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

Forum Annuel de l’Investissement Responsible
Paris, June 12, 2008
CSR/Sustainability at Daimler
Strategy – Governance – Action on Material Issues

Daimler Core Values

Daimler Mission Statement

Vision of Sustainability

CSR/Sustainability Governance Structure

Board of Management

CoB

CSB-Office

CSR/Sustainability Board (CSB)

Performance Cluster - Priorities

1. CO₂ Climate
2. Procurement
3. Safety
4. Strategy
5. Human Resources
6. Compliance
7. Stakeholder Dialog
8. Community Rel.
9. Communications
 Reporting on CSR/Sustainability Performance
Daimler and SRI Ratings and Rankings

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

- 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
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)

<table>
<thead>
<tr>
<th>WestLB result</th>
<th>+ data graphs</th>
<th>+ data in text</th>
<th>+ data in web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratio 24%</td>
<td>Ratio 47%</td>
<td>Ratio 76%</td>
<td>Ratio 90%</td>
</tr>
</tbody>
</table>

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.
Thank you for your attention!
Mercie beaucoup!

Contact:
Dr. Wolfram Heger
Senior Manager Corporate Social Responsibility
Daimler AG
External Affairs and Public Policy
096/HPC: F104
70546 Stuttgart

Phone +49 711 17 54116
Fax +49 711 17 790 93224
E-Mail: wolfram.heger@daimler.com