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Barclays Capital Conference

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Chairman and CEO

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Safe Harbor Statement

- This presentation contains statements (including certain projections and business trends) that are “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. Words such as “believe”, “estimate”, “project”, “plan”, “expect”, “anticipate”, “will”, “intend” and other similar expressions may identify forward-looking statements. Actual results may differ materially from those projected as a result of certain risks and uncertainties, many of which are beyond our control, including but not limited to:
 - macroeconomic factors, including global and regional business conditions, the availability and cost of capital, and the cyclical nature of our customers' capital spending, all of which may affect demand for our offerings, and currency exchange rates;
 - laws, regulations and governmental policies affecting our activities in the countries where we do business;
 - successful development of advanced technologies and demand for and market acceptance of new and existing products;
 - the availability, effectiveness and security of our information technology systems;
 - competitive product and pricing pressures;
 - disruption of our operations due to natural disasters, acts of war, strikes, terrorism or other causes;
 - intellectual property infringement claims by others and the ability to protect our intellectual property;
 - our ability to successfully address claims by taxing authorities in the various jurisdictions where we do business;
 - our ability to attract and retain qualified personnel;
 - the uncertainties of litigation;
 - disruption of our distribution channels;
 - the availability and price of components and materials;
 - successful execution of our cost productivity, restructuring and globalization initiatives; and
 - other risks and uncertainties, including but not limited to those detailed from time to time in our Securities and Exchange Commission filings.
- These forward-looking statements reflect our beliefs as of the date of this presentation. We undertake no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

Notice Regarding Financial Information

- This presentation contains non-GAAP financial information. Reconciliations from GAAP to non-GAAP measures are contained in the appendix of this presentation.
- All information should be read in conjunction with the historical financial statements contained in Rockwell Automation's Annual Report on Form 10-K, periodic reports on Form 10-Q and Form 8-K, and public announcements of financial information.
- Copies of these reports, as well as a financial information overview, are available on the Investor Relations section of Rockwell Automation's website at www.rockwellautomation.com.

Rockwell Automation Today

- Fiscal 2009 Sales: ~\$4.3B
 - ~50% outside the US
- Two operating segments
 - Architecture & Software
 - Control Products & Solutions
- Employees: ~19,000
- Serving customers in 80+ countries
- Trading Symbol: ROK



Leading global provider of industrial power, control and information solutions

Segments

Architecture & Software ~ 40% of total revenues



Logix Family



Visualization and Information Software



Industrial Networks



Motion



Sensing



Safety

Control Products & Solutions ~ 60% of total revenues



Industrial Control Products



Smart Motor Controllers



Variable Frequency Drives



Motor Control Centers



Drive Systems



System Integration



Services

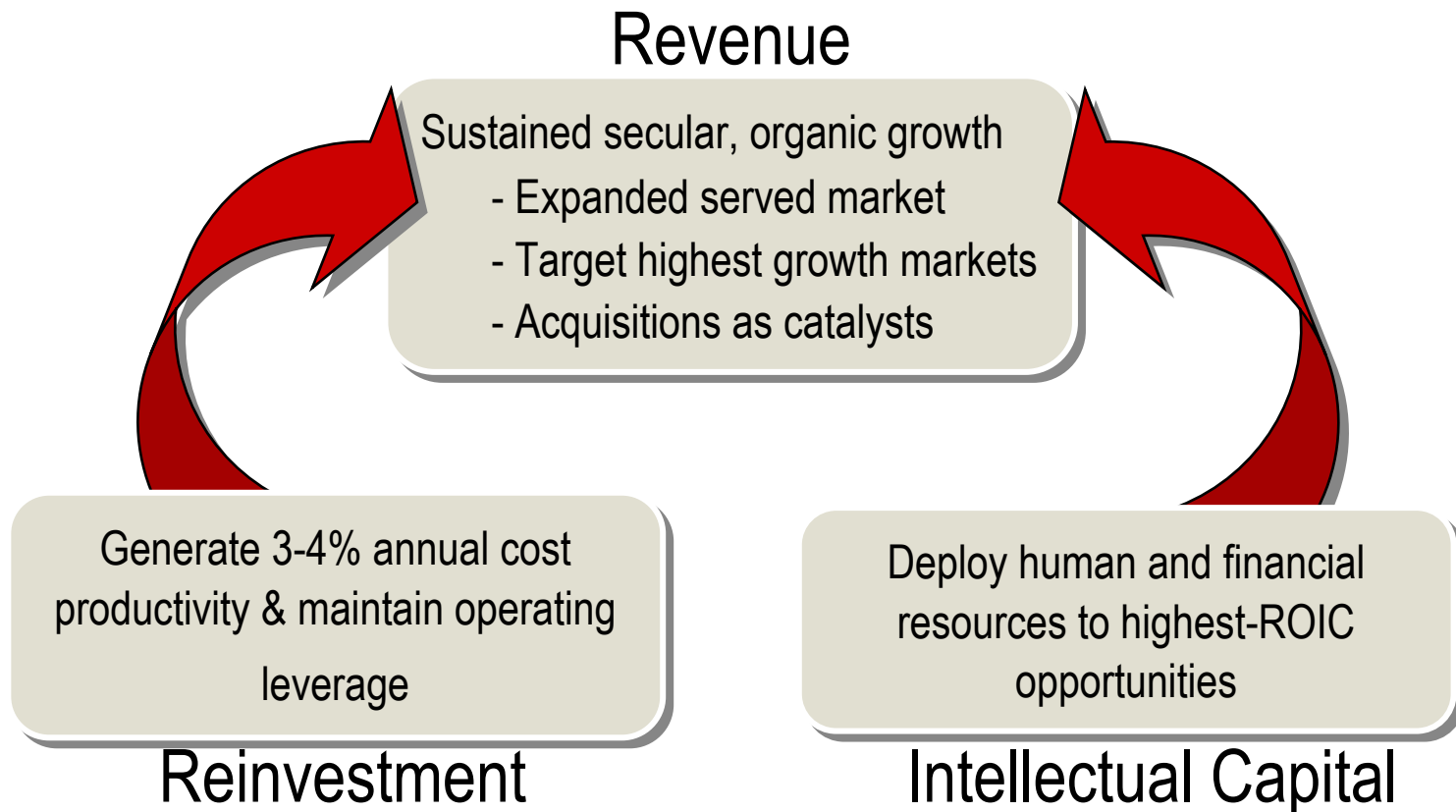
Common customer

2010 EPS Guidance

Sales	\$4.4B to \$4.6B
% Change (Excluding Currency Translation)	-2% to 3%
Currency Translation	4%
Segment Operating Margin	12% to 13%
Diluted EPS	\$2.00 to \$2.40
Free Cash Flow	>100% of Net Income

Note: As of January 27, 2010

Long-Term Growth and Performance Strategy



Long Term Financial Goals:

Revenue growth of 6 to 8%, double digit EPS growth, > 20% ROIC

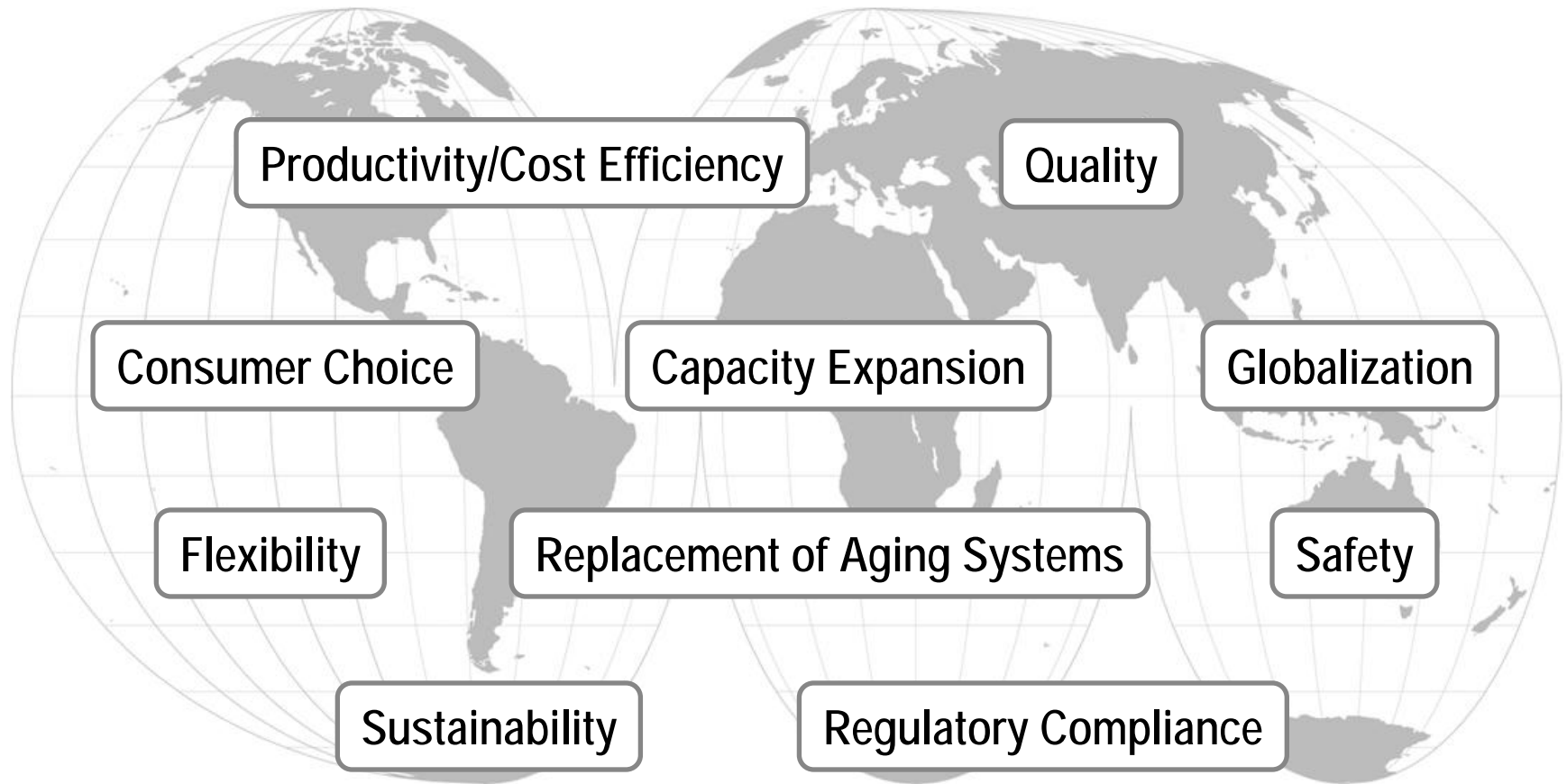
Our strategy remains valid

Why ROK will outperform in the recovery

- Our capabilities address fundamental trends in manufacturing
- We offer differentiated and scalable technology
- Our revenue base is increasingly diversified – by application, by industry, by region
- We continue to expand our served markets
- We are well-positioned in emerging markets
- We have improved our global cost structure and continue to have significant potential for earnings leverage

We are well positioned for the recovery

Drivers of Automation Investment



Automation markets still expected to grow in excess of GDP over the cycle

Logix & Integrated Architecture - Investing to Grow

- Differentiating with plant-wide optimization and design productivity
- Addressing a broader range of process applications in heavy industries
- Improving scalability to serve more OEMs
- Increasing enterprise connectivity and IT influence
- Integrating energy as a core discipline
- Expanding scope of supply with complementary products, services and partnerships

Providing greater value to existing and new customers

Next Cycle Growth Accelerators

- Process:** Expansion of DCS capabilities, migration of legacy DCS systems
- OEMs:** Scalable and flexible for multiple machine types
- Sustainability:** Energy, environment, safety
- Safety:** Global regulations, productivity, personnel protection
- Information:** Software for optimization and connectivity
- Emerging Markets:** China, India, SE Asia, Latin America and emerging EMEA

Logix and Integrated Architecture are the foundation

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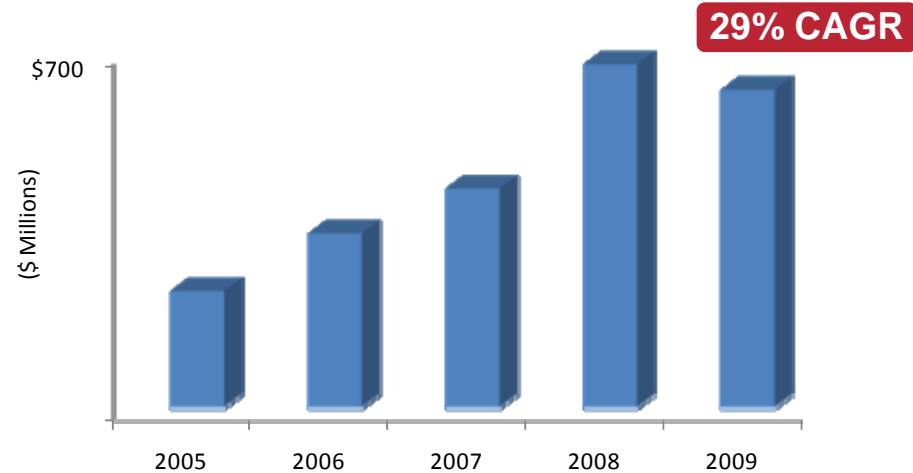
Process Automation

Market Opportunity

- Large total market, \$20B+
- Continuing to expand our served market
- Batch/hybrid and continuous process control applications
- Consumer and heavy industries
- Process OEM's

Strategy

- Leverage plant-wide control to gain process share at existing customers
- Displace aging DCS systems
- Differentiation in process safety and Advanced Process Control
- Continue investments in technology and domain expertise to expand served market



Track Record of Success

- 26 1st place finished in 2010 Control Readers Choice Awards... 3 more than 2009
- 5 yr growth exceeding 3x market growth rate
- Launched PlantPAX a process automation system
- Increasing wins in heavy industries
- New partners to expand market access
- Recognized by customers as a DCS provider

Process is our best growth opportunity

Process Automation Wins



Consumer North America Batch Chemical Process for Oral Care \$2.0M

Consumer Latin America DCS Replacement for Milk Plant \$0.7M



Life Sciences Asia Pacific Batch Process Control for Nutritionals Mfg. \$0.6M

Life Sciences EMEA Solvent Recovery Unit \$3.0M



Mining Latin America Plant Integration for Mining Port Operation \$1.4M

Mining Asia Pacific Mine Automation and MES \$0.7M

Minerals North America Dryer Optimization with Pavilion Technologies \$0.6M



Oil & Gas EMEA Pipeline SCADA system \$1.5M

Oil & Gas Latin America Compressor Station Controls \$2.2M



Pulp & Paper EMEA DCS Replacement for Pulp Mill \$0.7M

Power EMEA Primary control for 2 x 680 MW Units \$2.1M

Water Utility North America DCS Replacement for Water Treatment Plant \$1.0M

Ongoing success in hybrid and heavy industries,
growing success in continuous applications

Process Success Story

K2 Pure Solutions selects PlantPAx for implementing Safer Technology to manufacture bleach and related products

- A multimillion dollar opportunity per site, with a number of sites planned over the coming years
- Key market drivers for K2 Pure are: speed to market, maximizing uptime, and minimizing risk
- Rockwell Automation differentiators that allow K2 Pure to address their goals were: platform scalability, plant-wide control, plant asset management, MES Integration, and the value of our channel network



Demonstrates the value of PlantPAx combined with power and instrumentation integration

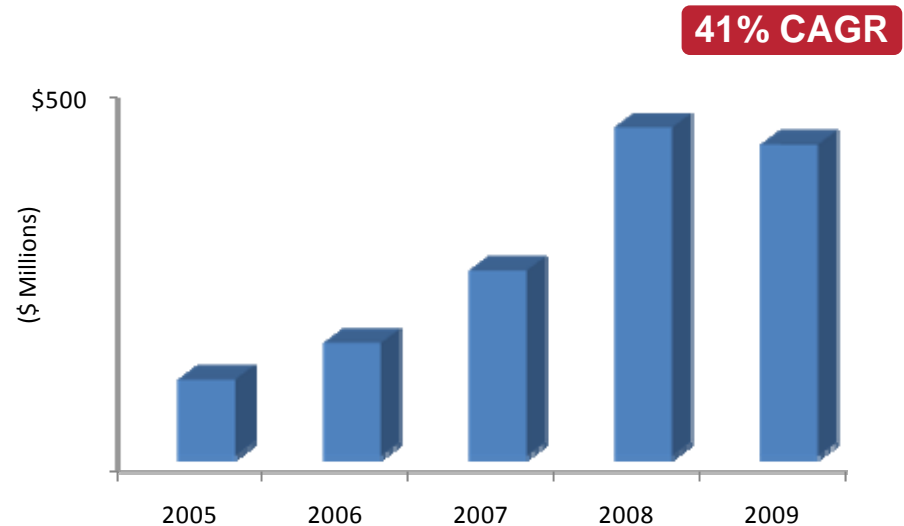
Growth Initiative: Safety

Market Opportunity

- \$3.5B market
- Market growth exceeds that of automation market
- Customers focused on safety, reliability and security
- Global adoption of safety standards and new technologies is accelerating

Strategy

- Leverage Logix platform to deliver integrated machine and process safety solutions
- Drive thought leadership in response to emerging functional safety standards
- Utilize a balance of internal developments, partnerships and acquisitions to extend market leadership
- Offer consulting services to drive adoption of the latest safeguarding technologies



Key Success Factors

- Market leader with the broadest scope of supply
 - Most complete component and systems solution set available
- Most scalable
 - Common technology across ControlLogix and Compact Logix platforms
 - AADvance process safety platform
- Converged functionality
 - Common safety networking and configuration tools
 - Functional safety certifications and design tools

Machine and Process Safety

2009 Machine Safety Market Leaders



Vendor	Market Share
Rockwell Automation	#1
OMRON	# 2
Siemens	# 3
SICK	# 4
Pilz	# 5

2008 Process Safety Market Leaders



Vendor	Market Share
Invensys / Triconex	#1
Rockwell Automation	#2
Honeywell	# 3
ABB	# 4
Hima	# 5

* Source ARC Machine Safety (2009) & Process Safety (2008) Market Studies

Rockwell Automation – *The World Leader in the \$3.5B Safety Market*

What is Process Safety?

Process Safety generally refers to the layers of protection that prevent unintentional releases of chemicals, energy, or other potentially dangerous materials during the course of manufacturing in process industries that can have a serious effect on the plant, environment and personnel.

Fail Safe Design -
safer to stop than
keep on running



- On detection of a critical fault, the system will stop or transition the process to a safe condition
- Examples
 - Trains
 - Roller-coasters
 - Temperature control in chemical production

Fault Tolerance -
Need to keep
running in the
face of a fault

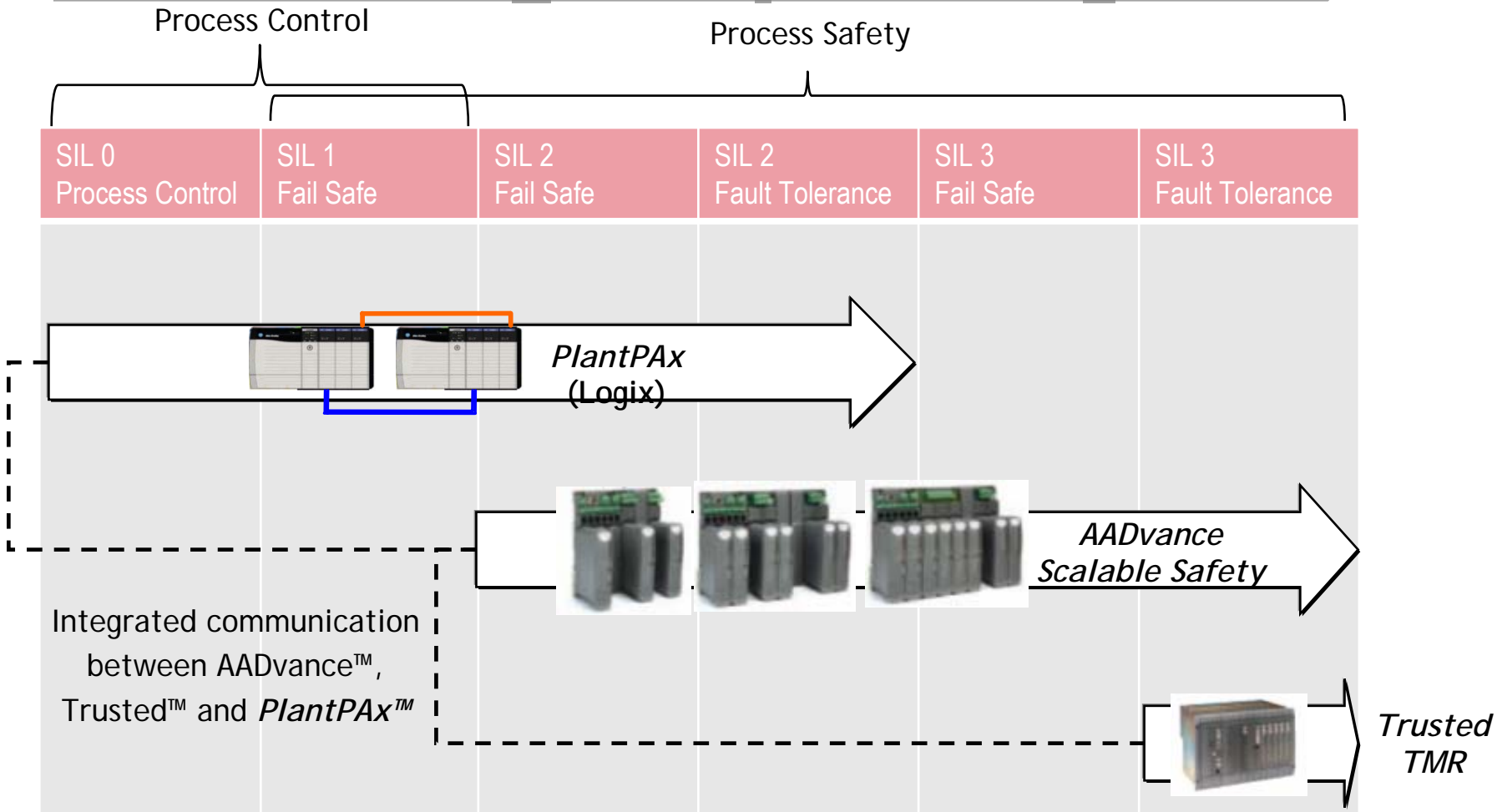


- System Can tolerate one or more failures
- Continue to operate safely and predictably
- Examples
 - Airplanes (multiple engines)
 - Brakes on car (multiple systems)
 - Redundancy of pipeline flow control

Rockwell Automation covers all segments of Process Safety

Broad Spectrum Portfolio

INCREASING SAFETY INTEGRITY LEVEL



The most scalable process control and safety offering

Integrated Control and Safety Wins



Oil & Gas US Emergency Shutdown System \$600K

Oil & Gas Asia Pacific Emergency Shutdown and Fire & Gas Systems \$500K



Oil & Gas Latin America Emergency Shutdown and Fire & Gas Systems \$600K

Oil & Gas Latin America Compressor Station Controls \$525K



Pulp & Paper US Co-Gen Plant: Turbine – Generator Control \$500K

Mining Asia Pacific Oil Shale Extraction & Refining \$700K

Leveraging ICS Triplex technology to expand process control and process safety solutions

Why Rockwell Automation

- Long-term sustainable growth
 - Automation markets have grown in excess of GDP growth
 - Expanding served market...Process, Safety, Information and Services
 - Emerging markets today...and as they transition to consumer economies
- Diversification
 - Expanding product, solutions and services portfolio
 - End markets and applications
 - Geographic
- Competitive differentiation
 - Technology leader...focused on innovation
 - Domain expertise
- Financial strength
 - Strong balance sheet and cash flow generation
 - Best in class ROIC; an intellectual capital business

A superior long-term investment

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Appendix

Reconciliation to Non-GAAP Measures

Reconciliation to Non-GAAP Measures

Segment operating margin

(in millions, except percentages)

	Three Months Ended December 31, 2009
Sales	
Architecture & Software	\$ 469.0
Control Products & Solutions	598.5
Total sales	<u>\$ 1,067.5</u>
Segment operating earnings	
Architecture & Software	\$ 99.0
Control Products & Solutions	37.8
Total segment operating earnings	136.8
Purchase accounting depreciation and amortization	(4.6)
General corporate - net	(19.5)
Interest expense	(15.4)
Income from continuing operations before income taxes	<u>\$ 97.3</u>
Segment operating margin:	
Architecture & Software	21.1%
Control Products & Solutions	6.3%
Total	12.8%

Reconciliation to Non-GAAP Measures cont'd

Free Cash Flow

(in millions)

	Three Months Ended December 31, 2009
Cash provided by (used for):	
Operating activities	\$ 119.4
Investing activities	(13.5)
Financing activities	(32.7)
Effect of exchange rate changes on cash	(0.9)
Cash provided by continuing operations	<u>\$ 72.3</u>
Cash provided by continuing operating activities	\$ 119.4
Capital expenditures of continuing operations	(13.5)
Excess income tax benefit from share-based compensation	2.1
Free cash flow	<u>\$ 108.0</u>

The following is a reconciliation of revenue change excluding currency translation to revenue change for Q1 2010 and our fiscal 2010 outlook:

	Q1 2010 Fiscal Year Results as Compared to Fiscal Q1 2009 Results	Fiscal Year 2010 Outlook
Revenue change excluding currency translation	-14.6%	-2% to 3%
Currency translation	4.4%	4%
Revenue change	<u>-10.2%</u>	<u>2% to 7%</u>