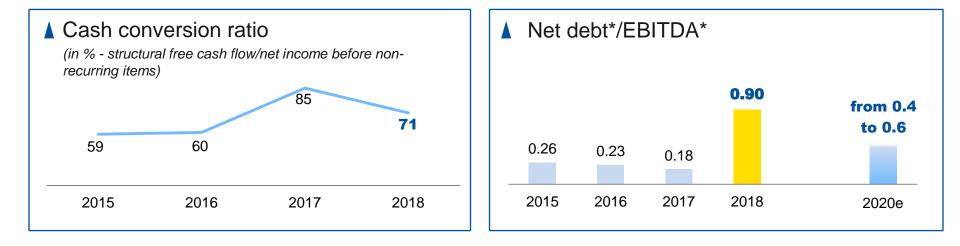


# Sustained and stronger than expected structural free cash flow, supported in 2018 by disciplined working capital management

Structural free cash flow			1,509	1,274
(in € millions)	833	961		<mark>-&gt;</mark>
	2015	2016	2017	2018
Free cash flow <sup>(1)</sup>	653	1,024	662	-2,011
Acquisitions <sup>(2)</sup>	(312)	(16)	(476)	(3,225)
Working capital impact of raw materials costs <sup>(3)</sup>	132	79	(178)	(60)
Capitalized interest on OCEANE bonds, paid upon redemption <sup>(4)</sup>			(193)	-
Structural free cash flow $(1) - (2) - (3) - (4)$	833	961	1,509	1,274



### High free cash flow and a robust financial position



• The net debt/EBITDA ratio peaked in 2018 due to cash out for acquisitions during the year, but is expected to ease to between 0.4 and 0.6 by 2020

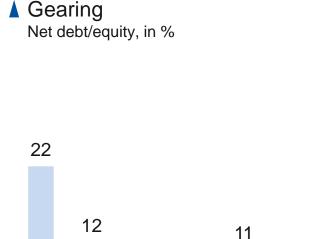
- Moody's, Standard & Poor's and Fitch all confirmed Michelin's A-/A3 credit rating
- Two successful bond issues in 2018 totaling €2.9bn (of which a 20-year tranche for €750m)

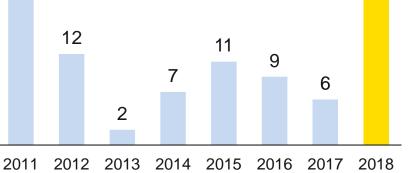
\*See the 2018 Registration Document, notes 3.7.2 and 26 to the consolidated financial statements



#### A robust balance sheet after recent acquisitions, confirmed by the rating agencies

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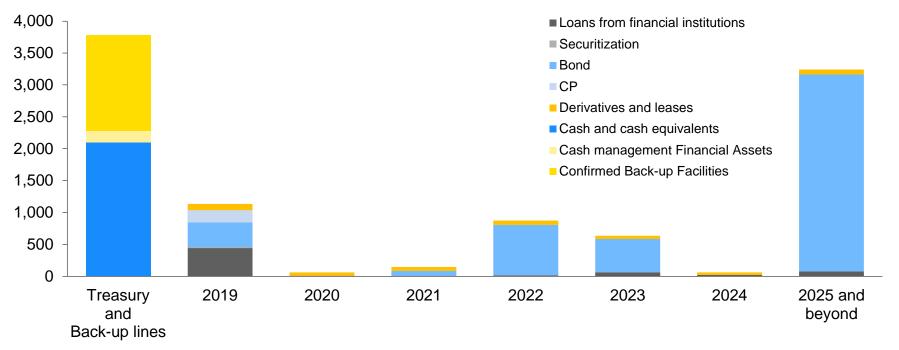
Long-term ratings confirmed following the Multistrada acquisition

Short term	S&P Moody's	A-2 P-2		
Long term	S&P Moody's	A- A3		
Outlook	S&P Moody's	Stable Stable		



### A confortable cash position

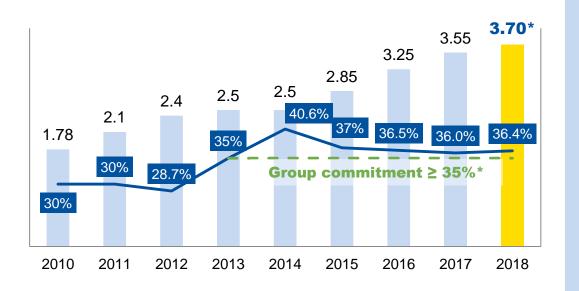






#### **Sustained shareholder return policy**

2018 dividend of €3.70 per share\*, for a payout ratio of 36.4%\*\*



#### Share buyback programs

- 2015-2016: €750m in buybacks and
   4.5% of outstanding shares canceled
- 2017: €101m in buybacks and
   0.5% of outstanding shares canceled
- 2018: €75m in buybacks and
   0.4% of outstanding shares canceled to offset the dilutive impact of share-based compensation
- 2019-2023: €500m share buyback program over the next five years

\*Subject to shareholder approval at the Annual Meeting on May 17, 2019 - \*\*Of consolidated net income before non-recurring items



### **2018 sales by currency and EBIT impact**

% of sales		2018 FY € change vs. currency	Dropthrough sales/EBIT*
ARS	1%	+65%	80% - 85%
AUD	2%	+7%	80% - 85%
BRL	3%	+20%	-20% / - 30%
CAD	3%	+4%	25% - 30%
CNY	6%	+2%	25% - 30%
EUR	34%	NA	-
GBP	3 %	+1%	25% - 30%
INR	1%	+10%	25% - 30%
JPY	1%	+3%	80% - 85%

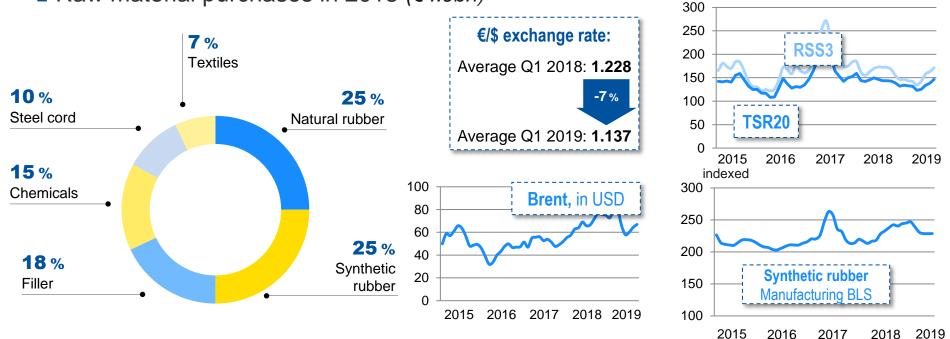
% of sales		2018 FY € change vs. currency	Dropthrough sales/EBIT*
MXN	1%	+7%	25% - 30%
PLN	1%	0%	25% - 30%
RUB	1%	+12%	25% - 30%
SEK	1%	+6%	80% - 85%
THB	1%	-0%	-100% / -130%
TRY	1%	+34%	80% - 85%
USD	35%	+5%	25% - 30%
ZAR	1%	+3%	80% - 85%
Other	4%		80% - 85%

\*actual dropthrough linked to the export/manufacturing/sales base



### **Raw materials**

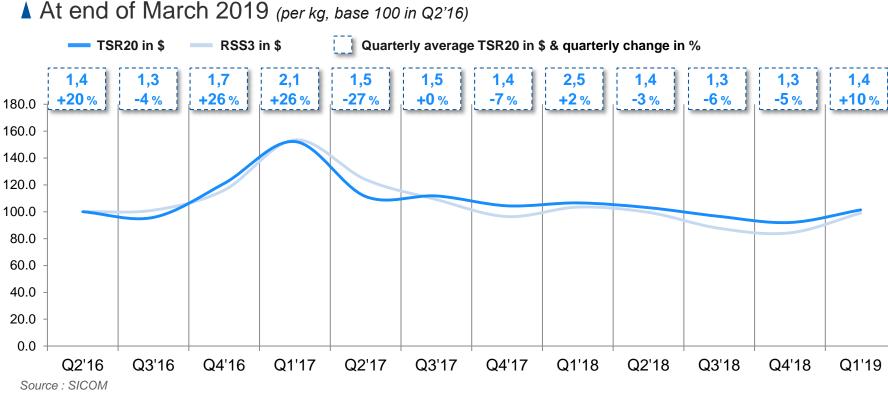
▲ Raw material purchases in 2018 (€4.9bn)



**MICHELIN** 

in USD/kg

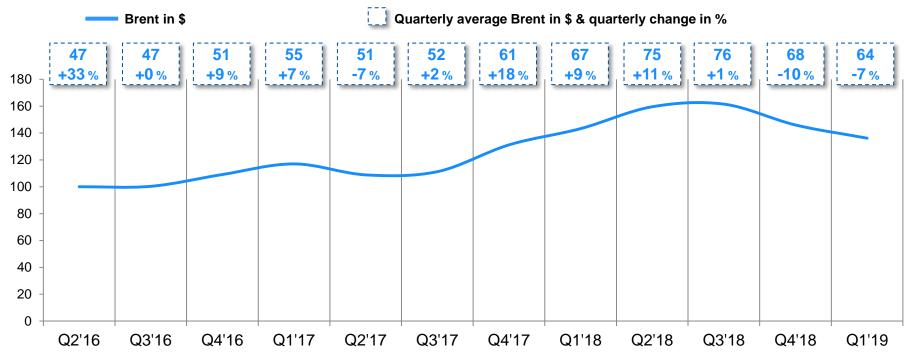
## **Natural Rubber price trend**



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### **Brent price trend**

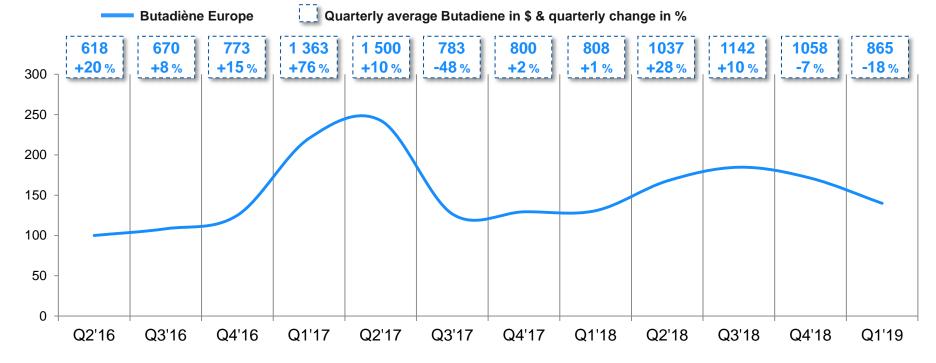


At end of March 2019 (per barrel, base 100 in Q2'16)



#### **Butadiene price trend**

At end of March 2019 (per ton, base 100 in Q2'16)





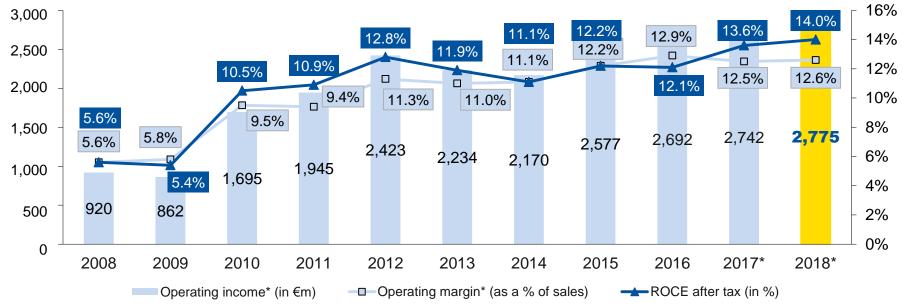
#### Outstanding bond issues (as of December 31, 2018)

Issuer	CGEM	CGEM	CGEM	CGEM	CGEM	MICHELIN Luxembourg	MICHELIN Luxembourg	MICHELIN Luxembourg	MICHELIN Luxembourg	
Issue	Senior Note	Senior Note	Senior Note	Senior Note	Senior Note	Senior Note	Senior Note	Senior Note	Senior Note	
Туре	Bond	Bond	Bond	Convertible	Convertible	Bond	Bond	Bond	Bond	
Principal Amount	€ 750 mn	€ 1'000 mn	€ 750 mn	\$ 600 mn	\$ 500 mn + TAP \$100 mn	€ 302 mn	€ 300 mn	€ 300 mn	€ 400 mn	
Offering price	99,099%	99,262%	99,363%	95,50%	100% & 103,85%	98,926%	99,967%	99,081%	99,912%	
Rating corporation at Issuance date	A- (S&P) A3 (Moody's)	A- (S&P) A3 (Moody's)	A- (S&P) A3 (Moody's)	A- (S&P) A3 (Moody's)	A- (S&P) A3 (Moody's)	A- (S&P) A3 (Moody's)	A- (S&P) A3 (Moody's)	A- (S&P) A3 (Moody's)	BBB+ (S&P) Baa1 (Moody's)	
Current coporation rating		A- (S&P) ; A3 (Moody's) ; unsolicited A- (Fitch)								
Coupon	0,875% p.a	1,75% p.a	2,50% p.a	ZERO Conv premium	ZERO Conv premium 128%	3,25% p.a	1,125% p.a	1,75% p.a	2,75% p.a	
Issue Date	3-sept18	3-sept18	3-sept18	05/jan/2018	05/jan/2017 & 25/apr/2017	21/sep/2015 & 27/sep/2016	19-mai-15	19-mai-15	11-juin-12	
Maturity	3-sept25	3-sept30	3-sept38	10-nov23	10-janv22	30-sept45	28-mai-22	28-mai-27	20-juin-19	
Interest payment	Annual Sept 03	Annual Sept 03	Annual Sept 03	N/A	N/A	Annual Sept 30	Annual May 28	Annual May 28	Annual June 20	
ISIN	FR0013357845	FR0013357852	FR0013357860	FR0013309184	FR0013230745	XS1298728707	XS1233732194	XS1233734562	XS0794392588	
Denomination	€ 100'000 with min. tradable amount € 100'000	€ 100'000 with min. tradable amount € 100'000	€ 100'000 with min. tradable amount € 100'000	\$ 200'000 with min. tradable amount \$ 200'000	\$ 200'000 with min. tradable amount \$ 200'000	€ 1'000 with min. tradable amount € 1'000				

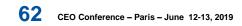


## 2018: another year in line with our 2020 roadmap

▲ Group segment operating income and margin & ROCE\*



\* With standard taxe rate at 28% for 2017 and 26% for 2018 and excluding goodwill, acquired intangibles, associates and joint ventures for 2017 and 2018





### Disclaimer

"This presentation is not an offer to purchase or a solicitation to recommend the purchase of Michelin shares. To obtain more detailed information on Michelin, please consult the documents filed in France with *Autorité des marchés financiers*, which are also available from the http://www.michelin.com/eng/ website.

This presentation may contain a number of forward-looking statements. Although the Company believes that these statements are based on reasonable assumptions as at the time of publishing this document, they are by nature subject to risks and contingencies liable to translate into a difference between actual data and the forecasts made or inferred by these statements."





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