Annual investor conference

Uday Yadav, Chief Operating Officer - Industrial Sector March 2, 2018



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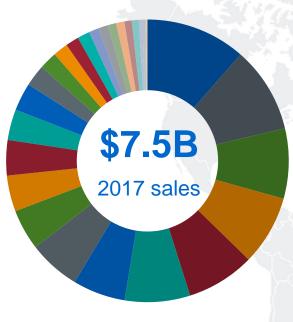
Today's themes

- Unique enterprise-wide capabilities position us to grow from electrification
 - Today's focus is Eaton's vehicle electrification opportunity and strategy
- Our competitive, industry-leading portfolio is creating new growth opportunities
 - Investments and portfolio repositioning enabling share gain
 - Winning and growing content on future platforms
 - Discovering new applications with proven technology
- Asia Pacific growth strategy well underway
 - Gaining share with our footprint investments
 - Expanding with distribution channel and strategic partnerships



The Industrial Sector serves a diverse set of end markets

End-market mix





Hydraulics

- Construction & mining
- Agriculture
- Oil & gas
- Commercial vehicles
- Industrial machining
- Material handling
- Industrial processing
- Recreation
- Filtration
- · Hydraulics aftermarket

Vehicle

- Commercial vehicles
- Passenger vehicles
- Medium-duty trucks
- Off-highway

Aerospace

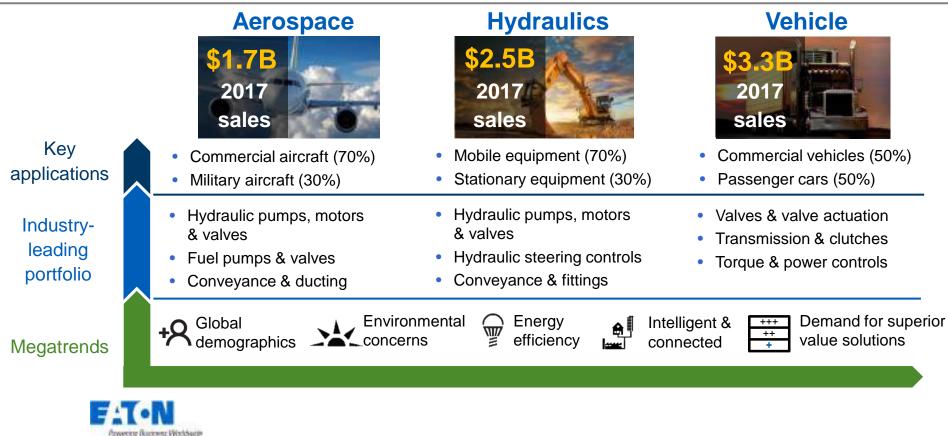
- Commercial transports
- · Regional jets
- · Business jets
- General aviation
- · Civil rotorcraft
- Commercial aftermarket
- Military transports
- Military fighters
- Military rotorcraft
- Military aftermarket
- Light-duty trucks
- Agriculture
- Construction & material handling
- · Vehicle aftermarket

Geographic mix

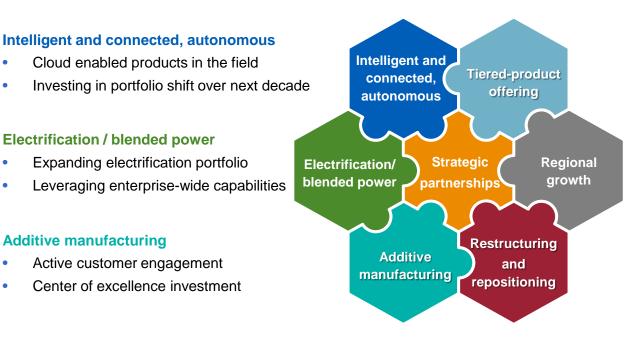
Rest of World 42%

United States 58%

Industrial Sector overview



Dynamic industry shifts are creating opportunities for growth



Tiered-product offering

- Expanding addressable market
- Delivering superior customer value

Regional growth

- Localization of products
- Customer tailored solutions

Restructuring and repositioning

- World-class manufacturing footprint
- Improving customers' supply chain

Strategic partnerships

- Gaining scale & competitiveness
- Product & geographic adjacencies

Driving organic growth by continuing to invest in our core capabilities





Provening Barrows: Withheath



Electrification is impacting all industrial markets at varying rates of adoption



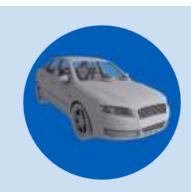
Hydraulics

Mobile markets transitioning



Aerospace

Migration to More Electric Aircraft



Vehicle

Shift towards electric vehicles

Eaton has the unique capabilities and pedigree to provide blended power solutions



By 2030, Eaton is targeting to be a leading global player in vehicle electrification

- xEV adoption is gaining momentum
- As voltages increase, power management becomes critical
- New addressable market of \$33B
- Invest ~\$500M over ~5 years
- Current revenues of ~\$275M
- Increased content per vehicle up to 10x
- Leveraging enterprise and purchasing scale

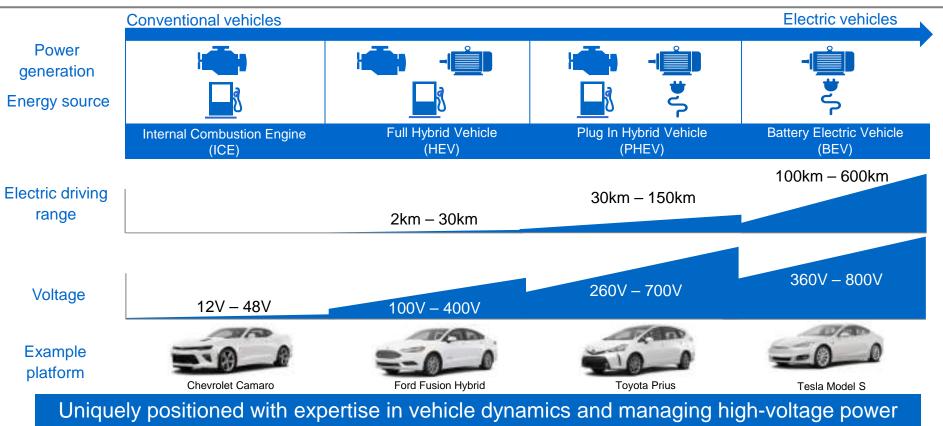
Eaton's deep expertise makes us a trusted partner to customers Vehicle domain knowledge Understand vehicle dynamics **Electric power capabilities** Managing electrical power Power electronics 8

Launching new eMobility segment and targeting additional revenue of **\$2 - \$4 Billion** by 2030

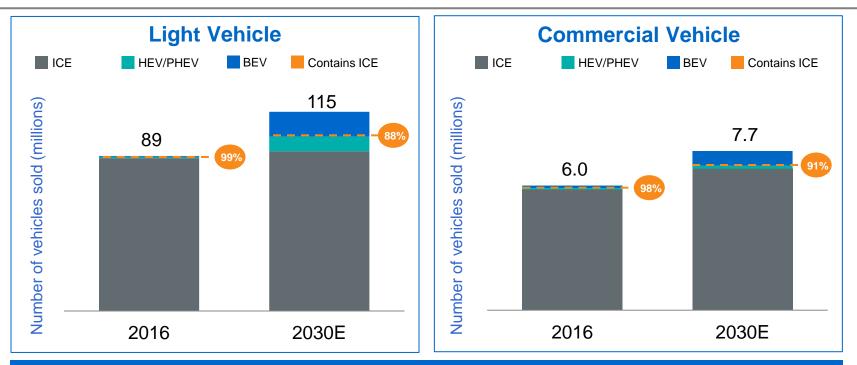


xEV - All Electric Vehicles

Range of electric vehicle architectures



We expect growth in all electric vehicle platform architectures by 2030



Projecting modest ICE growth with new 23M¹ xEV opportunity by 2030

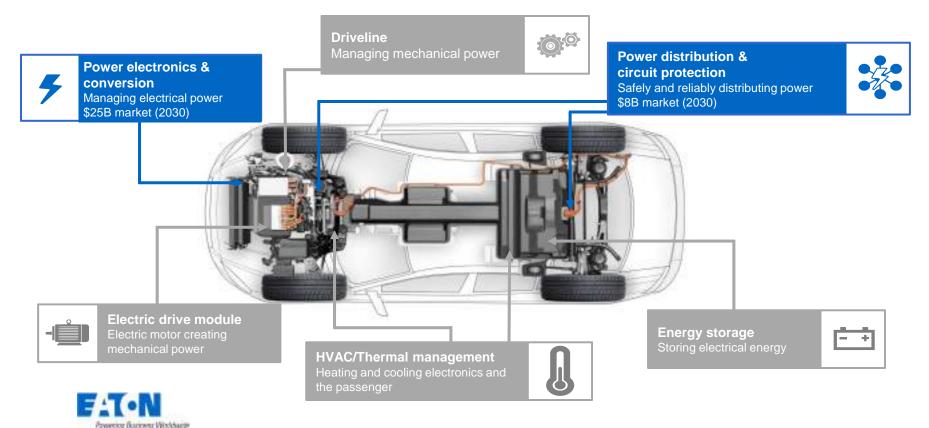


¹Eaton base case projections ICE – Internal Combustion Engine HEV – Hybrid Electric Vehicle PHEV – Plug-in Hybrid Electric Vehicle

BEV - Battery Electric Vehicle

xEV – All Electric Vehicles (HEV, PHEV, BEV)

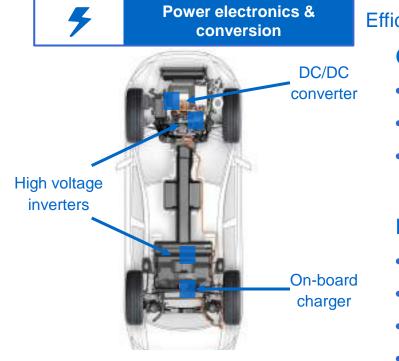
Electric vehicle passenger car systems at a glance



Eaton has the vehicle domain expertise, integration knowledge and infrastructure in place today



We have a comprehensive power electronics portfolio...



Efficiently inverts and converts power and controls energy flow

Customer needs:

- Converting power from the grid, to battery, to vehicle
- Managing high-quality power to traction and auxiliary motors
- Packaging high-power density components

Eaton competencies:

- Recognized as a global leader in power conversion
- Deep expertise in industrial power electronics
- Transferable future technology from Electrical Sector
- Strong innovation pipeline in intelligent power management

...and the expertise to optimize vehicle performance, driving dynamics and range

High-quality power distribution and circuit protection technologies...



Power distribution & circuit protection

 Fuses

 Power Distribution Unit

 Contactor

 High voltage connectors

Intelligently distributes power to multiple sources and provides circuit protection

Customer needs:

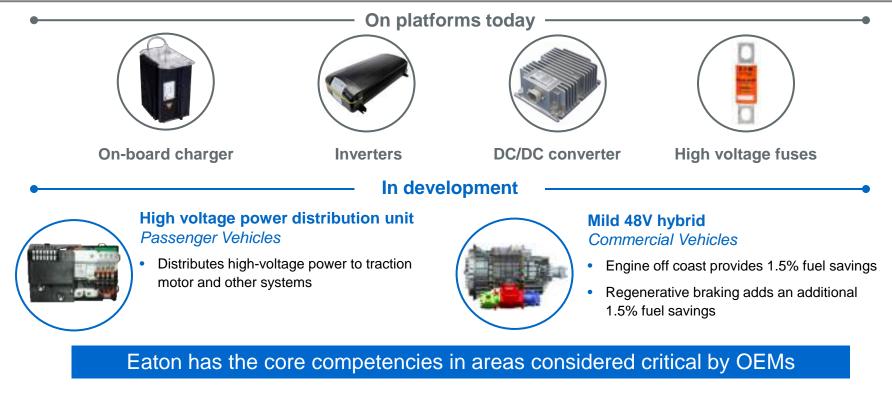
- Protection of expensive electronics and energy storage
- Efficient distribution of electric power
- Preventive health monitoring

Eaton competencies:

- Deep expertise in compact circuit protection devices
- Wide range of power distribution and protection solutions
- Intelligent and predictive health monitoring technology

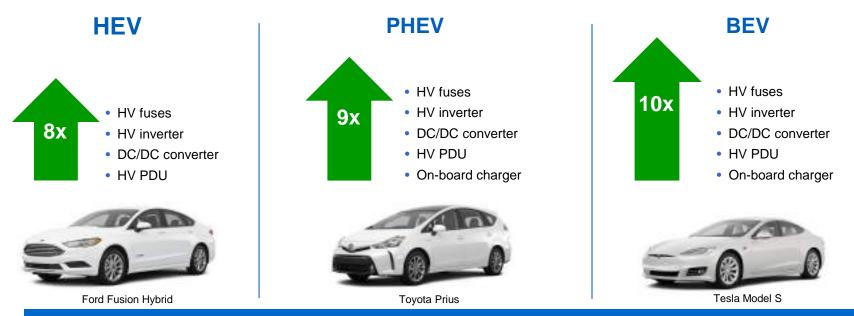
...that enhance safety and circuit protection and enable smart diagnostics

Today, across Eaton, we sell ~\$275M of electrical products into mobile markets





Eaton's addressable content per vehicle grows as vehicle electrification increases



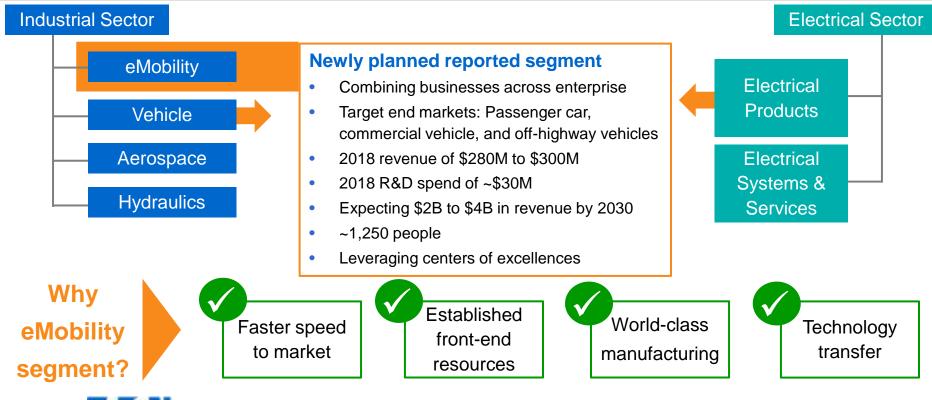
Eaton's existing vehicle portfolio serves as the foundation to build and capture additional growth as electrification intensifies



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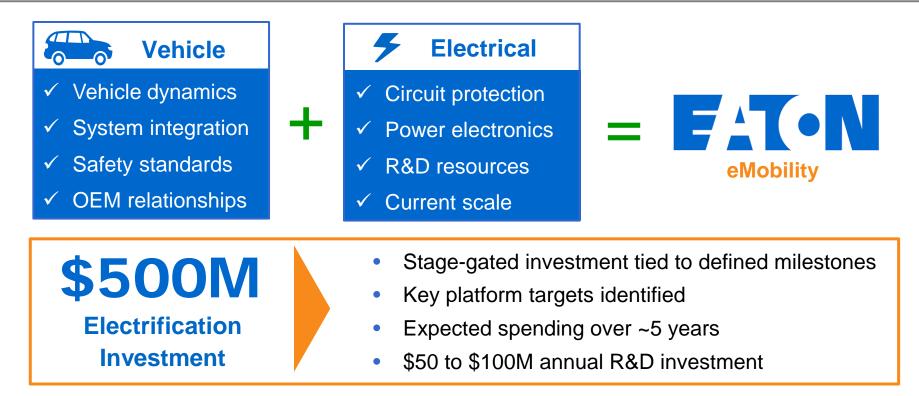
HEV – Hybrid Electric Vehicle PHEV – Plug-in Hybrid Electric Vehicle BEV – Battery Electric Vehicle

Newly planned electrification segment will leverage enterprise-wide scale





Providing **both vehicle domain** and **electrical expertise** makes Eaton a trusted partner to customers









Vehicle electrification opportunity & strategy



Competitive, industry-leading portfolio



Asia Pacific growth strategy



Competitive, industry-leading portfolio creating new growth opportunities



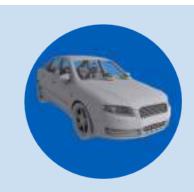
Hydraulics

Investments and portfolio repositioning enabling share gain



Aerospace

Winning and growing content on future platforms



Vehicle

New applications with proven technology

Strategic actions are enabling profitable growth with new wins



Significant investments made across our Hydraulics portfolio



Manufacturing excellence

- ~2M sq. feet of world-class manufacturing
- Leveraging center of excellence locations
- Adoption of 3D printing technology for castings tools





Reducing complexity

- Executing portfolio rationalization
- >60% reduction in part numbers
- Moving customers to core products



- 49% reduction in constructions
- 38% reduction in part numbers

Markets have quickly strengthened and we are well positioned to gain share



Repositioning with superior value products to expand our addressable market



Emergence of two tiered markets

- Standard tier product demand growing
- Advancing technology in premium tier products

Repositioning portfolio

- Investing in intelligent and connected products
- Introducing standard tier offerings across multiple product lines
- Multiple recent new business wins



- New Eaton Winner[®] brand has best-in-class performance in standard tier
- Investing in premium tier Aeroquip® and Weatherhead® brands
- Leveraging our world-class hose facility

Increased addressable market by \$1.6B with new superior value products



Platforms with strong technology offering Comm Highest pressure main fuel engine

pump in the industry

Winning on commercial and military

• Expanding China presence

- MA700 fuel distribution and inerting system wins
- Engaging with military customers on multiple classified programs

Industry-leading Aerospace technology supports long-term growth

• Commercial • Military
agine
\$1.8B
\$1.0B

2015

Cumulative life of program wins

2016

New wins in the past three years represent \$2.7B in life of program value





\$2.7B

2017

Securing content on key next generation commercial platforms...777X



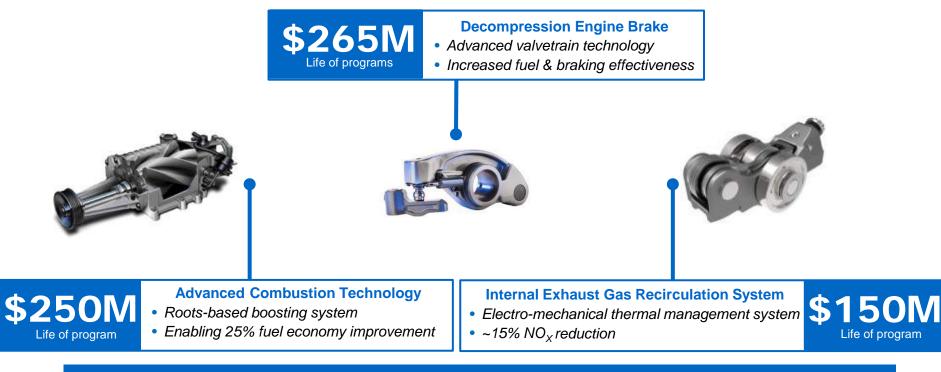


Awarded over \$1B in life of program wins to date...more content in play



Discovering new applications with our proven vehicle technology...





Well positioned to capture internal combustion engine growth over the near term





Vehicle electrification opportunity & strategy



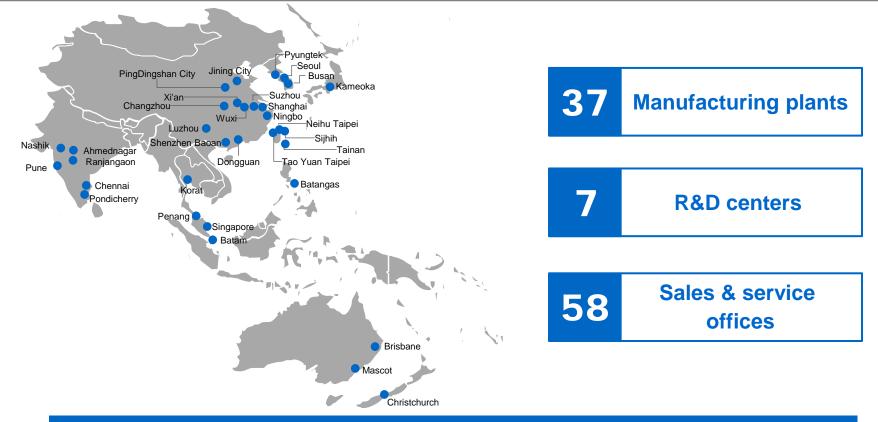
Competitive, industry-leading portfolio



Asia Pacific growth strategy



Eaton has been investing in Asia Pacific footprint



Localized manufacturing – Channel strength – Strategic partnerships

Our China localization strategy drives our competitiveness

Local manufacturing enables growth through:

- Competitive costs
- Faster lead times
- Local support and customization

Hydraulics – Last two years:

- Local manufacturing increased to 84%
- Local trade sales increased 47%

Vehicle – Last five years:

- Local manufacturing now over 90%
- Enabling passenger car valve share gain



Jining City campus

- Vehicle and hydraulics product lines
- World-class manufacturing facility
- Well-positioned footprint for China's growing xEV market

Penetrating new applications



- Marine oil and gas platform
- Complete system solution with cylinder, hydraulics power unit and electric controls
- Strategic wins in 2017

Growing share with large OEMs and penetrating new applications



xEV – Electric Vehicle

Our distribution strategy is enabling us to expand into new end markets

Excellent regional coverage across APAC, providing:

- Right products
- Quick response
- Customer support

Over the last five years:

- Increased distribution partners by 50%
- Increased distribution sales mix by 400 basis points

Expanding our distribution partners by ~30% over the next 5 years

Key distribution channel wins

China Railway Construction Group

•



- Tunnel boring machine
 - Strong distributor service capability

Australia Department of Defense



- Refueling applications
- Leveraging distributors strong reputation

Delivering growth with diversified penetration wins



Partnerships are key to our growth strategy

Vehicle - Multiple Joint Ventures across the portfolio





- SFGW JV develops, manufactures, assembles, tests, sells and services clutches and clutch components
- Serves China's commercial vehicle end market
- SFGW JV increased our market share in China from 2% to ~17% in under 3 years

Aerospace - Joint Venture with SAMC



- Design, development, manufacturing and support of fuel and hydraulic conveyance systems
- Serves the global civil aviation end market
- C919 conveyance systems Life of Program estimated at \$1.4B

Driving market penetration of our proven technology through strategic partnerships



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Key themes

- Eaton's electrical business serves key customer end markets around the world with its industry-leading electrical portfolio
- The world's electrical infrastructure is rapidly evolving, offering new ways to deliver value to our customers
- We are focused on a number of strategic initiatives to drive future growth, including:
 - Intelligent & connected solutions
 - Expanding core markets
 - Accelerating project productivity



The Electrical Sector has two reporting segments serving customers in six key end markets

Electrical Products



- Industryleading portfolio
- Residential & non-residential products
- Industrial controls
- Power quality (1-phase)
- Lighting

- Bussmann series
- B-Line series
- Wiring devices
- Life safety

Electrical Systems & Services

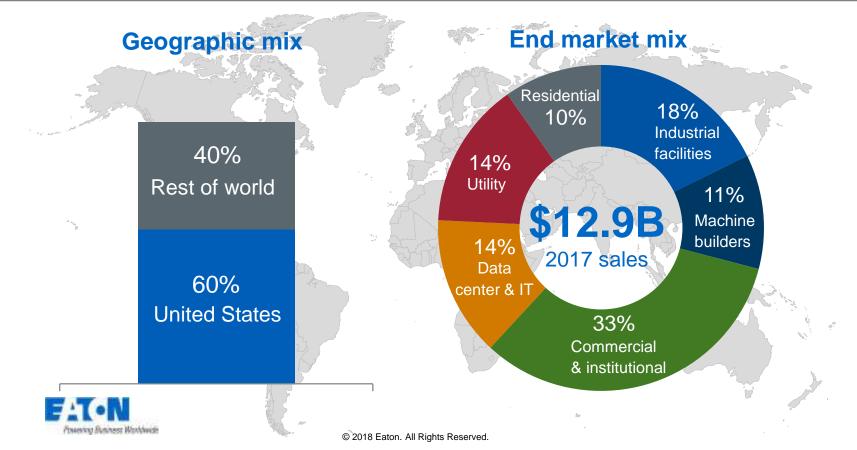


- Power distribution & assemblies
- Power quality (3-Phase)
- Power systems
- Crouse-Hinds series
- Software & services

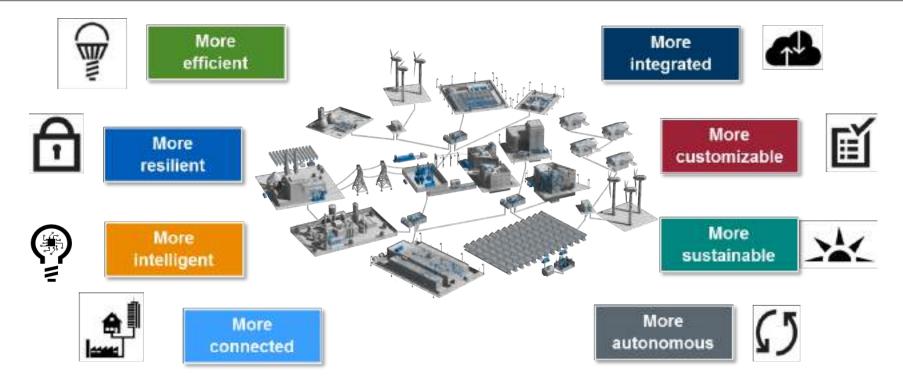




Our business has breadth across both geographies and end markets



Rapidly evolving electrical infrastructure offers new opportunities to deliver customer value





Electrical Sector strategic growth initiatives

Accelerating project productivity

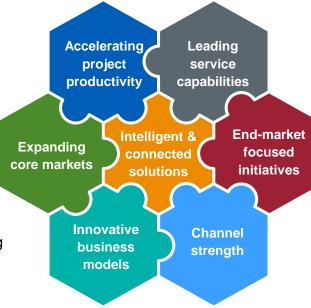
- Enhanced collaboration tools
- Prefabricated & modular products
- Automated designs

Expanding core markets

- Energy storage
- Microgrids
- Compact gas insulated switchgear

Innovative business models

- PredictPulse[™] data center monitoring
- Power management as a service



Leading service capabilities

- Turnkey project management
- Power systems engineering

End-market focused initiatives

- Broad utility solution offering
- Comprehensive portfolio for data centers

Intelligent & connected solutions

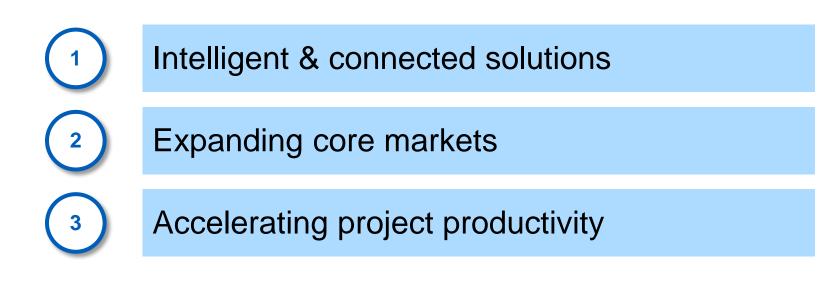
- Intelligent circuit protection
- Arc quenching switchgear
- Digital factory

Channel strength

- Eaton Distributor Advantage Program
- Contractor programs



Topics for today's discussion





Intelligent & connected solutions



The world is becoming more digital



By the year 2020, the average home will have more than 35 connected devices



As of 2016, 77% of Americans own smartphones, up from 35% in 2011

An estimated 31 billion 'things' will be connected to the internet by 2020



Businesses spent an estimated \$964 billion on connected hardware in 2017





The electrical industry IoT opportunity is large



Eaton IoT addressable opportunity



- Smart sensors
- Asset & people management,
 - security, employee engagement, labor productivity, space utilization



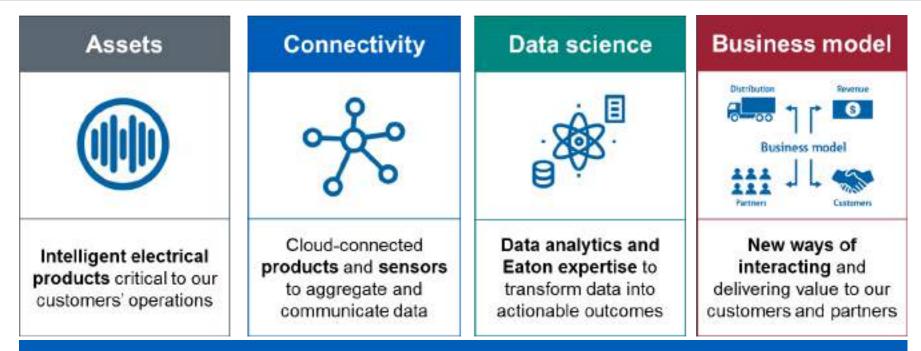
- Real predictive maintenance and diagnostics
- Data-based automation and configuration



- Distribution network / system level management
- Analysis, automation, and response based on operating parameters from connected Eaton and 3rd party devices



Eaton combines deep application expertise with ownership of the electrical real estate



Intelligent Power: Driving digital innovation

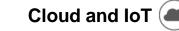


Our CoE investments have resulted in significant accomplishments over the past year



- Deployed a common cloud platform across the Eaton enterprise
- Increased number of IoT product development engagements by 85% YoY
- Reduced IoT product development time by approximately 40%
- Established industry's first lab for UL program for cybersecurity testing of intelligent products

User experience (



Embedded systems (







Intelligent & connected solutions Intelligent circuit protection



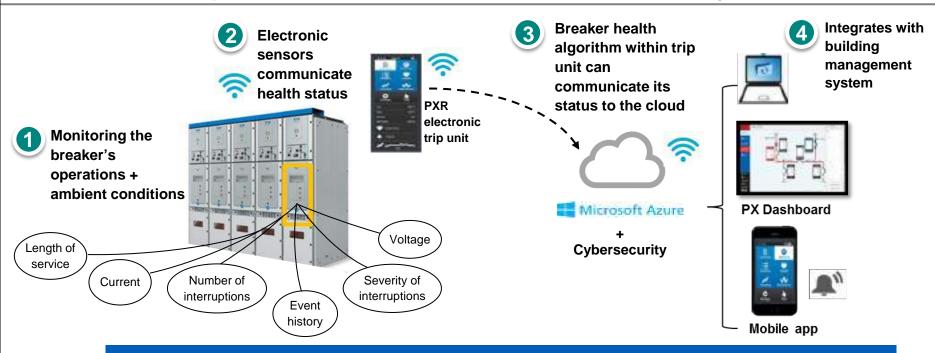
Traditional circuit protection protects personnel & equipment but does not provide higher-level system visibility or predictive diagnostics

Sources: American Hospital Association, Office of the Inspector General Department of Health & Human Services, American Society of Healthcare Engineering, Grumman/Butkus Associates

Intelligent & connected

solutions

Embedded intelligence in our breakers provides an accurate picture of breaker health and system status



90% of our eligible air circuit breakers now include the PXR electronic trip unit



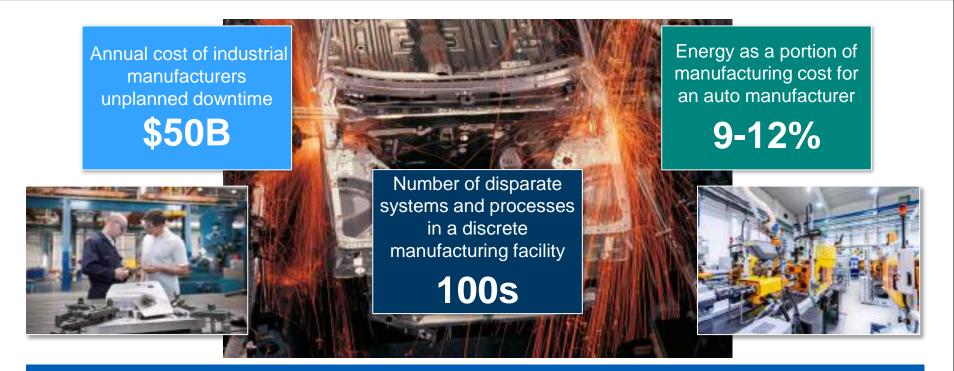
Intelligent circuit protection allows hospital operators to work more safely and efficiently

	Past	Today	Future:
Maintenance	Maintenance work could impact	 Full system visibility makes it easier to shift critical loads 	100% fail-safe hospital
	critical hospital operations		Electrical systems fully integrated and automated
Electricity consumption	 Many inefficient loads throughout the system 	 Full system visibility makes it easier to target inefficiencies 	with all hospital systems
Regulatory compliance	 Meeting requirements is time consuming 	 Real-time data access simplifies compliance 	
Outage restoration	 Source of fault difficult to detect 	 System shows source, allowing rapid power restoration 	
New equipment installation	 Frequently requires full electrical system study 	 Capacity and capability of electrical system readily available 	

Eaton's incremental growth opportunity from intelligent circuit protection: \$150-\$200M by 2023

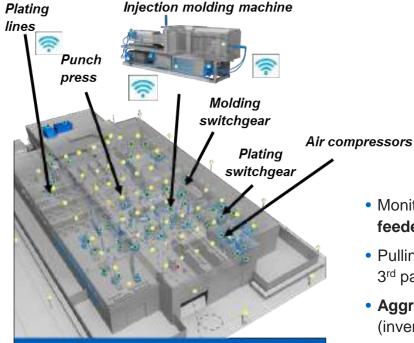
Intelligent & connected solutions Digital factory





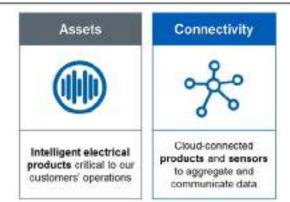
Intelligent power management mitigates unplanned downtime & manufacturing inefficiencies

Digitizing factories to create a network of intelligent and connected devices



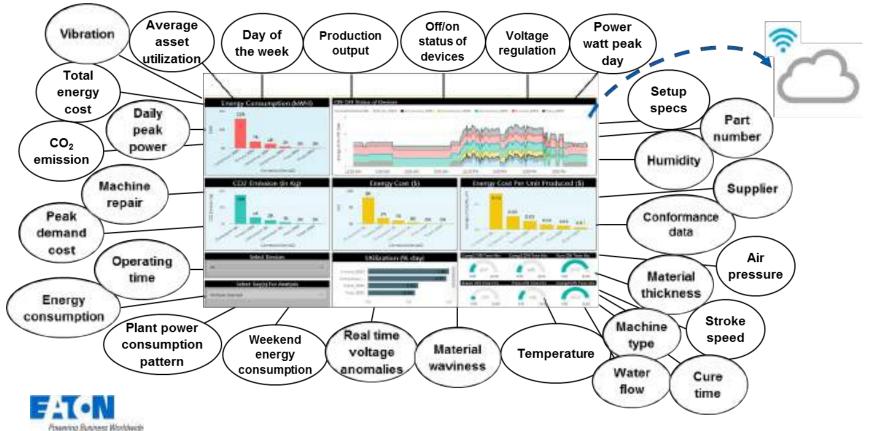
Eaton intelligent circuit breaker factory



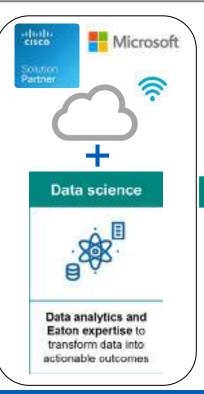


- Monitoring over 500 devices on 214 machines, switchgear and power feeders at our largest circuit breaker plant
- Pulling data from circuit breakers, variable frequency drives, meters, 3rd party controllers, PLCs, relays, and soft starters
- Aggregating device sensor data with 13 different facility systems (inventory, production schedule, purchasing, invoicing, maintenance, etc.)
- 250,000 streams of data at various measurement rates every 5 seconds to 5 minutes

We are gathering thousands of streams of data from our machines, power sources and systems



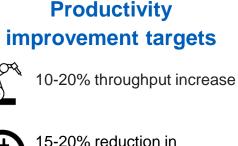
Driving actionable outcomes to improve manufacturing efficiency and reduce costs





Actionable outcomes

- Preventative maintenance
- Operator training
- Ambient condition control
- Production planning
- Demand response
- Supplier quality





15-20% reduction in electricity consumption



10% reduction in unplanned production downtime



5-10% quality improvement

Our digital factory solutions will allow us to expand our U.S. addressable market by \$2-\$4B

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Expanding core markets



Expanding core markets Energy storage





From 2010 to 2016, Li-ion battery prices declined **73%** From 2008 to 2016, EU-28 household electricity prices increased nearly **30%**





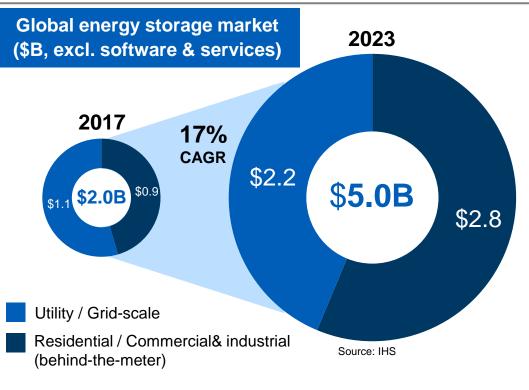
Renewables accounted for ~2/3 of global new power capacity in 2016 EU goal to reduce carbon emissions by **40% by 2030** compared with 1990 levels



Several important trends are fueling the growth in energy storage markets



The energy storage market is large and is expected to expand rapidly



Residential / C&I (behind-the-meter)

- Significant follow-on software and services opportunities
- Lower ratio of low-margin battery content
- Greatest opportunity for balance of electrical systems pull-through

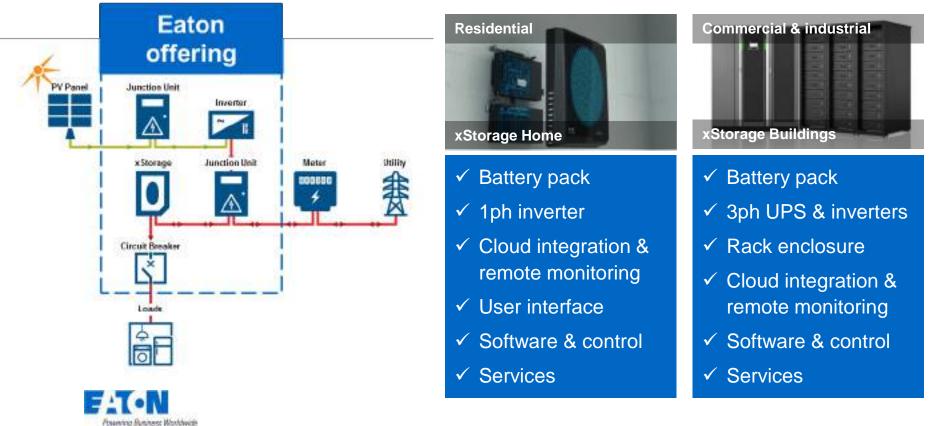
Utility / Grid-scale

- Fewer opportunities for follow-on software and services
- Higher ratio of low-margin battery content
- Utilities internally develop software
 and control platforms



Initial focus area

Our energy storage offering includes our *xStorage* system and other parts of the electrical package



We are initially focused on the European market

First focus: Europe

- Large solar PV installed base
- Reduced feed-in tariffs promotes electricity self-consumption
- Significant electric vehicle (EV) penetration in certain countries
- Strong culture of environmental stewardship
- High cost of electricity

Large existing market for energy storage systems

Key wins

Amsterdam Arena



Residential



- Significant Eaton content, including non-storage product pull-through
- Using new and 2nd life Nissan Leaf batteries
- Key wins in Germany, France and Italy
- Working with key distributors to train local installers

Energy storage is a \$200-300M incremental revenue opportunity by 2023



Expanding core markets Microgrid update



Energy storage complements our microgrid strategy

U.S. Government

- **Tyndall Air Force Base** delivery of 2MW system for testing and validation of Air Force conservation technologies
- Fort Custer turnkey microgrid system to manage distributed generation and to power adjacent government facilities



Utility

Major investor owned utility
– turnkey microgrid

Commercial

 Large pharmaceutical company facility in Puerto Rico – microgrid controls, design, power studies



Department of Energy National Renewable Energy Lab Partnership (NREL)

- Eaton engineering team collocated at NREL in Colorado
- Enables both organizations to collaborate more closely on microgrid, grid intelligence and energy storage



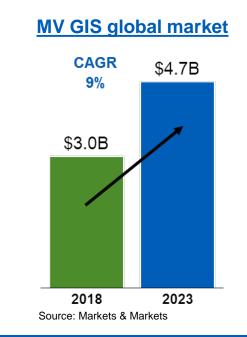
Expanding core markets Medium voltage gas insulated switchgear

Gas insulated switchgear (GIS)

Uses gas-filled tanks to achieve safe electrical clearances in smaller spaces than with traditional switchgear



Eaton Power Xpert XGIS



Gas insulated switchgear represents a large and growing portion of the MV market



Expanding core markets

Customers value GIS for its small footprint, low cost of maintenance and inherent safety



electrical hazards

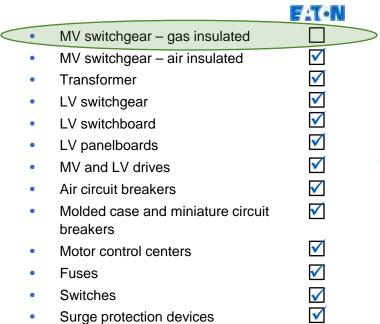
Many large data center customers are moving to GIS due to its smaller footprint

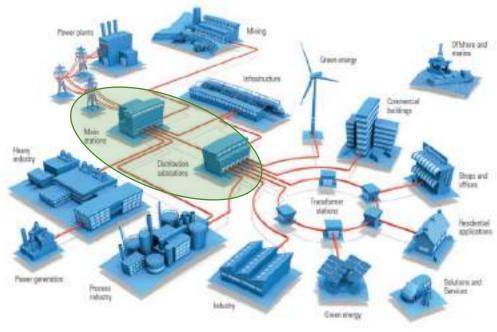
Gas insulated switchgear typically occupies 1/3 of the volume of air insulated switchgear



Eaton sells to these projects today but cannot supply the MV solution if GIS is specified

Key parts of the electrical system





MV switchgear is often specified first in greenfield and expansion projects

We are launching two solutions for different types of GIS customers

Value-focused solution

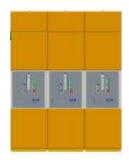
- Will meet IEC/ANSI/GB standards
- Provides superior value to customers who require a MV gas insulated switchgear solution

Differentiated solution

- Will meet IEC/ANSI standards
- Enhanced ratings
- Plug and play solution eliminates errors and cost associated with complicated installation
- Premium solution with market-leading features and performance



Power Xpert XGIS



Next generation Power Xpert XGIS

Eaton's MV GIS solutions target a \$500M potential market with their voltage ratings



Accelerating project productivity



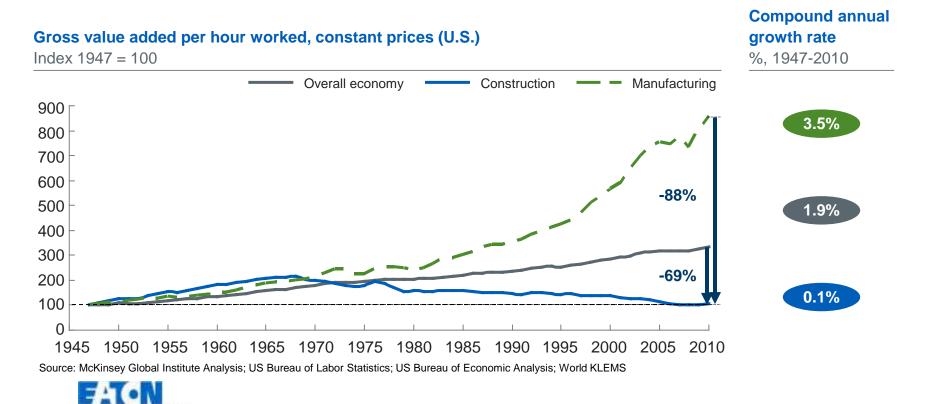
Construction is a large, global market and a significant part of Eaton's electrical business

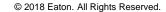


Source: McKinsey & Company Feb 2017 study "Reinventing Construction: A route to higher productivity"



The U.S. construction industry has not benefited from the productivity gains seen in other industries

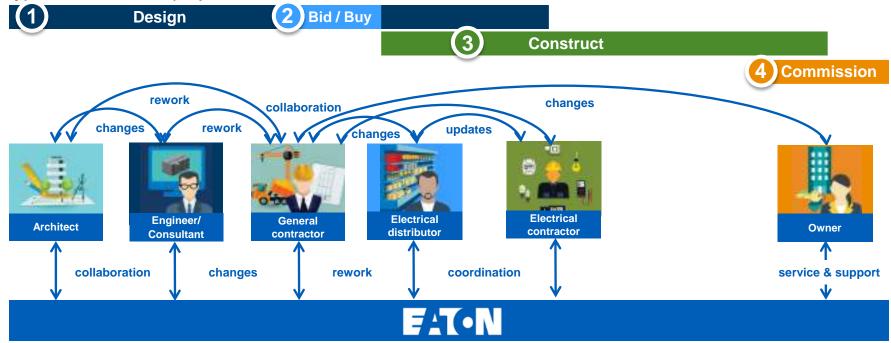




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Construction projects are complex and include many stakeholders

Typical construction project timeline:

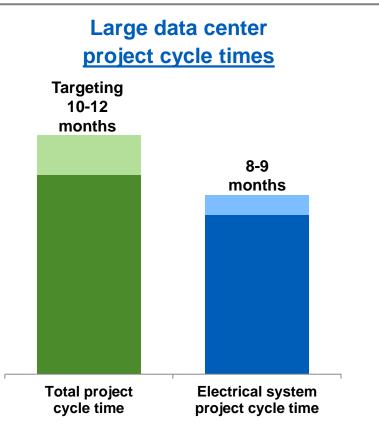


Note: project timeline representative only; cycle times vary by project

Customer project cycle times are being compressed Large data center example



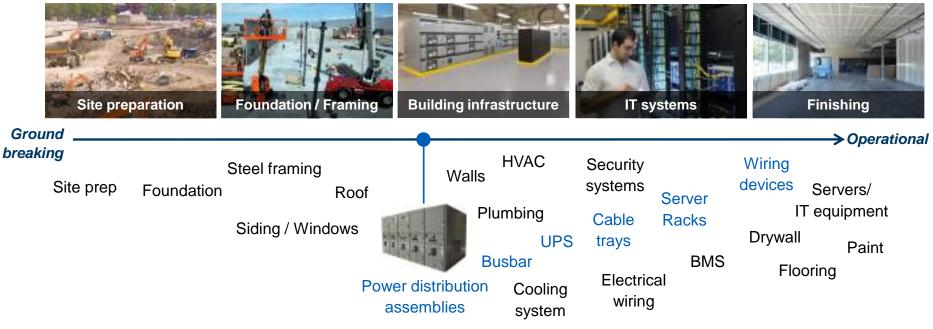
- Electrical infrastructure makes up 30-35% of the dollar value in a large data center
- Total project cycle times have compressed significantly since 2012
- Pressure on all suppliers to accelerate equipment delivery and commissioning





Electrical systems are often the critical path in large construction projects

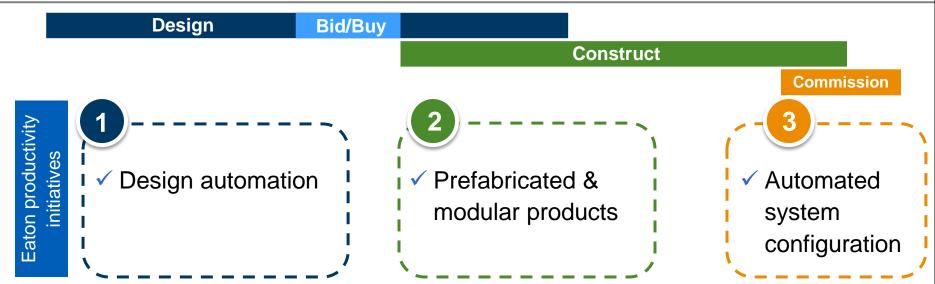
Data center example:



There is an opportunity to differentiate with speed-of-delivery, as other systems are often dependent on long lead time items like power distribution assemblies

Blue text = Eaton products

As a key electrical supplier, Eaton is well positioned to help accelerate construction productivity



\$200-\$400M by 2023

Eaton's incremental North American growth opportunity from construction productivity initiatives

Reducing engineering and manufacturing cycle times by creating standard designs as a starting point for customization



Design

Design automation

(1)

We are advancing our design automation capabilities to significantly reduce design and manufacturing times for complex, engineer-to-order products like assemblies





Why it matters:

- Accelerating our internal cycle times on custom designs differentiates us from competitors with much faster speed-of-delivery
- Grow our business with customers demanding reduced lead times

Targeting a reduction in 50% design & manufacturing time on engineer-to-order products

Reducing costs and contractor installation time with prefabricated products



Construct

PRE-formance™ prefabricated assemblies

Contractors use our pre-engineered and pre-assembled products to simplify branch wiring installation on commercial construction projects that have many rooms of the same type





Electrical contractor

Why it matters:

- Pre-kitted material is available in the appropriate work areas which significantly reduces on-site material handling time
- With the current shortage of skilled labor, pre-built products simplify installation and help close the capability gap

Prefab products can increase worker productivity 25% by reducing material

handling on the job site

Source: National Electrical Contractors Association (NECA)

Leveraging our intelligent & connected products to automate the configuration of large assemblies



Commission

Automated system configuration

Streamline the end-to-end device configuration process for engineer-to-order electrical assemblies using our intelligent products and cloud connectivity





Why it matters:

- Step function improvement in the time it takes to configure base and customer-specific settings
- Reduced risk of start up delays with early validation
- Improved order accuracy with connected data flow
- Meets cybersecurity data traceability requirements

Reducing commissioning time by **3-4 weeks** on a large data center

customer project

Key themes

- Eaton's electrical business serves key customer end markets around the world with its industry-leading electrical portfolio
- The world's electrical infrastructure is rapidly evolving, offering new ways to deliver value to our customers
- We are focused on a number of strategic initiatives to drive future growth, including:
 - Intelligent & connected solutions
 - Expanding core markets
 - Accelerating project productivity





Annual investor conference

Craig Arnold, Chairman and Chief Executive Officer March 2, 2018



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Key takeaways for today...

- Our culture, willingness to change, and focus on customers have led to superior performance over our long history
- Today's Eaton is made of five leading franchises...which are stronger together
- We laid out our five-year financial goals in 2015, and we're on track to deliver
- 2017 was another year of solid progress, and we have good momentum heading into 2018
- We are generating significant cash flow and have increased cash optionality
- Our strategy is working; we're investing for organic growth, delivering solid margin improvements, and effectively redeploying capital
- We're making big investments in areas that have secular growth, where we have strategic advantages that will allow us to win
 - intelligent and connected devices, electrification in vehicle and mobile markets
 - customer productivity, new products/new partnerships, expanding in emerging markets



Agenda

- Building on our heritage
- Eaton today
- Our strategy and future
- How we execute as One Eaton



Remarkable 107-year heritage characterized by

- Values-based culture
- Anticipation, adaptation and change
- Customer focus and unique innovation

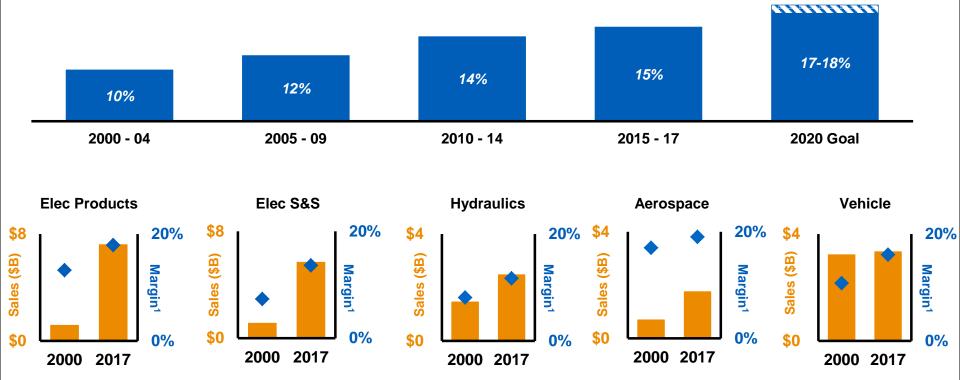
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Which has allowed us to continuously improve...

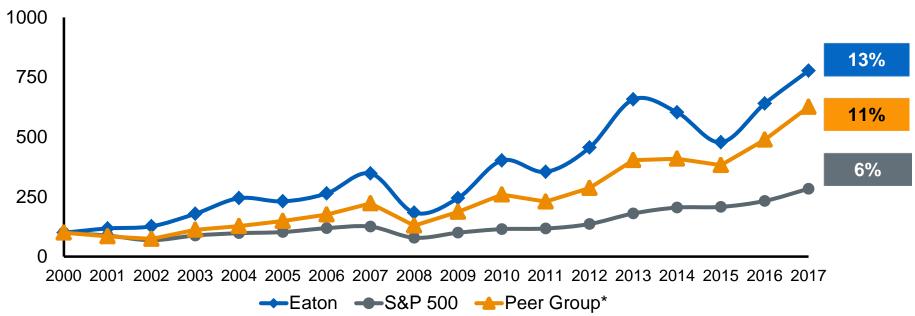
Segment Operating Margin¹



¹ Segment margins exclude acquisition integration charges

...and generate strong returns for shareholders...

Cumulative Shareholder Returns

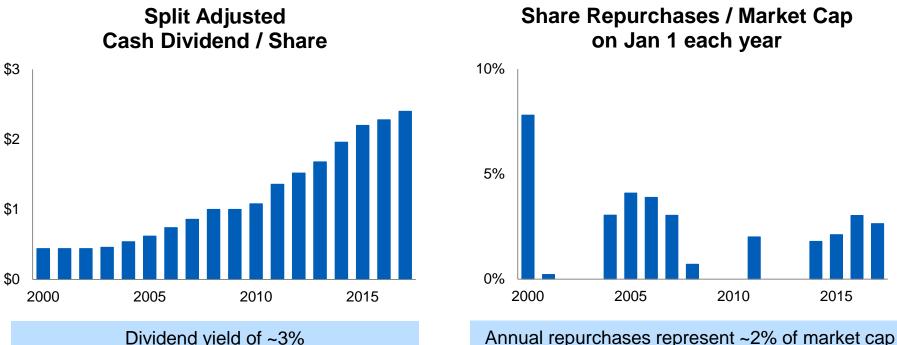


* Peer group represents an equal weighted index of ABB, DOV, EMR, HON, IR, ITW, LR, PH, ROK, SIE, SU, UTX Source Data: Capital IQ, Eaton analysis

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2000 - 2017 CAGR

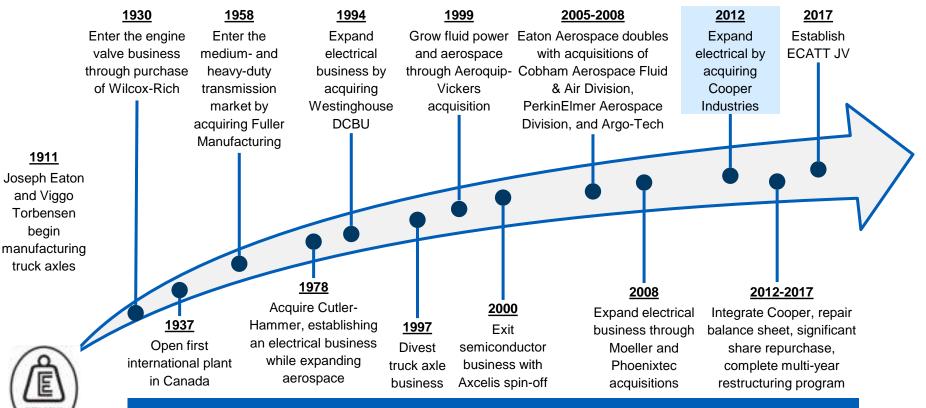
...including consistently returning capital to shareholders through dividends and repurchases



Dividend yield of ~3%



All while building a better company through strategic acquisitions and divestitures



We will continue to evaluate strategic options as opportunities arise

Agenda

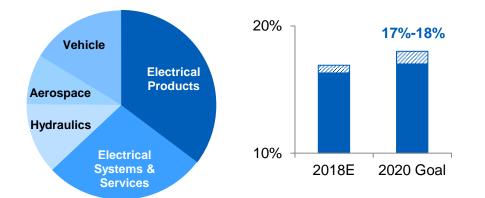
- Building on our heritage
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Eaton is a leading power management company in difficult to disrupt industries

2017 Sales Mix

Operating Margin













What We Like

- Leading businesses in large, global markets selling well-recognized brands
- Doing mission critical work that protects people and assets, while improving productivity
- Highly engineered products in markets where application expertise matters
- Aligned with secular, long-term growth drivers
- Occupying valuable real estate that positions us to grow in a connected and intelligent IoT world
- Significant scale, providing an attractive cost position

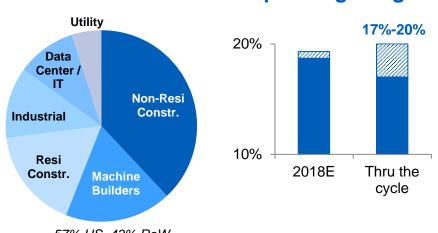
Electrical Products

Electrical Systems & Services

Hydraulics

Aerospace Vehicle

Electrical Products is a leading global player in low- / medium-voltage products



2017 End Market Mix Operating Margin

57% US, 43% RoW



Intelligent circuit protection



Arc fault / ground fault circuit interrupters

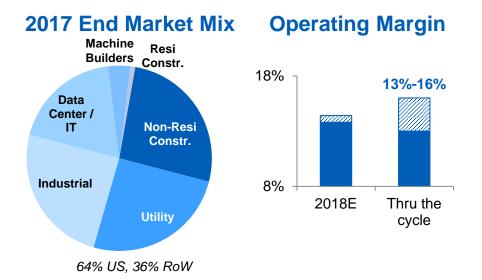


1-phase uninterruptible power supply

What We Like

- Growth driven by focus on innovative products and ability to provide efficiency gains for our customers
- #1 or #2 position in numerous markets including NA circuit protection, single phase UPS, NA lighting, and NA structural support systems
- Strongest distribution network in NA
- Innovator in connected and intelligent solutions
- Strong margins driven by a portfolio of trusted brands, differentiated products, and a leading channel position

Electrical Systems and Services is also a leading global player in low- / medium-voltage solutions





3-phase uninterruptible power supply



Power distribution and controls



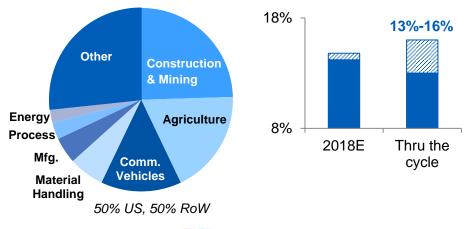
Harsh & hazardous

What We Like

- Deep application expertise with proven ability to solve our customers' toughest challenges
- #1 or #2 position in numerous markets including harsh & hazardous, NA low- and medium-voltage power distribution, and NA three phase UPS
- Well-positioned to participate in connected and intelligent solutions
- Leading NA services organization able to deliver value-added services to our customers
- Strong margins driven by differentiated solutions and the ability to manage complex customer projects

Hydraulics is among the 4 largest players serving a diverse set of end markets

2017 End Market Mix Operating Margin





Hydraulic hose

and fittings



Hydraulic pump

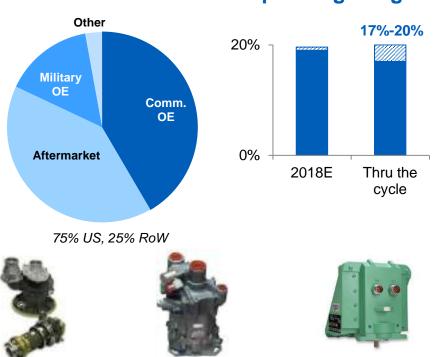


Hydraulic valves

What We Like

- In the early stage of a cyclical expansion where we expect strong market growth through 2020
- Serving the world's most challenging applications where power density matters
- One of the broadest product offerings in the industry
- Among strongest distribution networks in North America, with 55% of our sales through distribution
- Large installed base driving aftermarket business, which accounts for ~1/3 of sales
- Significant restructuring program has improved our cost position and growth prospects

Aerospace is a leader in motion control, air frame, fuel, and engine solutions



2017 End Market Mix

Operating Margin

What We Like

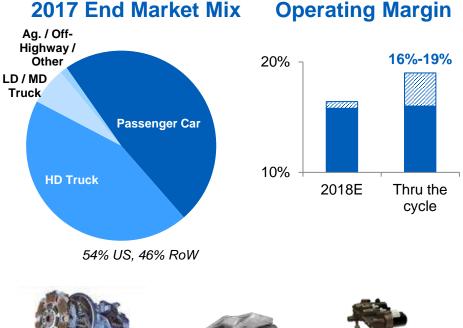
- Long-term growth underpinned by increasing passenger and freight air traffic
- Risk averse and highly regulated industry where pedigree matters – difficult to displace
- Strong intellectual property and patent protection
- Large installed base and strong aftermarket position create predictable, high-margin revenue streams
- Market leader in hydraulic, conveyance, and fuel systems

Air frame fuel pump

Hydraulic pump

Motion control Secondary flight controls

Vehicle is a leading supplier of powertrain and engine air management products



Operating Margin

What We Like

- Need for better fuel economy and emission regulations driving long-term growth
- Industry leader in valves and advanced valve actuation – expect market growth over next 10 years
- Newly formed Eaton-Cummins JV provides increased access to global markets for automated transmissions
- Established relationships with all global OEMs with local manufacturing and customer support
- Long-term investments in manufacturing footprint drive best-in-class scale and cost competitiveness
- Uniquely positioned to be a global leader in growing electric vehicle market

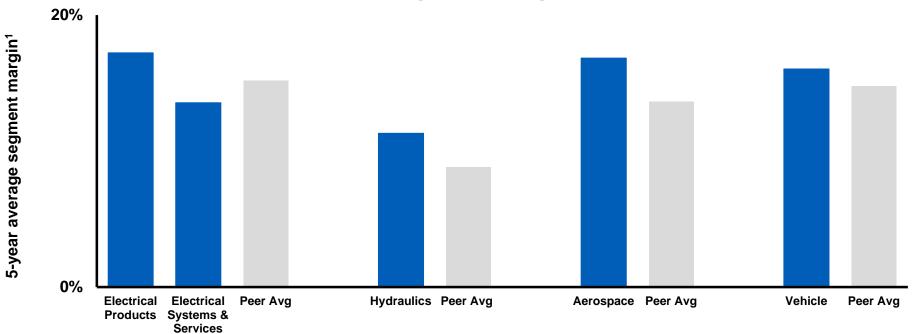
Clutches and transmissions

Valve actuation

Torque controls

Our businesses perform well compared to peers

Segment Margin¹



Electrical Peers: ABB, EMR, HUBB, LR, ROK, SU, Siemens-Industrial; <u>Hydraulics Peers:</u> Bosch-Industrial Technologies, Danfoss-Power Solutions, Moog-Industrial Systems, Parker Hannifin-Diversified Industrial; <u>Aerospace Peers:</u> Moog-Aircraft Controls, Parker Hannifin-Aerospace Systems, Woodward-Aerospace; <u>Vehicle Peers:</u> ALSN, AXL, BWA, CMI

Source: Capital IQ, Eaton analysis, CY '13 thru CY '17

¹Eaton segment margins exclude acquisition integration charges

And we will continue to evaluate them against the criteria that we have established

Ability to lead in large global markets	> Addressable market >\$2B	
Above average growth potential	Long-term growth > real GDP	
High margin potential	Segment operating margin in mid- to high-teens	
High returns	Return on tangible assets mid-twenties or above	
Consistent profitability	Minimum of low-teens margin at the trough	

We like our mix of businesses and are driving significant improvement

Agenda

- Building on our heritage
- Eaton today
- Our strategy and future
- How we execute as One Eaton



At Eaton, we make what matters work*



We make renewable energy work.*



*Our vision

To improve the quality of life and the environment through the use of power management technologies and services.



By making power safe, reliable, and more efficient

While doing so, we seek to make a positive impact on stakeholders...



Delight our customers

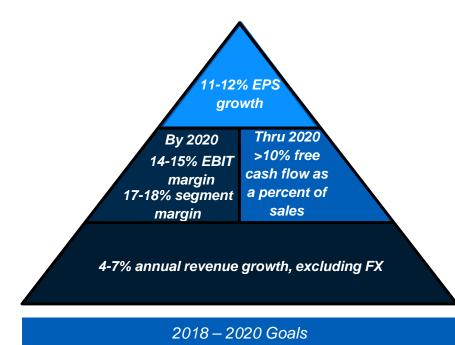
Develop and engage our employees

Support our communities

...while delivering superior returns to shareholders



We're on track to achieving our 2020 financial goals



2018 – 2020 goals

- ~3-4% organic revenue growth
- ~1-3% acquisition revenue growth
- ~170 bps segment margin expansion
 - ~80 bps in 2018E at the mid-point
 - ~90 bps from 2019-20
- ~210 bps EBIT margin expansion
- 10%+ free cash flow as a percent of sales
- ~\$8B free cash flow

Note: EPS, margin, and cash flow metrics exclude acquisition integration charges, 2017 gain on Eaton-Cummins JV formation, and 2017 impact of U.S. Tax Reform

But financial goals are not enough, we aspire to have a broader impact on society

- Be the preferred supplier to customers and channel partners
- Make work exciting, engaging and meaningful for our employees
 - Ensure the safety, health and wellness of our employees
 - Be a model of inclusion and diversity in our industry
 - Make our communities stronger
 - Be active stewards of the environment

And we are making solid progress toward these goals

Our corporate strategy is working



Strategic Growth Initiatives – Develop technology leadership (safe, reliable, efficient, connected, and intelligent), convert on our channel and service strength, deliver superior value



Expand Margins – Accelerate our operational excellence, implement multi-year productivity plans, focus on outliers *(fix the tail, grow the head)*



Disciplined Capital Allocation – Invest to win, consistently return cash to shareholders (*dividends, share buybacks*), criteria-based product and business evaluation

Our growth is supported by secular growth trends



Global demographics – Greater urbanization and growing middle classes require increased infrastructure and investment for housing, work space, food, electricity, and transport



Environmental concerns and increased regulation – Climate change, air and water quality, and waste disposal necessitate more innovation and less reliance on fossil fuels



Increased demand for superior value solutions – Increasingly, customers are turning to alternatives providing superior value

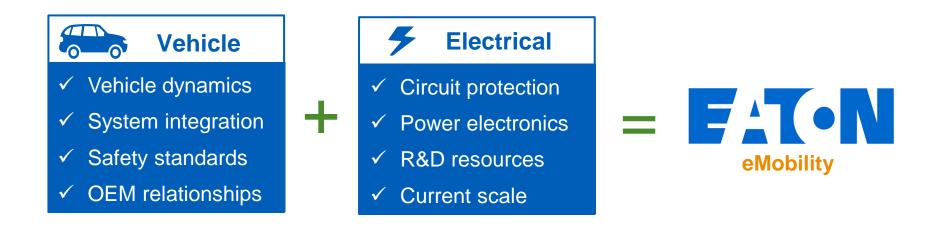


Intelligent products and connectivity – Value creation to be driven by the interconnectivity of products and systems and new business models



Energy efficiency – Highly influenced by environmental factors, energy efficiency and increased electrification will continue to be major drivers of growth

Our planned eMobility segment is at the intersection of secular trends and our capabilities



Positioned to win in a new \$33 billion market



And we have increased focus on organic growth...



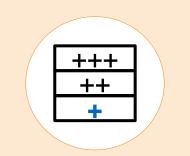
Technology leadership

- Industry-leading high pressure fuel pump for aerospace
- Leveraging existing vehicle technologies for new applications
- IoT investments delivering results in data centers and factories



Channel conversion

- Investments in Hydraulics APAC channel is delivering results
- Partnering in China to gain market access
- Software as a Service (SaaS) for data centers



Superior value

- Two-tiered hydraulic hose offering expands addressable market
- Expanded localized electrical components in China from 30% to 70%
- Two-tiered suite of hydraulic motors provides different capabilities targeted at varied applications

...while running the business better

Operational excellence



- 50% increase in world-class plants in 2017
- Over 400 employees achieved higher Six Sigma Belt certification
- As Operating Assessment results improved, a Mexican plant's manufacturing margins improved by >20 percentage points

Productivity plans



- Digital factory solution driving savings in our factories
- Completed 3-year restructuring program with \$518M of mature year savings
- ~8% increase in employees in BCCs

Focus on outliers



- Leveraging Engine Air Management expertise to penetrate new markets
- Improved a transformer's margin by 500 bps through pricing, product development, and manufacturing changes
- 7,000+ SKU reduction in Hydraulics



And we remain disciplined in allocating capital





Agenda

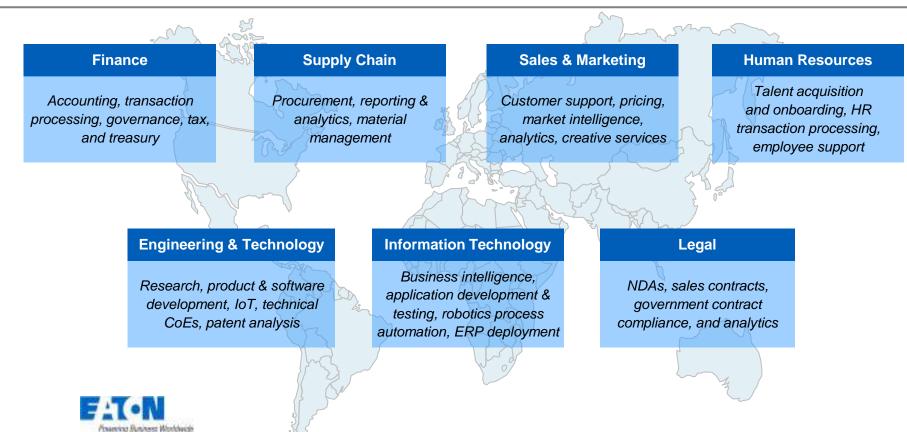
- Building on our heritage
- Eaton today
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- How we execute as One Eaton



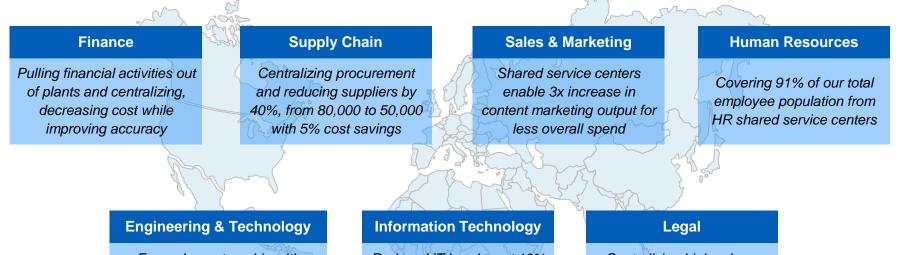
EBS is the foundation of our execution strategy and how we achieve scale benefits



Scale has enabled us to optimize our support functions across our global network of shared service centers...



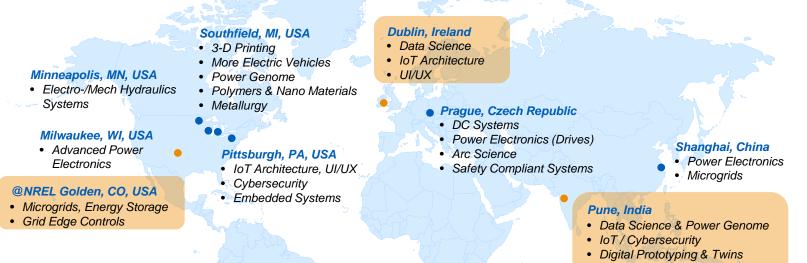
...and we continue to find opportunity to drive efficiency



Formed a partnership with NREL and established new Centers of Excellence in the US, Ireland, and India Reduced IT headcount 10% through consolidating workforce into a centralized organization Centralizing high volume contract management with goal of 100% increase in contract transactions in 2018



Our network of global innovation centers gives all businesses access to cutting-edge technology



- Reliability Engineering
- Embedded Systems

Creating a more efficient and effective team from innovation thru execution



Indicates a new capability added in 2017 / early 2018

We have a consistent formula for how we create value and deliver superior returns to shareholders

Aspirational Goals

Our customers' and channel partners' preferred choice

An engaged workforce doing meaningful work

A diverse and inclusive organization

A safe and healthy work environment

Supporting our communities

Active stewards of the environment

Leadership Expectations

Leaders must be ethical, passionate, accountable, efficient, transparent, learners...make good decisions

EBS Processes

Standard set of processes thru which we run the company...teachable point of view and a continuous learning mindset

Leverage Scale

Leverage scale by centralizing common needs...driving efficiency across the organization

Accelerate Growth

Accelerating growth thru focused efforts on technology, channel and service, superior value...the right to win

Margin Expansion

Driving productivity improvements, optimizing manufacturing and support costs...managing the outliers in our businesses

Capital Deployment

Investing in organic growth, returning cash to shareholders, acquisitions that strengthen the portfolio...maintaining a disciplined approach



Execution of our strategy will help grow EPS by 11% to 12% through 2020

EPS growth drivers (CAGR)

Contribution to EPS growth:	2018 - 2020	Comments
Organic growth	4 points	Markets are accelerating
Restructuring and OpEx	4 points	Restructuring program proceeding as planned
Share repurchases	2 points	On track for \$3B of repurchases from 2015-2018
Acquisitions	1 - 2 points	Expect activity to pick up in 2018
Total	11% - 12%	On track



Key takeaways for today...

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 - customer productivity, new products/new partnerships, expanding in emerging markets





2018 guidance and financial overview

Rick Fearon, Chief Financial and Planning Officer March 2, 2018



Key takeaways for today

- Organic revenue growth is accelerating
 - 2017 was a transition year, as our markets broadly returned to growth
 - We expect organic revenues will grow 4% in 2018
- We are aggressively reducing our cost structure
 - Completed our 2015 2017 restructuring program
 - Segment margins in 2018 are forecasted to expand by 80 bps
 - We are offsetting commodity cost increases over time
 - Leveraging the power of One Eaton to gain efficiency in our global shared service centers
- We are closely managing our tax and pension expenses
 - \$62M gain in Q4 as a result of new U.S. tax law
 - 2018 effective tax rate estimated to be 13% 15%, and long-term rate stabilized at 14% 16%
 - U.S. qualified pension plan funded at ~95%
- We continue to generate record amounts of cash
 - Driven by strong margins and tight working capital management
 - Cash conversion solidly above 100%
 - Adjusted cash EPS of \$5.42 in 2017, \$0.77 greater than Adjusted EPS excluding one-time items
- Our consistently strong cash flow allows us to soften economic downturns through continued share repurchases
- We are using our cash flow to invest in growth, while expecting to return 5% 6% of our market cap to shareholders through dividends and repurchases in 2018

2017 was a solid year

Beat initial expectations

- Net income and adjusted earnings per share of \$6.68
- Adjusted EPS excluding \$2.03 of one-time items¹ was \$4.65
 - \$0.20 above original midpoint of guidance
 - Up 10% over 2016
- Driven by improving markets, execution of strategic initiatives, and restructuring benefits

Record segment operating margins

- Record total segment margins of 15.8%
- 100+ bps margin expansion in Electrical Systems & Services, Hydraulics, and Vehicle

Record cash flow

- Record operating cash flow of \$2.7B, including \$350M pension contribution in the year
- Cash conversion² of 120%

Pension funding

- Contributed \$350M to U.S. qualified pension plan
- U.S. qualified pension plan ~95% funded, driving lower pension expense

Strategic partnership

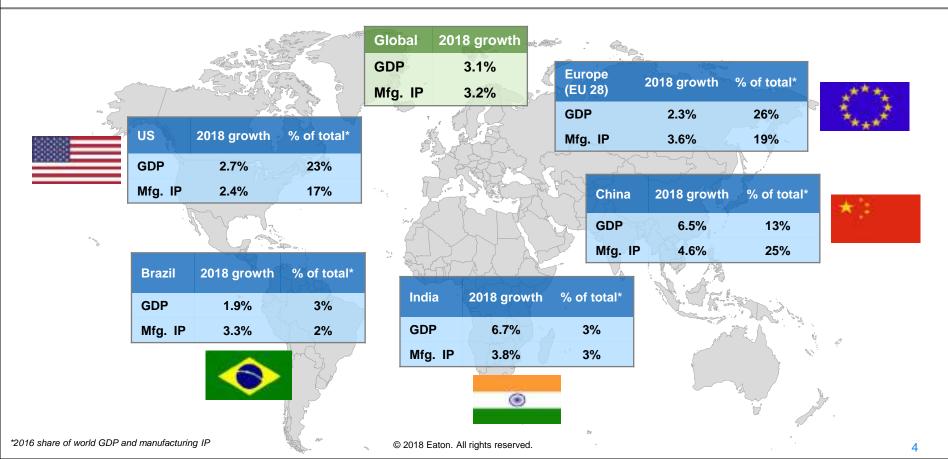
 Closed Eaton Cummins Automated Transmission Technologies JV, generating \$600M in cash



¹One-time items include gain on Eaton-Cummins JV formation and impact of U.S. tax reform

²Cash conversion = Free cash flow adjusted for \$350M U.S. qualified pension contribution divided by net income adjusted for gain from Eaton-Cummins JV formation and impact of U.S. tax reform

2018 market outlook

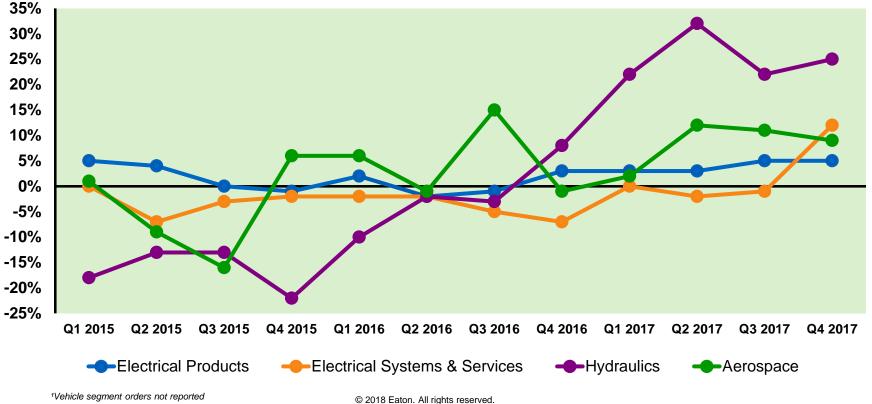


2018 organic growth is expected to be ~4%

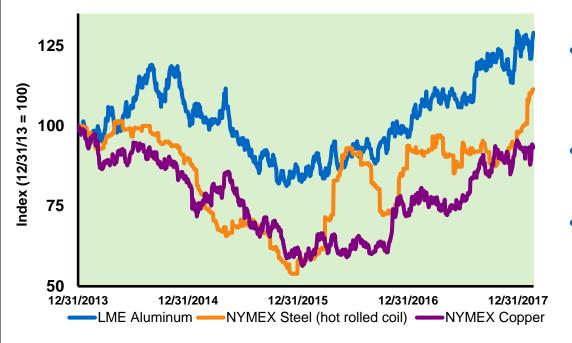
Segment	2018 organic revenue growth	Key market drivers	
Electrical Products	~3%	 Industrial markets and large commercial applications up mid-single digits Small commercial applications show modest growth Single-phase power quality to grow low-single digits Lighting flat to down slightly 	
Electrical Systems and Services	~4%	 + Power distribution assemblies in the Americas show strong growth + Harsh and hazardous markets grow mid-single digits + 3-phase UPS to grow low- to mid-single digits + Utilities markets up low-single digits 	
Hydraulics	~10%	+ + Mobile equipment markets showing continued strength globally	
Aerospace	~3%	 + Commercial OEM markets showing continued growth + Commercial aftermarket growth continues at solid pace Military OEM markets to grow modestly 	
Vehicle	~1%	 + + NAFTA class 8 truck market up to 290k units in 2018 + + Growth in Brazil truck markets + Global light vehicle market up modestly 	
Eaton	~4%		

Orders are trending up in all segments

YoY Change in Orders by Segment¹



We expect to offset rising commodity prices...



- In 2018, we expect prices to rise less and be less volatile than in 2017
- We have programs in place to offset price increases
- New FASB hedge rules allowing for economic hedging should reduce volatility



...however Section 232 restrictions on imports of steel and aluminum would adversely impact Eaton

- It appears that the administration intends to put in place tariffs of 25% on steel and 10% on aluminum under Section 232
 - We anticipate such tariffs would create incremental costs for us from imports of ~\$50M
 - There could be additional costs if domestic producers increase prices
- We would expect to offset any incremental costs through commercial actions



We have made structural changes that position us for long-term cost competitiveness

Total restructuring program

- 3-year program
 2015 2017
- \$456M total costs

 \$518M total mature year benefit

Plant consolidation

- 21 manufacturing locations consolidated
- Consolidations distributed among all segments
 - Electrical Sector = 12
 - Industrial Sector = 9

Headcount reduction

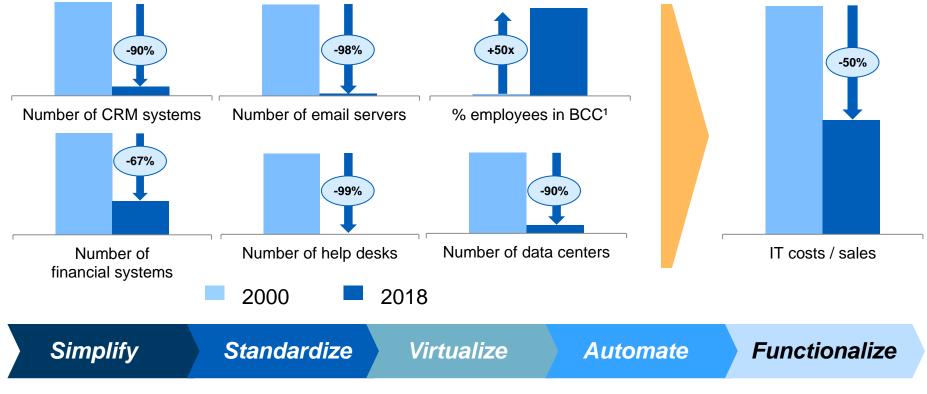
- Approximately 6,000 employees reduced
- Reductions primarily in high cost countries
- Structural changes eliminated 4% of corporate headcount

Emerging market localization

- Expanded production in 8 best cost countries
- Added more than 800,000 square feet to emerging market footprint
- Opened 3 new facilities in Mexico and the Philippines



Functionalizing IT has yielded significant scale benefits, which has notably reduced costs



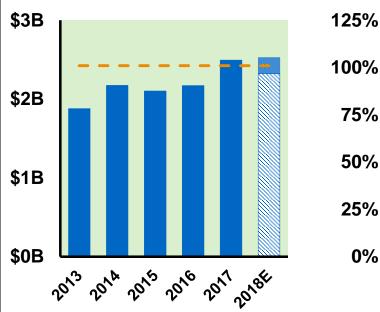
Segment margins are expected to continue to expand

Segment	2016 segment margin ¹	2017 segment margin ¹	2018E segment margin	Margin improvement by 2020
Electrical Products	17.9%	17.9%	18.7% - 19.3%	+
Electrical Systems & Services	12.6%	13.6%	13.8% - 14.4%	++
Hydraulics	8.9%	11.7%	14.2% - 14.8%	+++
Aerospace	19.1%	19.0%	19.0% - 19.6%	+
Vehicle	15.0%	16.1%	15.8% - 16.4%	+
Total Eaton	15.0%	15.8%	16.3% - 16.9%	++



¹Segment operating margin excludes acquisition integration charges

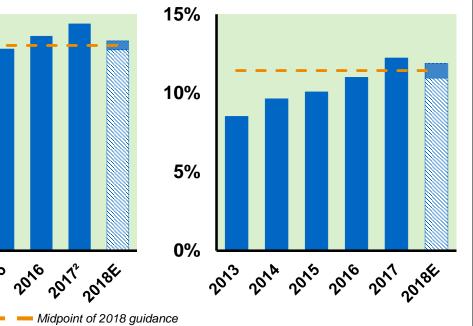
For 2018, we expect strong free cash flow, cash conversion above 100%, and FCF margin above 11%



Adj. free cash flow¹

Adj. free cash flow¹ as a % of adj. net income

Adj. free cash flow¹ as a % of sales



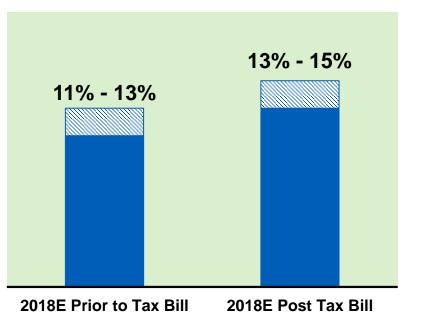
¹ Adj. free cash flow excludes U.S. qualified pension contributions and certain 2014 legal settlements

² Net income adjusted for 2017 gain on Cummins JV, 2017 impact of U.S. tax reform, certain 2014 legal settlements, and 2014 gain on Aerospace divestitures

2018 guidance range

Our tax rate for 2018 is forecast to be between 13% and 15%

Effective Tax Rate



Key tax considerations

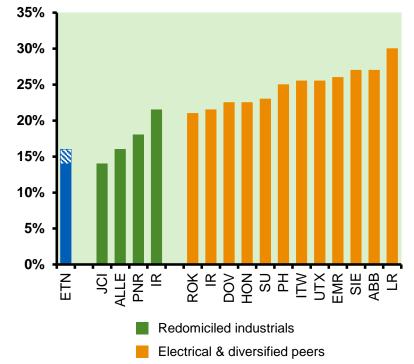
- U.S. tax reform resulted in \$62M of income in Q4
 - \$79M of income as a result of marking our deferred tax assets and liabilities to the lower tax rate
 - (\$17M) charge from mandatory repatriation tax
- We expect a 2018 effective tax rate between 13% - 15%, an increase of 2 percentage points over our prior estimate of 11% - 13% before the impact of U.S. tax reform



We expect our long term tax rate to stabilize between 14% - 16%

- The Tax Cuts and Jobs Act was a wholesale reset of the U.S. tax system
- With TCJA being adopted, almost all uncertainties about the direction of U.S. tax reform are now settled
- We expect our tax rate to stay in the range of 14% 16% post 2018

Peer Tax Rate Guidance for 2018 (midpoint where range provided)





Our balance sheet is strong

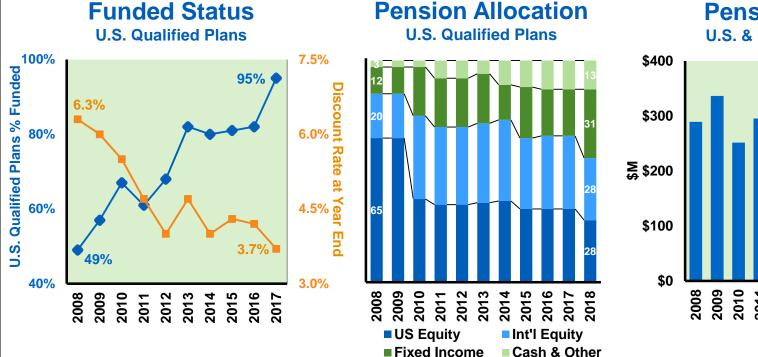


- Refinanced \$1B of debt which matured in November 2017
 - \$700M 10 year bond at 3.1%
 - \$300M 30 year bond at 3.9%
- Modest 2018 2020 maturities
 - Total 2018 maturities of \$578M, with \$450M in Q2, providing us refinancing flexibility
 - \$340M in 2019
 - \$241M in 2020

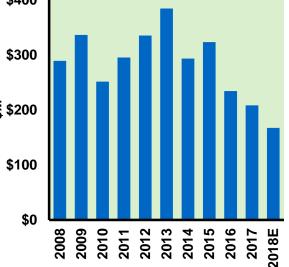


¹Excludes acquisition integration charges, certain 2014 legal settlements, 2014 gain on Aerospace divestitures, and 2017 gain on Cummins JV

Our U.S. qualified pension plan is almost fully funded, driving lower pension expense



Pension Expense U.S. & International Plans



Since 2008, we have contributed \$2.2B to U.S. qualified pension plans

Our capital allocation strategy is focused on growth and returning capital to shareholders

Reinvest in the business to drive organic growth Capital expenditures plus R&D > 5.5% of sales since 2010



Return cash to shareholders with a growing dividend Over the last 10 years, dividend CAGR of 11%



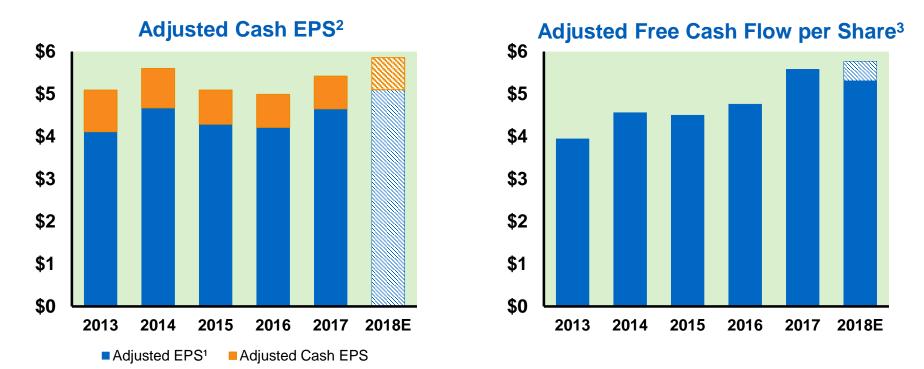
Repurchase shares equal to 1% - 2% of our market capitalization In 2018, completing last year of our 2015 – 2018 \$3B repurchase program

Pursue acquisitions

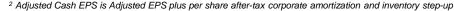
Increased focus on acquisitions, while retaining our discipline

We expect ~\$8B of FCF through 2020, average FCF conversion of >100%, and cash available post dividends of ~\$4.5B

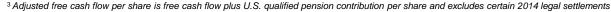
On a per share basis, we generate strong and growing cash flow



¹Adjusted EPS excludes 2017 gain on Cummins JV, 2017 impact of U.S. tax reform, certain 2014 legal settlements, and 2014 gain from Aerospace divestitures

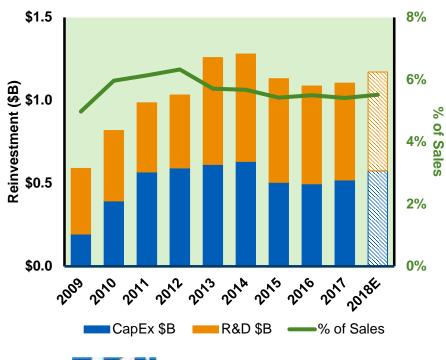


Powering Butiness Workheide



We will have invested over \$10B in capex and R&D in the ten years through 2018

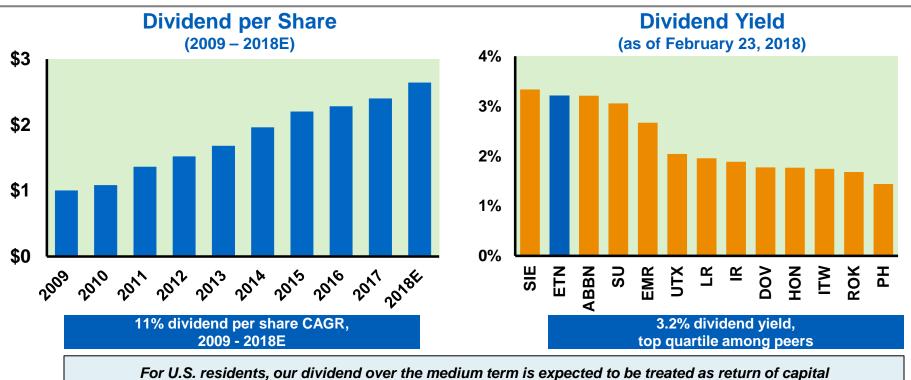
Annual Capex + R&D Reinvestment



- Reinvestment has been between \$1.1B and \$1.3B annually since the acquisition of Cooper
- Expect to reinvest 5.5% 6% of sales going forward
 - ~3% in R&D
 - ~2.5% 3% in CapEx

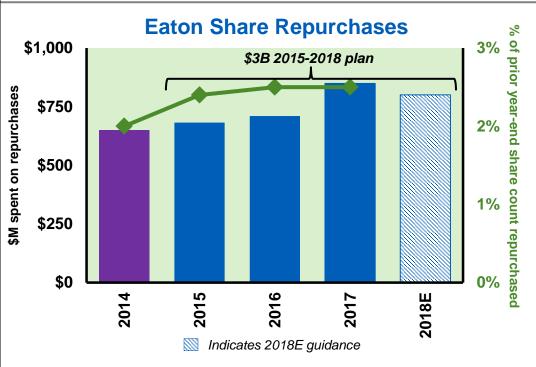


Our dividend has grown rapidly



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We are approaching the completion of our multi-year repurchase program

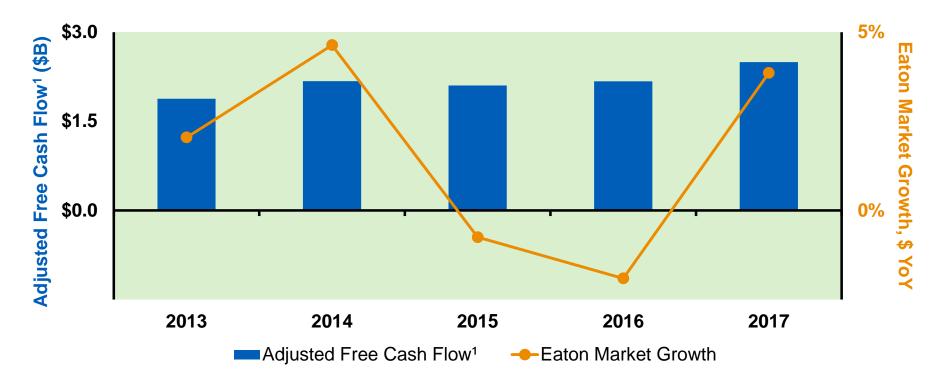


- \$2.3B of the \$3.0B 2015 2018 plan has been repurchased
- On track for successful 2018
 program completion
- Post 2018, anticipate continuing repurchases of 1% - 2% per year
 - \$350M \$700M per year

We have repurchased 9% of shares since 2014



Our steady cash flow gives us the ability to maintain share repurchases during market declines





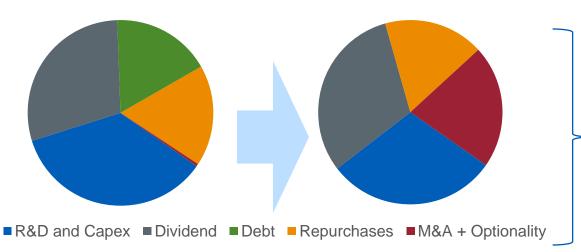
¹ Adjusted free cash flow is free cash flow plus US qualified pension contribution per share and excludes certain 2014 legal settlements

We are targeting an increase in M&A spend

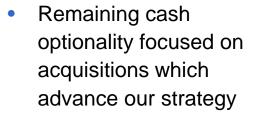
2018E - 2020E



2013 - 2017



We expect to have ~\$4.5B available for repurchases and M&A between 2018 - 2020



 Dividend policy remains unchanged



We have a disciplined M&A process and a clear set of target criteria for evaluating future acquisitions

Areas of focus

- Electrical
- Aerospace
- eMobility
- Core technologies
- Geographic expansion
- Product gaps
- Channel coverage and service

Qualitative criteria

- Leadership in a key strategic market or region
- Attractive opportunities for growth and profitability
- Proprietary content in products and services
- Aligned with secular growth drivers

Financial criteria

- Target minimum returns of at least 300 bps above cost of capital
- Earnings accretive after 2 years
- Ability to drive sustainable top and bottom line synergies

We have completed 67 acquisitions since 2000 utilizing a disciplined evaluation and execution process



2018 financial guidance summary

2018 full year outlook				
\$5.00 - \$5.20 adjusted EPS / net income per share	10% growth at midpoint ¹			
Organic Revenue Growth	4%			
Revenue impact from JVs	\$(150)M			
Forex	\$150M			
Segment Operating Margins	16.3% - 16.9%			
Corporate Expenses (interest, pension, other corporate)	Flat with 2017 levels			
Tax Rate	13% - 15%			
Operating Cash Flow	\$2.9B - \$3.1B			
Free Cash Flow	\$2.3B - \$2.5B			
Capex	\$575M			
Share Repurchases	~\$800M			
Restructuring Costs	\$90M			

¹ Excluding \$1.89 gain from formation of Cummins JV and \$0.14 from U.S. tax reform, both in 2017

