

Whirlpool CORPORATION INVESTOR OVERVIEW

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

A UNIQUE GLOBAL POSITION TO CREATE VALUE

Best Brand Portfolio

6 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 2018



Best Cost Takeout

~\$400M annual gross cost takeout (2009-2018)

Whirlpool®

KitchenAid®

MAYTAG

i INDESIT

Hotpoint®

Consul

BRASTEMP

STRONG REGIONAL FOOTPRINT

Net Sales by Region (2018)

North America

Strong value creation in a healthy marketplace

54%

Latin America

Fully leverage optimized cost structure

17%



Europe, Middle East & Africa

Fully realize benefits of Indesit acquisition

22%

Asia

Well-positioned to benefit from India & China growth

7%

STRONG FINANCIAL PERFORMANCE AND COMPELLING LONG-TERM GOALS*

\$21.0B Sales

(2018, As Reported)

5-Year CAGR of 1.1%

6.3% EBIT

(2018 Ongoing, As Reported)

Focused plans to expand margins

\$853M FCF

(2018, As Reported)

Strong cash flow generation

11% TSR

(2009-2018)

Annualized Total Shareholder Return



3-5%

Annual organic net sales growth

10%

EBIT margin

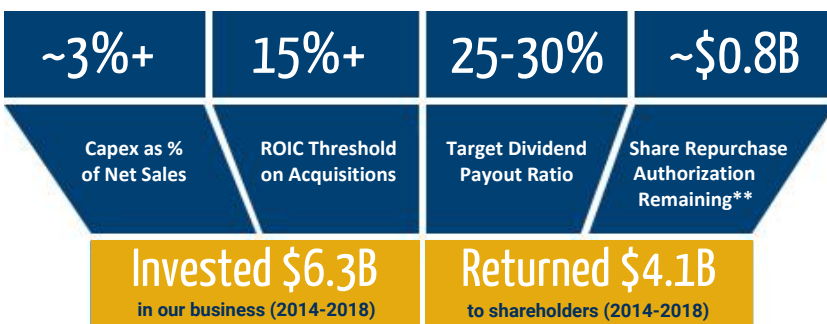
5-6%

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*

12% CAGR from 2012 to 2018

