

Whirlpool CORPORATION INVESTOR OVERVIEW

Whirlpool Corporation (NYSE: WHR) is the world's leading manufacturer of major home appliances*

A UNIQUE GLOBAL STRATEGIC POSITION TO CREATE VALUE

Best Brand Portfolio

7 brands with more than \$1 Billion in sales each



#1 Globally*

And #1 or #2 in almost all parts of the world



Innovation

100+ new product launches in 2017



Best Cost Takeout

~\$500M annual gross cost takeout (2013-2017)

Whirlpool®

KitchenAid®

MAYTAG

i INDESIT

Hotpoint®

Consul

BRASTEMP

STRONG REGIONAL FOOTPRINT

Net Sales by Region (2017)

North America

Strong value creation in a healthy marketplace

54%

Latin America

Fully leverage optimized cost structure

16%



Europe, Middle East & Africa

Fully realize benefits of Indesit acquisition

23%

Asia

Well-positioned to benefit from India & China growth

7%

STRONG FINANCIAL PERFORMANCE AND COMPELLING LONG-TERM GOALS*

\$21.3B Sales

(2017, As Reported)

5-Year CAGR of 3.2%

6.4% EBIT

(2017 Ongoing, As Reported)

Focused plans to expand margins

\$707M FCF

(2017, As Reported)

Strong cash flow generation

13% TSR

(2013-2017)

Annualized Total Shareholder Return



3-5%

Annual organic net sales growth

10%

EBIT margin

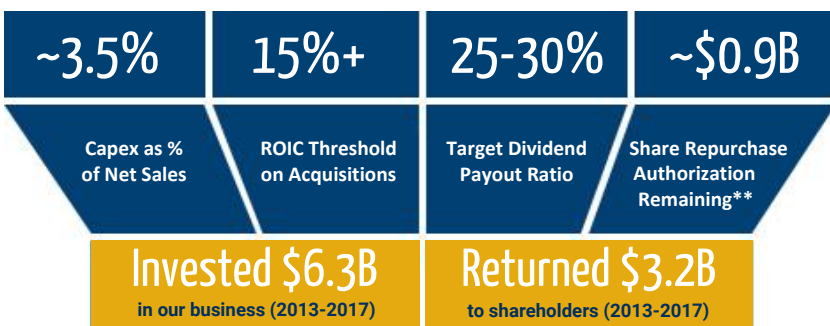
5-6%

FCF as % of net sales

Top-Quartile

S&P 500 Total Shareholder Return

BALANCED CAPITAL DEPLOYMENT AND CONSISTENT RETURN TO SHAREHOLDERS



Ongoing Earnings per Share*

14% CAGR from 2012 to 2017

