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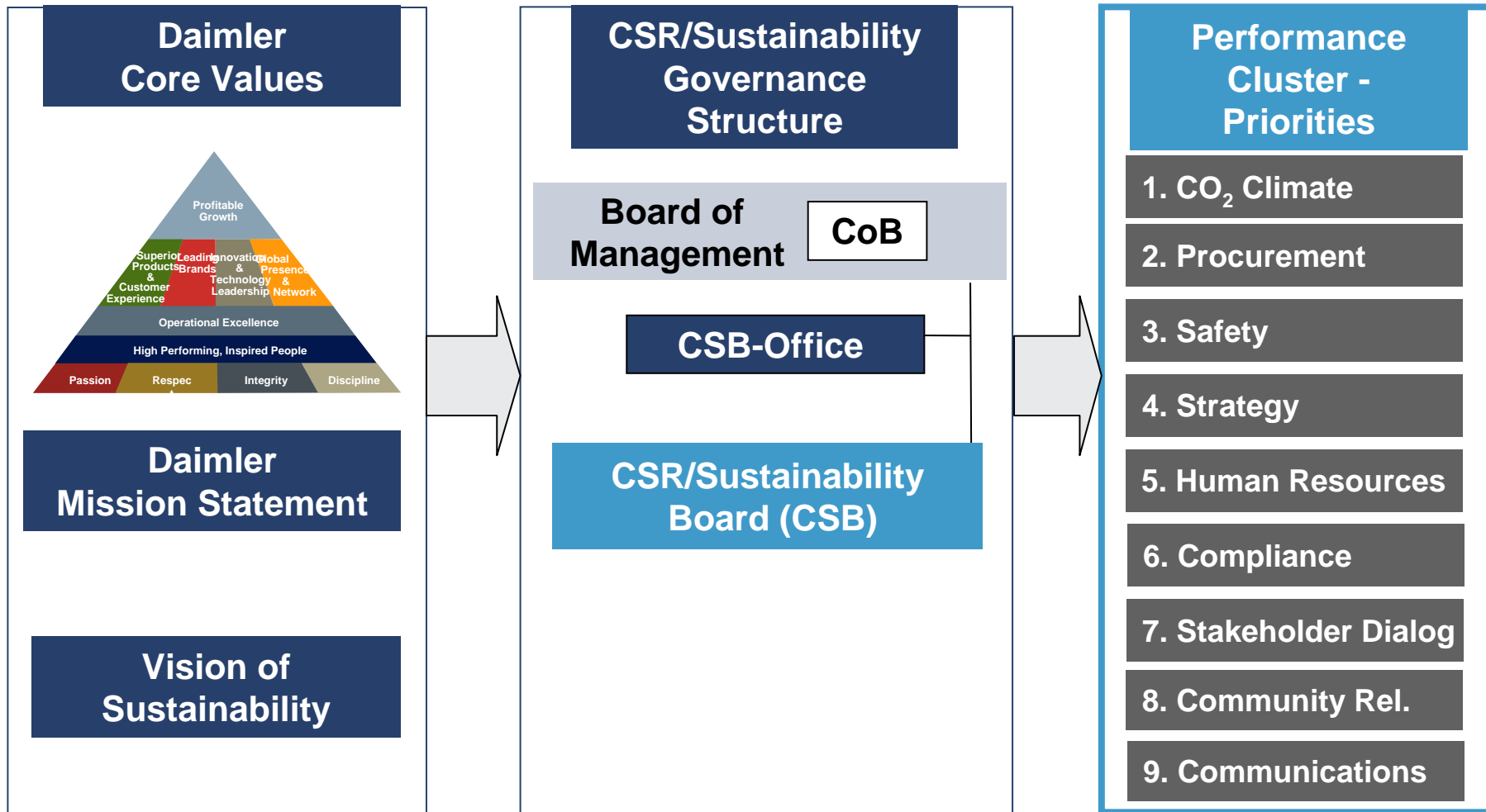
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“ESG Reporting: Marketing and Communication efforts or also Strategic Vision?”

**Forum Annuel de l'Investissement Responsable**  
Paris, June 12, 2008

# CSR/Sustainability at Daimler

## Strategy – Governance – Action on Material Issues



# Reporting on CSR/Sustainability Performance

## Daimler and SRI Ratings and Rankings

		<i>Daimler</i>	<i>Daimler Positioning</i>
<b>Indices</b>	DJSI World	Member of the Index in Top 5 OEMs	BMW (Leader)
	DJSI STOXX		Toyota, Ford, Renault, <b>Daimler</b> (without Ranking)
	ASPI	Member	BMW, VW, PSA, Renault, <b>Daimler</b> (without Ranking)
<b>Ratings</b>	SiRi/ Scoris DAX 30	8	1. Dt. Telekom, (...), 3. BMW, 4. VW, (...), <b>8. Daimler</b>
	SiRi Company Automotive	11	1. PSA, (...), 3. BMW, (...), 6. VW, (...), <b>11. Daimler</b>
	Oekom Rating	5	1. Renault, 2. BMW, 3. VW, 4. Audi, <b>5. Daimler</b>
	Carbon Disclosure Project (Emissions)	1	<b>1. Daimler</b> , 2. Nissan, 3. Toyota, 4. BMW, (...)

- Competition is close and requirements are getting even tougher
- Both Performance and Reporting at Daimler need improvements to achieve leading position. However, performance is the decisive factor

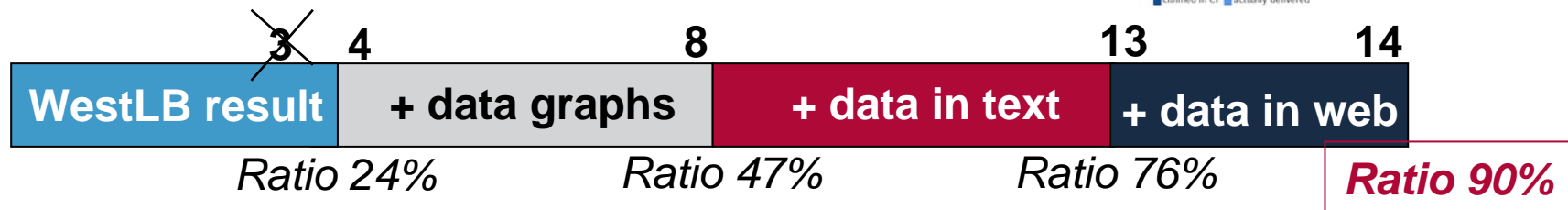
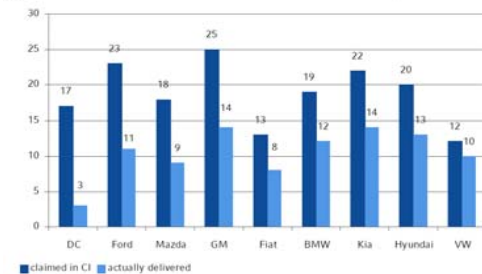
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## Reporting on CSR/Sustainability Performance Daimler and SRI Ratings and Rankings

### West LB – Study: Points well taken – concerns remain:

- Daimler reference is the 2006 Report – com. in 2008 wrong
- Limited view on indicators (selection, no AS - 100% delivery)
- Very critical: Ignoring provided data - e.g. Environment (2006)

Self-declared in CI vs actually delivered – number of performance indicators (GRI Guidelines only)



### GRI: Great Framework – but in some areas difficult to realize:

- HR1 – unreasonable efforts
- LA 4 - Percentage of employees covered by collective bargaining agreements – legally critical

# CSR/Sustainability Communication/Dialog Addressing ESG Investors

Daimler's central CSR/Sustainability publications: FACTS and MAGAZINE

CSR/Sustainability Reporting is a central tool to implement effective measures in the field.

Reporting along GRI guidelines helps to trigger performance

Reporting/dialog with financial institutions, ratings/rankings: GRI report is the basis for an – if wanted – expanded provision of information



## Conclusions

- CSR/Sustainability has been established consistently and effectively at Daimler – with strategic focus, effective governance, addressing material issues
- Beyond regular CSR/Sustainability reports, ESG-Investors are provided with customized information on Daimler's performance
- Daimler's CSR/Sustainability performance is well received by major ratings/rankings (e.g. Dow Jones Sustainability Index)
- Feedback from analysts and key leanings from studies are consistently integrated in our work – both on performance and on reporting.

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Thank you for your attention!  
Mercie beaucoup!



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