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Automation and Power World 2013 Investor Event

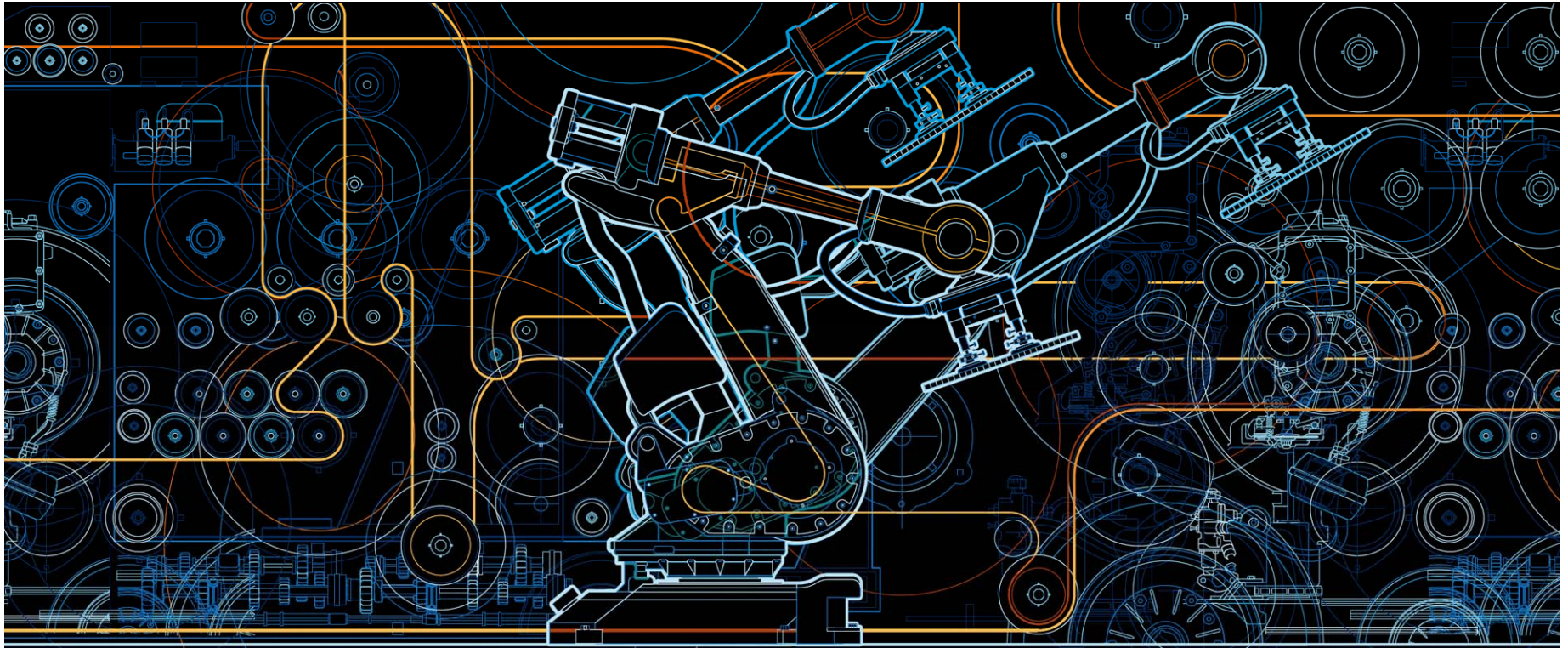
Safe-harbor statement

This presentation includes forward-looking information and statements including statements concerning the outlook for our businesses. These statements are based on current expectations, estimates and projections about the factors that may affect our future performance, including global economic conditions, and the economic conditions of the regions and industries that are major markets for ABB Ltd. These expectations, estimates and projections are generally identifiable by statements containing words such as “expects,” “believes,” “estimates,” “targets,” “plans,” “outlook” or similar expressions.

There are numerous risks and uncertainties, many of which are beyond our control, that could cause our actual results to differ materially from the forward-looking information and statements made in this presentation and which could affect our ability to achieve any or all of our stated targets. The important factors that could cause such differences include, among others:

- business risks associated with the with the volatile global economic environment and political conditions
- costs associated with compliance activities
- raw materials availability and prices
- market acceptance of new products and services
- changes in governmental regulations and currency exchange rates and
- such other factors as may be discussed from time to time in ABB Ltd's filings with the U.S. Securities and Exchange Commission, including its Annual Reports on Form 20-F.

Although ABB Ltd believes that its expectations reflected in any such forward-looking statement are based upon reasonable assumptions, it can give no assurance that those expectations will be achieved.



Ulrich Spiesshofer, Head of Discrete Automation and Motion Division – Automation and Power World 2013

ABB in Discrete Automation Driving profitable growth

ABB: A global leader in power and automation

Five divisions – one hundred countries



ABB's portfolio covers:

- Electricals, automation, controls and instrumentation for power generation and industrial processes
- Power transmission
- Distribution solutions
- Low-voltage products
- Motors and drives
- Intelligent building systems
- Robots and robot systems
- Services to improve customers productivity and reliability

2012 revenues

Discrete Automation and Motion

Together, we drive our customers' industrial productivity and energy efficiency

Discrete Automation and Motion division

Markets served

Discrete manufacturing



Hybrid/batch manufacturing



Process industries



Utilities



Transportation equipment



Infrastructure, buildings



Electric vehicles






Renewable energy



Discrete Automation and Motion – Business Units¹⁾

Together, we drive our customer's industrial productivity and energy efficiency

			
Drives and Controls	Power Conversion	Motors and Generators	Robotics
<ul style="list-style-type: none"> ▪ Low voltage AC drives from 0.12 to 5'600 kW ▪ DC Drives from 4 kW to 15'000 kW ▪ Medium voltage drives from 315 kW to more than 100 MW ▪ PLCs, HMIs, and input/output devices ▪ Motion control ▪ Software tools ▪ Energy saving tools ▪ Service 	<ul style="list-style-type: none"> ▪ Advanced power electronics ▪ Converter products ▪ Wind turbine drives ▪ Solar inverters ▪ Excitation and synchronizing systems ▪ High power rectifiers ▪ Power quality products ▪ UPS ▪ Traction converters ▪ Charging infrastructure for EV ▪ Service 	<ul style="list-style-type: none"> ▪ Low voltage motors from 0.25 to 1'000 kW ▪ High voltage motors and generators up to 70 MW ▪ High speed motors ▪ Traction motors ▪ Wind power generators ▪ Diesel generators ▪ Gas and steam turbine generators ▪ Hydro generators, tidal waves, etc. ▪ Mechanical power transmission ▪ Service 	<ul style="list-style-type: none"> ▪ Industrial robots ▪ Robot controllers and software ▪ Industrial software products ▪ Application equipment and accessories ▪ Robot automation systems for automotive, foundry, packaging, metal, solar, wood, plastics, etc. industries ▪ Service

Number 1 or 2 in all markets where we operate

¹⁾ New BUs structure starting January 1st, 2013

A solid track record of value creation

Combining organic and inorganic growth

	2009	2010	2011	2012	CAGR 2009-12
US\$ millions					
Orders	4,702	5,862	9,566	9,625	25% ¹
Revenues	5,405	5,617	8,806	9,405	19% ¹
Operational EBITDA	773	1,026	1,664	1,735	31%
Operational EBITDA %	14.4%	18.3%	18.9%	18.4%	+4.0% pts
Cash from operations	745	573	1,086	1,287	20%
Net Promoter Score	16%	22%	31%	38%	

¹ Change in local currencies

Globally balanced business

Geographical focus on profitable growth

Discrete Automation and Motion orders received by region

Change in local currencies

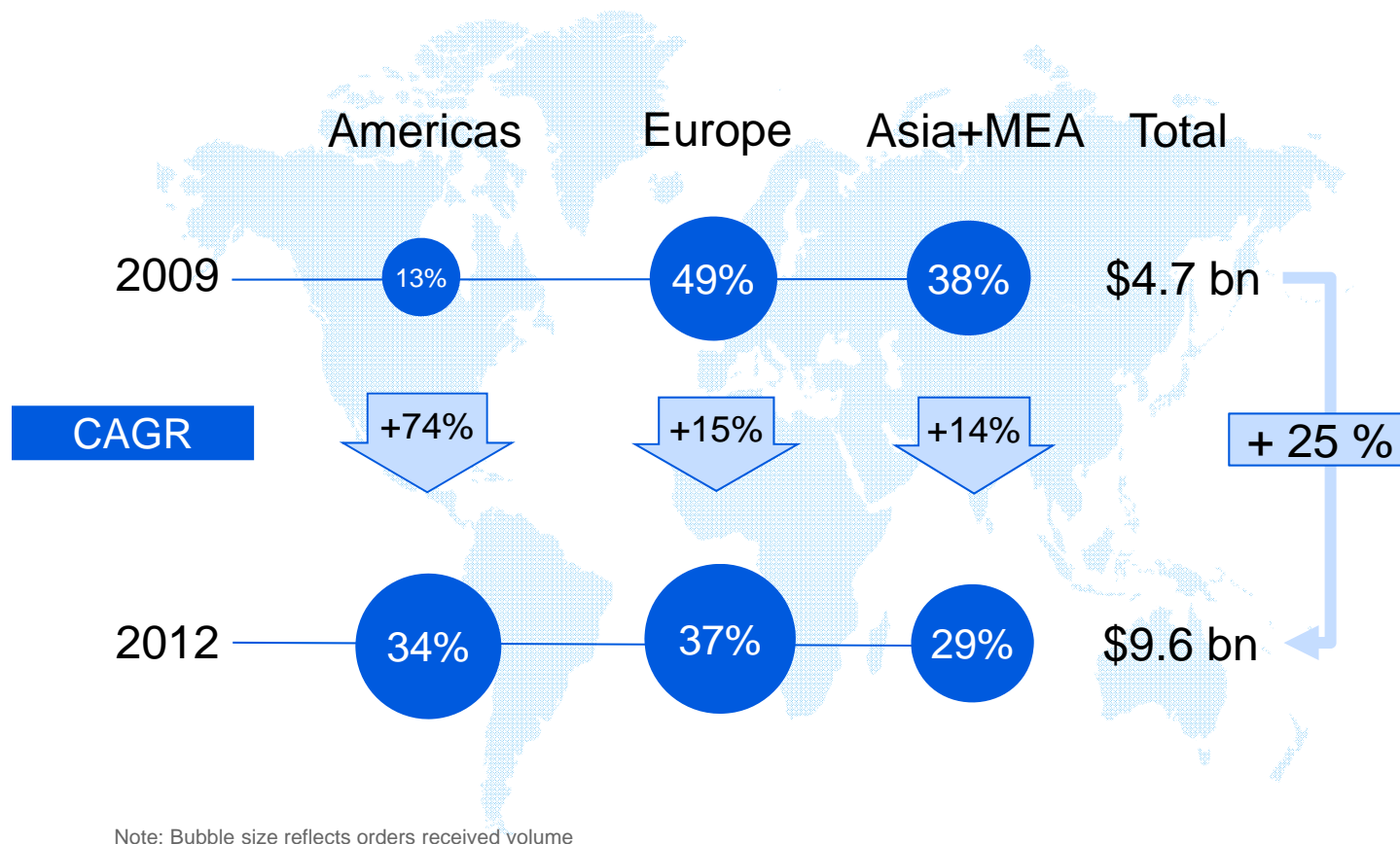


ABB in the discrete automation sector Integrated offering, open architecture

Discrete Automation and Motion division

Five strategic planks addressing customer needs



Products and integrated automation solutions, incl. PLC, robots, drives and motors for discrete automation in industry, and infrastructure

Movement and control in industrial applications. Motors, drives, generators, and mechanical power transmission for industry, utilities, infrastructure and transport

Generators, converters, inverters, drives, motors, controls, packages, and applications for renewable power generation

Control of power supply and ensuring power quality for industrial, utility, and infrastructure applications

Fast charging of electric vehicles, components for rail rolling stock and rail infrastructure, drives and motors for heavy electric vehicles

Product packages and solutions

Life-cycle services

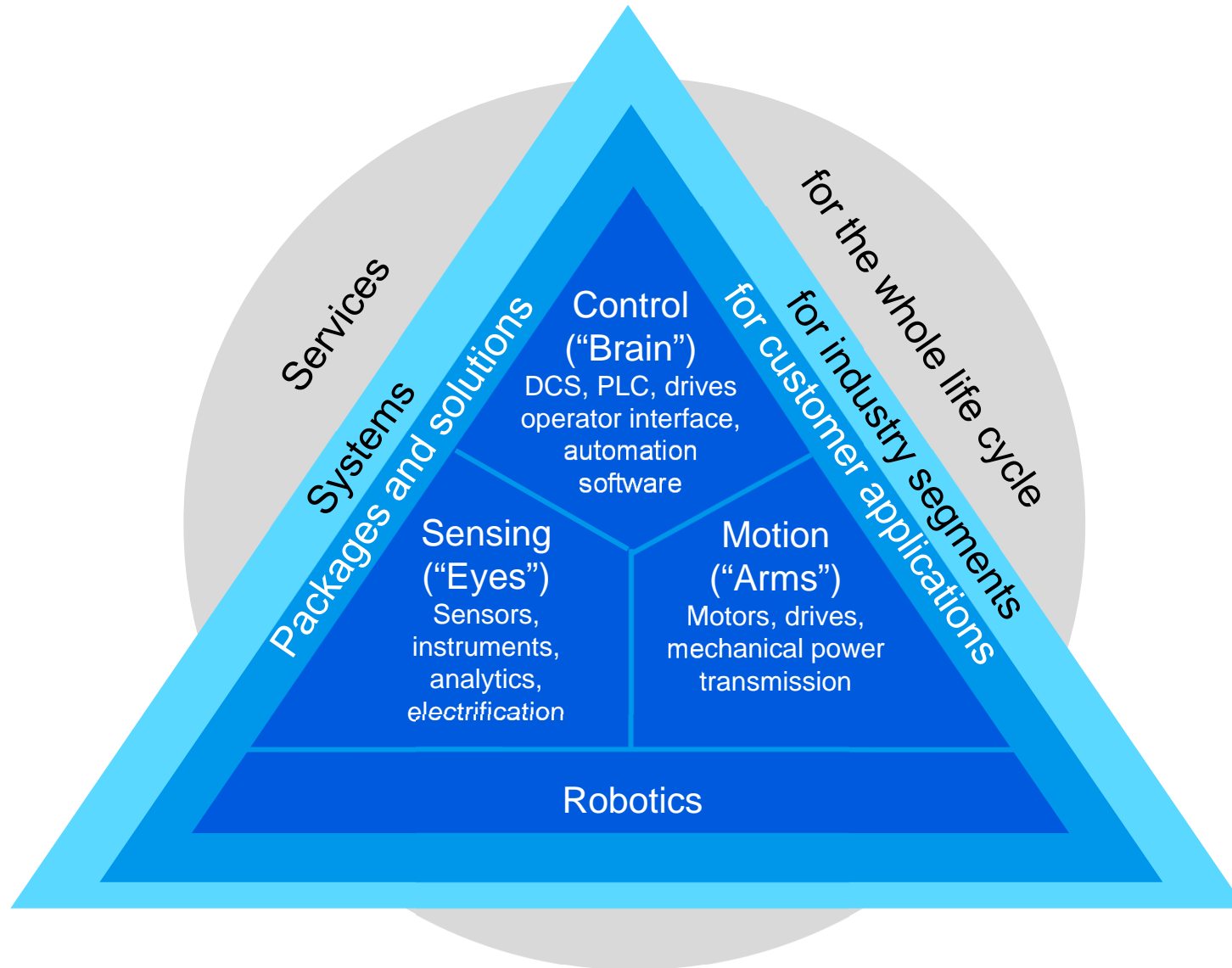
World-class operations

1: Estimate size of the automation market in 2015

ABB strong in both process and discrete automation

	Discrete Automation	Process Automation
Description	Manufacture & assemble parts, components to finished product	Continued process converting raw materials to finished products
Typical industries	Automotive, general mfg, consumer electronics	Oil & gas, chemicals, pulp & paper, mining, metals
Supplier offering	Programmable logic controllers (PLC), drives, robots, motors, sensors, HMI, software/engineering	Process controllers (DCS), measurement, actuators (e.g., motors, drives, valves), sensors, electrification, software/engineering
Industry penetration	Low-to-moderate: More diverse markets & applications, customers with less expertise and investment capacity	High: Long history, maximize return on large capex
Channels	A mix of direct, distributors, OEMs and system integrators	Mainly direct sales or through EPCs and system integrators
Competitive landscape	Global and local/regional	Dominated by global players
Service potential	High	High

Unique customer value through broad automation offering



ABB's position in the discrete automation sector

Solutions created around customer needs



Leading robotics player – turn-around completed, strong base

- Comprehensive portfolio
- Product, package, system and service offering
- Good market access
- On-going fast growth after successful turn-around



Broad portfolio – integrating with robotics into growth platform

- Drives + motors + control/PLCs + robotics = unique offering
- Grown organically, complemented by Baldor motion control
- Single-source opportunity, integrated packages and solutions for our customers
- Strong service capabilities and innovative service concepts



Further developing an integrated offering – easy to use, open architecture

- Expanding packages and solutions
- Common engineering platform
- Open connectivity and communication



A unique offering for a ~\$72B market¹

1: Estimate for total relevant discrete automation market in 2015

ABB solutions combining PLC and robot offering

Attractive integration opportunity

Pick-and-place

- Cooperation of PLC-controlled actuators and robots



Palletizing

- PLC-robot cooperation for immediate exchange of pallets after filling



Material handling

- PLC-controlled activation of assembly mechanisms synchronized with robot positioning



Machine tending

- Reduced cycle-time from optimal synchronization of tending and machine operation



We provide complete packages and solutions

Significant growth opportunities in attractive markets



Packages and solutions for fast growing markets

Key differentiator for ABB

Furniture industry, e.g. Swedwood IKEA



Motors



PLC



ABB HMI



Robots



Safety equipment



Drives



Low voltage products

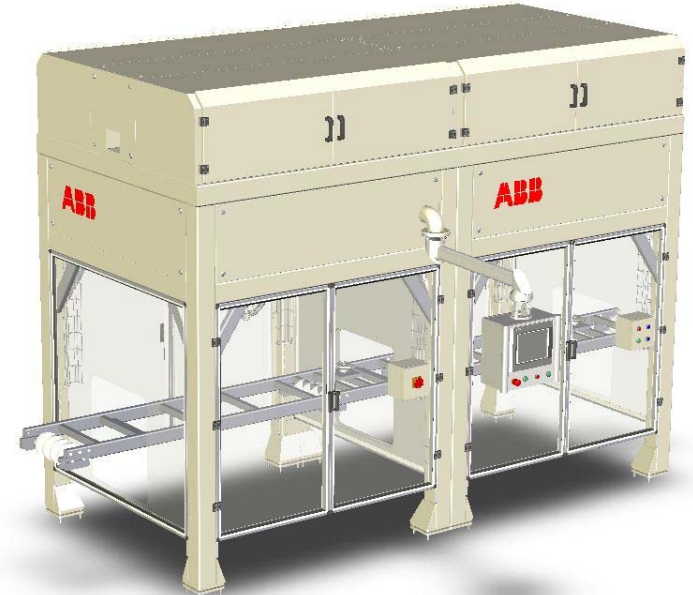
- Manufacturing and handling self-assembled furniture components
- Highly specialized application knowledge needed
- Complete engineering to deliver self-contained package solution
- High service potential on growing installed base

Standard kits provide fast, flexible solutions

Example: Food & Beverage - Procter & Gamble

- Standardized production equipment for fast introduction in new markets
- Material handling – standard picker cell
- ABB chosen because of our application know-how, global footprint and local service
- 1st order for 12 standard kits, potential for up to 100 kits over the next 3-5 years
- ABB scope covers frame, robots, motors, drives, LV components

P&G



Food & beverage among the biggest opportunities

ABB upside: Leading emerging market presence

- MengNiu is a large dairy company and 3rd biggest ice cream producer in China, with multiple production sites
- Standard solution needed for case packing of ice cream products
- Consistent packing quality, improved employee safety, lower production costs
- ABB delivers robot, safety components, frame, grippers, conveyors, servomotors and drives



Food & beverage capex growing 2x automotive over next 5 years

Integrated and open offering Optimum value and flexibility for our customers



Significant growth opportunities in discrete automation ABB with the right product and geographic scope

Examples of growth drivers

- Industrialization in China: Product and process quality, energy and resource efficiency, wage inflation, changing attitudes to quality and nature of work
- “Re-industrialization” in US, Europe and other traditional economies: Upgrade and greenfield industry automation for global competitiveness
- Speed and flexibility: Fast-moving customers, mass customization, short lead times and life cycles, low inventories
- Energy efficiency: Cutting industrial electricity consumption to continue in all markets
- Food safety: Increasing demands around quality & safety, processing, packaging
- Elevating the nature of work – replace hazardous and “unhealthy” jobs
- Automotive: More platforms to produce traditional and electric vehicles

Summary: Building our position in the large, growing discrete automation market

- ABB has one of the broadest industrial automation offerings
- Deep local presence and value chain in all geographies
- Discrete Automation and Motion has a track record of profitable growth based on focused investments in Sales, R&D and filling portfolio gaps
- Well positioned to continue long term profitable growth in attractive markets
- Right products, solutions and service to meet rapidly growing customer needs in discrete automation
- Our competitive advantage: Ability to deliver tailored, fully-engineered solutions based on deep application know-how and competitive products

Our broad offering allows us to serve the end markets with the most attractive growth and profitability - together

Power and productivity
for a better world™

