Safe Harbor Statement

- This presentation includes statements related to the expected future results of the company and are therefore forward-looking statements. Actual results may differ materially from those projections due to a wide range of risks and uncertainties, including those that are listed in our SEC filings.

- This presentation also contains non-GAAP financial information and reconciliations to GAAP are included in the appendix. All information should be read in conjunction with our historical financial statements.
Rockwell Automation at a Glance

Fiscal 2014 Sales of $6.62B

- Canada
- EMEA
- Architecture & Software
- Asia Pacific
- Control Products & Solutions
- Latin America
- US

Leading global provider of industrial power, control and information solutions

Automation solutions for a broad range of industries

Serving customers for 111 Years

- Technology innovation
- Domain expertise
- Culture of integrity & corporate responsibility

22,500 employees in 80+ countries
Two Segments – One Business

FY’14 Total Sales - $6.62B

Architecture & Software $2.84B

Products 66%

Solutions 23%

Services 11%

Control Products & Solutions $3.78B

Broad portfolio of products, solutions and services
Our Focus In Automation is …

Architecture & Software
- Control Systems
- Visualization & Software
- Industrial Networks
- Safety

Control Products and Solutions
- Intelligent Motor Control
- Control Components
- Value-add Services
- Engineered Systems and Solutions

...where technology differentiation and domain expertise matter!
Our Industry Footprint

- **Heavy**
  - Oil & Gas
  - Metals
  - Mining
  - Pulp & Paper
  - Semi-conductor
  - Water/Waste Water
  - Chemicals

- **Consumer**
  - Food & Beverage
  - Home & Personal Care
  - Life Sciences

- **Transportation**
  - Automotive
  - Tire
  - Off-road vehicles

- **Other**
  - Marine
  - Textiles
  - Entertainment
  - Other

---

Primarily Process

Hybrid

Primarily Discrete
Growth and Performance Strategy

ABOVE MARKET GROWTH
- Expand served market
- Target highest growth markets
- Acquisitions as catalysts

REINVESTMENT
Drive productivity to fund growth opportunities with attractive ROIC

INTELLECTUAL CAPITAL
Create customer and shareholder value through technology innovation and domain expertise

Long Term Financial Goals:
Sales growth of 6 to 8%, double digit EPS growth, >20% ROIC
We Help Customers Achieve…

Business Value

- Faster Time to Market
- Lower Total Cost of Ownership
- Improved Asset Utilization
- Enterprise Risk Management

Continually expanding the value we provide to customers
Strong Foundation of Differentiation

- **Technology Innovation & Broad Portfolio**
  - The only scalable, multidiscipline, information-enabled control platform – Logix, including a Modern DCS
  - Secure EtherNet/IP network infrastructure
  - Leading market position in safety
  - Intelligent motor control products and systems

- **Domain Expertise & Global Support**
  - Application know-how
  - Lifecycle support for customers in all industries

- **Trusted Partners & Unique Market Access Model**
  - Channel partners, strategic alliances, technology partners
Differentiated Market Access Model

Rockwell Automation

Limited Distribution

OEM Machine Builder

System Integrators

End User
### Automation is an Attractive Market

#### Market Dynamics
- Grows faster than GDP
- Productivity required to remain globally competitive
- Used by a broad range of industries
- Software is core to products, solutions and services
- Valuable installed base

#### Secular Tailwinds
- Aging installed base
- US natural gas reserves
- Consumer demand in emerging markets
- Wage inflation in emerging markets
- IT/OT convergence

> $90B market for Rockwell
The Connected Enterprise

Enterprise optimization for rapid value creation
Integrated Control and Information

- A strong foundation of technology innovation and domain expertise
- Secure real-time control and information
- Products, services and solutions to contextualize real-time data providing actionable insightful information, knowledge and wisdom
- Productivity through the automation investment lifecycle
  - Design/Operate/Maintain

*Delivering a Smarter, more Productive, more Secure environment*
Track Record of Execution

Above Market Sales Growth

Return on Invested Capital

Adjusted EPS

Stable Free Cash Flow

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales (in billions)</th>
<th>Actual Results</th>
<th>Nov 12th 2014 Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$5.7</td>
<td></td>
<td></td>
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<tr>
<td>2009</td>
<td>$4.3</td>
<td></td>
<td></td>
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<td>2010</td>
<td>$4.9</td>
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<td>2011</td>
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<td>2012</td>
<td>$6.3</td>
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<td>2013</td>
<td>$6.4</td>
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<td>2014</td>
<td>$6.6</td>
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<td></td>
</tr>
<tr>
<td>2015</td>
<td>$6.7</td>
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</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Return on Invested Capital %</th>
<th>Actual Results as of Fiscal Year End</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>32%</td>
<td></td>
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<tr>
<td>2012</td>
<td>36%</td>
<td></td>
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<tr>
<td>2013</td>
<td>31%</td>
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<td>2014</td>
<td>30%</td>
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</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Adjusted EPS $</th>
<th>Actual Results</th>
<th>Nov 12th 2014 Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$3.79</td>
<td></td>
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<tr>
<td>2009</td>
<td>$1.44</td>
<td></td>
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<tr>
<td>2010</td>
<td>$3.10</td>
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<tr>
<td>2011</td>
<td>$4.89</td>
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<td></td>
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<tr>
<td>2012</td>
<td>$5.29</td>
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<tr>
<td>2013</td>
<td>$5.71</td>
<td></td>
<td></td>
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<tr>
<td>2014</td>
<td>$6.17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>$6.95</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Free Cash Flow (in millions)</th>
<th>Free Cash Flow</th>
<th>Pension Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>$458</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>$431</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>$545</td>
<td></td>
<td></td>
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<tr>
<td>2011</td>
<td>$672</td>
<td></td>
<td></td>
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<tr>
<td>2012</td>
<td>$773</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>$901</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>$922</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Cash Deployment Priorities

Free Cash Flow
- Committed to “A” credit rating
- Strong track record of returning cash to shareowners

Fund Organic Growth
- Fund value-creating investments in our business
- Primarily P&L investments; not capital intensive
- R & D spend as a % of sales 1 pt. higher than 2008

Acquisitions
- Bolt-on acquisitions to accelerate organic growth
- Average spend $80M+ per year

Dividends
- Target median payout ratio/yield compared to peers
- More than doubled dividend per share in the last 5 years

Share Repurchase
- Return excess cash flow to shareowners

More than doubled the dividend and returned $2.8B to shareowners in last 5 years
Rockwell Automation
A Great Investment

Automation remains an attractive market
- Productivity required to remain globally competitive
- Aging installed base
- Growing consumer demand in emerging markets

Competitive Differentiation
- Technology leader…focused on innovation
- Domain expertise
- Unique market access model
- Singular focus on automation

Integrated Control and Information
- Enables The Connected Enterprise
- Only scalable, multidiscipline, information-enabled control platform
- Provides real-time insights
- Increases the business value we provide to customers

Financial Strength
- Disciplined Cash Deployment
- Strong balance sheet, cash flow generation and track record of returning cash to shareowners
- Best in class ROIC; an intellectual capital business

Only scalable, multidiscipline, information-enabled control platform
Increases the business value we provide to customers
Singular focus on automation
Best in class ROIC; an intellectual capital business
Total Shareowner Return

- Includes the reinvestment of all dividends in our common stock

2008-2014 annualized total return of 9.4% vs. 6.0% for the S&P 500
Appendix

Reconciliation to Non-GAAP Measures
### Reconciliation to Non-GAAP Measures

#### Return On Invested Capital

(in millions, except percentages)

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Return</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income from continuing operations</td>
<td>$826.8</td>
<td>$756.3</td>
<td>$737.0</td>
<td>$697.1</td>
<td>$440.4</td>
<td>$217.9</td>
<td>$577.6</td>
</tr>
<tr>
<td>Interest expense</td>
<td>59.3</td>
<td>60.9</td>
<td>60.1</td>
<td>59.5</td>
<td>60.5</td>
<td>60.9</td>
<td>68.2</td>
</tr>
<tr>
<td>Income tax provision</td>
<td>307.4</td>
<td>224.6</td>
<td>228.9</td>
<td>170.5</td>
<td>103.8</td>
<td>56.0</td>
<td>231.3</td>
</tr>
<tr>
<td>Purchase accounting depreciation and amortization</td>
<td>21.6</td>
<td>19.3</td>
<td>19.8</td>
<td>19.8</td>
<td>18.9</td>
<td>18.6</td>
<td>24.2</td>
</tr>
<tr>
<td>Special charges</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-4.0</td>
<td>46.7</td>
</tr>
<tr>
<td>Return</td>
<td>1,215.1</td>
<td>1,061.1</td>
<td>1,045.8</td>
<td>946.9</td>
<td>623.6</td>
<td>349.4</td>
<td>948.0</td>
</tr>
</tbody>
</table>

|                          |          |          |          |          |          |          |          |
| (b) Average Invested Capital |          |          |          |          |          |          |          |
| Short-term debt          | 275.5    | 209.0    | 207.2    | -        | -        | 70.1     | 325.1    |
| Long-term debt           | 905.3    | 905.0    | 905.0    | 904.9    | 904.8    | 904.6    | 804.5    |
| Shareowners’ equity      | 2,680.7  | 2,086.7  | 1,881.5  | 1,709.7  | 1,387.9  | 1,563.5  | 1,798.5  |
| Accumulated amortization of goodwill and intangibles | 772.7    | 775.2    | 751.0    | 716.7    | 679.4    | 648.3    | 619.0    |
| Short-term investments   | (485.2)  | (361.7)  | (232.5)  | -        | -        | -        | -        |
| Cash and cash equivalents| (1,210.6)| (1,010.2)| (878.8)  | (922.7)  | (763.3)  | (576.0)  | (728.0)  |
| Average invested capital | 2,938.4  | 2,604.0  | 2,633.4  | 2,408.6  | 2,208.8  | 2,610.5  | 2,819.1  |

|                          |          |          |          |          |          |          |          |
| (c) Effective Tax Rate   |          |          |          |          |          |          |          |
| Income tax provision     | 307.4    | 224.6    | 228.9    | 170.5    | 103.8    | 56.0     | 231.3    |
| Income from continuing operations before income taxes | $1,134.2 | $980.9   | $965.9   | $867.6   | $544.2   | $273.9   | $808.9   |
| Effective tax rate       | 27.1%    | 22.9%    | 23.7%    | 19.7%    | 19.1%    | 20.4%    | 28.6%    |

| (a) / (b) * (1-c) Return On Invested Capital | 30.1%    | 31.4%    | 30.3%    | 31.6%    | 22.8%    | 10.7%    | 24.0%    |
# Reconciliation to Non-GAAP Measures

## Adjusted EPS

<table>
<thead>
<tr>
<th></th>
<th>Fiscal 2015 Guidance *</th>
<th>Year Ended September 30,</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diluted EPS from continuing operations</td>
<td>$6.24 - $6.64</td>
<td>$5.91</td>
</tr>
<tr>
<td>Non-operating pension costs per diluted share, before tax</td>
<td>0.47</td>
<td>0.40</td>
</tr>
<tr>
<td>Tax effect on non-operating pension costs per diluted share</td>
<td>(0.16)</td>
<td>(0.14)</td>
</tr>
<tr>
<td>Adjusted EPS</td>
<td>$6.55 - $6.95</td>
<td>$6.17</td>
</tr>
</tbody>
</table>
# Free Cash Flow

(in millions)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash provided by continuing operating activities</td>
<td>$1,033.3</td>
<td>$1,014.8</td>
<td>$718.7</td>
<td>$643.7</td>
<td>$494.0</td>
<td>$526.4</td>
<td>$596.8</td>
</tr>
<tr>
<td>Capital expenditures</td>
<td>(141.0)</td>
<td>(146.2)</td>
<td>(139.6)</td>
<td>(120.1)</td>
<td>(99.4)</td>
<td>(98.0)</td>
<td>(151.0)</td>
</tr>
<tr>
<td>Tax payments related to the gain on divestiture of Power Systems</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>7.9</td>
</tr>
<tr>
<td>Excess income tax benefit from share-based compensation</td>
<td>29.9</td>
<td>31.9</td>
<td>18.5</td>
<td>38.1</td>
<td>16.1</td>
<td>2.4</td>
<td>4.6</td>
</tr>
<tr>
<td><strong>Free cash flow</strong></td>
<td><strong>$922.2</strong></td>
<td><strong>$900.5</strong></td>
<td><strong>$597.6</strong></td>
<td><strong>$561.7</strong></td>
<td><strong>$410.7</strong></td>
<td><strong>$430.8</strong></td>
<td><strong>$458.3</strong></td>
</tr>
</tbody>
</table>