



## Capital Market Days 2020

### Tires: Our Opportunity

### From Tires and Services to Integrated Solutions Provider

**VISION**  
2030

Ticker: CON  
ADR-Ticker: CTTAY  
<http://www.continental-ir.com>

Tansu Isik, Head of Strategic Business Development & Global Marketing  
December 14, 2020

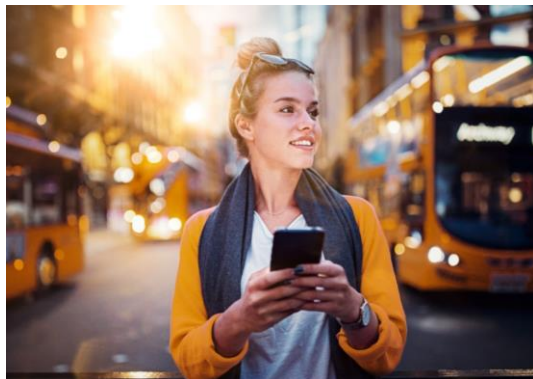
# Our Opportunity

Fleets, Connectivity and New Mobility Drive Demand for New Solutions

**Fleets**



**New Mobility**



**Connectivity**



## New Customer Needs

**Data-driven services**

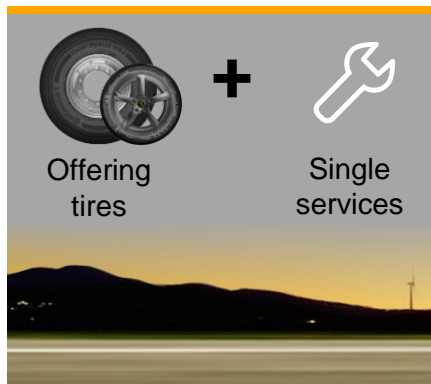
**Integrated solutions**

**New business models**

# Our Journey

## From Tires and Services to Integrated Solutions Provider

Coming from tires



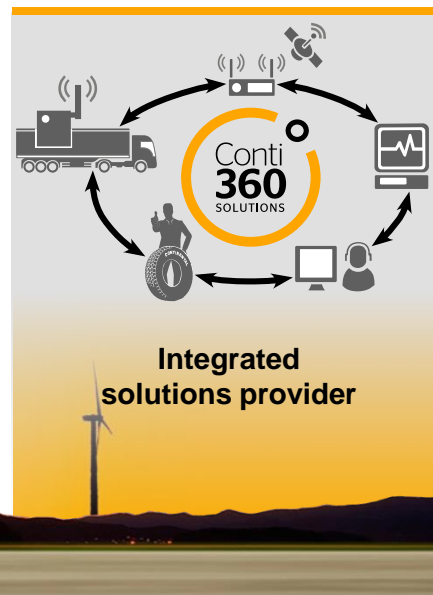
Moving to selling value



Embracing digitalization



Heading toward



# Our Opportunity

Solving Customer Needs Requires Product and Service Innovations

**Productivity**



**Increase uptime**

**Efficiency**



**Decrease TCO<sup>1</sup>**

**Safety and Compliance**



**Zero incidents**

**Environment**



**Reduce direct and indirect emissions**

**Convenience**

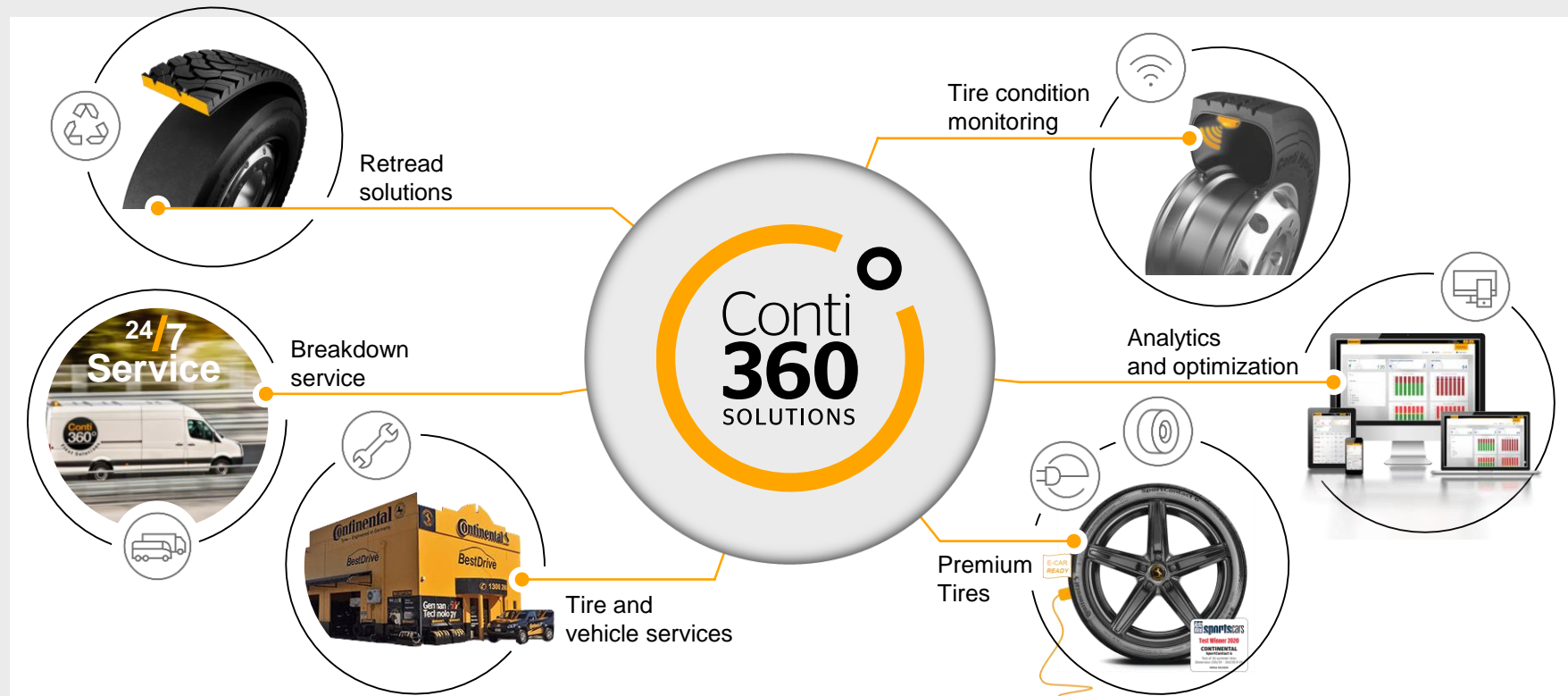


**Decrease administrative burden**

<sup>1</sup> TCO: Total Cost of Ownership.

# Our Portfolio

## Conti360: Holistic Solution Portfolio to Fulfill Evolving Customer Needs





# Our Edge: In-house Automotive Expertise

## Unique Differentiator Within the Tire Industry



**Remote  
Vehicle Diagnostics**



**Fleet Management  
Solutions**



**Electronics and  
Sensors Portfolio**

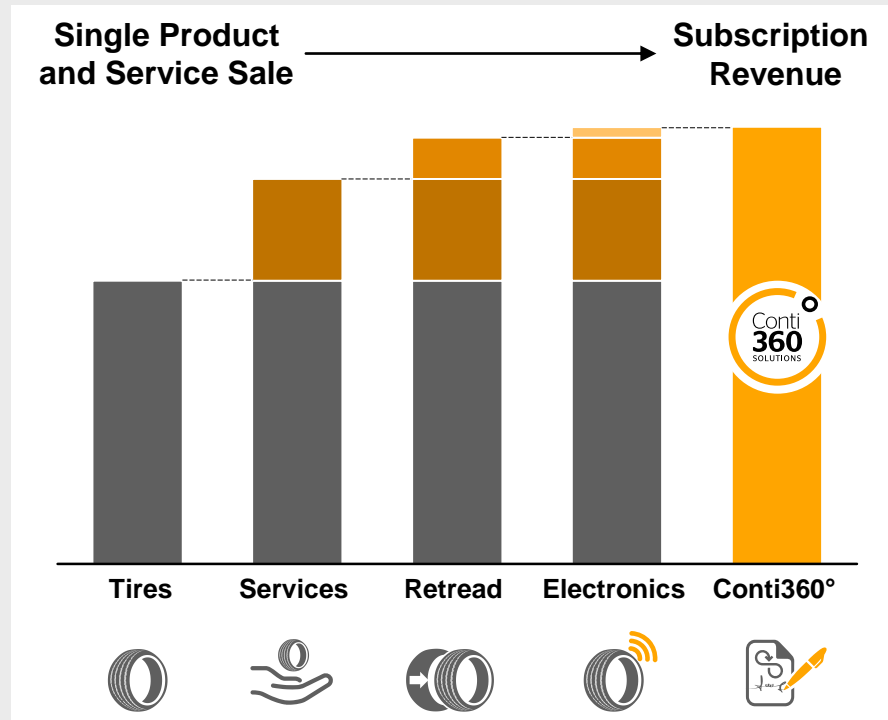
**Full technology portfolio  
and system competence**

**Superior understanding  
of vehicles**

**Vertical and horizontal  
integration capability**

# From Selling Tires to Integrated Solutions

Increasing Value Creation and Customer Retention



## Growth

through new revenue streams

## Margins

through increased services

## Stability

through subscription models

## Returns

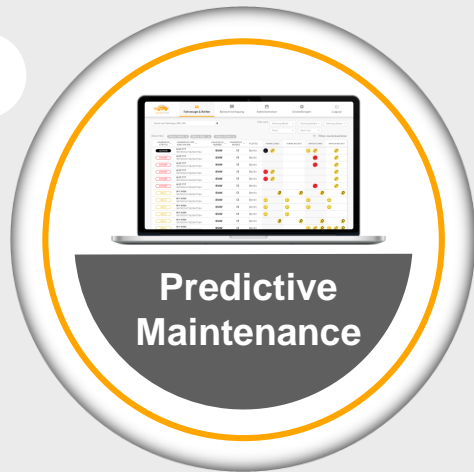
through low capital intensity

# Use Case: Car-sharing

## Digital Tire Monitoring and Prediction Models via ContiConnect Live



EV Fleet Tire



Pressure  
Tread Depth



Sender



Cloud

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## Benefits

- › Increased **efficiency** for tire monitoring and services
- › **Reduced** amount of incidents → **higher uptime!**
- › Increased **end user satisfaction**

SHARENOW 

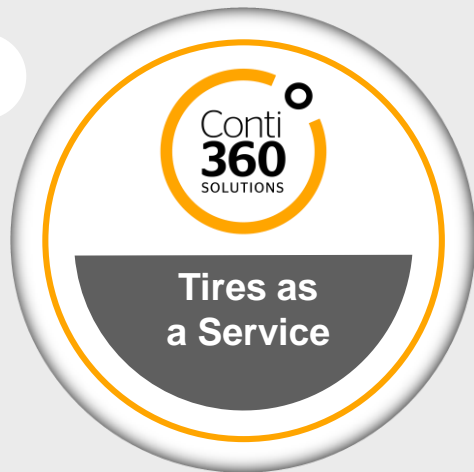


# Use Case: Logistics Fleet

Pay Per Kilometer – Full Service via Conti360° Fleet Solutions



Tires



Fleet  
Checks



Tire  
Service



Breakdown  
Service

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## Benefits

- › Downtime reduction
- › Plannable costs based on monthly installments
- › Access to pan-European service network for planned services at reliable quality

In cooperation with

Deutsche Post 

**DHL** 

# Use Case: Liquid, Dry Bulk, Specialty Hauler

## ContiConnect Yard



Intelligent  
Tires



Tire Sensor



YardReader



Dashboard

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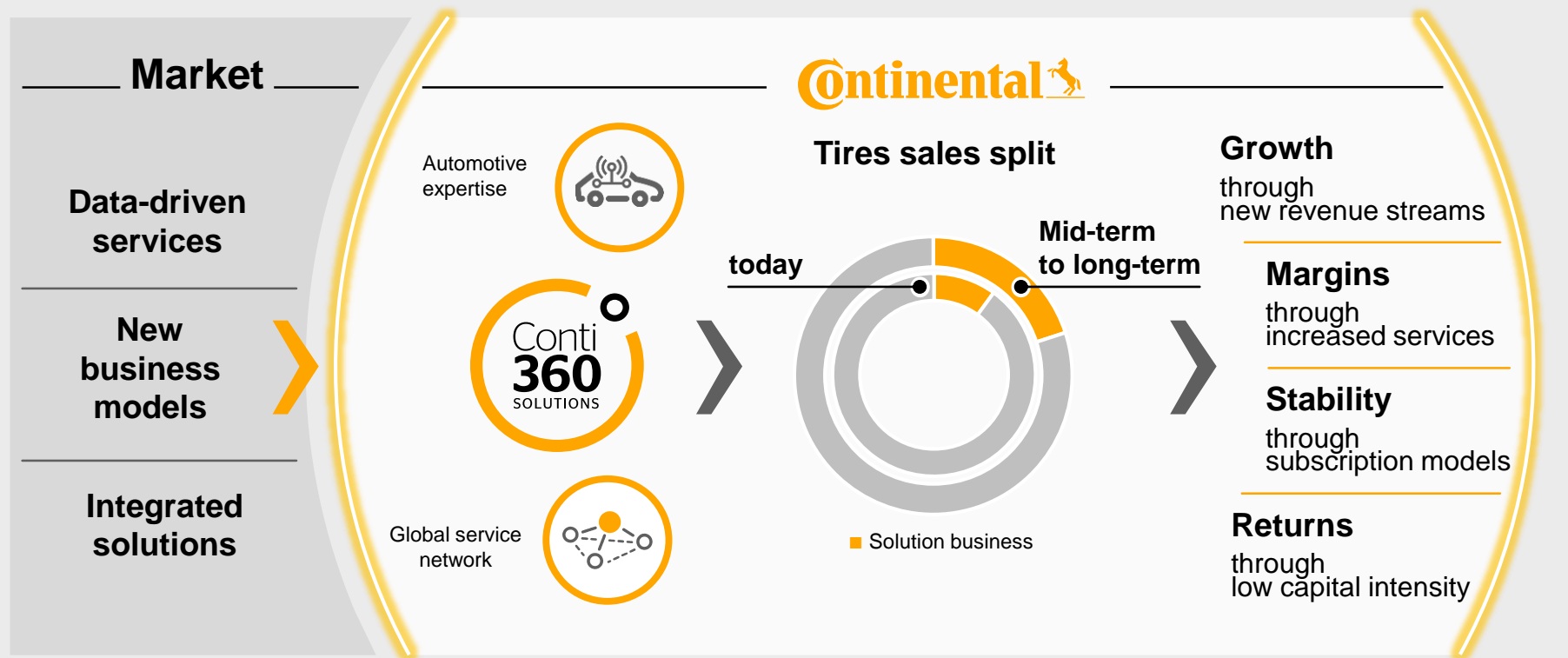
# Benefits

- › Reduction of tire related roadside breakdowns to zero
- › 50% reduction of cost in emergency roadside calls



# Our Journey Toward Integrated Solutions Provider

## Commercializing New Opportunities into Sustainable Value Creation



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The Future in Motion