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2021

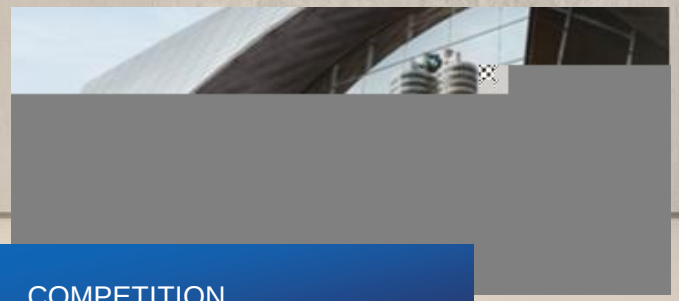
BIRGIT BÖHM I 06th July 2021
Senior Vice President Finance and Group Treasurer of BMW Group.

Group Strategy

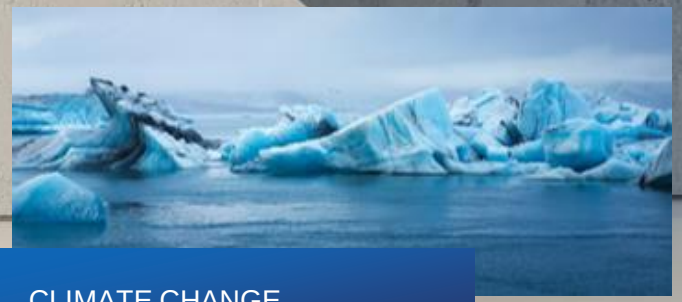
Financial performance Review and Outlook 2021

MANIFOLD AND SIMULTANEOUS.

CORONAVIRUS PANDEMIC

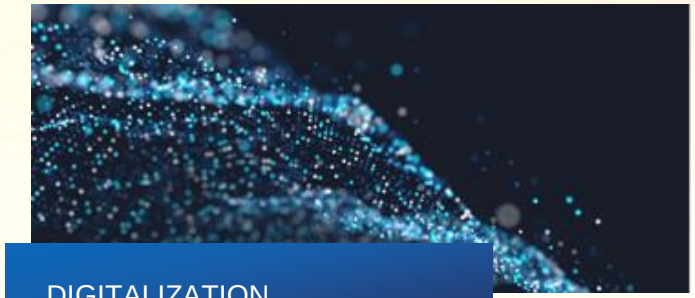


COMPETITION.

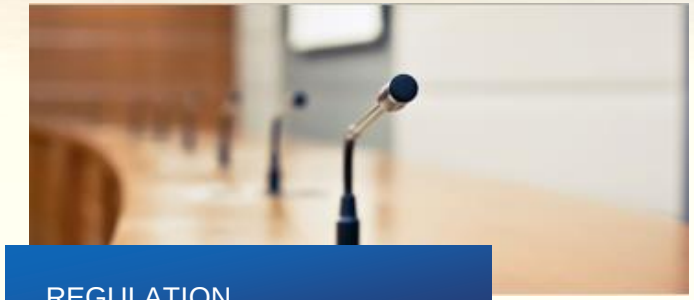


CLIMATE CHANGE.

URBANISATION.



DIGITALIZATION.



REGULATION.

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FIRST-CLASS INDIVIDUAL MOBILITY ðWe play a pioneering role in setting standards for the individual premium mobility of tomorrow. It combines pleasure and responsibility without compromise.

SUSTAINABILITY ðThe BMW Group is a holistically sustainable company taking responsibility for sustainable future mobility. Every investment in BMW is a sustainable investment.

INNOVATION & FLEXIBILITY ðThe BMW Group is an innovation pioneer in the automotive industry. Our business model is based on constant transformation and flexibility ðsuccessful for over 100 years.

ELECTRIFICATION ðDue to our flexibility and permanently transformed plants, we will have a convincing battery-electric vehicle offer covering 90% of our current market segments from 2023.

DIGITALIZATION ðWe set standards in the digitalization and connectivity of our vehicles and use our competitive edge in remote software upgrades.

FINANCIAL PERFORMANCE ðWe offer financial stability due to our strong balance sheet and industry-leading credit ratings*. We set ambitious profitability and cash flow targets and are a reliable dividend payer.

*Best credit rating in Europe, second best credit rating worldwide

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BMW GROUP STRATEGIC OBJECTIVES.

Ò 4 0 %

RETURN ON CAPITAL EMPLOYED
IN THE AUTOMOTIVE SEGMENT

↑Ò 2 5 %

MINIMUM SHARE OF
ELECTRIFIED CARS IN
TOTAL DELIVERIES

↑22%

PERCENTAGE OF WOMEN
IN MANAGEMENT POSITIONS
IN THE BMW GROUP

REDUCTION OF CO_2 EMISSIONS
PER VEHICLE IN PRODUCTION
(REFERENCE YEAR 2019)

↓> 40%

REDUCTION OF CO

THE BMW GROUP IS A HOLISTICALLY SUSTAINABLE COMPANY.

Our clear claim is that the GREENEST ELECTRIC VEHICLE comes FROM BMW. We are reducing CO emissions per vehicle over the entire value chain. This is what sets the BMW Group apart.

Oliver Zipse
Chairman of the Board of Management

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ACROSS THE ENTIRE VALUE CHAIN UP TO 2030.

2030

Avoid increase of ca. +40% per vehicle and reverse trend.

-20% CO_2 per vehicle vs. 2019 in the supply chain.

2030

-80% substantial CO_2 reduction per vehicle vs. 2019.

2021

CO_2-neutral production.

2030

-40% CO_2 per vehicle vs. 2019.

Continued rollout of electro mobility, reduction of real emissions.

Environmental
and social standards.

Raw material optimized
for chemistry design.

Use of recycled
raw materials.

Securing raw
material supply.

Optimized performance/
costs based on BMW Group
application.

Securing production
capacity.

Reduction
CO_2 footprint.

Cell/module/
pack design.

Application on
BMW Group sites.

Business Models
to secure markets.

Cell/module/pack design
to foster recyclability.

Development of recycling
processes with ability
to close material loops.

Securing recycling
capacities.

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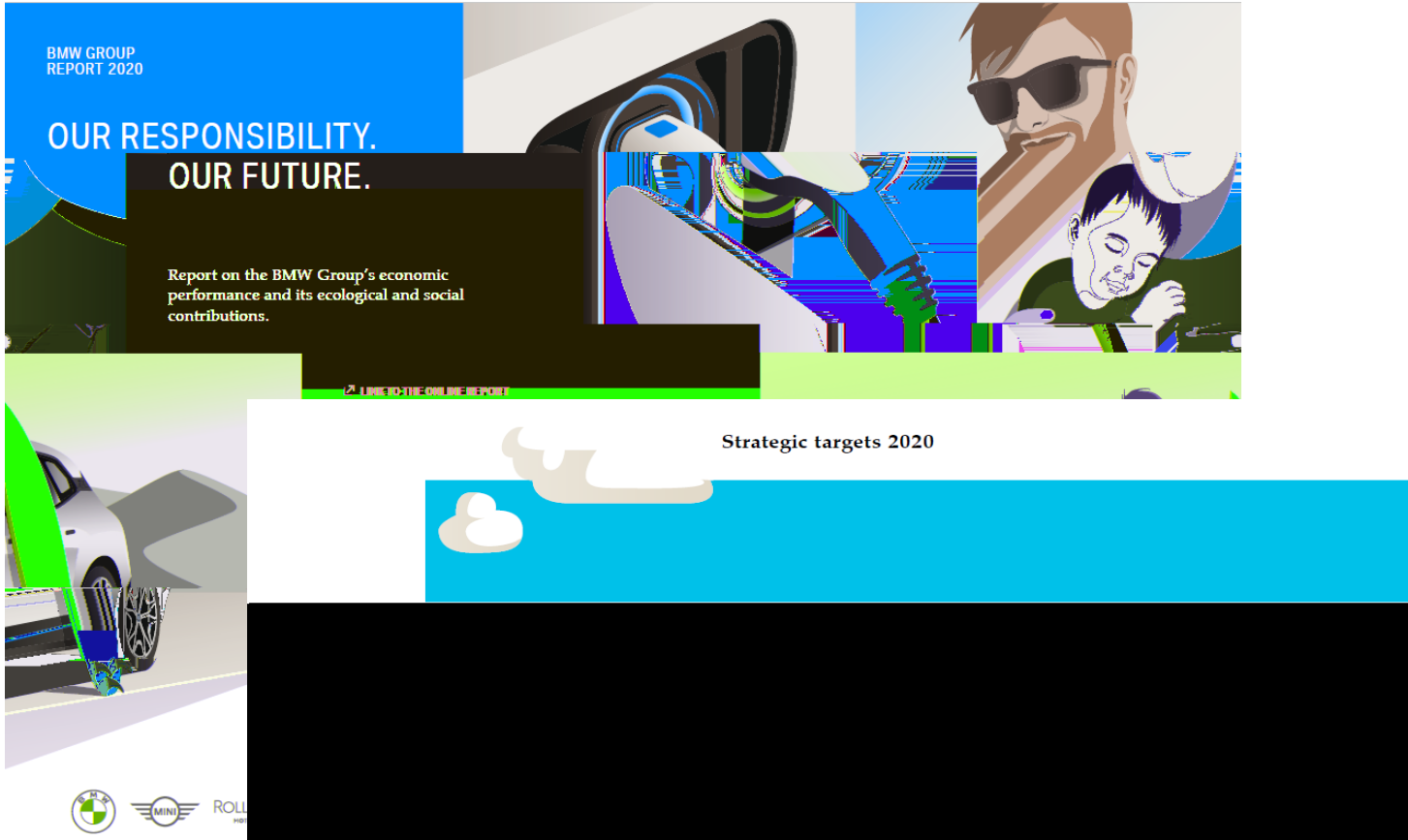

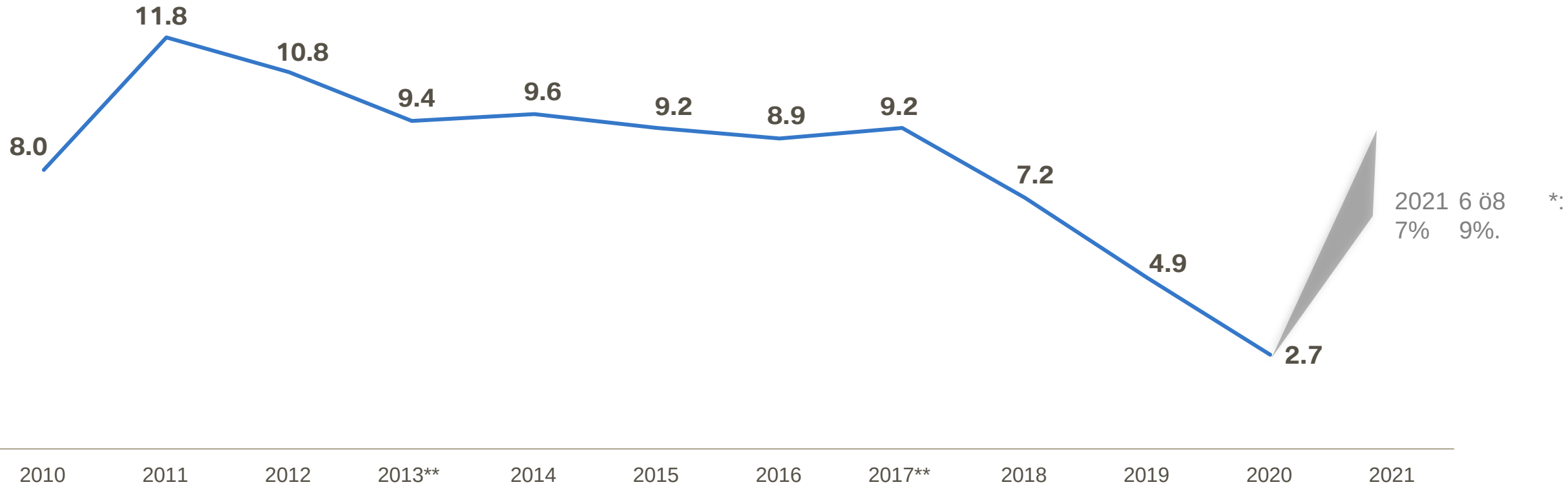

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