

# WHIRLPOOL CORPORATION INVESTOR OVERVIEW

## WHO WE ARE

Whirlpool Corporation (NYSE: WHR) is the **number one major appliance manufacturer in the world**, with approximately \$21 billion in annual sales, 93,000 employees and 70 manufacturing and technology research centers throughout the world in 2016. The company markets *Whirlpool*, *KitchenAid*, *Maytag*, *Consul*, *Brastemp*, *Amana*, *Bauknecht*, *Jenn-Air*, *Indesit* and other major brand names in nearly every country throughout the world. Additional information about the company can be found at [WhirlpoolCorp.com](http://WhirlpoolCorp.com), or find us on Twitter at [@WhirlpoolCorp](https://twitter.com/WhirlpoolCorp).

## GLOBAL LEADING POSITION



## PRODUCT & BRAND INNOVATION



each generate over



in annual sales\*



LEADING BRAND PORTFOLIO		
PREMIUM	<b>KitchenAid</b>	<b>JENN-AIR</b>
MASS	<b>MAYTAG</b>	<b>Whirlpool</b> <b>BRASTEMP</b>
	<b>Bauknecht</b>	<b>Hotpoint</b> <b>Consul</b>
VALUE	<b>AMANA</b>	<b>Indesit</b>

**MAYTAG** **GLADIATOR** *SWASH* **embraco** **KitchenAid**\*\*\*

\* Whirlpool, KitchenAid, Embraco, Consul, Maytag, Hotpoint\*\* and Indesit brands

\*\* Whirlpool Corporation ownership of the Hotpoint brand in EMEA and Asia Pacific regions is not affiliated with the Hotpoint brand sold in the Americas.

\*\*\* KitchenAid small domestic appliances

# BEST COST STRUCTURE

In **16** years we've added over **\$10B** in sales without increasing the number of manufacturing locations\*

\* 2000-2016 period  
\*\* By 2018 from Indesit and Hefei Sanyo acquisitions

OVER **\$400M**\*\*  
in expected acquisition cost synergies

## EMERGING MARKETS OPPORTUNITY



\* Asia includes China and India and excludes all other countries in the region.

\*\* Europe includes 22 largest countries by population in Western and Eastern Europe including Russia.

\*\*\* Includes Brazil and other South America countries; excludes Mexico and the Caribbean.

\*\*\*\* Net Sales Opportunity is calculated based on 1% of households purchasing 1 additional appliance at Whirlpool's average selling price in the region and adjusting for Whirlpool's share position.

## CAPITAL ALLOCATION STRATEGY

- Fund the business with 3.5% of sales in capital and R&D expenditures
- Targeted capital structure of 1.5x Debt / EBITDA
- Dividend payout of 25-30% trailing 12-month earnings
- Share repurchases as authorized by the Board of Directors
- M&A criteria include strategic fit, strong value creation, and our ability to execute

## CONTACT US

### INVESTOR RELATIONS

Telephone: 269-923-2641

E-mail:  
[investor\\_relations@whirlpool.com](mailto:investor_relations@whirlpool.com)

### CORPORATE OFFICES

**Whirlpool Corporation**  
2000 N. M-63  
Benton Harbor, MI 49022  
Telephone: 269-923-5000

### SHAREHOLDER SERVICES

**Shareholder Account Assistance**  
Computershare Trust Company, N.A.  
P.O. Box 30170  
College Station, TX 77842-3170  
Telephone: 877-453-1504

**Outside the United States:**  
781-575-2879

**TDD/TTY for hearing impaired:**  
800-952-9245

[www.computershare.com](http://www.computershare.com)

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