



Pinetops, NC, March 9 2012

ABB's North America region Investor Overview

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Agenda

- Ismo Haka, Regional CFO, North America
- Bruce Wittbrodt, Region Business Unit Manager, Medium Voltage Products, Power Products, North America
- Jon Rennie, General Manager, Distribution Automation & Components, Medium Voltage Products, Power Products, North America
- Factory tour

ABB in North America

A significant growth opportunity

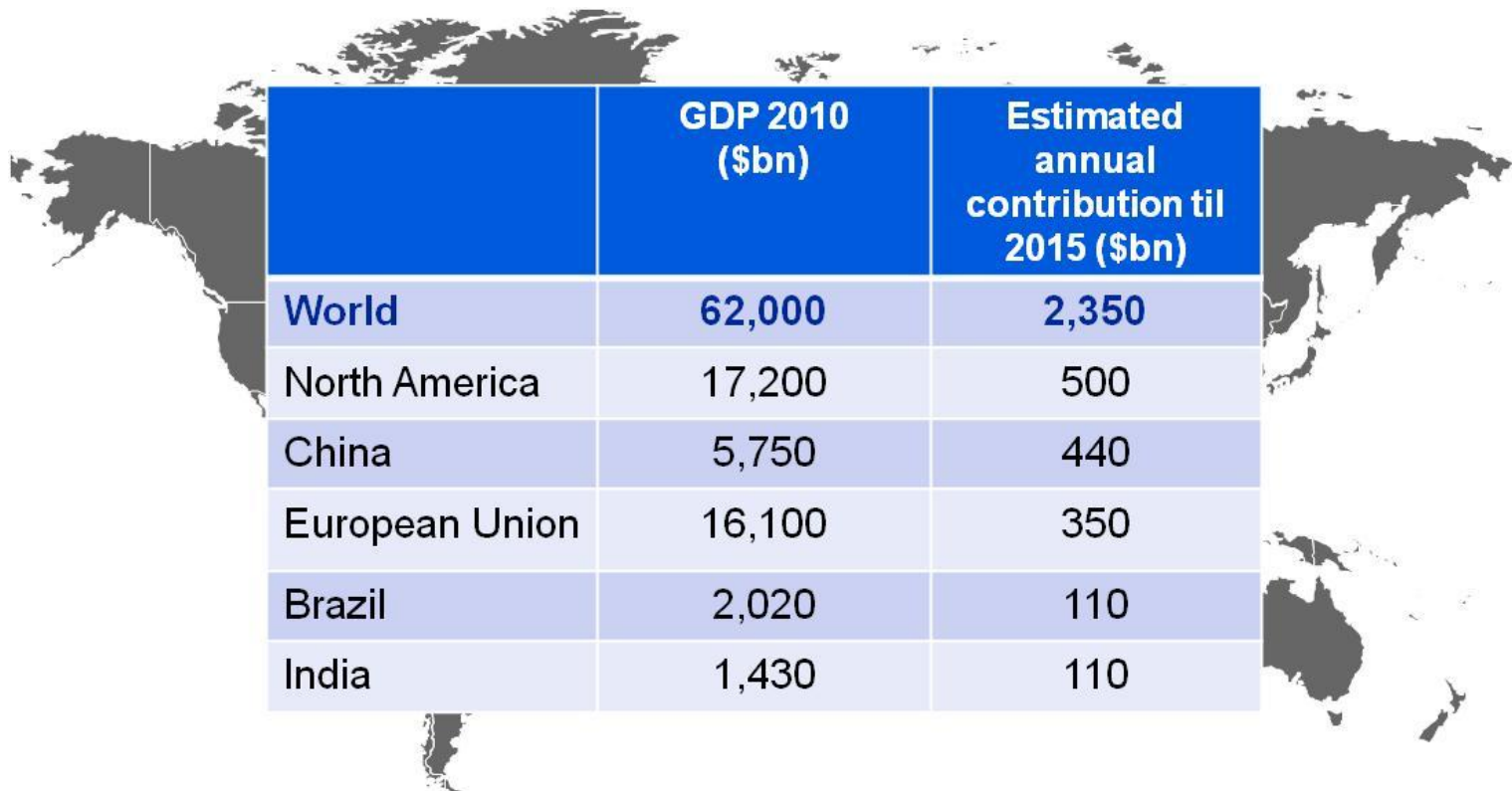
What we said at Capital Markets Day

Where ABB will find growth

Key growth areas	% of sales		Focus/Comments
	2010	2015	
Emerging markets	~50%	~+60%	<ul style="list-style-type: none"> ▪ China, India, Africa ▪ More automation, base orders in power
Americas	19%	~25-30%	<ul style="list-style-type: none"> ▪ North America LV & DM expansion ▪ Power, smart grid, HVDC, energy efficiency
Services	16%	~20-25%	<ul style="list-style-type: none"> ▪ Leverage installed base ▪ Software OT + IT conversion
Portfolio expansion	Base year	~10-15%	<ul style="list-style-type: none"> ▪ Inverters, mechanical equipment ▪ Renewables, energy, automation ▪ Smart grid, E-mobility
Ample opportunities for profitable growth			

North America: ABB's largest market

Still generating great absolute growth

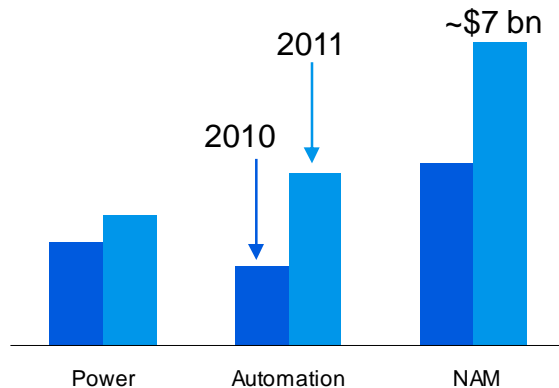


	GDP 2010 (\$bn)	Estimated annual contribution til 2015 (\$bn)
World	62,000	2,350
North America	17,200	500
China	5,750	440
European Union	16,100	350
Brazil	2,020	110
India	1,430	110

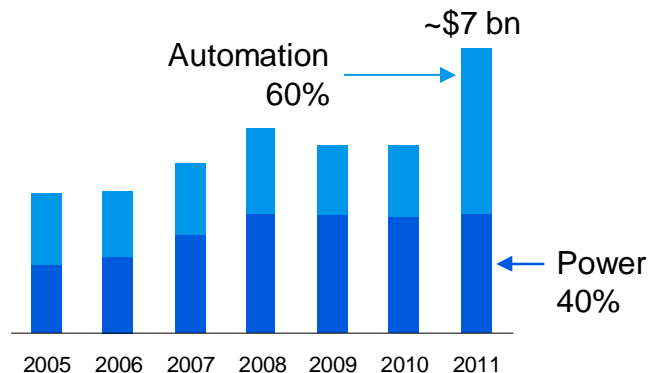
ABB is growing its presence in North America

Strong growth, both organic and inorganic

Orders received 2010-11



NAM Revenues 2005-11



- North America is ABB's largest market, US is largest country
- Fastest growing market globally
- ABB with largest installed base of power T&D equipment
- M&A growth since 1989: Westinghouse, Elsig Bailey, Kuhlman, Fischer & Porter, Ventyx, Baldor and many others
- US ~70% of total N. America turnover

2011 vs 2010

US orders up 75%*
(21% excl. Baldor)

US automation orders up 141%
(17% excl. Baldor)

* Local currencies

Continuous investment in people and technology



People are our lifeblood

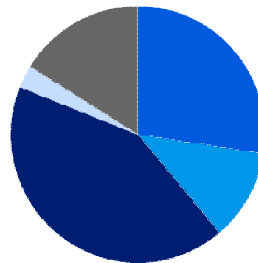
- Approx 20,000 employees
- Attrition below market avg
- ABB: Employer of choice



Employees by division



- Power Products
- Power Systems
- Discrete Automation & Motion
- Low Voltage Products
- Process Automation



Investment >\$5bn in last 5 yrs

- Acquisitions to fill white spots: Baldor, Ventyx, Bermac, Kuhlman Electric, K-Tek
- T&B acquisition ~\$4 bn*
- Additional investments: ECOtality, Industrial Defender, Trilliant, Power Assure, Validus
- Investing in a greenfield cable factory in Huntersville, NC
- San Luis Potosí, Mexico investment
- Organic growth initiatives in MV products, LV System & Distribution Automation

* Closing expected in Q2 2012

Strong customer base

Major contracts in 2011

Strong customer base

- | | | |
|----------------|----------------------|--------------------|
| ▪ Hydro Quebec | ▪ Hydro One | ▪ Dow Chemical |
| ▪ PG&E | ▪ Nextera | ▪ Siemens |
| ▪ Caterpillar | ▪ Electric | ▪ Schneider |
| ▪ WESCO | Transmission Texas | ▪ National Oilwell |
| ▪ CFE | ▪ Alcoa | Varco |
| ▪ Edison | ▪ Potash Corporation | ▪ Tennessee Valley |
| ▪ Fluor | of SK | Authority |
| ▪ Gamesa | | |

Large project wins 2011

- CREZ – FACTS order
- Hydro One – Substation orders
- Hydro Quebec – SVC and transformer orders
- Dow/ Saudi Aramco joint venture – main automation contractor order

North America footprint



Chart 10



San Luis Potosí, Mexico

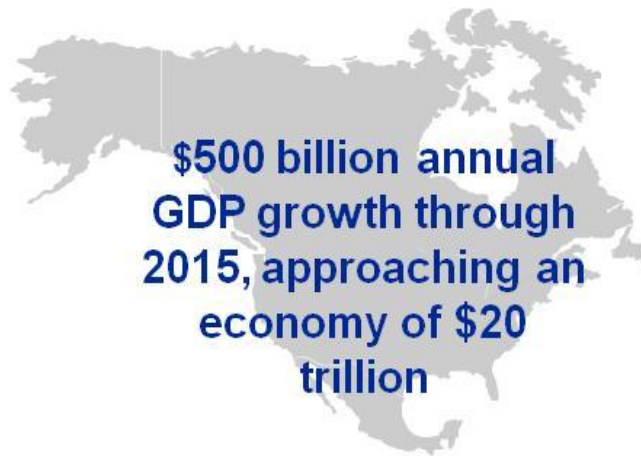
Engineering and manufacturing campus



- Manufacturing and engineering - fully operational June 2007
 - 60-acre site with 25 acres for future expansion
 - 260,000 sq. ft. manufacturing and support, 82,000 sq. ft. engineering, marketing, and R&D
 - 650 employees
- ABB's five divisions co-located, sharing resources, expertise and best practices

Economic outlook for North America

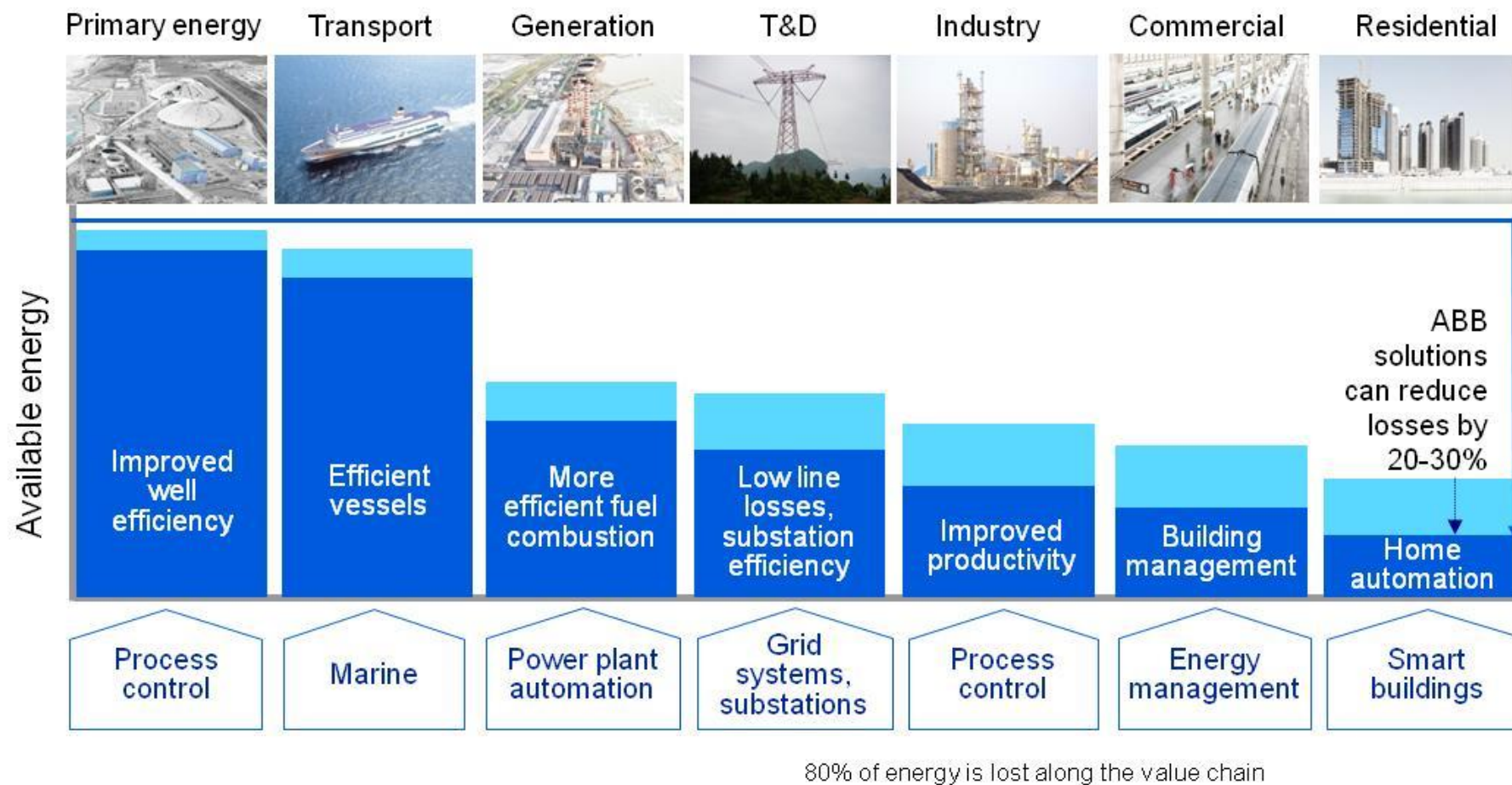
Drivers



Balancing growth and cost more important than ever

- Strong GDP and capex growth
- Industry growing faster than overall economy
- Capex aimed at productivity
- Grid investment: transmission congestion, aging infrastructure
- Smart grids: Reliability, efficiency and user enablement
- Energy efficiency key to national energy solution
- High investments in oil & gas
- Shale gas opportunities
- Exponential growth in data-driven processes

ABB is in the 'sweet spot' of energy efficiency



North America Power market Opportunities and challenges

Opportunities:

- Smart grids, aging infrastructure, reliability, renewables integration
- Utility spending ramping up
- Growing power demand from data centers, e-transportation
- IT/OT convergence: increasing role of software for utilities

Challenges:

- Structure of US utility industry
- Complex regulatory process
- Potential overcapacity
- Emerging market competition and price pressure
- Lower electricity demand if economy slows

Key actions

- Target customer needs through diverse product and solution set
- Cable factory investment
- Focus on cost competitiveness (i.e. SCM, new products, OPEX)
- Tap installed base for service growth
- Enhanced technical self-sufficiency

North America Automation market

Opportunities and challenges

Opportunities:

- Energy efficiency
- Commodity prices: shale gas, conventional oil & gas, mining
- Data center automation
- Productivity improvements to remain globally competitive
- Construction demand

Challenges:

- Geographic scope, channels
- Attracting and recruiting talent
- Emerging market competition
- Products to address market demands
- Risk of an economic slow down

Key actions

- Target growth sectors (mining, oil & gas)
- Tap Baldor distribution channels, complete T&B acquisition
- Enhance technical self-sufficiency
- Invest in new sectors, e.g., data centers, EV charging
- Tap installed base for service growth

Summary and outlook for growth in North America



- Great potential for growth
- Keep our competitive advantage and continue our successful growth path based on

Inorganic growth

- Channels to market
- Product and geographic gaps

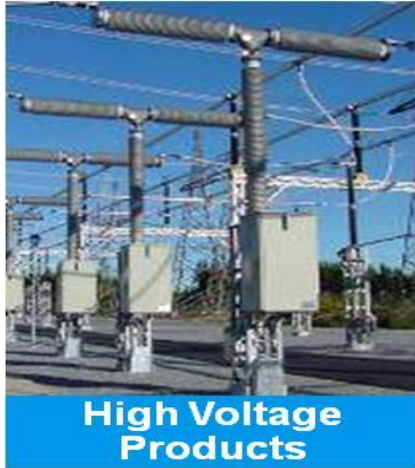


- Organic Growth
 - New products
 - More service
 - Growth in targeted markets: data centers, smart grid, water, rail, renewables, etc.

Medium Voltage Products in North America

Power Products division

Business unit structure



- Global presence: 35,000 employees and 110 plants in more than 35 countries
- 2011 revenues consolidated: \$10.3 billion
- Main customers: Utilities, industries, EPCs, OEMs and distributors
- ABB is the world's No. 1 in power products

Power Products offering North America



Transformers

- Raise and lower voltage – essential to power transmission and distribution
- Approximately 2,000 power transformers and 500,000 distribution transformers manufactured annually



High Voltage

- Measure power flows, interrupt current, protect transmission network; ABB leads industry in current interruption ratings, real-time condition monitoring, synchronous switching technologies



Medium Voltage

- Turn electricity on/off to protect installations and electrical equipment; high-speed transfer switches protect critical power flow in hospitals and industries



Service

- Covers entire energy supply (power plant, substation, to end-user)

Medium Voltage Products

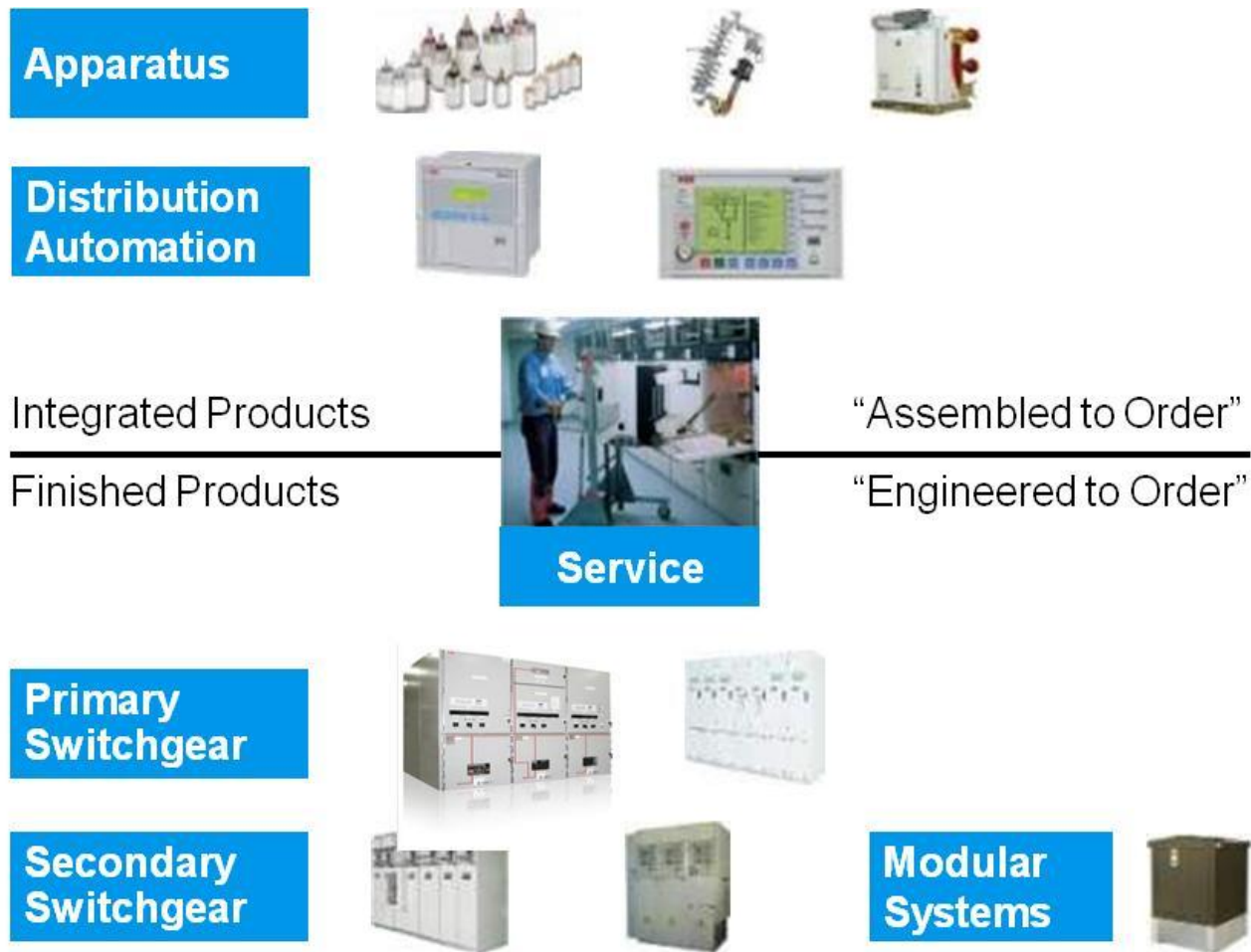
Where our productions are used



- Utility generation
- Utility transmission
- Utility distribution
- Transportation
- Heavy industrial process plants
- Light industrial
- Hospitals
- Oil & Gas
- Data centers

Medium Voltage Products

Group product structure



Medium Voltage Products

North America



Develop new products and solutions for

- Wind power
 - Switchgear for inside the tower
- Nuclear power
 - MV nuclear certified switchgear
- Smart Grid
 - Sensors
 - IEC 61850-based relay products
 - Filling portfolio gaps via acquisition, development, branding and licensing agreements

Geographic expansion of service business

- Safety focused products and solutions

Medium Voltage Products

North America



Drivers of NA electricity consumption remain strong

- Grid reliability and quality of electric power
- Environmental impact; energy efficiency
- Renewable power
- Power generation
- Aging and inadequate infrastructure
- Smart grid requirements
- Data center growth

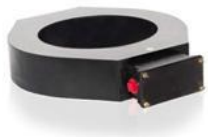
Medium Voltage Products, Business Unit

Key priorities 2012

1	Balancing Cost and Growth
2	Drive Competitiveness
3	Quality First : Flawless Execution
4	Strengthening a culture that is externally focused
5	Disciplined Implementation of Strategy

Medium Voltage Products

Pinetops, North Carolina facility



- Products
 - LV & MV instrument transformers (600 V to 48,000 V)
 - Fuse cutouts & switches
- Markets: Utility generation & distribution
- Customers served: ABB, OEMs, utilities, industrial, export
- Competitors: GE, Meramec, GEC Durham, Itron, Ritz, Hubbell, MPS, Cooper, S&C
- Recent major activities:
 - HCEP production capacity expansion 2011-2012
 - Launch of GridSync™ in 2010
 - Integration of Greensboro, NC operation in 2010
 - Expansion of facility in 2009-2010
 - Integration of Kuhlman MV products in 2009

Power and productivity
for a better world™

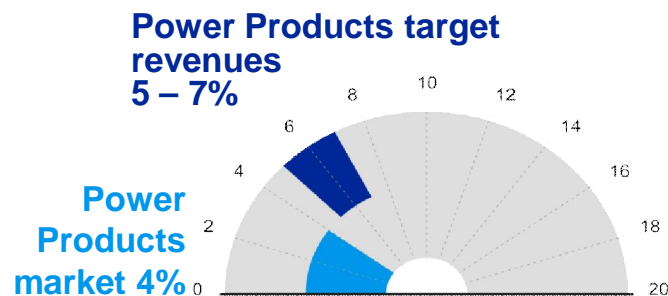


Power Products

Secure market leadership, improve cost position

Target revenue growth vs market growth 2011-15

Compound annual growth rate, base year 2010, % change in local currencies

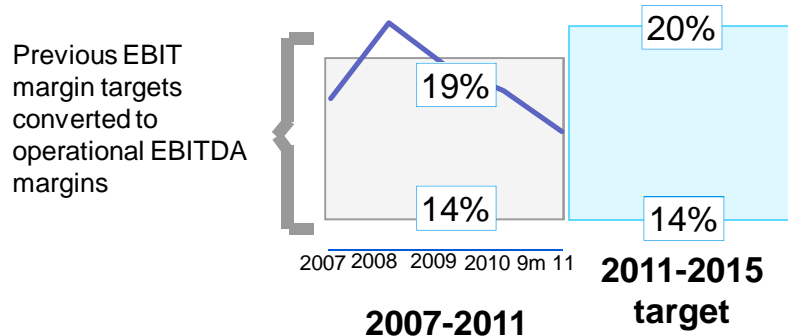


Execution plan for top-line growth

- Expand market coverage in key markets
- Strengthen channels to increase market penetration
- Enhance product portfolio to realize growth from megatrends
- Lead technological innovation
- Grow service business faster than core business

Op. EBITDA margin target corridors 2007-15

% revenues



Execution plan for profitability

- Implement product cost reduction programs
- Further optimize global footprint
- Drive flawless operations & increase customer loyalty
- Focus on continuous productivity improvements
- Enhance application-specific offering for industries

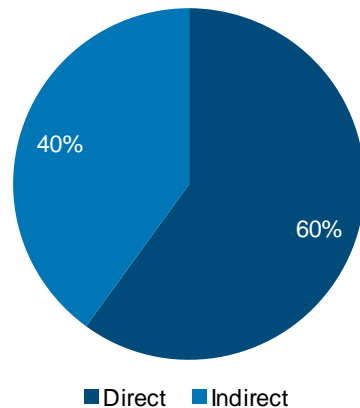
Power Products Market Information

Customer Applications:

- Switch, protect, transform and measure power transmission and distribution for industries, utilities and power generation

Total Market Size 2010:~\$55B

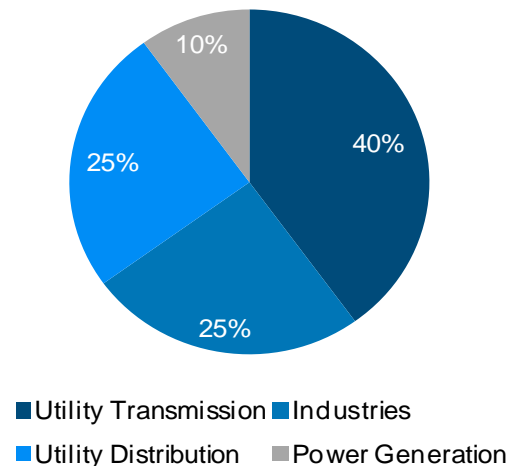
Main Channels *



Market Dynamics:

- Emerging markets growing faster than mature markets driven by infrastructure development
- Upgrade replacement and focus on grid efficiency and reliability for mature markets
- Industrial markets growing earlier in the cycle
- Increased investment in renewables
- Pricing pressure from emerging competitors

End Markets *



Power Products Overview

Portfolio overview:

- High and medium voltage switchgears
- Power, distribution and specialty transformers
- Products to measure and control power flow
- Products for power quality
- Service

Business Characteristics:

- Critical technologies to ensure performance, efficiency and reliability of the power network

Major Competitors alphabetically

Transformers	Medium Voltage Products	High Voltage Products
Alstom	Schneider	Alstom
Hyundai	Siemens	Siemens
Siemens		

Competitive Advantage:

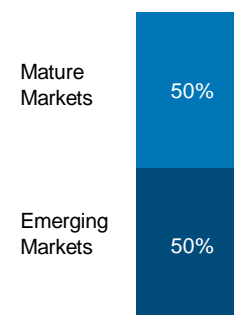
- Leading market positions
- Presence in more than 100 countries
- Technology Leadership
- Comprehensive portfolio
- Large global installed base
- Economies of Scale
- Geographically balanced and global production footprint/ R&D

Power Products

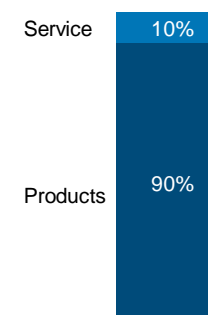
Financial Information

Figures in BUSD	2010 Full year	Q3 2011 YTD
Orders Received	9.8	8.3
Revenues	10.2	7.8
Oper. EBITDA	1.9	1.3
Oper. EBITDA Margin	18.2%	17.0%
Employees	~ 32,500	~ 34,500

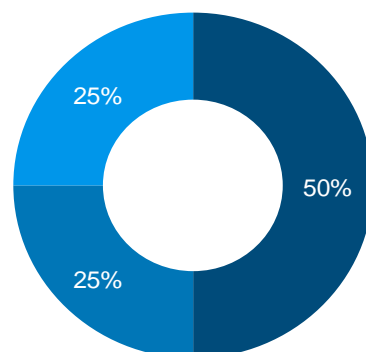
2010 Orders Geographic Mix
Approximate



2010 Orders by Type
Approximate

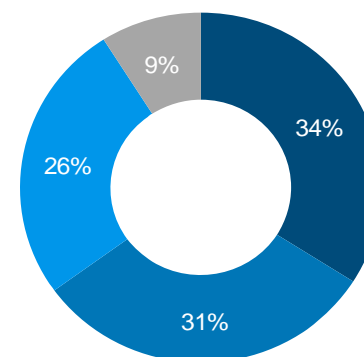


2010 Revenues by business
Approximate



■ Transformers ■ High Voltage Products ■ Medium Voltage Products

2010 Revenues by region



■ Europe ■ Asia ■ Americas ■ MEA